Inside Australian Online Shopping

2017 eCommerce Industry Paper
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**About this paper**

This Inside Australian Online Shopping report offers insights into the delivery of goods bought online in 2016 – it’s based on:

A subset of Australia Post data, collected between January 2015 and December 2016, from across our nationwide network of 11.5 million delivery points, aggregated to postcode level.

Reported figures are for the 2016 calendar year. YOY figures compare to 2015 calendar year.
Foreword

The Australian economy has broken a world record. We have claimed the title of 104 quarters of growth without a recession. This achievement of long term economic expansion has created a strong retail environment, where demand for a broad range of products at a competitive price has benefited online retailers across the country.

Australian consumers’ expectations around convenience, value and choice have driven a higher proportion of the population to shop online more frequently. This is a world where people simply expect to access information, products and services, at the touch of a button.

The online shopping industry continues to grow both domestically and globally. Here in Australia, we also know that it’s about to be disrupted, and retail as we know it won’t ever look the same.

So how do local retailers remain successful in the lead up and during this transition? The second edition of Inside Australian Online Shopping will arm your business with information, data and insights, which are the most powerful asset to ensure you maintain your competitive advantage in the marketplace. Understanding the changing expectations around customer experience and differentiating your business in the market will help keep you ahead of the competition.

Together, Australia Post and StarTrack deliver more than four billion items to 11.5 million addresses across the country annually. Our vast, nationwide processing and delivery network has enabled us to deliver the data-driven insights contained in this paper. The 2017 report provides an in-depth look at online shopping and delivery trends across Australia; growth patterns and insights on popular products to buy online, where the nation’s top online shoppers live and predictions for future growth areas.

We’ve created this report to act as a powerful tool for you and your business, by aligning eCommerce data and insights with our growing and transforming economy.

Ben Franzi  
General Manager, eCommerce & International
Executive Summary

Ever checked out a product in-store before heading home to buy it online instead? You’re not alone. Our insatiable appetite for online shopping continues to grow, with online purchases up 11.5% compared to last year. Australian shoppers are making the switch for many reasons – including better prices, easier comparisons, more variety and just pure convenience.

Australians already familiar with shopping online are also doing it more frequently. Over the last 12 months, we’ve seen the number of parcels generated by an online transaction increase by an average of 16% per shopper. It’s likely that a major driver of this acceleration has been the increased sophistication of online retailers. Businesses are creating strong brand loyalty and product familiarity, while providing better services, improved online experiences, and more convenient return and delivery options.

Growth in online spending outperformed bricks-and-mortar retail by 6.9 percentage points last year. While this is a significant difference, it’s worth noting that traditional retail is still a huge industry in Australia, bringing in $261 billion in 2016 compared to online retail’s $18 billion in physical goods.

Research shows that over a three month period, 9.7 million Australians shopped online. Baby boomers still hold the spending power, enjoying the highest disposable income of any demographic. But millennials, specifically those 25 to 35, now make up a large proportion of the population. Growing up with the internet, millennials will heavily influence the future of online shopping. Retailers are evolving quickly to cater for this demographic shift and the expectations that come from these savvy shoppers.

The Department & Variety Store and Fashion categories still sit in the top positions. Collectively, they make up more than half of all online purchases and both recorded solid growth rates of 7% and 17% respectively. The Media category has seen notable growth this year too, up 23%. The continuing shift from physical bookstores to online book purchases appear to be the major driver here.

In terms of the geographic split, metropolitan areas contributed to the majority of growth. And thanks to strong economic conditions, Victoria and New South Wales had the highest rates of growth in the country.

Although buying behaviour has remained positive, overall growth figures have tapered when compared to 2015. The online shopping sector has reached a level of maturity and is now widely considered an established channel. However, the imminent entry of a new player into the Australian domestic market is likely to raise the standard and demand for online shopping.

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1. Australia Post Consumer Survey 2016
2. Australian Bureau of Statistics (ABS) Retail Turnover
3. ABS Household Use of Information Technology, 2014-15
4. Online Physical Goods Index is a sub-set of NORSI. NORSI is sourced from NAB and Market Blueprint. NAB and Market Blueprint take no responsibility for the accuracy of the information shown.
eCommerce overview

What’s making us buy online?

Online retailers are a blessing for many Australians – especially those living remotely, or in areas with limited access to conventional bricks-and-mortar stores. Increasingly, customers are heading online to find their everyday essentials at better prices, with buyers in remote regional locations and tourist towns shopping online the most.

Similarly, new housing estates make a big impact online. As new families move into these areas, they often head online to furnish their new home. Point Cook in Melbourne’s outer-west is a prime example. It’s one of the largest-growing suburbs in Australia, and tops many of the lists in this report.

So what are we buying? In general, online shoppers tend to pick up goods based on wants, rather than needs. This kind of discretionary spending has a range of influences. Two major motivations are the broader range of products available and the convenience of shopping where and when it suits best.

Retailers who are investing in digital innovations and focusing on customer experiences are seeing their efforts pay off. Shoppers are more informed than ever – with information, reviews, and comparisons at their fingertips – making it crucial for retailers to deliver on their expectations. Strong returns policies and improved delivery options have further encouraged the uptake of online shopping, offering consumers peace of mind and convenience.

Consumer trends

Are there still barriers to online shopping?

Research conducted in 2016 shows that many of the issues once considered barriers to online shopping are becoming less significant.1

Since buying online often means not seeing products until they’re delivered, returns was cited as the main barrier. Retailers are responding with well-defined return options, giving customers more confidence when shopping online.

Some consumers also cite delivery as a problem – since it can be difficult to arrange a home delivery time that’s convenient. Carriers and retailers are responding by providing alternate delivery options, including in-store and other collection points. An increase in tracking notifications has also been well received by consumers, with over two-thirds rating this service either valuable or extremely valuable.
Key consumer trends

**Personalisation**
Demand for personalised products increased by 28.2% in 2016. More and more online retailers are offering consumers the ability to co-design and add personal touches to their products and this is steadily increasing.

**Buying behaviour**
Consumers are tending to shop online later in the day, with 29% of purchases made between 7–10pm. A further 18% occur between 2–5pm.

**Trending devices**
Online shopping via a mobile device is increasing at an impressive rate, up 52% from 2015. However, most online shopping is still done on desktop or laptop computers. Desktop and laptop purchases have declined at 10% and 6% respectively, while shopping via mobile is building from a low base.

