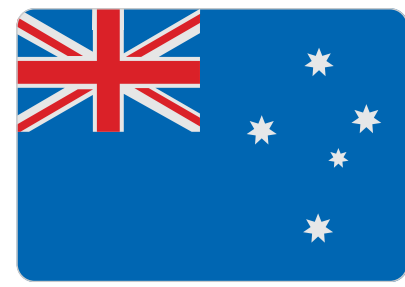


# Insights into the growth of Australian eCommerce

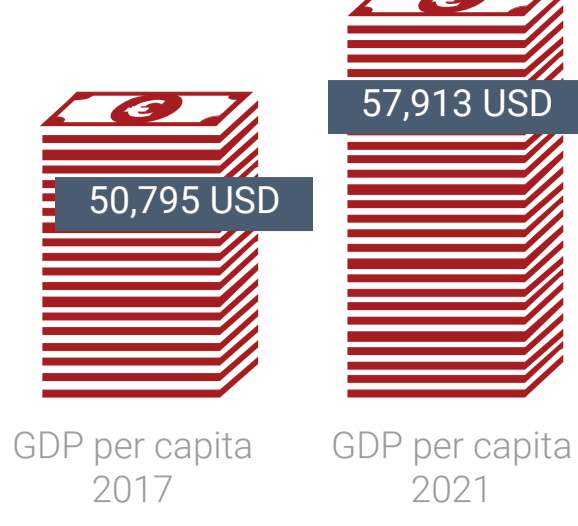
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to 24 million people with a total GDP of 1.2 trillion USD.

GDP per capita is currently 50,795 USD and expected to reach 57,913 USD by 2021.

