

Inside Australian Online Shopping Highlights – Jan to Jun 2016

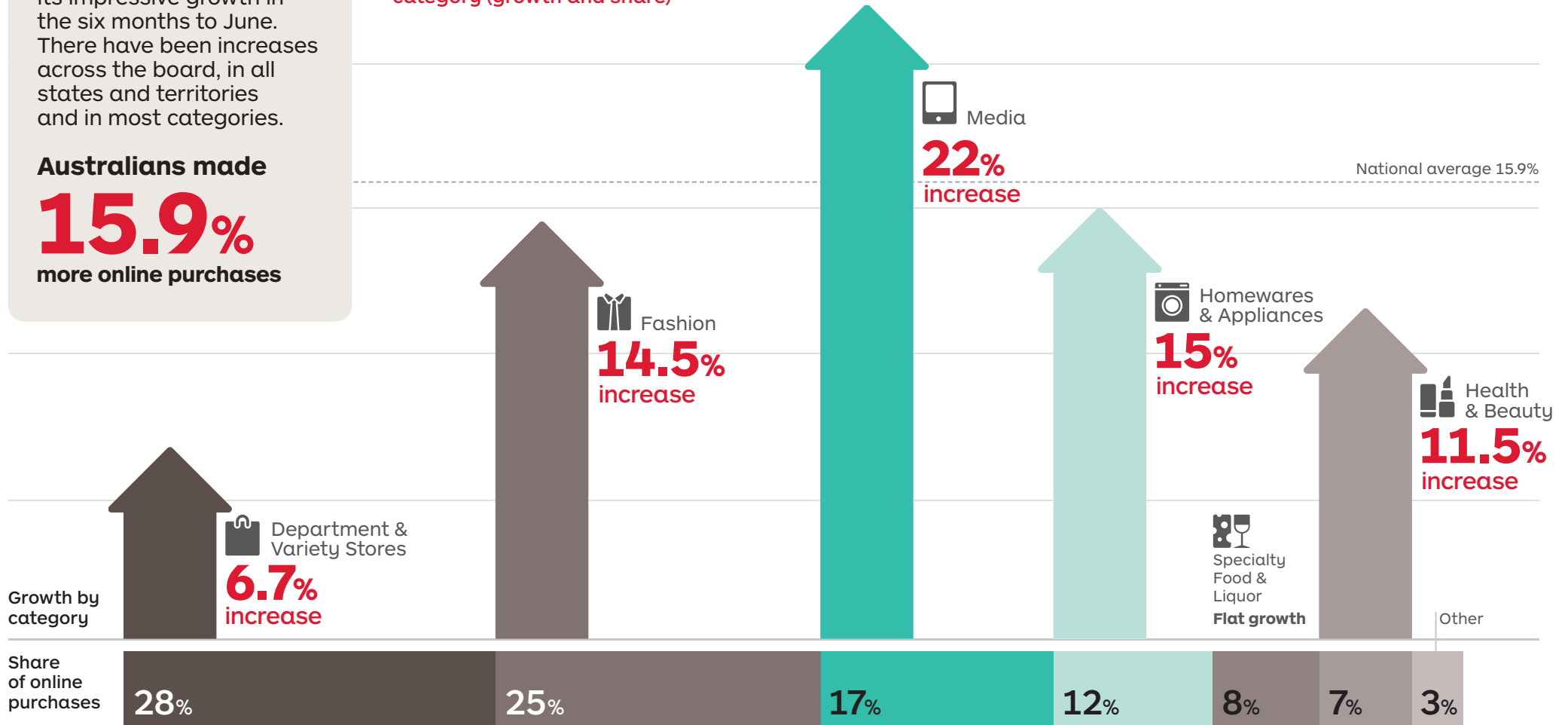
Online shopping continued its impressive growth in the six months to June. There have been increases across the board, in all states and territories and in most categories.

Australians made

15.9%

more online purchases

Total online purchases by category (growth and share)



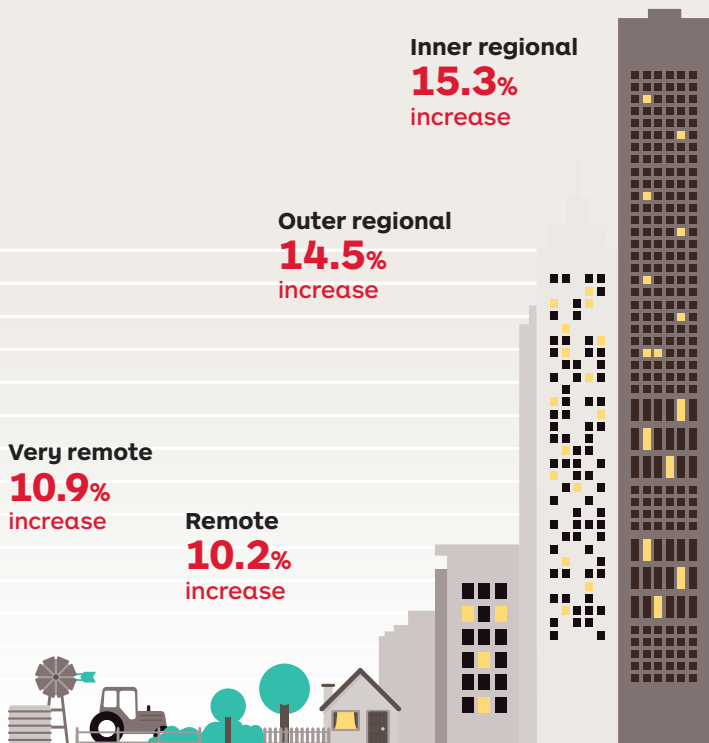
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Growth by region

The strongest growth came from major cities, primarily driven by Fashion and Media purchases.

However, in regional locations, Health & Beauty and Homewares & Appliances growth exceeded major city locations.



Growth by state and national top 10 buying location ranking

NSW is leading the way with

18.5%
more purchases

National top 10 buying locations

3rd Liverpool 2170
6th Gosford 2250
9th Baulkham Hills 2153

VIC had solid growth with

16.7%
more purchases

National top 10 buying locations

2nd Point Cook 3030
10th Hoppers Crossing 3029

QLD

National top 10 buying locations

1st Toowoomba 4350
4th Mackay 4740
5th Cairns 4870
8th Bundaberg 4670

14.0%
more purchases

WA

9.6%
more purchases

National top 10 buying locations
7th Mandurah 3030

ACT

17.6%
more purchases

SA

15.3%
more purchases

TAS

15.0%
more purchases

NT

11.8%
more purchases