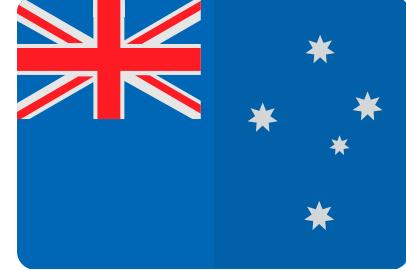
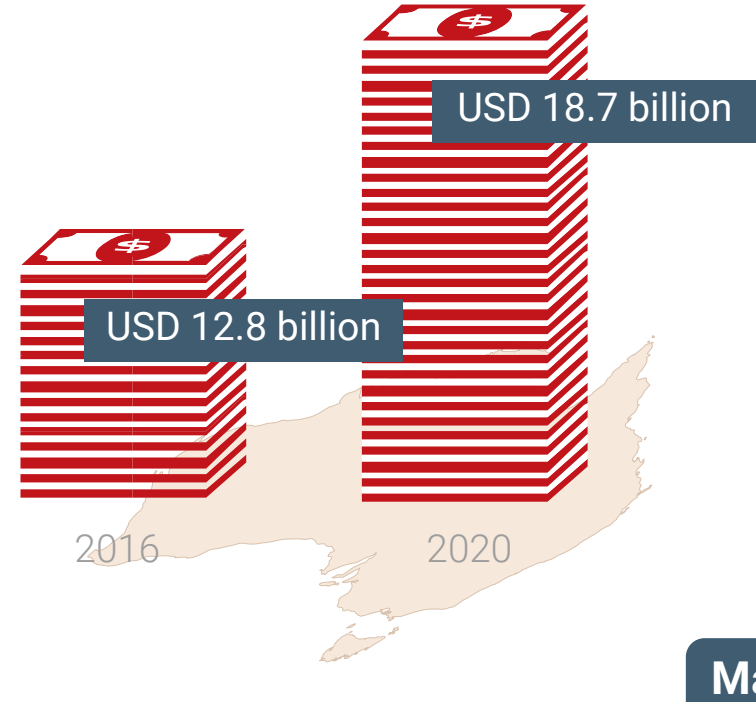
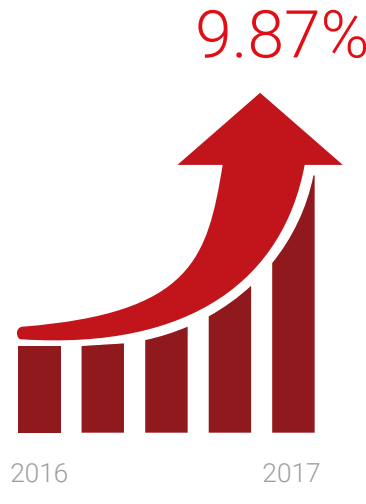


A quick analysis of opportunities for international retailers expanding into the Australian eCommerce Market



Economy

eCommerce is forecast to be worth **USD 12.8 billion in 2016**, and is expected to increase to **USD 18.7 billion by 2020**.

