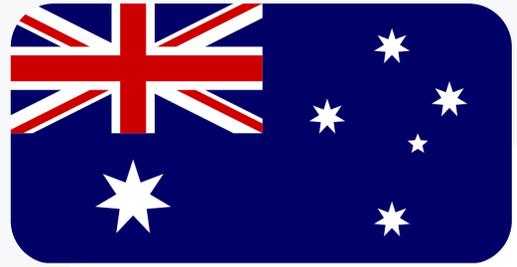


# International online purchasing trends: Australian Shoppers



Consumers in Australia want better prices, the latest products and unique items and they are no longer limited to local markets. For businesses wanting to expand their customer base, seeking opportunities in Australia this is an ideal opportunity to attract and retain shoppers. This fact sheet delivers an overview of our research findings and will provide businesses with insight into Australian customer habits, expectations and concerns.

**AU\$29,730m**

Australia's estimated revenue in the eCommerce market in 2020 <sup>2</sup>

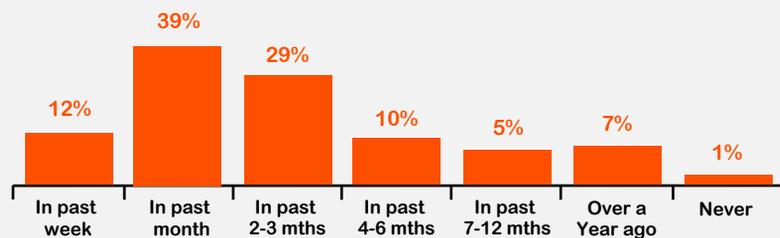
Australia offers “significant potential for growth when it comes to ecommerce businesses who are looking to expand beyond borders” <sup>1</sup>

**11%**

Cross border share of eCommerce purchases <sup>2</sup>



## Frequency of purchases



Our panel of consumers said that their **purchases have increased** in the past 12 months and they intend to continue purchasing from abroad.



**99%** of Australian shoppers had made an online purchase from abroad in the last 12 months with **80%** making a purchase in the last 3 months.

# Advantages and disadvantages of cross border purchase

✓ Among the customers who buy from abroad, 71% do so to take advantage of better prices, 67% to gain a product not available locally, and 60% to access a unique product.

✗ 73% were concerned about longer delivery times, 51% about receiving low quality or fraudulent goods and 50% about complex return procedures.



## Australian purchasing habits

The majority of shoppers have purchased an item from:



China  
(68%)



USA  
(53%)



UK  
(40%)

Over half of Australian international customers purchased **fashion** items such as clothing, shoes & accessories.



51% - clothing, shoes & accessories.



32% - electronics & telecoms



26% - beauty & personal care



24% - household items



24% - entertainment products

## The most popular retailer websites & payment options in Australia

1. eBay (69%)

2. Amazon (41%)

3. Wish (19%)



1. PayPal (75%)

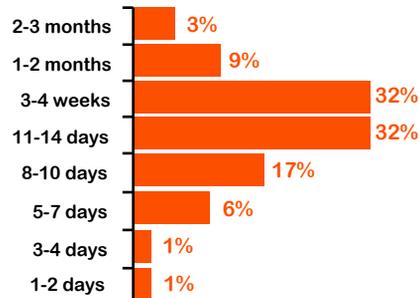
2. Credit card (24%)

3. Debit card (16%)



## Expectations and concerns

Although 73% claim that longer **delivery times** are a disadvantage of shopping abroad, Australian customers are pretty relaxed with their expectations. On average, **17 days** is acceptable for delivery.



**17%** of Australian customers cited the cost and complexity of import and custom taxes as a disadvantage of international buying.



**50%** said a complex returns process was a concern when purchasing from abroad but only 37% check the return policy.

“Australia has a strong desire for shopping overseas, and considering the country’s geographic position and its reliability of imports, this is not surprising.”<sup>3</sup>

## Contact us

Whistl offer a diverse portfolio of international parcel shipping solutions to help you to fulfil your customers’ delivery expectations.

**01628 703 538**    [whistl.co.uk/enquiries](https://whistl.co.uk/enquiries)

<sup>1</sup> <https://www.webalive.com.au/e-commerce-statistics-australia/>

<sup>2</sup> <https://www.statista.com>

<sup>3</sup> <http://offers.worldpayglobal.com/rs/worldpay/images/worldpay-global-online-shopper-report.pdf>