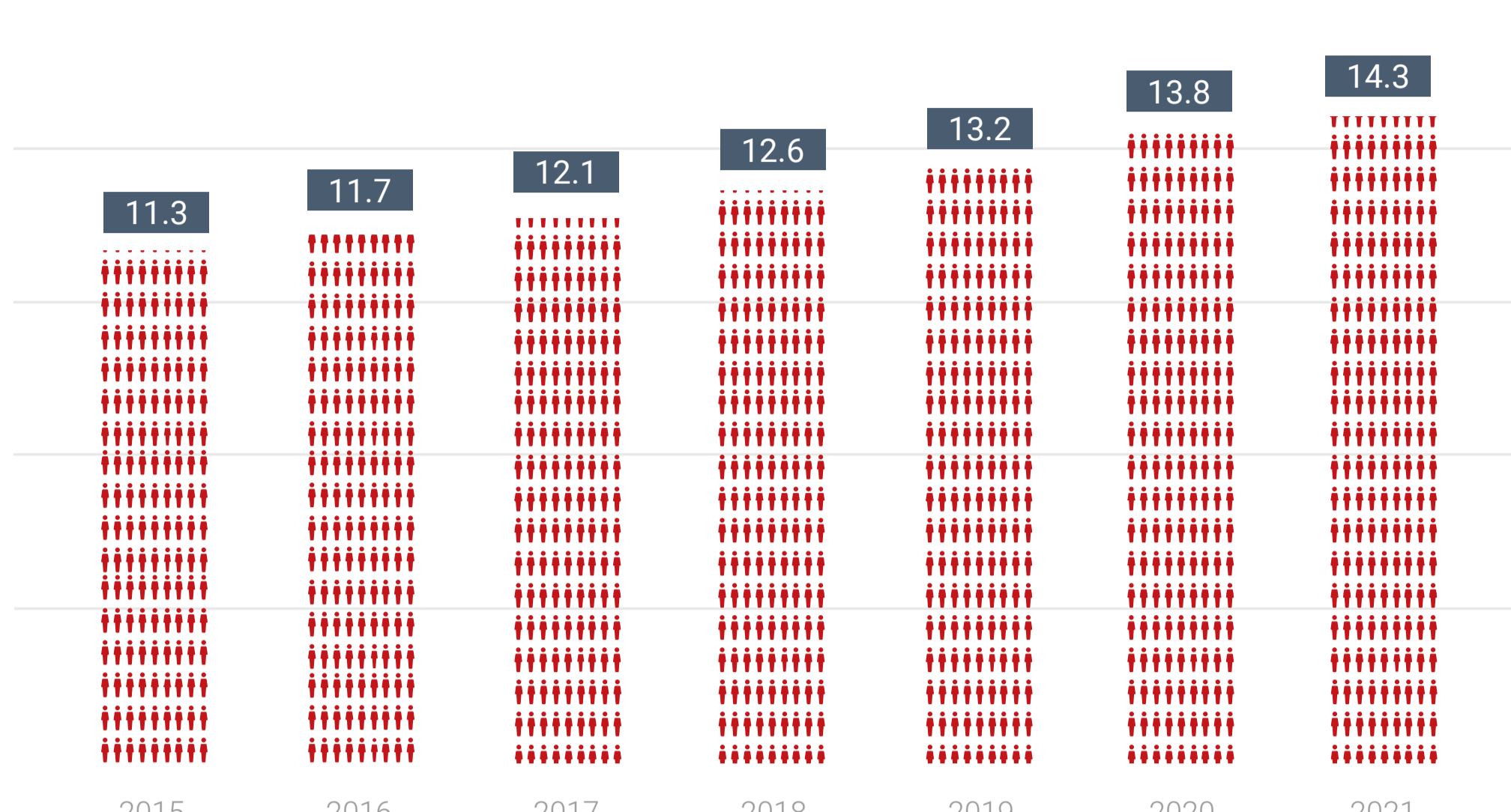


AUSTRALIA IS RANKED AS THE 19<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

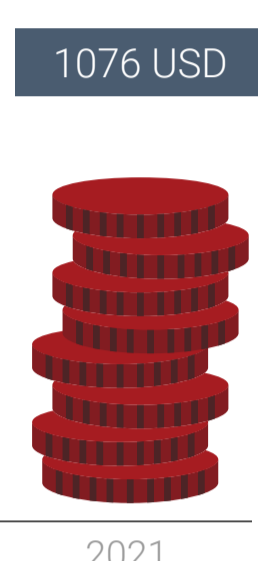
## User Insights

There are currently 12.2 million eCommerce users in Australia, with an additional 2.15 million users to be shopping online by 2021.

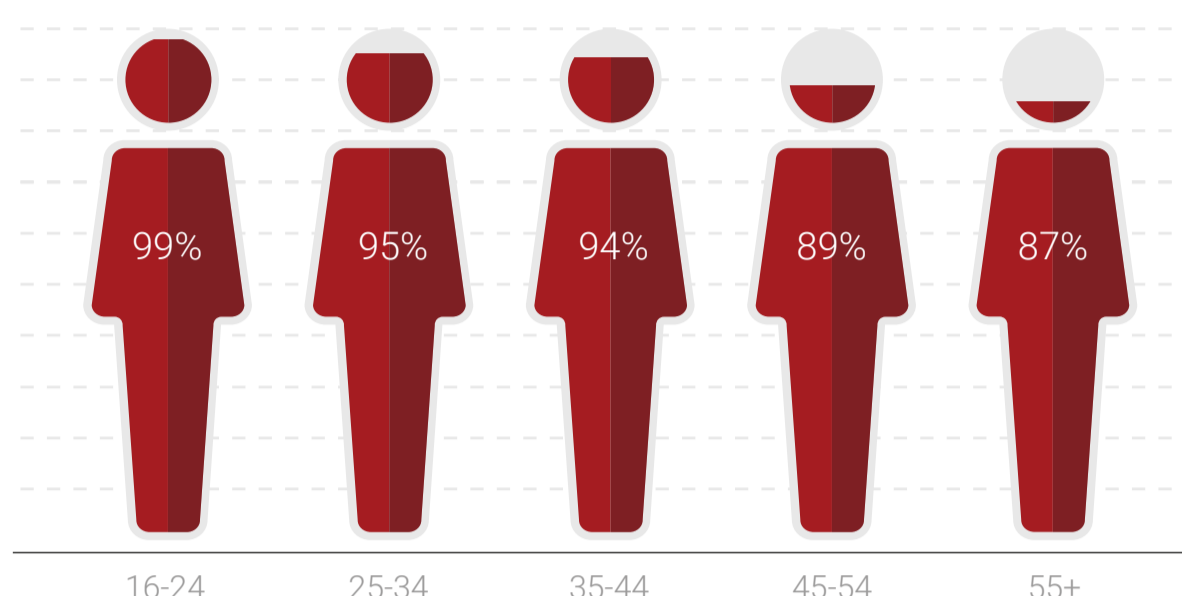
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



## Shopping Categories

Total eCommerce revenue across all product categories is 10.5 billion USD, expected to reach 15.4 billion USD by 2021.