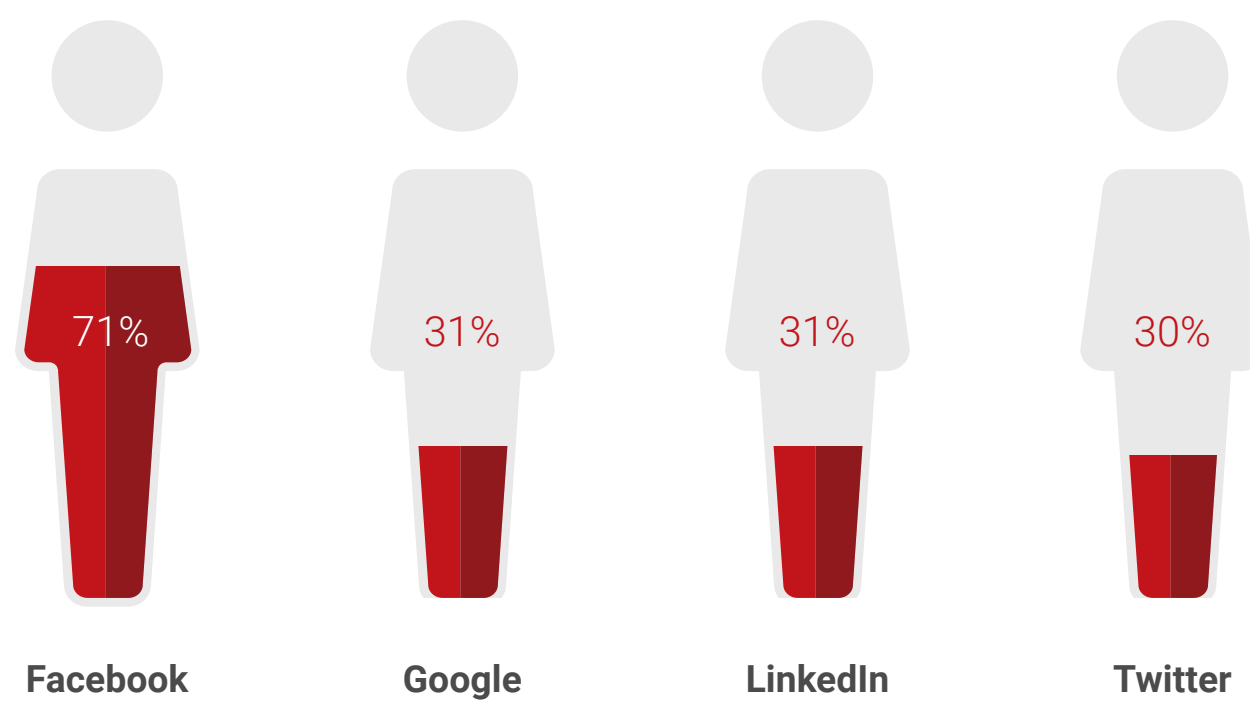


Marketing

34% of advertising spend is used for **digital marketing**, with a further **30% investing in free-to-air TV**. Newspapers account for **13% of annual advertising spend in 2014**.

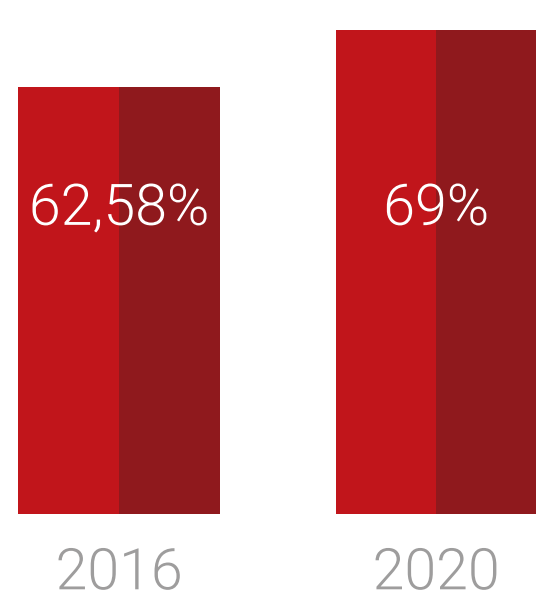
Australians Use:

53% of Facebook users log in on a daily basis.



User Insights

Digital Shopper Penetration is currently at **62.58%**, and expected to reach **69%** by 2020. The average revenue per user is USD 1,067.



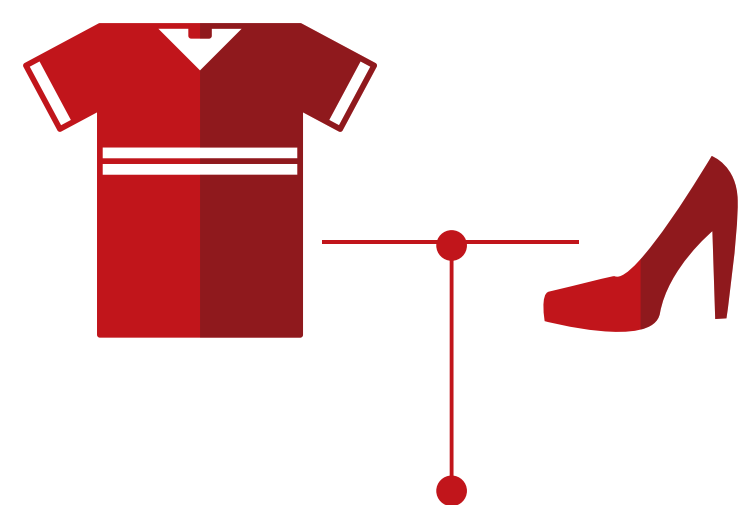
USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



