

eCOMMERCE in 2020

STILL AUSTRALIA'S NUMBER 1

Victoria retains its title as the nation's online shopping capital with over a third (36%) of total online purchase volume in September 2020, followed by New South Wales at 29%.



AUSTRALIAN HOUSEHOLDS SHOPPING ONLINE

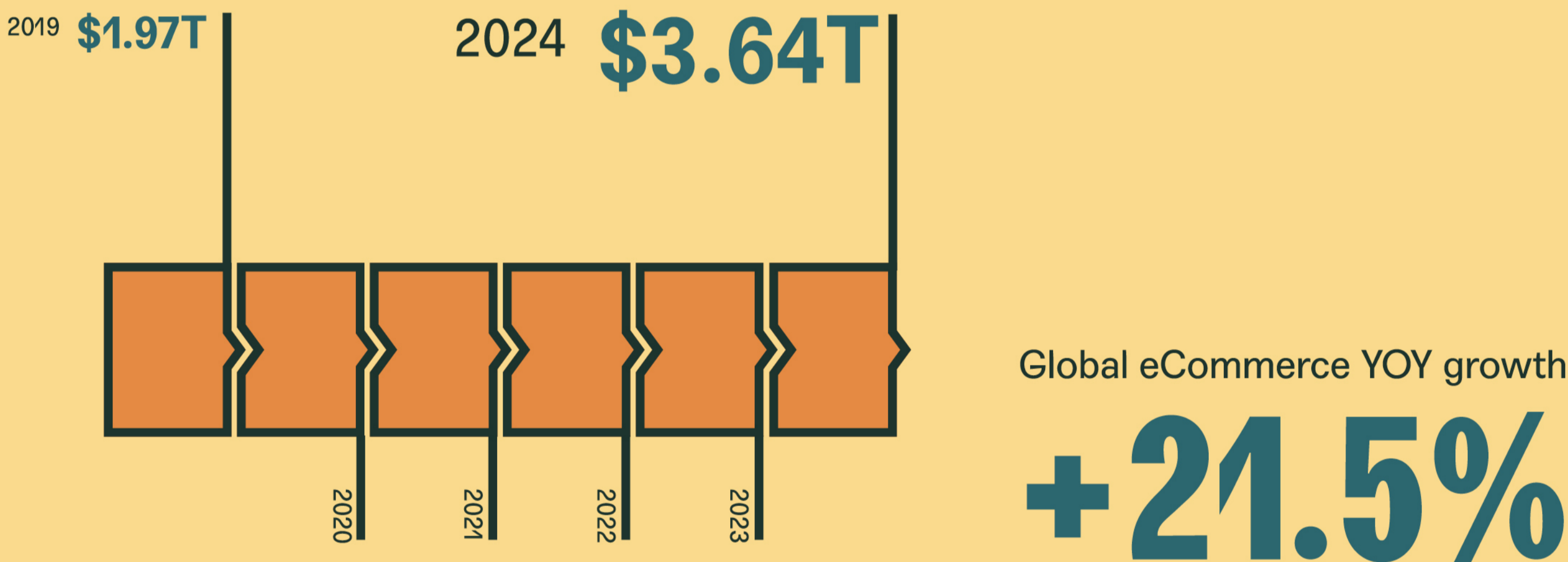
More than 1 million new Australian households shopped online between March and September 2020



TOP 10 LOCATIONS OF NEW ONLINE SHOPPERS



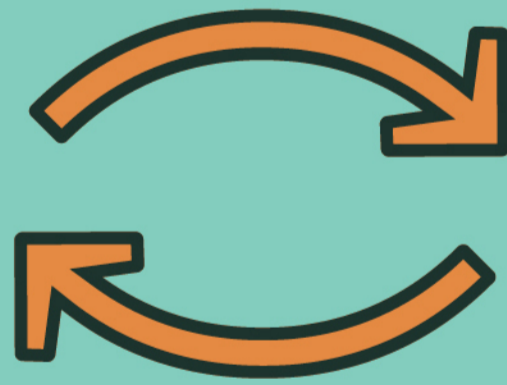
GLOBAL ONLINE GOODS MARKET IN USD IN TRILLIONS



KEY CONCERNS FOR INTERNATIONAL SHOPPERS



Additional Costs



Returns Policy



Sustainable Packaging

PREFERRED eCOMMERCE METHODS



Web using mobile



App using mobile



Web using Desktop