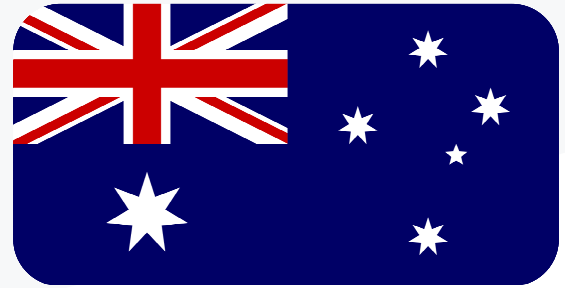


# International online purchasing trends: Australian Shoppers



For businesses wanting to expand their customer base, Australia is an ideal opportunity to attract and retain shoppers.

This fact sheet delivers an overview of research findings and will provide businesses with insight into Australian customer habits, expectations and concerns.

**AU\$55.831m**

Estimated revenue in the eCommerce market in 2022

**10%**

Cross border share of eCommerce purchases

**14<sup>th</sup>**

Largest e-commerce market in the world



Australia offers “significant potential for growth when it comes to ecommerce businesses who are looking to expand beyond borders”

- 75% of the population in Australia shops online
- 19 million e-commerce users in 2021
- 86% Internet penetration

## Frequency of purchases



Online shopping grew by 23.4% in August 2021 compared to August 2020.



An average of 5.3 million households shopped online each month in 2021.



61% of Australian consumers agree that shopping online is now better for all their purchases.

# What Australian customers want from cross border purchases



Customers are more likely to buy if:

- 79% Preferred payment methods are available
- 76% There is a security guarantee
- 68% Return policy information is available and clear



They are concerned about:

- 40% Slow delivery of products
- 26% Quality of product
- 23% Shipping cost being too high



## Australian purchasing habits

Most recent cross border purchases were from:



**China**  
(31%)



**USA**  
(28%)



**UK**  
(13%)

Most purchased cross border items:



**23%**  
**Clothing**



**13%** **Healthy  
& beauty**



**12%**  
**Footwear**



## The most popular retailer websites & payment options in Australia



### Websites

1. eBay (63%)
2. Amazon (44%)
3. Coles (38%)
4. Kmart (36%)
5. Woolworths (33%)

### Payment method

1. Online payment services 60%
2. Debit card 54%
3. Credit card 50%

### Online payment service

1. Paypal 84%
2. BPAY 61%
3. AfterPay 23%
4. Google Pay 23%
5. Zip Pay 21%

## Expectations and concerns

**Common barriers** to cross border shopping include high shipping costs and slow delivery. Focusing on addressing these barriers is key to persuading Australian consumers to purchase cross-border.

**Clearly defined returns policy.** Retailers who wish to increase cross-border shopping in Australia should provide a clearly defined returns policy and make this as easy as possible.

**Online payments.** The fastest growing segment for payment services in Australia is the buy now pay later segment. 22% of Australian shoppers said they prefer buy now pay later options.

Australian consumers have been at the forefront of cross-border shopping. For ecommerce businesses wanting to expand beyond borders, there has never been a better time to sell online in Australia.

## Contact us

Whistl offer a diverse portfolio of international parcel shipping solutions to help you to fulfil your customers' delivery expectations.

01628 703 538    [whistl.co.uk/enquiries](https://whistl.co.uk/enquiries)

Sources: Statista, AustraliaPost, Cheetah Digital, EcommerceDB, Flow, Marketing Mag, The Paypers, Logate GBG, ESW, IPC and IAB.