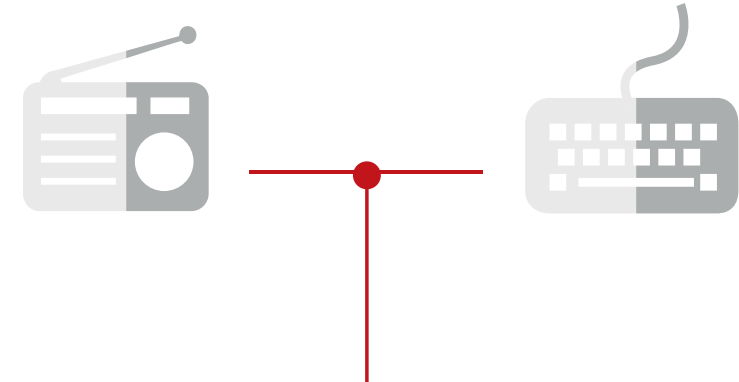
NUMBER OF USERS (IN MILLIONS)



Shopping Categories

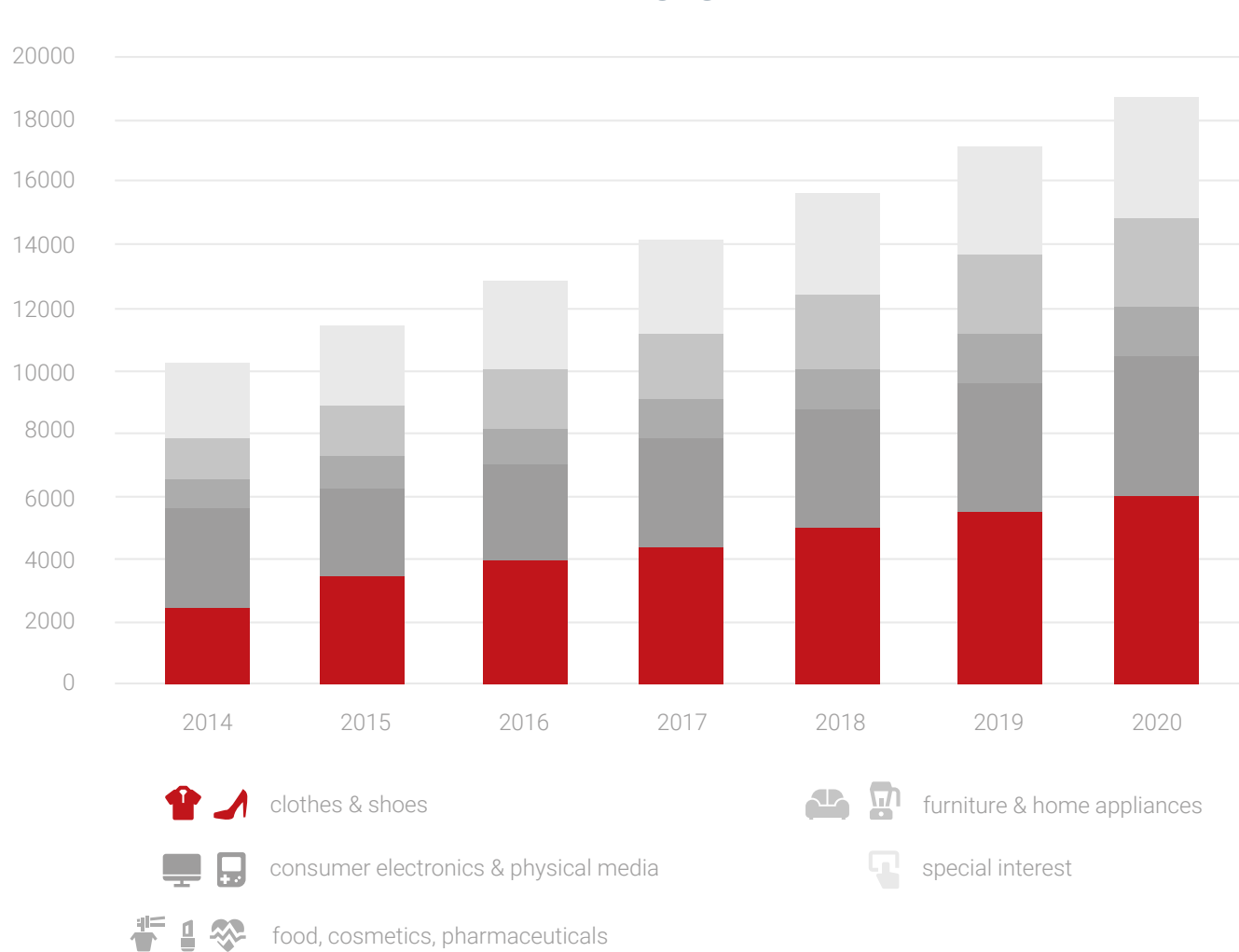


Clothes and shoes account for the largest market spend, with **USD 6 billion forecast for 2020**.



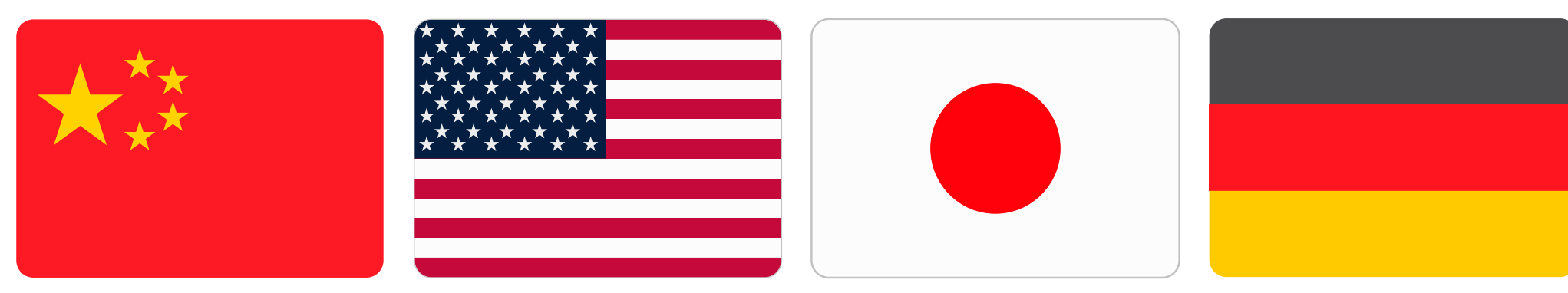
Personal Electronics sales are projected to reach **USD 4.4 billion by 2020**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where do Australians shop from?

China, USA, Japan and Germany are all key import partners for Australia. China accounts for **A\$52 million** of Australian imports.



Preferred Online Payment Methods



Credit Cards account for the majority of cross border sales, with **Visa, MasterCard and Amex** making up the bulk of transactions. **Debit cards and e-wallets** take second place, with many using eWallets like **Paypal** as their preferred payment method.



POLi – is a popular real-time bank transfer service in Australia. **Cash on Delivery** is preferred by almost 5%.