- **28.2%** growth in personalisation
- **29%** of purchases are made between 7–10pm
- **18%** of purchases are made between 2–5pm
- **52%** increase in purchases YOY via a mobile device

Inside Australian Online Shopping © Australia Post
The state of Australian eCommerce

In 2016, Australians spent $21.65 billion shopping online across both physical goods and digital services (music and video streaming, and takeaway food services). This is a total increase spend of 10.4% compared to 2015. Spending online on physical goods (excluding digital services) rose by 10.2% to $17.7 billion, an 82% share of the total online spend.

Growth in online spending significantly outperformed traditional retail spending, up 10.2% compared to 3.3%.

Despite international access, domestic purchases still make up the majority of online spending in Australia. At the end of 2016, domestic spend represented 79% of the online market, showing a growth rate of 11% compared to 7.3% for international spend.
Online physical goods trends

The bulk of spending in Australia comes from the eastern seaboard – with over three quarters of online purchases made in New South Wales, Victoria or Queensland.\(^4\)

While every state slowed in growth in 2016 compared to previous year, better economic conditions in New South Wales, ACT and Victoria helped these states secure their places as the top three players for online shopping growth.

Overall, metropolitan growth was stronger than regional. That said, the very remote regions of Australia – such as Nhulunbuy (NT) and Onslow (WA) – almost doubled in growth compared to the previous year.

\(^4\) All Online Retail statistics are sourced from the NAB Online Retail Sales Index (NORSI).
What are Australians buying online?

Department & Variety Store items are the most popular purchases, accounting for 30% of all online purchases in Australia – followed closely by Fashion at 22%.

In terms of growth, Media takes out the top position, up by an impressive 23% in 2016. Fashion trails at 17%, followed by Health & Beauty and Hobbies & Recreational Goods, both up 16%.

Although buying behaviour has remained positive across most categories, this year’s overall growth figures are more modest than in previous years.
Inside Australian Online Shopping © Australia Post

Department & Variety Stores

Department & Variety Stores experienced a higher growth rate in 2016 than the previous year. More businesses are expanding their product offers online and migrating to digital channels. Those with limited access to conventional stores are increasingly shopping online. This category was more popular regionally, up 8% compared to 7% overall. Over 60% of online purchases in this category come from pure play online retailers.

Homewares & Appliances

Metro growth was also higher than regional in the Homewares & Appliances sector, up 9.2% compared to 1.5% regionally. New residential development has contributed to these figures, with homemakers shopping online to furnish their homes. Demand in this category spiked in the warmer months, with January and February recording the largest year-on-year growth.

Health & Beauty

Health & Beauty saw rapid growth in 2015, coming in with an extraordinary 50% increase. However, in 2016 we’ve seen this growth start to stabilise. Regional residents are adopting online channels for Health & Beauty purchases at the same rate as their city-based counterparts, with regional growth sitting on par with metropolitan growth.

Specialty Food & Liquor

Specialty Food & Liquor – including wine, tea, specialty food, liquor, hampers, unperishable groceries and coffee – accounted for 6.1% of all online purchases, but overall growth was flat when compared to 2015. A major contributor to this slowdown was a significant reduction in spend coming from WA, reflecting the economic conditions locally.

Fashion

Fashion continues to be one of the major influencers in online shopping, accounting for over one in five online purchases in Australia last year. It’s the second biggest online category – growth in 2016 was 16.7%, just above previous year’s rate, marking a third consecutive year of runaway growth.

Metropolitan shoppers purchased nearly 19% more fashion items online than they did the year before, with growth peaking in November and May, at 38% and 29% respectively. Their regional counterparts only saw an increase of 11% this year.

Hobbies & Recreational Goods

The Hobbies & Recreational Goods category covers an extensive range of items – including Games & Toys, Automotive, Music and Outdoor equipment. Games & Toys and Outdoor goods make up over half of all purchases in the category. Looking to the future, Music (instruments and accessories) will likely be the next sector to see a major shift from bricks-and-mortar to online stores.

Media

Books account for over 80% of online Media purchases in the category. The worldwide shift from physical bookstores to online retailers has made Media the fastest growing category this year, up an impressive 23%.
Where are Australians buying online?

For the second year running, Point Cook in Victoria has topped the nation for online shopping – coming in ahead of Toowoomba in Queensland, Liverpool and Gosford in NSW. Limited access to physical shopping options in Point Cook and other regional areas is driving residents in these top buying locations to go online instead.

Seven of the top ten postcodes recorded above average growth, fuelled by the influx of young families moving into the suburbs looking for more affordable housing.

Toowoomba, west of Brisbane, has come in runner up once again. As the second most populous inland city, with a high concentration of households, it’s not surprising the town continues to rank in the top three. Shoppers here are going online to access a wider range of products and for better value.

Liverpool in Sydney’s west has also retained its position at third on the list – this area is also the online Fashion capital of Australia. Liverpool has seen substantial growth in recent years, and it appears residents are looking online for value and convenience.

Baulkham Hills in Sydney’s north-west was the fastest-growing suburb in the top ten, with online purchases up 21% year-on-year. New high-density zoning in the area has stimulated population growth and the online sales to match.
eCommerce Events

Each year we see a strong correlation between online shopping events and buying behaviour. In 2016, May showed the greatest annual growth – domestic events such as Mayhem and the Vogue and GQ online shopping nights.

November saw the second highest growth rates, with Australian retailers leveraging overseas shopping events such as US Black Friday and Cyber Monday sales.

While consumers are making the most of both international and domestic promotions, Christmas remains the largest shopping event in Australia – and December the biggest buying month.

Christmas highlights

As expected, the Christmas period saw online shopping hit its peak. Extended delivery hours, 11% more vehicles on the road and more notifications via SMS and email all supported the online shopping boom.

- 5.6m parcels from overseas
- 50% growth YOY in parcel locker usage
- 34m domestic parcel deliveries
- 13% growth in parcels
- 41% Games & Toys share of online purchases Oct – Dec

Merry Monday 19 Dec 2016

The last Monday before Christmas is typically the busiest day of the year for online shopping deliveries. In 2016, there was a 12% growth in parcels.

Ahead of the game

The Games & Toys sector sees a huge spike in the lead up to Christmas, with 41% of its annual online purchases occurring across October, November and December (up 3% from the previous year). December is the largest buying month for all online shopping categories in Australia.
Department & Variety Stores
Department & Variety Stores

The Department & Variety Stores category again took out top place in online shopping, accounting for 30.1% of all online purchases. Year-on-year growth at 7% was strong, but more modest than other online categories. Within the category, fashion apparel is the most popular purchase, making up the majority of sales.¹

Traditional retailers still have some work to do to win over the online market, with over 60% of sales coming from pure play online retailers.

