

Clicks, carts & conversions in Australia



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

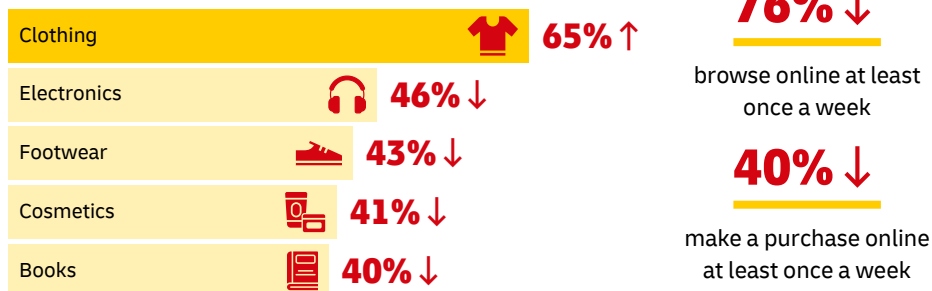
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Australian market

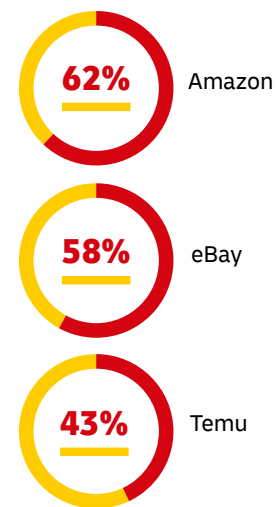


What do they buy?



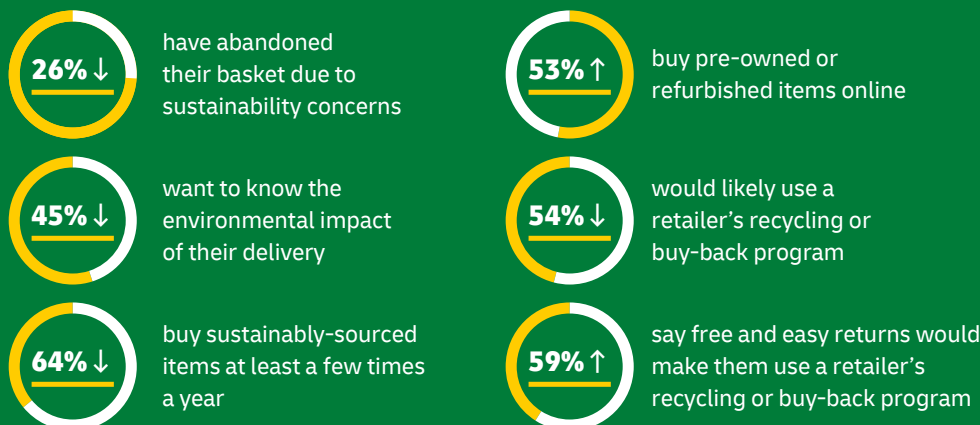
94% ↓ buy from marketplaces

Which ones do they buy from the most?

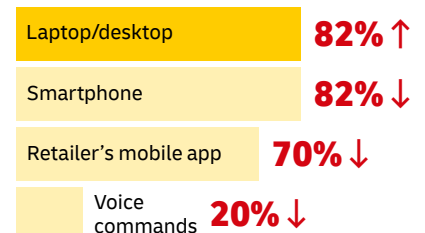


The shift to more sustainable choices

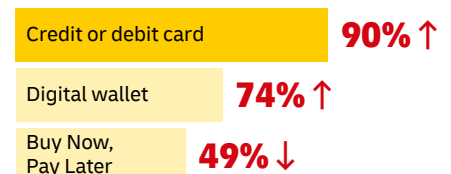
50% of Australian shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



Social shopping

3 in 5 Australian shoppers have made a purchase on social media, and 53% say it could become their top shopping destination by 2030.



What are their delivery and returns expectations?

85% ↑ of Australian shoppers will abandon their basket if not offered their preferred delivery options, and 72% ↓ if not offered their preferred returns options.

