

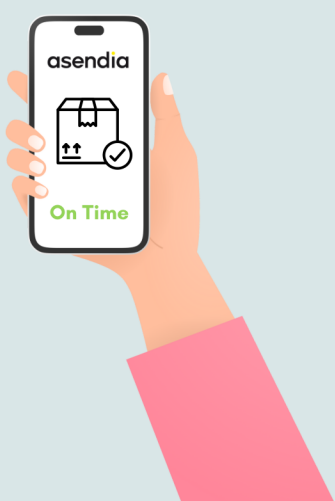


## 1 ONLINE SPENDING

- 80% of Australian households shopped online in 2023.
- Average Revenue Per User (ARPU): US \$2,164.00.

## 2 SHOPPING TRENDS

- 1 in 7 Australian households made weekly online purchases.
- Online shopping in rural areas is up 18% since 2019.
- Online shopping in metro areas is up 16% since 2019.



## 3 MOBILE SHOPPING

- Mobile penetration is close to 100%.
- Over 30% of all e-commerce transactions are done via mobile.
- Represents a year-on-year increase of 20%.

## 4 LOYALTY PROGRAMS

- 78% of Australians agree loyalty programs enhance their benefits.



## 5 PAYMENT METHODS

- PayPal: 48.8% of online payments
- Credit and debit cards: 39.9% of online payments



## 6 LANGUAGE

- English is the national language of Australia, although Australians speak around 300 different languages



Sources:

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