Regional Australians are going online for their Department & Variety Store goods slightly more than their city counterparts, with regional growth exceeding metropolitan growth by 1.3 percentage points (inner and outer regional Australia² grew by 8%).

Online retailers are starting to remove online shopping barriers by providing easier returns, more delivery choices and better tracking notifications.³

All the eastern states, with the exception of Queensland, performed above the national average.
Within the top ten performing postcodes for Department & Variety Store purchases, seven were strongly influenced by growing populations – recording above-average growth rates in the category.

Point Cook in Melbourne’s outer-west (one of the largest-growing suburb in Australia) has secured the top spot for online purchases. Limited access to physical shopping options in the area continues to drive online demand across all categories.

Liverpool in New South Wales came in a close second, with an above-average growth rate of 7.9%. With large developments and new infrastructure going into the area, it’s in a prime position for online buying growth. Another key driver of online sales is the number of young families settling in – over 53% of households in the area are home to couples with children (compared to the national average of 44.6%).

With fashion apparel making up the majority of sales, capturing the attention of young Australians is key in this category. Interestingly, more than 54% of the youth segment have a favourite website that they’d promote to others1 – so targeting this segment is a good approach for online retailers.

Further north, Baulkham Hills tells a similar story. In ninth position, the area had an impressive growth rate of 14.6% – more than double the national average. Supported by a boost in apartment living, and plans for a new train station, Baulkham Hills is in a great position to perform online across multiple categories.

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<th>Rank</th>
<th>Top buying locations</th>
<th>Growth rate (%)</th>
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<tbody>
<tr>
<td>1</td>
<td>Point Cook, 3030</td>
<td>6.8</td>
</tr>
<tr>
<td>2</td>
<td>Liverpool, 2170</td>
<td>7.9</td>
</tr>
<tr>
<td>3</td>
<td>Hoppers Crossing, 3029</td>
<td>9.3</td>
</tr>
<tr>
<td>4</td>
<td>Toowoomba, 4350</td>
<td>-0.6</td>
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<tr>
<td>5</td>
<td>Wentworthville, 2145</td>
<td>8.8</td>
</tr>
<tr>
<td>6</td>
<td>Cranbourne, 3977</td>
<td>8.9</td>
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<td>7</td>
<td>Campbelltown, 2560</td>
<td>9.6</td>
</tr>
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<td>8</td>
<td>Gosford, 2250</td>
<td>10.5</td>
</tr>
<tr>
<td>9</td>
<td>Baulkham Hills, 2153</td>
<td>14.6</td>
</tr>
<tr>
<td>10</td>
<td>Mandurah, 6210</td>
<td>0.6</td>
</tr>
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</table>
The mining town of Tom Price in Western Australia’s Pilbara region receives an average of 14.2 parcels per household each year. The population here is skewed towards males (65.2% compared to the national average of 49.4%), and the median household income is 2.2 times higher than the Australian average. Being fairly isolated, the town is a high performer online, as locals turn to the internet for their everyday essentials.

In 2016, Australian households purchased an average of 4.4 parcels each in the Department & Variety Store category. As in other categories, regional towns saw higher rates of online sales on a per-household basis. Crace, located just 12km north of Canberra, was one exception in 2016. Households here received at least one parcel per month, double the national average. The suburb has been through a major transformation over recent years, with new streets and homes being built at a rapid rate (there’s been a four-fold increase in houses since the 2011 census).

It appears Crace’s new locals are heading online to save, with purchases in the area predominantly coming from discount online-only sites.

Households made an average of 4.4 Department & Variety Store purchases last year.
At a state level, New South Wales and Victoria are Australia’s top growth performers, with purchases up 8.8% and 8.3% respectively. Both states have key growth pockets contributing to this increase. In New South Wales, the neighbouring areas of Schofields, Rouse Hill and The Ponds each recorded an online growth rate over two times the national average.

The Ponds has a history of high growth across several categories, and continued to see an increase in 2016, with 25.7% growth in the category. Nearby Schofields has grown by nearly eight times the average at 54.4%, while Rouse Hill has grown by a more modest 14.5%. These areas are all popular with young families. Couples with children make up 66% of the population of Rouse Hill, the largest of the three suburbs, compared with the national average of 44.6%.

South Morang, Doreen and Wollert sit in Victoria’s northern corridor. While growth in South Morang has been stable, Wollert and Doreen have seen major urban developments that have contributed to an online shopping boom. The number of homes in Wollert and Doreen has nearly tripled since the 2011 Census, generating steady growth for online shopping.
Our top picks for future growth are Clyde North and Officer in Victoria. And from NSW, the areas of Edmondson Park and Camden are the ones to watch for future online growth in the category.

In Victoria’s south-east growth corridor, the areas of Clyde North (47km from the CBD) and Officer (54km from the CBD) have also sparked our interest. Both have experienced high rates of online shopping, and are under major residential development – suggesting these numbers are set to rise. The area lacks a range of shopping options, spurring residents to head online for their Department & Variety Store items.

Officer also has access to the NBN service, creating even better online experience.

Edmondson Park is a major land release area, 45km south-west of Sydney’s CBD. The area has a new railway station, and is expected to see significant development in the near future.

Camden is 20km further south, and like Edmondson Park, has had consistent online shopping growth and an above-average household purchase rate – a trend that’s expected to continue.
Fashion
Fashion

Fashion continues to be one of the major influencers in online shopping, accounting for over one in five online purchases in Australia. It’s the second biggest online category behind Department & Variety Stores. Growth in 2016 was 16.7%, just above previous year’s rate, marking a third consecutive year of significant growth.

Consumers are more comfortable than ever buying online; footwear, fashion accessories and activewear items, in particular, are increasing in popularity.

While there was growth across the category, footwear (32% growth), fashion accessories (18.7%) and activewear (17.4%) showed the biggest improvements.

Australian metropolitan areas are leading the way – up 18.9% on the previous year, nearly double that of regional areas (10.7%).

With the exception of Western Australia, all states recorded double digit growth. Growth was particularly strong in NSW, up 21.1%, with ACT and VIC both up 18.1%.
Eight of the top ten biggest Fashion-buying postcodes were in New South Wales and Victoria, spurred on by above-average growth. Toowoomba in Queensland and Launceston in Tasmania also made the list, despite growing at a lower rate than the national average.

