

RetailX Australia 360° 2023

This Australia 360° 2023 report is the first in a new series that brings together RetailX research into the Australian market, the country's Top100 retailers, and brands and marketplaces. It also features ConsumerX research into shopper attitudes and behaviour.

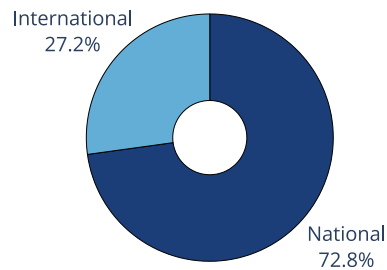
68%

buy online at least once a month

39%

spend between AU \$20 and \$200 each month

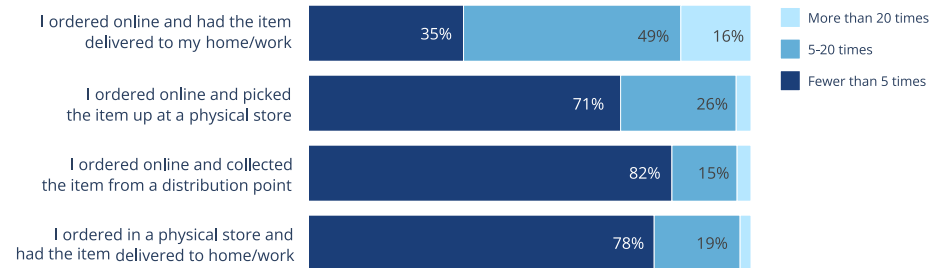
Origin of web traffic to Australia-based members of the Top100 2023



The figure shows the origin of the web traffic directed to the 46 retailers which are headquartered in Australia and belong to the Australia Top100 retailers list

Source: RetailX © RetailX 2023 IRS213WP-AU-ST-12-v8

How often shoppers opt for collection and delivery options, Australia, 2023



Based on 448 online shoppers in Australia (aged 16-89), Aug 2023. Question: 'In the last year, how often have you shopped in the following ways?'

Source: ConsumerX

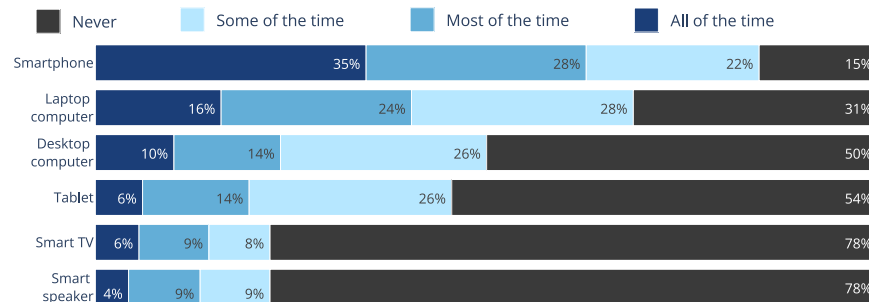
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Our congratulations to the Elite retailers in the RetailX Australia Top100: Amazon, eBay, JB Hi-Fi, Nike and Woolworths. Bunnings, Catch and Culture Kings are among the retailers, marketplaces and brands profiled in this report.

Download the full report at: internetretailing.net/report-hub/australia-e-commerce-country-report-2023/



Device usage for online shopping, Australia, 2023



Based on 448 online shoppers in Australia (aged 16-89), Aug 2023. Question: 'Thinking about your online purchases in the last 12 months, how frequently on average did you use the following devices for online shopping?'

Source: ConsumerX

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32%

of online shoppers discover products on social media

46%

of the Australia Top100 are based in Australia

65%

of Top100 traffic is to marketplaces

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