

Australia Post eCommerce Report

Quarterly Update

July – September 2025



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How
is eCommerce
tracking?

02

What
to expect this
sale season

03

Insights
to help your
business succeed
in peak season

How is eCommerce tracking?

A strong quarter sets the stage for a bumper peak

Online spending momentum continues through the new financial year, led by value-driven shopping and major sale events during the quarter.

The new financial year started off strongly with online spend growing 15% year-on-year (YoY) and 6.2% quarter-on-quarter (QoQ).¹ 8.1 million households shopped online during the quarter, up 2.7% and a new record for the July-September quarter. With average basket sizes remaining steady, spending growth was driven solely by more frequent online purchases.

Following a 3.5 year high in August, consumer sentiment softened in September,² hinting that value will be a key priority for shoppers this peak season. Three in four consumers say they're waiting for sales events, while nearly half of businesses expect this year's peak to be the biggest yet.³

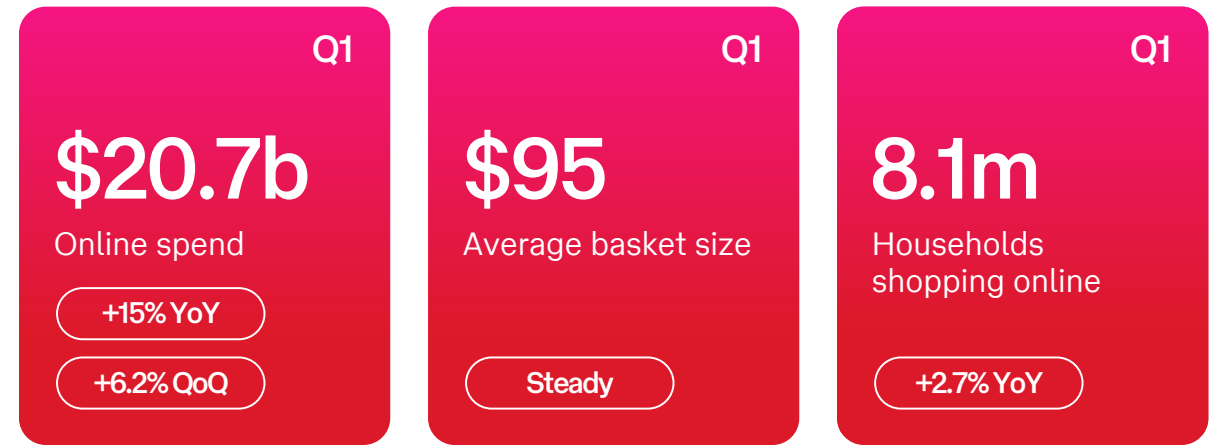
Is your business peak ready?
Dive into this update to uncover peak season insights, top tips and essential tools and resources to nail peak season this year.



¹ CommBank iQ Sep25

² Westpac Consumer Sentiment Sep25

³ Australia Post Omnibus Jul25

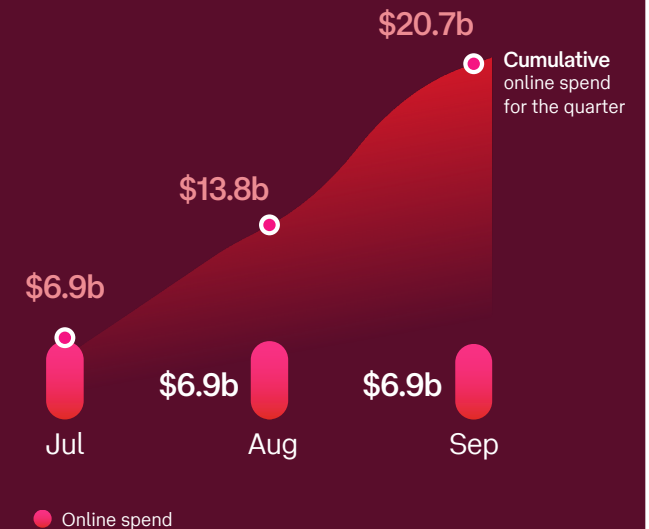


How did each month perform?

Each month in the quarter performed strongly compared to last year, showing solid growth across the board.