Liverpool is Australia’s online Fashion capital. Located 32km west of Sydney, the area has undergone substantial demographic change in recent times. Residents here come from a wide variety of ethnic backgrounds; over 66% of the population had both parents born overseas compared to 34.3% nationally.

Growth in online shopping here has been driven in part by the influx of new families who’ve moved to the area to take advantage of new housing developments.

Capturing the youth market is key for Fashion retailers looking to accelerate growth. Over 54% of the youth segment have a favourite website that they would promote to others.1

Similarly, Rouse Hill just 30km north, has a much younger demographic than the national average – over 40% of the population is under 25 years old (the national average is 33%). With younger Australians more likely to spend on fashion, and more partial to buying online, it’s not surprising that this area was one of the top performers in the category.

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<td>2</td>
<td>Point Cook, 3030</td>
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<td>Wentworthville, 2145</td>
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<td>Campbelltown, 2560</td>
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### Top buyers by household

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<th>Location</th>
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<th>Parcels per household</th>
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<td>11.0</td>
</tr>
<tr>
<td>Robinvale</td>
<td>10.3</td>
<td></td>
</tr>
<tr>
<td>Parkville</td>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>Condobolin</td>
<td>8.1</td>
<td></td>
</tr>
<tr>
<td>Oyster Bay</td>
<td>7.8</td>
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In South Australia’s southern-most town, Port MacDonnell, access to bricks-and-mortar shopping is limited, but access to the internet is not. Households here are making, on average, eleven purchases a year in the Fashion category – the highest per-household rate in the country. Women’s apparel and footwear items were the most popular purchases.

Robinvale, situated on the south bank of Murray River in Victoria, is known for its table grapes. It’s a hotspot for footwear purchases too – households here received an average ten parcels containing footwear and apparel items last year.
Queensland as a whole has seen growth in the Fashion category of 11.8% – below the national average. Nevertheless, there are some areas in the state experiencing very strong growth.

There were pockets in the Gold Coast and Northern Queensland growing more than 20% in 2016.

The areas of Tugan, Upper Coomera, Palm Beach and Varsity Lakes along the Gold Coast all experienced high growth rates, especially in Women’s Fashion. This region has one of the fastest growing populations in Australia, spurred on by new investment and infrastructure. All the ingredients for strong online purchasing growth.
Wellard and Byford in Western Australia are our hot picks for growth in online Fashion shopping in coming years.

Located on the southern Perth corridor, Wellard is the first Transit Oriented Development (TOD) on the Perth to Mandurah rail line. Home to over 5,000 residents, the area’s online fashion purchases have grown 27% over the past year. With a skew towards young families (50% of households are couples with children compared with a national average of 45%) and a median age (29) eight years below the national median, Wellard is one to watch in Fashion.

Byford, just 20 minutes east of Wellard, has become an extension of the Perth metropolitan area, with new developments springing up to accommodate new homebuyers and young families moving into the area. These characteristics, combined with 24% online growth in the past year, has Byford positioned as a strong growth prospect for Fashion sales.

TOD is the exciting fast growing trend in creating vibrant, livable, sustainable communities – creation of compact, walkable, pedestrian-oriented, mixed-use communities centered around high quality train systems.
Health & Beauty
Health & Beauty

Once again, the Health & Beauty category cemented its position with a further 15.5% uplift in 2016 following an extraordinary 50% growth rate in 2015.

It’s now the fifth largest category overall, accounting for 8.7% of the total online retail market.

Consumers are becoming more comfortable with buying their health and beauty essentials online. In fact beauty products (including perfume) are now some of the most popular items purchased online – sitting in fourth place overall behind apparel, consumer electronics and books. Vitamins and health supplements aren’t far behind, becoming the seventh most popular online purchase in 2016 after homewares and toys.

The segment’s big buyers are spread over different demographics. Young people, women and young professionals are buying up beauty products, while health supplements and vitamins are more popular with retired Australians.¹

Growth has been fairly even across metropolitan and regional areas. But the biggest impact has come from very remote areas of Australia², like the mining towns of Onslow and Port Hedland in WA, where health supplements and vitamins are particularly popular.
In the list of top ten locations for Health & Beauty purchases, growth rates have been uneven. While each of these areas experienced a rise, only three recorded above-average growth.

Online shopping hotspot Point Cook in Melbourne’s outer west took out the top place. The area has seen a housing boom in recent years, and with physical shopping options still catching up, homeowners are heading online to buy their essentials. Health & Beauty purchases in the area have grown by 21%, with the main contributors being pharmacy items.

Consumers in regional towns like Wagga Wagga (NSW) and Ballarat (VIC) are enjoying the large range of health and beauty products that are available online. These areas have a comparatively young population (15.8% are aged between 15-24 years, compared to 13.3% nationally), which is likely to be a contributing factor.

Beauty retailers with an online presence are catching on to growing demand, and using videos and reviews to improve the online shopping experience.
Tom Price, a mining town in Western Australia’s Pilbara region, received an average of five Health & Beauty parcels per household in 2016. Interestingly, the nearby towns of Karratha and Newman had an average of around three parcels per household – which was significantly lower, but still more than double the national average.

These towns have comparatively large male populations (65.2% of residents in Tom Price, 60.6% in Karratha and 66.4% in Newman, compared to the national average of 49.4%). In addition, the median household income is at least 2.2 times the Australian average. It’s likely that this high-earning male population is heading online to buy up pharmacy items, health supplements and vitamins.
Top growth locations

On the border of NSW and VIC, the townships of Wodonga, Albury and Yarrawonga are some of the fastest growing regional areas for Health & Beauty purchases. While there’s good access to physical retail stores, many of the residents are looking for more variety – and they’re going online to find it. They’re buying health related products, which is contributing to the growth rate in the area.

While Tasmania has seen a below average growth rate in the category (14.8%), there are areas of the state that are experiencing strong growth. In the city of Hobart, along the River Derwent, the towns of Blackmans Bay, Howrah and Bridgewater have all grown by more than 24% this year – with beauty purchases having the biggest impact on this figure.
As for future growth, we’re looking at the coastal suburbs of Yanchep and Alkimos in Western Australia. Located just 56km north of Perth, these areas are set to make waves in the Health & Beauty space.

Both Yanchep and Alkimos are part of the State Government’s future urban development plans. Yanchep in particular is an area to watch. It’s one of the most rapidly developing resort towns in Western Australia, and according to the ABS, one of the fastest growing suburbs, with the biggest population increase in FY16 Australia-wide.