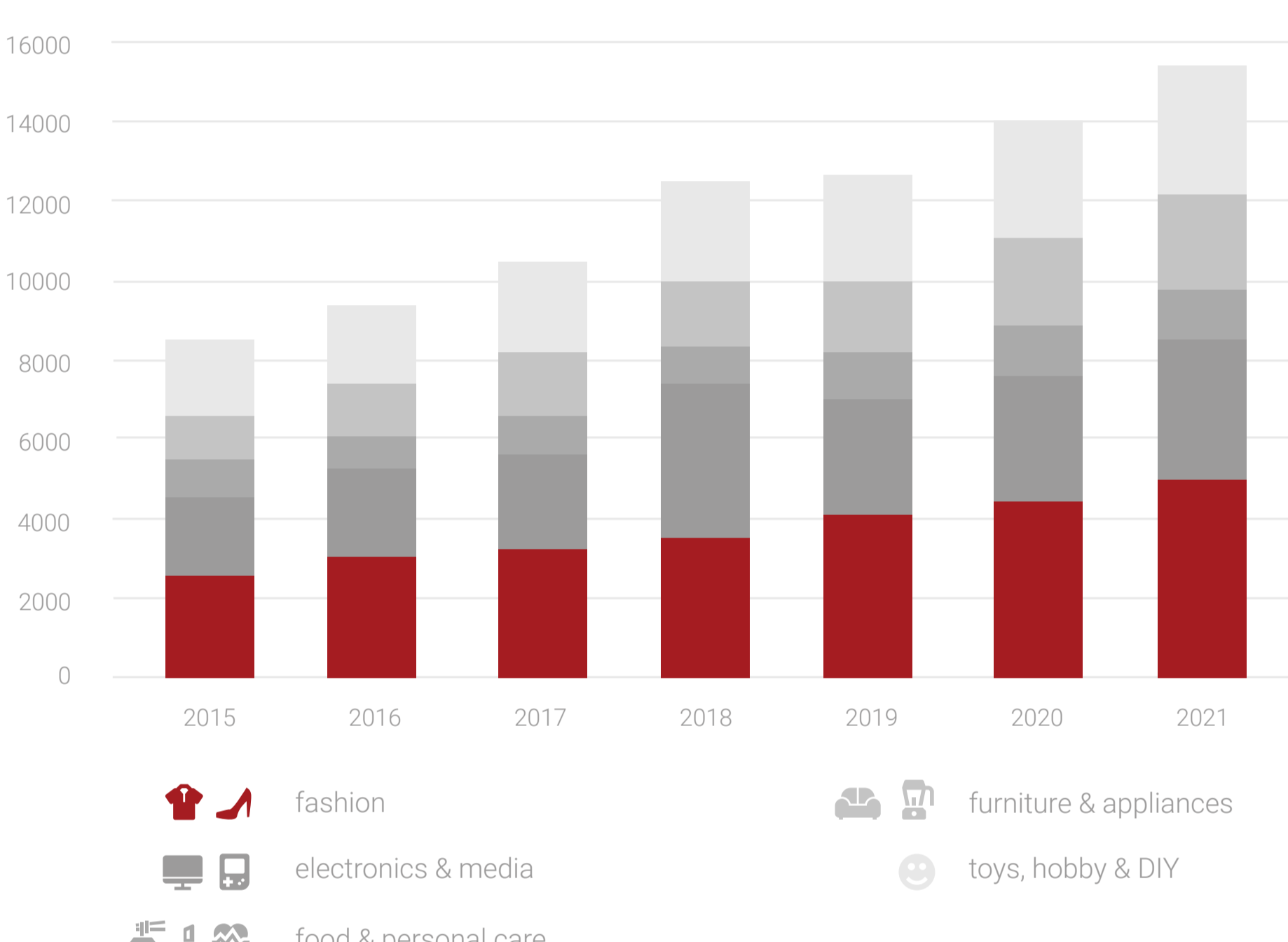


Fashion is currently the leading product category, accounting for 3.2 billion USD market share.



Electronics is second, accounting for 2.5 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



In 2016, Australia was ranked 19<sup>th</sup> in the World Bank Logistics ranking.

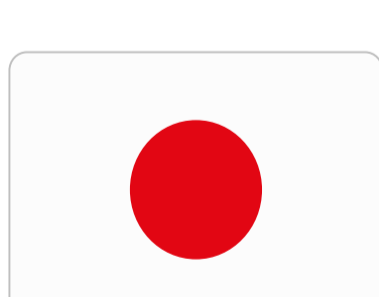
## Preferred Online Payment Methods

33% of Australian shoppers use Visa when shopping online, and a further 30% prefer PayPal. Mastercard is also a popular online payment method in Australia.

