



A focus on Australia

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.


To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Australia. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Australia or are considering doing so, these insights can help you expand into this market.

Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

🔍 2024 Online Shopper Trends 

To find out more about the data used in this report, [click here](#)



What does Australia buy online?

82% of Australian shoppers browse online at least once a week and they regularly buy new products. 59% make a purchase at least once a week and 13% at least once a day. But what products do they buy most frequently?



Online shopping subscriptions are popular in Australia – 47% of Australian consumers have one. The most popular subscriptions are for clothing, household products and food. If you don't already offer a subscription service to this market, you might want to consider doing so.

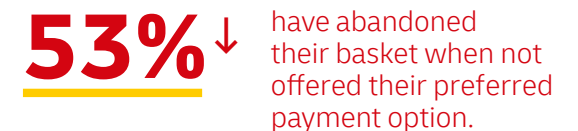
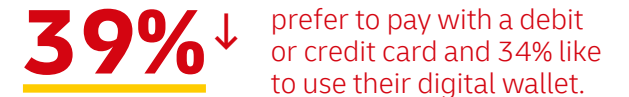
How does Australia shop online?



Australian people are active on social media.



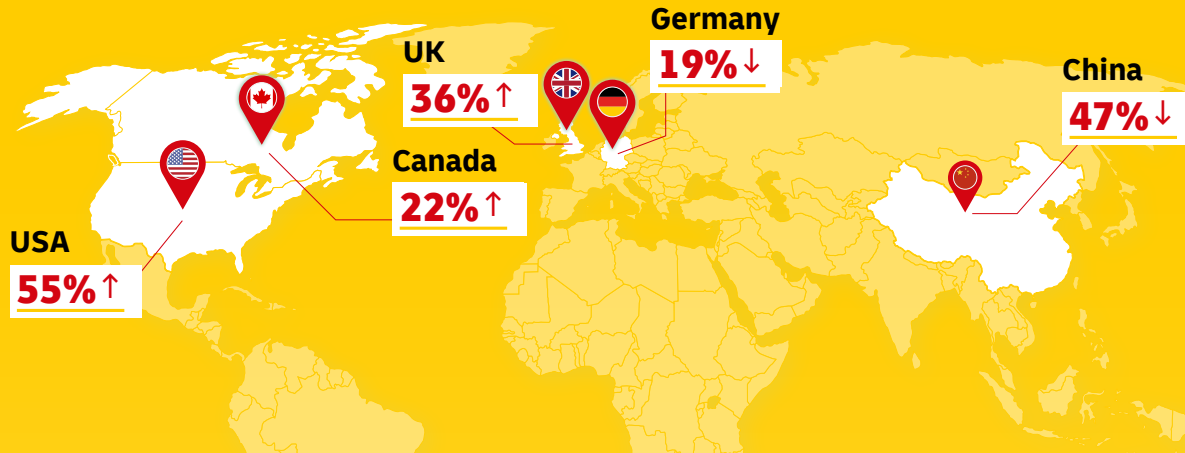
Spending habits of Australian shoppers



Selling to Australia

43% of Australian consumers buy from abroad and 75% do so at least once a month. If you're thinking about selling to this country, it's important to know where they are buying from (and why).

Which countries do Australian shoppers buy from?



Why do they buy from abroad?

54% ↑

To get lower prices.

47% ↑

A wider choice of products.

45% ↑

The product isn't available in Australia.

Why don't they buy from abroad?

49% ↑

Longer delivery time.

46% ↑

Prefer to support their own economy.

46% ↓

Fear of fraud.

50% of Australian shoppers would feel more confident buying from abroad if prices were displayed in their local currency.



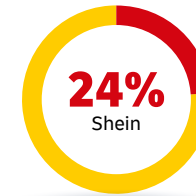
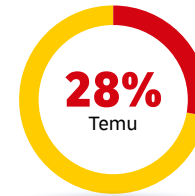
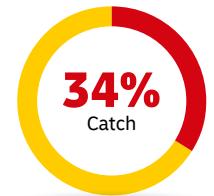
COUNTRY TRENDS REPORT



95% ↓ of Australian shoppers buy from marketplaces.

82% of people in Australia say that reduced prices are important to them, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points

Which marketplaces are most popular with Australian shoppers?



Do you run an e-commerce business in Australia?

There are opportunities to grow your business by selling to other countries.

Australian goods are most popular with shoppers in:



China



India



Malaysia



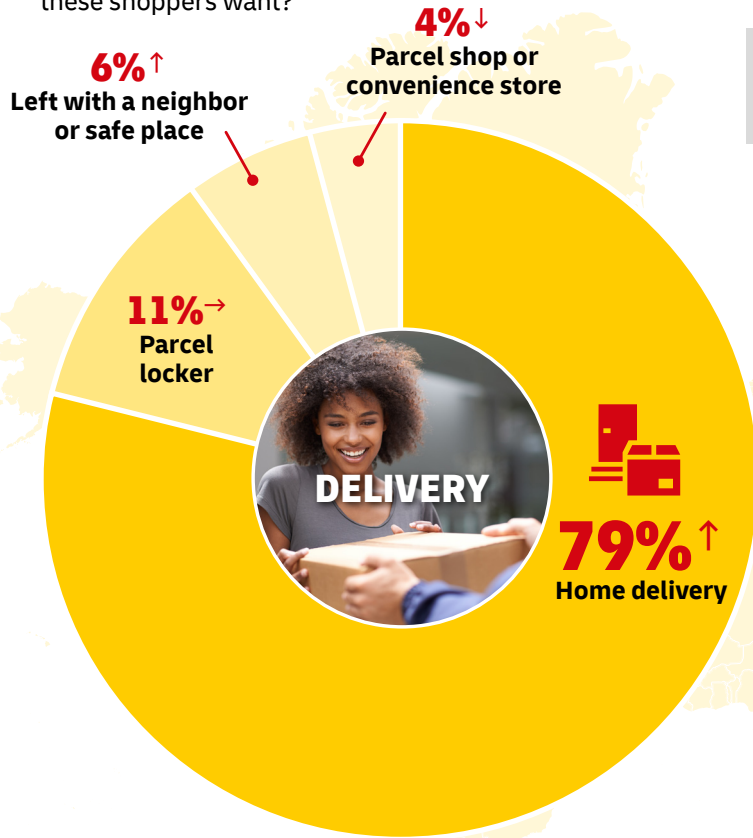
2024 Online Shopper Trends



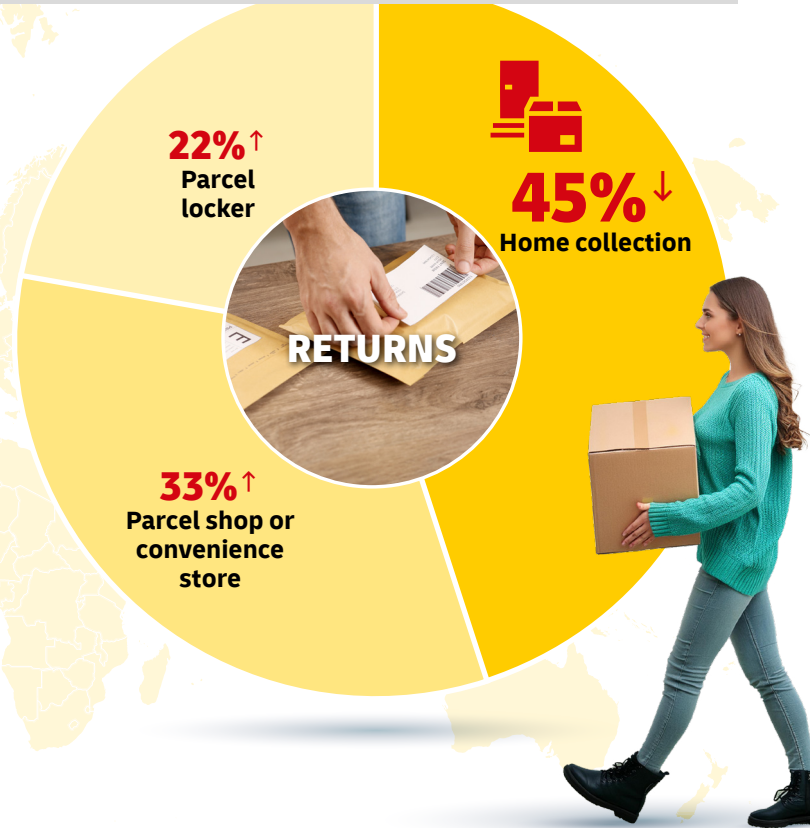


How do Australian shoppers want to receive and return their orders?

Regardless of whether you have a great product or website, the delivery options you offer could be affecting your sales – 46% of people in Australia say they frequently abandon their baskets if not offered their preferred delivery option. But what exactly do these shoppers want?



63% prefer to receive a return label with their order and 21% would prefer to print a label at home if they need one.



If not at home to receive their order, **71% of Australian shoppers want to be able to redirect their parcel to a safe place and 60% to a parcel shop.**

!! 57% of consumers in this market prefer it if delivery charges are incorporated into the cost of the product instead of paying separate delivery charges at checkout. If you're selling to this market, consider removing any costs at checkout and instead roll the cost of delivery into your product offering.



92% ↓

say delivery options influence where they shop online.



69% ↑

would like next day delivery on all their purchases but are not willing to pay extra for it.



64% ↓

say free delivery would improve their online shopping experience.



32% ↓

feel frustrated if they have to pay for returns.



Anything else to know about this market?



47% ↓

always use a smartphone to shop online.

57%

of global shoppers always use a smartphone.

Voice assistants are popular in Australia



40% ↑

always or sometimes use voice commands.

28%

of global shoppers always or sometimes use voice commands.

Why are Australian shoppers abandoning their baskets?

37% ↓

Delivery is too expensive.

28% ↓

There are unexpected costs at checkout.

26% ↓

They find the items cheaper elsewhere.



71% ↑

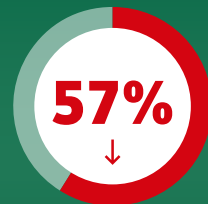
prefer to create or have an account with an online retailer instead of using guest checkout.

60% ↑

have subscribed to an online retailer's email newsletter to receive discounts or rewards.

How important is sustainability to Australian shoppers?

Consumers in Australia are aware of the impact their online orders have on the environment but aren't necessarily willing to pay more to be more sustainable.



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



would be willing to accept a longer delivery time to make their delivery more sustainable.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



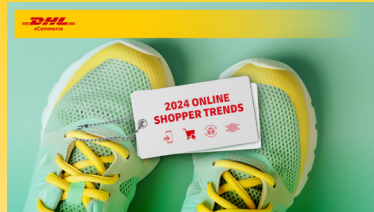
E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.