With beautiful beaches, two golf courses and a modern shopping complex, it appears an increasing number of Australians are choosing to make the sea change. Home to 18,900 people, the area already has an online growth well above the national average – and we’re expecting Yanchep to grow into an even bigger player in the Health & Beauty space.

Located in Gippsland Victoria, the towns of Stratford and Paynesville have also caught our attention.

Stratford sits on the Avon River, over 200km east of Melbourne. The principal industries in the area are dairy, sheep, beef cattle and grain farming.

Paynesville, a further 60km east, is a charming village with canals and inlets that have earned it the title ‘boating capital’ of Victoria.

Both areas have a relatively old demographic – Stratford’s median age is 43 and Paynesville’s is 58, taking them well above the Australian average of 37.

The towns have a strong demand in the Health & Beauty category already, and based on the age profile, we predict demand for pharmacy goods, health supplements and vitamins to continue increasing.
Hobbies & Recreational Goods
Hobbies & Recreational Goods

It’s one of the smaller online categories – accounting for just 5.2% of all online sales – but Hobbies & Recreational Goods is growing fast, up 15.6% last year.

It’s a diverse category covering everything from Games & Toys, to Music, Automotive and Outdoor Equipment. Games & Toys and Outdoor equipment make up over half the purchases.

It appears music is the next category to be disrupted by the consumer shift to online channels. It has seen the biggest growth of all the sub-categories in the past year.

Metro areas slightly outgrew their regional counterparts – up 16% compared with 15.1%. Australia’s major cities and inner regional areas grew 16% and 15.8% respectively.

There was impressive double-digit growth across all states, with NT, NSW, VIC and ACT leading the way.
Regional towns in Queensland took out the top four spots for overall purchases in the category, led predominately by a demand for automotive supplies.

People in Queensland’s urban areas, outside of Brisbane, travel an average of 1,400km (or 20.3%) further by passenger vehicle than the average Australian – a likely reason for the high sales in this category.

Toowoomba, west of Brisbane, is the number one area for online Hobbies & Recreational Goods sales. It’s Australia’s second most populous inland city and home to over 102,000 residents. The population includes a high proportion of residents with both parents born in Australia (76.3% compared to 53.7% nationally).

Point Cook in outer-western Melbourne placed fifth overall, with the largest growth rate in the top ten, up 25.2%. Limited access to shopping options has driven the online demand here, mainly for toys and outdoor equipment. Point Cook also has a large number of young families with children (53.2% compared to 44.6% nationally), a potential factor in the high toy sales.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top buying locations</th>
<th>Growth rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Toowoomba</strong>, 4350</td>
<td>13.4</td>
</tr>
<tr>
<td>2</td>
<td><strong>Gladstone</strong>, 4680</td>
<td>-2.1</td>
</tr>
<tr>
<td>3</td>
<td><strong>Bundaberg</strong>, 4670</td>
<td>13.5</td>
</tr>
<tr>
<td>4</td>
<td><strong>Mackay</strong>, 4740</td>
<td>5.9</td>
</tr>
<tr>
<td>5</td>
<td><strong>Point Cook</strong>, 3030</td>
<td>25.2</td>
</tr>
<tr>
<td>6</td>
<td><strong>Wyong</strong>, 2259</td>
<td>24.7</td>
</tr>
<tr>
<td>7</td>
<td><strong>Gosford</strong>, 2250</td>
<td>18.5</td>
</tr>
<tr>
<td>8</td>
<td><strong>Campbelltown</strong>, 2560</td>
<td>17.7</td>
</tr>
<tr>
<td>9</td>
<td><strong>Sanctuary Point</strong>, 2540</td>
<td>17.2</td>
</tr>
<tr>
<td>10</td>
<td><strong>Mandurah</strong>, 6210</td>
<td>7.1</td>
</tr>
</tbody>
</table>
Due to the lack of bricks-and-mortar shopping options, the category is particularly popular in regional and remote towns of Australia. Cobar in central New South Wales relies heavily on metal ore mining, with 29.4% of people employed in the industry. The area’s isolated location is prompting residents to look online, particularly to buy outdoor sporting and leisure equipment. Households here also receive three times more parcels a year relating to automotive and cycling activities, than the general population.

Jindabyne, south of Canberra, is a popular holiday destination due to its proximity to the Kosciuszko National Park. The area is famous for skiing in winter and abseiling, rock-climbing, mountain biking, horse riding and fly fishing in summer. So it’s not surprising that households here receive an average of two Hobbies & Recreational Goods parcels a year – almost three times the national average.
There's a cluster of high growth areas in Melbourne's north. Essendon, Strathmore and Pascoe Vale each recorded growth of almost double the national average for Hobbies & Recreational Goods. Popular online categories in these areas were Toys and Outdoor Equipment. The growth is likely being driven by couples with children – 50.8% of families here fall into that category, compared with the national average of 44.6%.

While overall growth in Queensland is just below the national average at 14.2%, there are areas in the state experiencing good growth.

Eagleby, Ormeau and Upper Coomera in Queensland's south are seeing growth rates above 21%. Not surprisingly, Games & Toys purchases are popular here, given 25% of the population is under the age of 15 (compared to 19.3% nationally).
Future growth

They’re four hours drive apart, but Mount Barker and Mount Gambier in South Australia share similar online shopping habits – with both areas seeing strong growth in Music and Outdoor items.

Nestled in the south-east corner of South Australia, Mount Gambier is the second most populous city in the state. It’s well known among tourists, with its captivating maar cobalt Blue Lake and volcanic landscape, and attracts hundreds of young jazz musicians from across Australia each year for the Generation in Jazz Festival.

Mount Barker, 33km east of Adelaide’s city centre, is one of the fastest growing areas in South Australia. With plenty of young families moving in, and a range of outdoor facilities – like skate parks, walking trails and golf – we believe this area has strong potential for future growth.

Our hot picks for future growth are Morayfield and North Lakes, both in the Moreton Bay region of Queensland. With a medium age of 31 – six years below the national average – we predict a surge in online purchases for games, toys and outdoor leisure items here.

A boom in new housing is attracting young families to Morayfield and North Lakes, in the Moreton Bay Region of Queensland. With a medium age of 31 – six years below the national average – we predict a surge in online purchases for games, toys and outdoor leisure items here.

