AUSTRALIA ONLINE IS THE NORM AS AUSTRALIANS EMBRACE THE DIGITAL LIFESTYLE

With nearly 90 percent of Australia’s population already online, the country’s Digital Consumer Index ranking is well ahead of the regional average. The market’s already close to saturation point, so there’s little headroom for user growth. Nonetheless, with 80.5 percent of internet users already regularly shopping online, spending an average USD 3,215 each year, there will be plenty of opportunities to increase digital commerce in Australia. Our estimates are that by 2022 approximately the same number of internet users will be spending considerably more than they do today.

69% of Australian digital buyers make cross-border purchases primarily from the U.S., China, and the UK.

In common with other advanced digital economies, Australians are spending more and more time and money online. As well as 24 million active internet users by 2022, the country will have more mobile connections than people by 2022. Its strong logistics infrastructure is another attractive factor for digital commerce, as is the rising wealth and income of Australia’s digitally-savvy millennials.

38% of online fashion purchases are spontaneous.

Australian digital shoppers share some common characteristics. They look for convenience and value for money, and are happy to pay for services such as Amazon Prime and the access it gives them to special deals and prioritized delivery. One-third of them are also willing to spend more on premium goods, such as organic groceries. However, a significant minority (28 percent) are less happy about the lack of multichannel experiences offered by some retailers, expressing their dissatisfaction with disparities between online and physical ranges.

AUSTRALIA IS A DIGITAL LEADER WITH DIGITAL SCORE OF 53.7, DRIVEN BY INCREASING DIGITAL AWARENESS

Robust logistic network and rising wealth/income of millennials are key drivers for digital commerce growth
**TRENDS**

**Consumers moving towards premium, multi-channel experiences, not afraid to switch between brands**

**CONVENIENCE & VALUE FOR MONEY**
- 45% of Australian consumers are ready to pay for Amazon Prime subscription for special deals, discounts and delivery perks, if offered.

**PREMIUMIZATION**
- 33% of consumers are willing to spend more on premium & organic grocery products.

**MULTI-CHANNEL EXPERIENCE**
- 28% of Australians dislike if they cannot get the product they see online when at stores.

**DRIVERS of digital commerce in AUSTRALIA**
- **24 mn** internet users 2022
- **35.7 mn** mobile connections 2022
- **19th in LPI** strong logistic support 2016
- **$113K p.a.** income rich millennials 2016

**AUSTRALIAN CONSUMERS PREFER COMPLEMENTING THEIR SHOPPING JOURNEY WITH DIGITAL CHANNELS, WHILE MAKING PURCHASES OFFLINE**

Australians digital-first mindset has enabled them to optimally utilize the digital channels

- 70% of Australians continue to shop the same number of times or even more from stores vs 3 years ago.
- 90% of Australians consider they are likely to find better deals in-store.
- 56% of Australian internet users enrol for 2-5 loyalty programs.
- 73% of South-Australian consumers prefer in-store shopping as it allows them to check quality, in addition to sales staff assistance.
- 40% of Australian digital buyers source related information from price comparison sites.
- 50% of Australians research for products online before buying them in a shop.
- 48% of Australian digital buyers are willing to pay premium for an express shipping (1-3 days).
- 59% of Australian bank account holders that have used contactless debit/credit card for making a purchase.