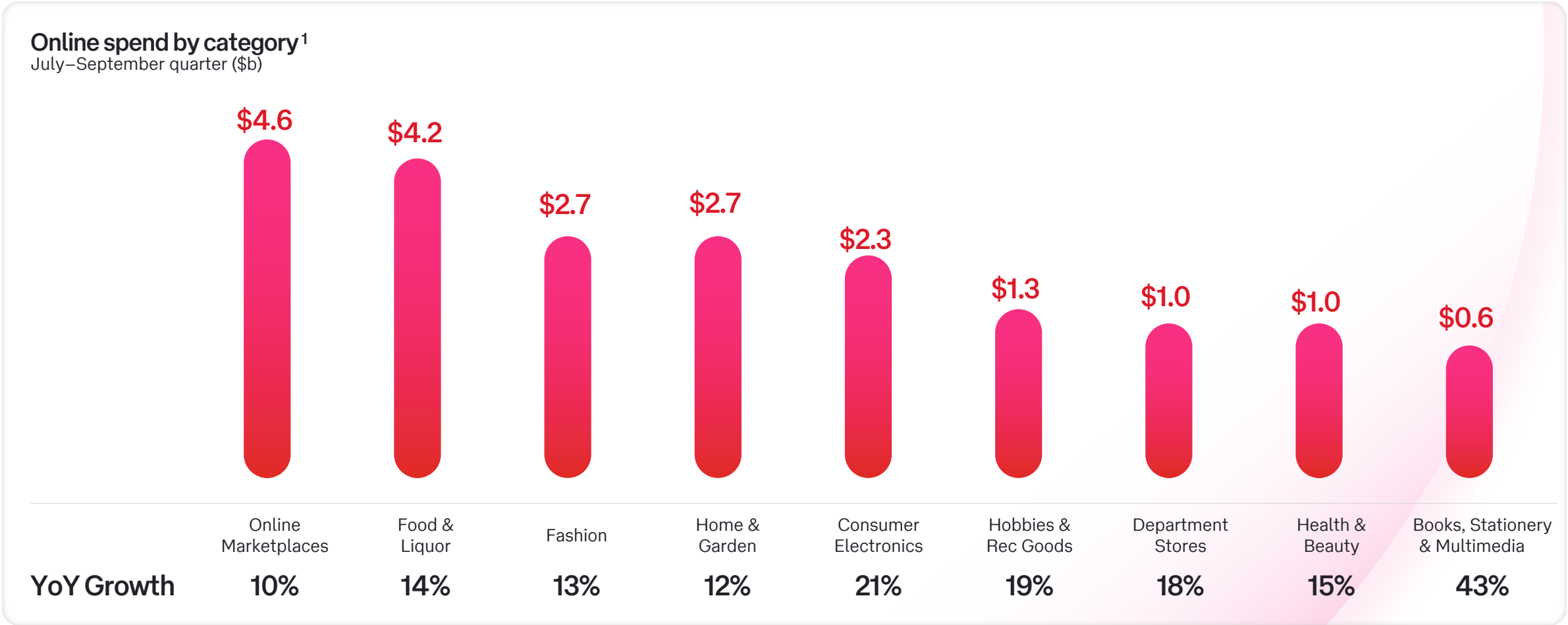
July led the charge, recording the highest growth, up 16% YoY. This was largely driven by major shopping events during the month like Amazon Prime Day.

Online spend by month¹



How did the categories perform?

Online Marketplaces continue to lead online spending



¹ CommBank iQ Sep25



Looking ahead

What to expect this sale season



Last year, consumers shopped with more retailers, received more parcels and spent more overall, yet average basket sizes fell.

It's a great time for retailers to tap into the growing demand. Encourage shoppers to spend more by offering free shipping with minimum spend thresholds, bundled offers and volume-based discounts. With consumers now shopping around, build loyalty by offering meaningful incentives and personalised experiences.

Consumers are excited to shop and will focus on value...

3.5 yrs

Consumer confidence was at its highest in 3.5 years in August, softening slightly in September.¹

3 in 4

shoppers hold out for a sale, if they know it's coming up.²

50%

of shoppers are looking forward to the Black Friday/Cyber Monday period (+10% YoY).²

... and businesses are ready for them

Almost half of businesses are expecting a busier peak season this year compared with 2024, due to easing interest rates and improved consumer sentiment.

Peak season sale events are now the norm for most businesses. Just 9% of medium and large enterprises, and 20% of micro and small businesses aren't planning to participate.²

Businesses are preparing and starting early²

When businesses plan to start their peak season sales



¹ Westpac Consumer Sentiment Sep25

² Australia Post Omnibus Jul25



We're supporting your business throughout peak season

Tools & resources

Nail the basics with our **Peak Playbook**

How-to videos that set you up for success

Peak checklist for smooth sending

Critical information

Cut-off dates for Christmas sending

Subscribe to our newsletter for the latest updates

Support

Help when you need it

Explore all the tools and resources



Peak season insights

Go beyond. Delight customers this peak

Many businesses aren't onboard with shopper expectations. While aggressive discounting may not be suitable for all businesses, there are plenty of other ways businesses can delight customers and stand out from the crowd.