Situated just 40 minutes north of Brisbane, the picturesque Moreton Bay Region is a fast growing area in Australia.

Our hot picks for future growth are Morayfield and North Lakes, both in the Moreton Bay region of Queensland – as well as Mount Barker and Mount Gambier in South Australia.

Online hobbies and recreational goods purchases growth rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morayfield</td>
<td>19.7%</td>
</tr>
<tr>
<td>North Lakes</td>
<td>19.7%</td>
</tr>
<tr>
<td>Mount Barker</td>
<td>25.6%</td>
</tr>
<tr>
<td>Mount Gambier</td>
<td>25.6%</td>
</tr>
</tbody>
</table>

Online hobbies and recreational goods purchases growth rate

<table>
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<th>Location</th>
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<td>Mount Barker</td>
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</tr>
<tr>
<td>Mount Gambier</td>
<td>25.6%</td>
</tr>
</tbody>
</table>
Homewares & Appliances
Homewares & Appliances

One of Australia’s most recognisable retailers for consumer electronics, closed its doors in 2016. The result has been an increasingly competitive landscape in the Homewares & Appliances sector – as the pressure builds to adapt and innovate, or follow the same path.

As more and more retailers are expanding their product lines to play in this space, keeping any kind of competitive edge is a challenge.

Successful retailers are finding ways to differentiate their offering, and improve the online experience.

The category accounts for 14.8% of the total online market and has seen a moderate 6.9% growth over the year. Small appliance purchases have made the biggest impact, growing 23% – double the overall online growth rate of 11.5%. Homewares trail at 11.6%, and consumer electronics fall further behind with a growth rate of 3.8%.

Consumer electronics and manchester items are in the top five most tracked products by online shoppers, making it easy for these customers to keep an eye on their orders is important.

Metropolitan areas have seen the most growth, particularly in New South Wales and Victoria, with purchases up 12.9% and 9.7% respectively. In contrast, regional areas have experienced a relatively small increase of 1.5% over the same period.

Growth by state

<table>
<thead>
<tr>
<th>State</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>10.5%</td>
</tr>
<tr>
<td>VIC</td>
<td>8.5%</td>
</tr>
<tr>
<td>SA</td>
<td>5.9%</td>
</tr>
<tr>
<td>TAS</td>
<td>5.0%</td>
</tr>
<tr>
<td>QLD</td>
<td>3.3%</td>
</tr>
<tr>
<td>ACT</td>
<td>2.9%</td>
</tr>
<tr>
<td>WA</td>
<td>1.0%</td>
</tr>
<tr>
<td>NT</td>
<td>-2.2%</td>
</tr>
</tbody>
</table>
Across the ten biggest-buying postcodes for Homewares & Appliances, growth has been fairly uneven – with only half of these areas recording an above-average growth rate.

With new developments going up in the area, we’ve seen families flocking to Melbourne’s outer-western suburbs to settle down – creating an online shopping boom in the process.

Point Cook, one of the largest-growing postcodes in Australia – remains the country’s number one buyer of Homewares and Appliances. Sales have grown at an impressive rate too – four percentage points above the national average. The area has a high percentage of homeowners (over 71% compared to the national average of 67%) – and with few bricks and mortar shopping options, they’re heading online to furnish their homes.

Nearby suburb Hoppers Crossing has a similar demographic, and came in a close second in Victoria.

The 2145 postcode, west of Parramatta, jumped into the top ten largest buying areas for the category with an impressive 17% growth rate. The Greystanes suburb was the biggest contributor, making up 39% of online purchases in the postcode. Like Point Cook the area has a high number of homeowners (81%), and evidently they’re choosing to shop online for home comforts.

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### Top buying locations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top buying locations</th>
<th>Growth rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Point Cook, 3030</td>
<td>10.9</td>
</tr>
<tr>
<td>2</td>
<td>Toowoomba, 4350</td>
<td>3.9</td>
</tr>
<tr>
<td>3</td>
<td>Liverpool, 2170</td>
<td>11.8</td>
</tr>
<tr>
<td>4</td>
<td>Hoppers Crossing, 3029</td>
<td>5.3</td>
</tr>
<tr>
<td>5</td>
<td>Gosford, 2250</td>
<td>9.5</td>
</tr>
<tr>
<td>6</td>
<td>Mackay, 4740</td>
<td>-3.8</td>
</tr>
<tr>
<td>7</td>
<td>Cranbourne, 3977</td>
<td>6.5</td>
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<tr>
<td>8</td>
<td>Wyong, 2259</td>
<td>8.1</td>
</tr>
<tr>
<td>9</td>
<td>Campbelltown, 2560</td>
<td>5.4</td>
</tr>
<tr>
<td>10</td>
<td>Greystanes, 2145</td>
<td>17.0</td>
</tr>
</tbody>
</table>
Crace, a suburb located 12km north of Canberra, purchased an average of 5.4 Homewares & Appliances parcels per household in 2016 – twice the national average. A number of factors could be attributed to the spike in purchases, including Crace’s relatively young demographic. With a median age of 27, this age group is technology savvy and always on the lookout for the best bargain.

Jindabyne in south-east New South Wales is close to several ski resorts in the Kosciuszko National Park, making it a popular spot for winter holidaymakers. With the area receiving an average of 4.8 parcels per household – more than double the national average – it’s possible that residents are going online to fit out their homes for guests and visitors.

On average, Australian households made 2.2 online purchases for Homewares & Appliances in 2016.
New South Wales leads the way with a growth rate of 10.5%, followed closely by Victoria at 8.5%.

New housing developments still have the biggest impact on the Homewares & Appliances category, as new homemakers shop online for all the home comforts.

The north-west and south-west corridors of New South Wales are housing hotspots, and have had some of the largest online growth rates for Homeware and Appliance purchases. Given the construction plans still in the pipeline, growth in these areas is expected to continue in 2017.
As for future growth, we’re looking at Greater Geelong – Victoria’s second largest city.

With a growing population (an estimated 12.2% growth from 2006 to 2016), and the future development portfolio to match, the City of Greater Geelong is set to make a big impact online in the coming year.

Many areas have already increased significantly. Mount Duneed and Armstrong Creek have seen a huge 41.2% growth in online shopping. And as these pristine seaside locations continue to attract more young families looking for affordable housing options (median age here is 26, eleven years below the national average) this figure is only expected to keep growing.

