



Australia e-Commerce Market Insights



MARKET VALUE

- Australia's e-commerce market is predicted to hit AUS \$32.3 (US \$25.6) billion by 2024.



TOP INDUSTRY SECTORS

- Home & Garden
- Variety Stores
- Food & Liquor
- Fashion



DELIVERIES & ONLINE SHOPPING

- 9.5 million households received at least one parcel in 2023.
- 8 in 10 Australian households shopped online in 2023.



HOLIDAY SALES GROWTH

- Black Friday sales up 88% since 2019.
- Cyber Monday sales up 70% since 2019.



MARKET GROWTH PROJECTIONS

- Annual Growth Rate (CAGR 2024-2029): 9.23%
- Projected Market Volume by 2029: US \$61.13bn



USER PENETRATION

- 69.4% of Australians in 2024
- Projected 88.2% of Australians by 2029



GLOBAL RANKING

- 14th largest e-commerce market in the world
- 24.2 million users by 2029



Sources:

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