Shoppers want big discounts and free delivery

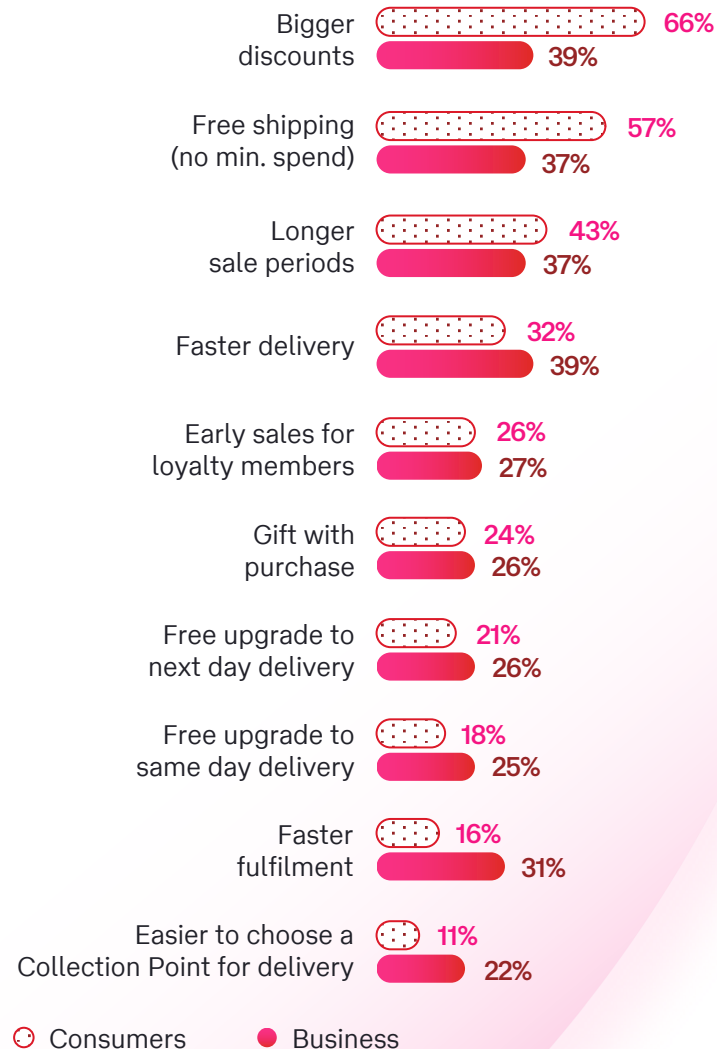
30-40%¹

discount is what consumers are hoping for this year, more than the 20-30% off they hoped for last year.² But while two-thirds of shoppers want bigger bargains, just over one-third of businesses plan to deliver, with the average discount holding at 20-30%.²

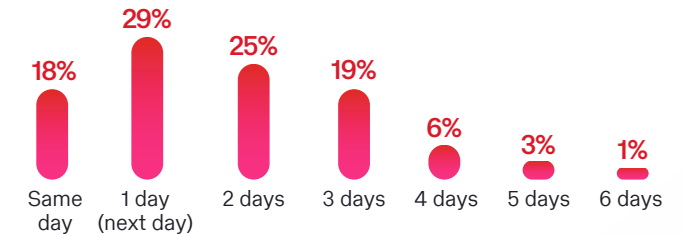
Free shipping remains an important factor for shoppers

Especially when it comes without a minimum spend.²

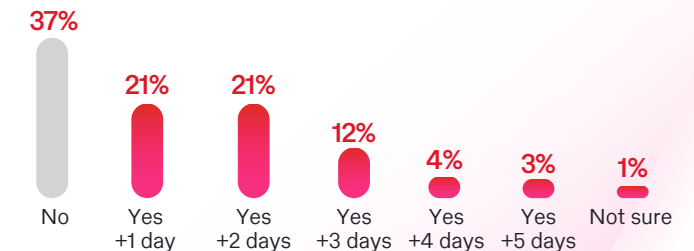
10 consumer expectations vs business plans²



On average, how long does your business usually take to fulfill a customer order?²



Do sale periods impact how long your business takes to fulfill?²



But businesses are focused on speed.