Other high growth areas include Barwon Heads at 30.5%, and Ocean Grove at 19.8% – both also showing great potential for the future.
Media
The Media category which includes books, music, software and magazines had a huge increase in popularity last year. In fact, it achieved the highest growth rate of any category up 22.9% from 2015, accounting for 12.9% of all online purchases in Australia.

Books alone made up over 80% of online Media purchases and is growing at 24% year-on-year.

The channel shift from physical to online stores in recent years has propelled Media to the third most popular online category overall.

Australians across all consumer segments have contributed fairly evenly. Interestingly, one in every ten online Media sales is coming from the Youth segment.¹

There’s been strong growth in all states, with Northern Territory and Victoria leading the way.

Growth in regional areas was up 23.4%, slightly topping the metropolitan growth rate of 22.7%. Very Remote Regions of Australia² had a significant impact on the figures, with a growth rate of 30%.

¹ Source: Australia Post
² Source: Australian Bureau of Statistics
There’s no typical Media buyer. The category attracts people from all segments, with the top ten performing areas displaying a diverse range of demographic characteristics.

The Gosford postcode, on the NSW Central Coast, took out top spot for online Media, with the suburbs of Wyoming, Erina and Narara making up 38% of purchases there. Families with children are under-represented here, with the median age sitting somewhere between early 40s and mid-50s.

Coming in tenth place, and with quite a different demographic, Cranbourne and Cranbourne East in Melbourne have the fastest-growing populations in Victoria. They’ve also been the fastest growing areas for online Media, with a growth rate of 9.8 percentage points above the national average. As the suburb continues to expand, young couples and families are settling in – with the median age sitting in the early 30s.
In 2016, Australians received an average of 1.9 Media parcels per household. On the whole, households in regional towns tended to head online more frequently – likely because physical shopping options aren’t always as accessible.

Homes in Narine, 40km south-east of Adelaide, received, on average, one parcel every two months – three times more than the national average. Purchases in this area have also grown by 25.1%, with books the main contributor. Narine has a comparatively young population – 30% of residents are under the age of 20, compared to national average of 26%. Given younger people tend to buy more books online for educational reasons, this could be one factor driving demand.

The people of Marulan, a postcode south-west of Wollongong, has a big online shopping habit – buying an average of 4.7 parcels per household, well above the national average of 1.9. More than half the Media purchases came from the suburbs of Marulan and Exeter. Of the families in these suburbs, couples without children are well over-represented at 50.2% (compared to the national average of 37.8%).

Top buyers by household

<table>
<thead>
<tr>
<th>Location</th>
<th>National average</th>
<th>Parcels per household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nairne 5252</td>
<td>1.9</td>
<td>6.4</td>
</tr>
<tr>
<td>Bridgetown 6255</td>
<td></td>
<td>5.3</td>
</tr>
<tr>
<td>Macclesfield 5153</td>
<td></td>
<td>5.3</td>
</tr>
<tr>
<td>Ceduna 5690</td>
<td></td>
<td>4.8</td>
</tr>
<tr>
<td>Marulan 2579</td>
<td></td>
<td>4.7</td>
</tr>
</tbody>
</table>
With the exception of WA, all the states and territories saw growth rates above 20% for online Media purchases.

The south-west corridor of NSW is of particular interest, with a cluster of high growth areas each recording a growth rate of more than double the national average. Austral, Bonnyrigg, Glenfield and West Hoxton all have large numbers of families with children (between 7 and 22 percentage points above the national average).

In south-west Canberra, the suburbs of Curtin, Mawson and Weston are seeing growth rates of between 8.8 and 16.7 percentage points above the national average. These areas also have a high number of secondary and tertiary students – 21.7% of Curtin’s population, and 20.2% of Mawson’s population are students. This compares with the national average of 14.3%.

Young families in Austral, Bonnyrigg, Glenfield and West Hoxton are driving the demand for Media items.
Our top picks for future growth are Ameroo, Gungahlin and Casey – all in the ACT. With impressive recent growth rates and more than two-fifths of residents holding a Bachelor degree or higher, we can’t see book purchases in these suburbs slowing any time soon.

In May 2016, it was estimated that over three million people around Australia were enrolled in formal study. Of these, 1.2 million students were aged between 15 and 19 years, with 741,100 people aged between 20 and 24. Media purchases are typically aligned to education status and industry of employment, meaning that areas with high numbers of students have high demand for this category.

With an average of 28.1% of people studying in a tertiary or technical institution in Amaroo, Gungahlin and Casey (compared with 21.5% nationally), the demand for Media items online is likely to continue to grow in these postcodes.

Canberra has over 6 universities and tertiary education institutions with over 44,000 students driving Media purchases.

Residents in higher education in Amaroo, Gungahlin and Casey

28.1%  
National average 21.5%
Specialty Food & Liquor
Specialty Food & Liquor

Specialty Food & Liquor accounts for 6.1% of all online purchases. Growth in 2016 was flat, impacted by the economic downturn in Western Australia.

The category includes wine, tea, specialty food, liquor, hampers, non-perishable groceries and coffee. Amongst these items, wine and hamper purchases have performed the best. Hampers grew more than 20% (albeit off a small base) and wine was up 9.7% year-on-year.

Hampers are more likely to be purchased by older professionals with high incomes, and tend to be triggered by events, like Christmas, birthdays and Mother’s Day.¹

Demand in this category spikes in the lead up to Christmas, with November and December accounting for 21.3% of all purchases.

November was one of the strongest months for growth, driven by retailers urging consumers to make orders early for the festive season.

Geographically, regional areas outperformed their metropolitan counterparts, growing by 1.8%. Very remote Australian regions⁶ saw even higher growth – up 10.8% year-on-year.

Growth has been particularly strong in ACT, up 10%. Wine sales were a significant contributor to that growth, up more than 30%.
Queenslanders have a taste for online specialty food shopping, with half of the top buying locations coming from the Sunshine State.

But it was Mandurah, the second-largest city in Western Australia, which took out first place for overall. Over 45% of the purchases came from the suburbs of Halls Head, Meadow Springs and Greenfields.

Online Specialty Food & Liquor purchases tend to be correlated with average income. Kenmore, located along the Brisbane River, has a median income 90% higher than the national average and a disproportionate number of professionals (39.1% compared with 21.3% nationally). It came in fifth for Specialty Food & Liquor purchases and had the highest growth overall, up 19.3%. Wine sales accounted for more than 41% of the purchases.
The per-household top five list was dominated by wine-producing regions, suggesting residents have a good awareness of the local brands and are purchasing more online. Aldgate in the Adelaide Hills, Angaston in South Australia’s Barossa Valley, and Margaret River south of Perth, are all known as wine-producing regions.