Logistics & Infrastructure

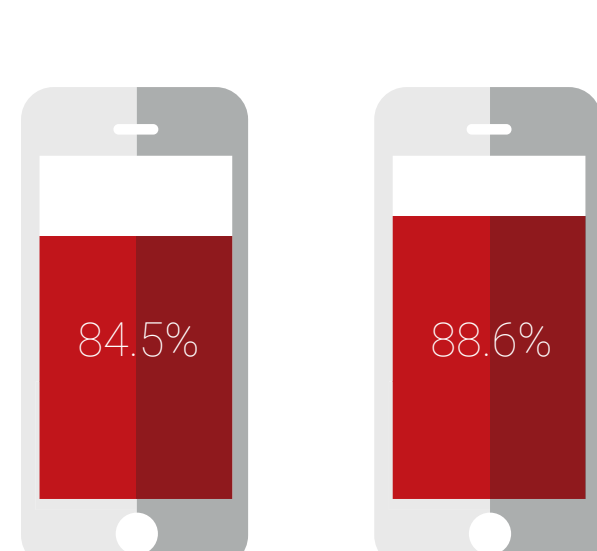
Australia has built a **major multimodal transport system** (across water, land and air) to facilitate international trade. There are **25 major ports** in Australia linked by **road, air, rail, and coastal shipping**.



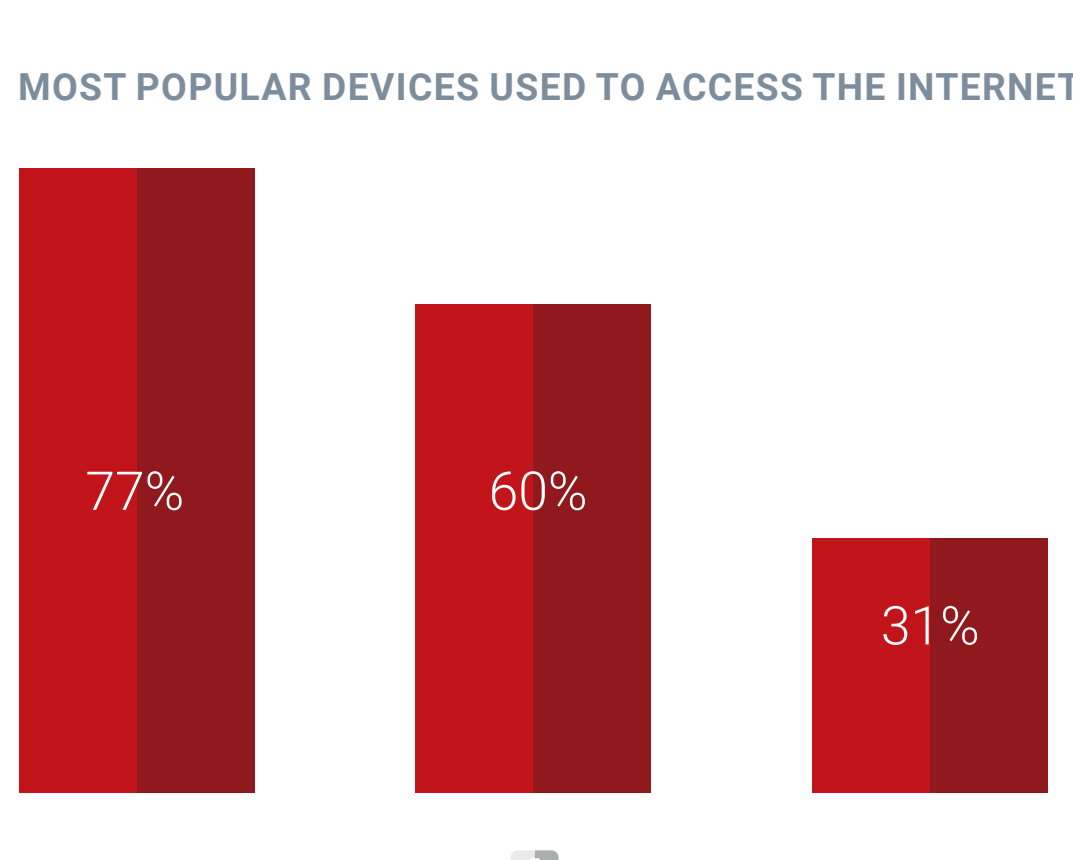
Its Logistics Performance Index score is ranked **19th in the world** by the World Bank.

Device Usage

Mobile penetration was at **84.5% in 2015**, and is expected to reach **88.6% by 2019**. Laptops and desktops account for over 70% of overall user penetration.



MOST POPULAR DEVICES USED TO ACCESS THE INTERNET



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.