



Inside Australian Online Shopping eCommerce update

May 2022

Online shopping in Australia is here to stay.

Online purchases grew 10.9% year-on-year (YOY) in May; 9.8% higher than April.

Consumer habits forged over the last two years have helped cement Aussie online shopping behaviour, with 5.4 million households purchasing online in May.

This was fuelled by a number of online sales events during the month.

2022 Outlook

An average of 5.4 million households have purchased something online each month in 2022 so far, tracking the same as the average monthly participation in 2021.

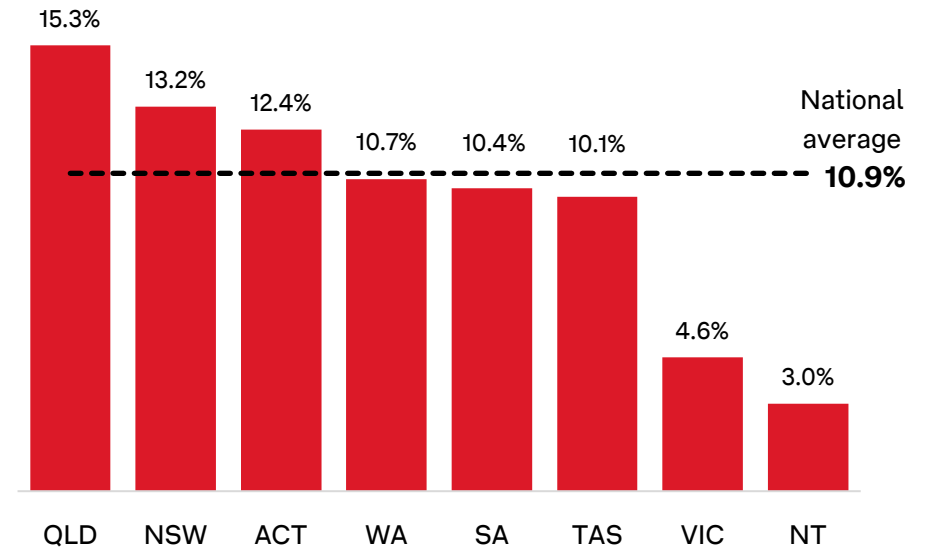
eCommerce purchases, YOY growth May 2022

10.9% YOY

9.8% MOM

12.3% YOY

12 months to
May 2022



Shoppers are embracing online sale events.

Click Frenzy Mayhem and Klarna Dream Deal Days were both held in the last week of May in 2022. Shoppers are embracing sales events, with a 6.1% uplift in purchases that week compared to the week of Click Frenzy Mayhem in 2021.

The hot items Aussies purchased in that week were Footwear, Athleisure, Fashion Accessories, Women's Fashion, General Clothing and Homewares & Appliances, all growing over 12% week-on-week (WOW).

Look out for upcoming eCommerce sale events including Click Frenzy Julove (26-28 July) and Amazon Prime Day (previously in July).



Health & Beauty items take the top spot.

eCommerce purchases, YOY growth May 2022



Variety
Stores
+6.9%



Fashion
+9.9%



Home &
Garden
+8.7%



Health &
Beauty
+15.5%



Recreational
Goods
-0.3%

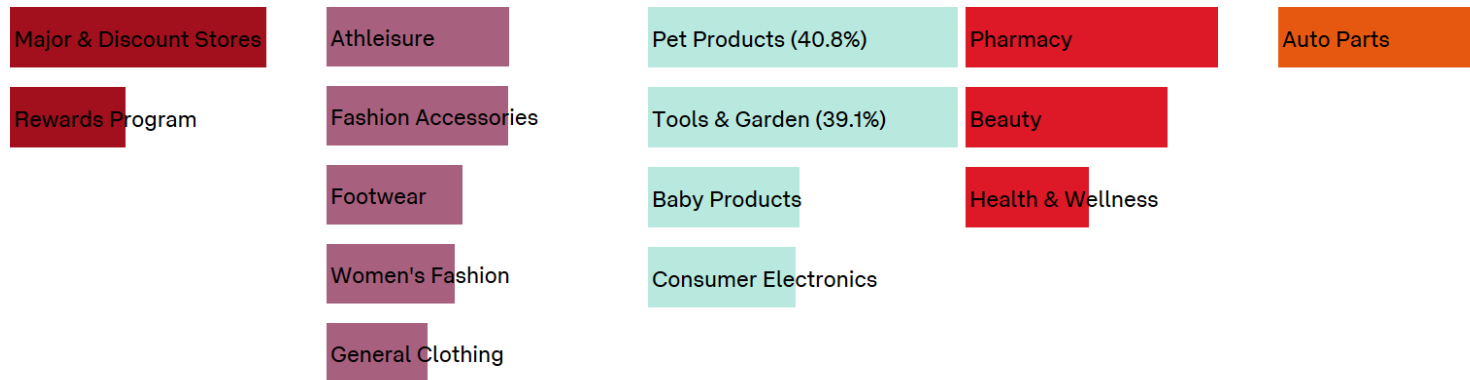


Food & Liquor
+7.7%



Media
-2.7%

Specialty retailers who grew more than 5% YOY



Health & Beauty retailers were the big winners in May, followed by Fashion retailers.