Households in the Macclesfield postcode, in the Adelaide Hills, received 4.9 Specialty Food & Wine parcels a year – over five times the national average. Wine made up more than half of the purchases, with the suburbs of Heathfield and Mylor (in this postcode) accounting for much of the growth.

Aldgate also in the Adelaide Hills, is famous for the Aldgate Pump, which at one stage attracted more than 60,000 people a year – many of them stopping for a drink. Today it is home to some of the top online buyers looking for a fine drop of wine.
Queensland is one of the top performing states, with purchases up 4.2% in 2016. North Queensland and areas in the Gold Coast region are driving the growth.

A cluster of suburbs stretching from the heart of the Gold Coast all the way to the hinterland is behind much of the growth in this category. Tamborine Mountain was up a huge 48.5%, with Broadbeach and Mudgeeraba also growing by more than 20%. Consumers are heading online to access some of the nation’s best gourmet food and wine producers.

Shoppers in Port Douglas, Bowen and Nelly Bay in North Queensland are underserved by conventional retail. They are looking online for variety and a fair price for their purchases. Growth in these regions was above 25% year-on-year.
They’re not short on bricks-and-mortar shopping options, but we believe Kew, Balwyn North and Doncaster – a cluster of suburbs in Melbourne’s east – are ones to watch for future online growth in the category.

Balwyn North and adjacent Doncaster are even more ethnically diverse – almost 40% of residents are from Italian or Chinese ancestry, compared to 6.4% Australia-wide. These factors, combined with strong recent growth, make Kew, Balwyn North and Doncaster ones to watch for future growth in specialty food and wine.

The proportion of professionals in Kew is almost double the national average. Professionals tend to buy more Specialty Food & Liquor items than average, driven by higher average incomes.

Kew has a strong mix of ethnic backgrounds too (Irish, Scottish and Chinese ancestries are over-represented at 25.4%, compared to 17% nationally), which can also be a determinant of buying in this category.

Online specialty food and liquor purchases growth rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kew 3101</td>
<td>6.3%</td>
</tr>
<tr>
<td>Balwyn North 3104</td>
<td>25.5%</td>
</tr>
<tr>
<td>Doncaster 3108</td>
<td>8.9%</td>
</tr>
</tbody>
</table>
Methodology, references & contacts
Research methodology

This report is based on Australia Post’s analysis of physical goods bought online and delivered in Australia. It also draws on publicly available information, statistics from the Australian Bureau of Statistics (ABS), and online retail environment data provided by Quantium.

The data and insights used here are based on a subset of Australia Post deliveries made between January 2015 and December 2016, aggregated to postcode level. The reported figures in the ‘Christmas highlights’ section cover the period from 1 December to 31 December 2016. Year-on-year figures in this section compare December 2016 to December 2015.

To make things easier, we’ve substituted postcodes with suburb or locality names where appropriate – in instances where more than one suburb share a single postcode, we’ve used multiple location names.

Only product categories that represent more than 5% of online purchases have been included here. These are Department & Variety Stores, Fashion, Health & Beauty, Homewares & Appliances, Media, Specialty Food & Liquor and Hobbies & Recreational Goods.

The analysis does not cover all online purchases and excludes marketplaces, central business district (CBD) locations and postcodes with low residential populations.

Insights are based on modelled figures representing:
– the top buying postcodes by volume
– the top buying postcodes based on the average number of parcels received per household, or ‘average parcels per household’
– the postcodes showing the highest year-on-year growth for online purchases (by volume and parcels per household)

After establishing the highest performing postcodes, the terms ‘Top buying locations’, ‘Top buyers by household’ and ‘Top growth locations’ are used to describe current performance.

Publicly available data for traditional retail sales and statistics sourced from the ABS are used to support our analysis of future growth areas – in the industry sections, this information is described as ‘Future growth’ or future predictions.
References

1. Australia Post Consumer Survey 2016
2. Australian Bureau of Statistics (ABS) Retail Turnover
3. ABS Household Use of Information Technology, 2014-15
4. ABS Retail Turnover
5. ABS Household Use of Information Technology, 2014-15
6. ABS Household Use of Information Technology, 2014-15
7. ABS Survey of Motor Vehicle Use, 12 months ended 30 June 2016
8. ABS – 6227.0 Education and Work, Australia May 2016
9. Innovate Canberra
10. Online Physical Goods Index is a sub-set of NORSI. NORSI is sourced from NAB and Market Blueprint. NAB and Market Blueprint take no responsibility for the accuracy of the information shown.

About NAB Online Retail Sales Index

The NAB Online Retail Sales Index (NORSI) is based on up to 2 million non-cash transactions per day, which are then scaled up to replicate the broader economy. The data represents the scope of the online retail environment, with the Index providing key insights into online retail spending, domestic and international trends, and regional and age demographic trends. The Index is published monthly by NAB Business Banking, Business Research and Insights. For figures prior to 2014, online market definitions excluded takeaway food and smaller online retailers. However, given that growth in this industry has only occurred in recent years, and market proportions are relatively small, no further adjustments have been made to restate disclosed publications from NORSI, except for 2014 overall online retail spend.

About Quantum

Quantum is Australia’s leading data analytics and marketing strategy firm. They’ve been working with NAB for more than seven years, assessing de-identified transaction data to derive insights, trends and shopping habits from different customer groups. The resulting analysis forms Market Blueprint, which is used by NAB and other businesses to drive innovation and business performance through customer, distribution and marketing strategies.

Quantum uses raw NAB data (owned by National Australia Bank) to prepare the NORSI numbers. NAB hasn’t been involved in the analysis of this raw data, the preparation of this paper, or the information contained in it. Neither NAB nor Market Blueprint make any representations (express or implied), and there’s no warranty in relation to the accuracy, completeness or appropriateness of the raw data, the analysis or this paper. To the maximum extent permitted by law, both NAB and Market Blueprint expressly disclaim responsibility and liability for the preparation, contents, accuracy and completeness of this paper – as well as the analysis it’s based on. All right, title and interest relating to NORSI numbers in this paper remains with Market Blueprint.
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Through our suite of eCommerce-driven logistics, supply chain and parcel delivery solutions, we can help you to provide seamless end-to-end eCommerce delivery experiences – from checkout to delivery – and everything in between.

To find out how we can help your business go further, sooner, visit us online at auspost.com.au and startrack.com.au.

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