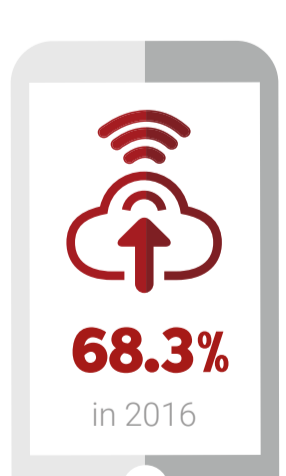


## Where does Australia buy from?

China supplies Australia with 45 billion USD in imports. Other key import partners are the US (10.2 billion USD), Japan (14.4 billion USD), South Korea (10.1 billion USD) and Thailand (10.1 billion USD).



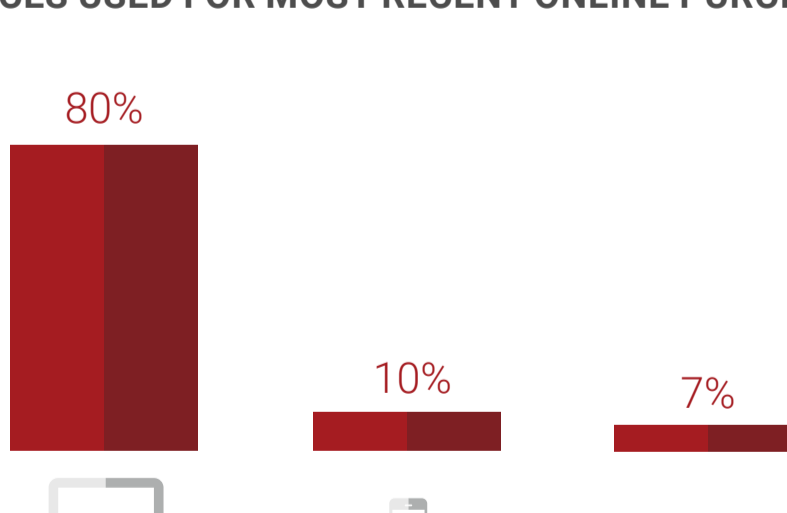
## Device Usage



Internet penetration is currently at 80.9%, and should reach 82.1% by 2021.

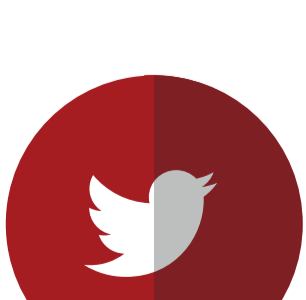
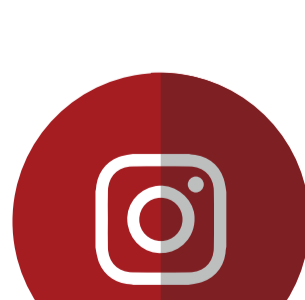
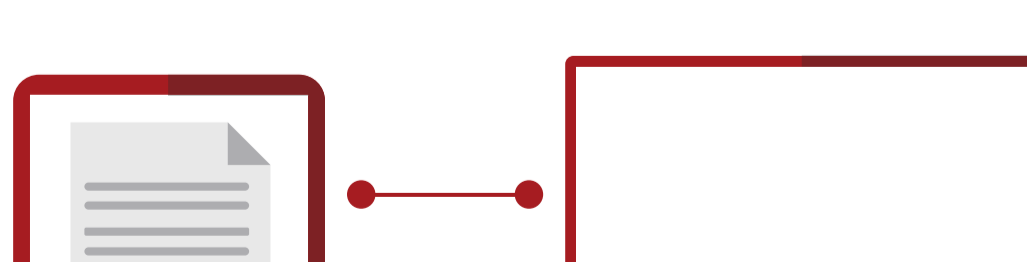
Smartphone penetration is 68.3% and is projected to grow to 73.7% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

Marketing spend in Australia has risen in recent years, as advertisers steadily invest more in digital advertising. In 2017, digital ad spend reached 4.7 billion USD.



Australia's social media penetration is 49.47% of the total population, this is expected to reach 50.23% by 2021. Facebook, YouTube, Messenger, Instagram and Twitter are the leading social networks.

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.