The strongest performing categories in May were Pet Products, Tools & Garden, Major & Discount Stores and Pharmacy, with growth of more than 20% YOY.

How environmentally-friendly is your packaging?

Did you know recycled plastic satchels are a better choice for the environment than compostable satchels?¹

Australia Post commissioned an independent study to compare the lifecycle environmental impacts of plastic satchels made of recycled content, cardboard boxes made of recycled content, and compostable satchels.

The results came back with a clear winner when it comes to the most environmentally-friendly choice - recycled content plastic satchels.

Recycled plastic satchels²

- The most environmentally-friendly choice.
- Use fewer resources, produce less emissions, and have less impact on the waste stream than other packaging options.
- Can be recycled via [REDcycle](#) bins at over 1,800 major supermarkets around Australia, ensuring the material is kept out of landfill.

¹Source: [Packaging Life Cycle Assessment](#), Selerant, Nov 2020

²Also known as Low Density Polyethylene (LDPE) satchels

³Source: Australia Post Sustainability Stories: Bulk Nutrients, May 2022

The Bulk Nutrients story³

When Bulk Nutrients wanted to ensure their packaging was sustainable, they turned to Australia Post's independent research about the lifecycle environmental impact of different packaging materials.

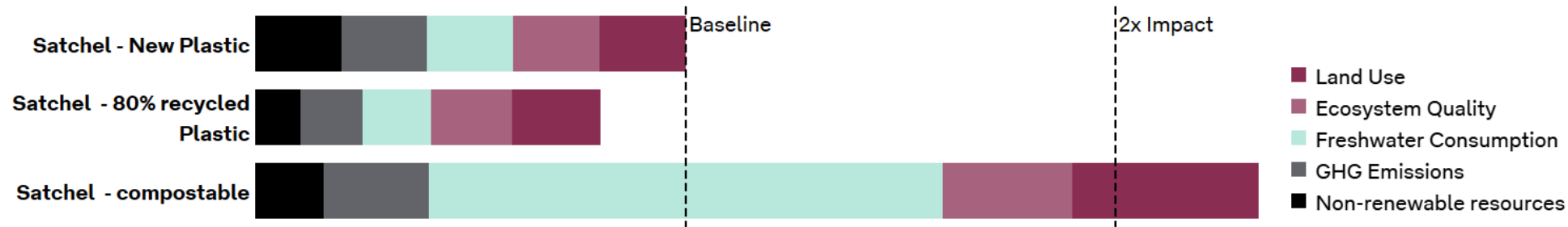
Learn more about the [Bulk Nutrients sustainability story by watching this video](#).

> [Watch Video](#)



Recycled plastic satchels have the lowest environmental impact.

Relative Carbon Footprint of satchel packaging compared to new plastic* satchels⁴



Using new plastic* satchels as the baseline, the research measured five environmental indicators - land use, ecosystem quality, freshwater consumption, GHG emissions and non-renewable resources.⁴

Compostable satchels:

- Had more than twice the environmental impact.
- Cannot be recycled, and the crops used to make them can be land and water intensive.
- Unlike some countries (such as the USA), local councils in Australia have fairly limited ability to process compostable packaging. Only South Australia accepts compostable packaging in Green Bin composting.

Cardboard box made of recycled content:

Recycled cardboard is a better option than satchels when contents need extra protection. If extra protection is not required, consider its environmental impact:

- Highest environmental impact (six times).
- 4.7 times the amount of non-renewable resources consumed.
- More than eight times the greenhouse gas emissions (GHG Emissions).

⁴Source: [Packaging Life Cycle Assessment](#), Selerant, Nov 2020

* New plastic, also known as virgin plastic, is plastic not made from recycled contents

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auspost.com.au/einsights

Australia Post provides a range of data solution services. If you have any questions or would like to know more, please contact your Australia Post Account Manager or email einsights@auspost.com.au



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as employees, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

This update has been prepared using 2020, 2021 and 2022 deliveries data recorded by the Australia Post Group, unless otherwise stated. Commentary in this update relating to online shopping is based on an extrapolation of this data. Year on year growth numbers are based on actual or extrapolated transaction volumes. Shoppers or households are measured as residential or mix use addresses that received an eCommerce parcel.

This information is provided for general information purposes only and is not intended to be specific advice for your business.