Delivery preferences

Home delivery **64% →**

Parcel shop **8% ↓**

Parcel locker **6% ↓**

If they're not home to receive their parcel, they prefer to:

Redirect to a safe place **53% ↑**

Redirect to a parcel shop **18% ↓**

Change the delivery day **13% ↓**

Returns preferences

Parcel shop **60% ↑**

Home collection **24% ↓**

Parcel locker **16% ↓**

What are their return label preferences?

Label included in their parcel **64% ↑**

Scan a QR code at drop off **20% ↓**

Print-at-home label **16% →**

52% ↓

have returned an item to an online retailer

90% ↓

return up to 30% of their purchases

32% ↑ track and redirect their deliveries on the delivery provider's website.
37% ↓ use the delivery provider's app.

Who buys from Australia?



China

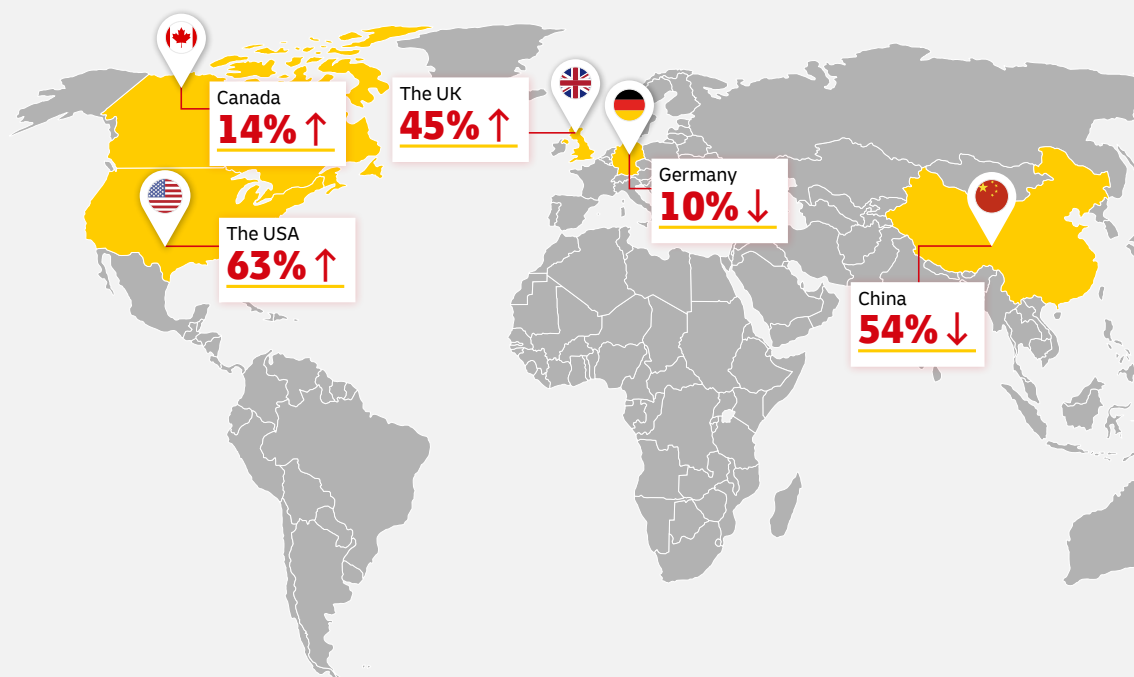


India



Malaysia

Where does Australia buy from?



50% ↑

buy from other countries as the product or brand isn't available in their country

47% ↑

don't buy from other countries because of longer delivery times

54% ↑

say prices in their local currency would encourage them to buy cross-border

What does it to take to win over Australian shoppers?

64% ↑

say high delivery costs frustrate them

54% ↑

say faster delivery would improve their online shopping experience

3 in 4

won't buy from an online retailer if they don't trust the delivery or returns provider

39% ↑

have abandoned their basket because their preferred payment method wasn't available

46% ↓

mainly buy from online retailers that offer free delivery

2025 E-COMMERCE
TRENDS REPORT

Clicks, carts and conversions:
What today's online shoppers really want
(and how to deliver)

Unpack even more
global insights...