They're planning for faster delivery, including free upgrades to next day and same day.²

They're also working towards quicker fulfilment, which can be a challenge.

Most businesses take 2 days to fulfil, and add an average of one extra day during peak season.²

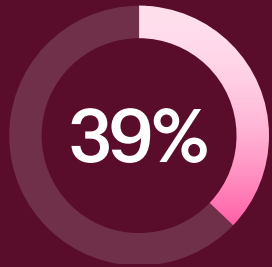
¹ Australia Post Omnibus Nov24

² Australia Post Omnibus Jul25

Peak season insights

The delivery speed factor

With Christmas around the corner, shoppers are counting on fast delivery for last minute gift-giving, so it's important to give your customers choice and control over when they receive their parcels.



of eCommerce businesses are looking at faster delivery as a way to drive sales.¹

Fast delivery isn't yet the norm

4.6 days Most shoppers are happy to receive parcels within 4.6 days.³

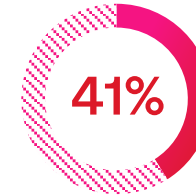
56% Of shoppers prefer free delivery over fast delivery generally.³

But there's pressure from the younger generations to speed up delivery

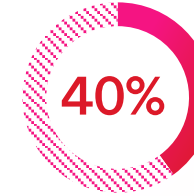
50% Gen Zs and Millennials want delivery within 3 days.²

80% Gen Zs And 73% of Millennials would switch retailers for faster shipping.²

Who values next day delivery the most?⁴



Metro households



Family households



Households with retail subscriptions

Fast delivery tips this peak season

Speed over free

Peak season can mean last minute gift shopping, so fast delivery becomes more important to shoppers. 57% of shoppers say time sensitivity makes fast delivery more important than free delivery.³

Checkout clock ticks

Shoppers 'start the clock' on delivery when the order is placed – so it's critical to maximise fulfilment speed to help parcels arrive quickly and boost your customers' delivery experience.

Delivery drives loyalty

Use fast delivery as a value-add, a loyalty benefit, or as encouragement to reach a spend threshold.



Peak season is like our Grand Final. Shoppers want the parcel faster than ever - they want it now.

Christelle Young, Managing Director, T2

¹ Australia Post Omnibus Jul25

² Australia Post Omnibus Jul24

³ Australia Post Omnibus Nov24

⁴ Market Participation



5 quick questions LSKD on winning peak season

LSKD



During their busiest season, activewear brand LSKD doubles down on what matters most:

Creating an exceptional customer experience.

Murilo Fabri
Head of Operations

Kailey Burton
Community Experience
Head Coach



01

When do you start planning for peak season?

Murilo: We start merchandise planning about 12 months ahead, marketing from August, and operational planning (hiring and training) from September.

02

What's the most important aspect of delivery experience for your customers?

Kailey: It always starts with giving our community the right info, every time. Our community are absolute legends, keeping them in the loop helps them have the best experience over peak.

03

How do you keep your customers updated during the rush?

Kailey: We keep our FAQs, checkout messaging and order confirmation details up to date and super clear. No one likes guesswork when they're waiting on new gear, so we make sure timeframes are correct and visible from the moment you hit 'add to bag'.

04

What's the best way to reduce customer tracking enquiries?

Kailey: Once an order has left our DC, we often point our community to the AusPost app, especially if they need to make a quick update to their delivery address. It's the fastest way to make changes and stay across tracking updates, and a more seamless experience all round.

05

How does Australia Post support you during peak season?

Murilo: Australia Post supports our load planning, so we have resources available to collect our product and understand the network itself.



To access eCommerce industry reports and updates, visit

auspost.com.au/einsights

If you have any questions or would like to know more, please contact your Australia Post Account Manager.

This update has been prepared using 2024-2025 deliveries data recorded by the Australia Post Group, unless otherwise stated. Commentary in this update relating to online shopping is based on an extrapolation of this data. Year-on-year growth numbers are based on actual or extrapolated transaction volumes. Shoppers or households are measured as residential or mix use addresses that received an eCommerce parcel. Clients are encouraged to consult directly with their Australia Post Account Manager for the most current and tailored advice.

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Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as a team, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

Get peak-fit today

We're supporting your business throughout peak season with all the tools and resources you need.

With last sending dates, our annual playbook, checklists and how-to videos at your fingertips, you'll be ready to win this peak.

Explore the tools