



Australia

E-commerce insights



Spring

global delivery solutions

Australia

E-commerce Insights



In 2022, the total value of e-commerce sales in Australia amounted to over 29 billion Australian dollars.¹

Over nine million house holds made online purchases in 2022.¹



Our Spring GDS Tip:

Offer home delivery

73% of Australian consumers prefer orders to be delivered to a home address.²

Top delivery preferences²

- 1. At home at your door **54%**
- 2. At home in your mailbox **19%**
- 3. Post office **9%**
- 4. A safe place at home **9%**

Online shopping frequency²

- At least **once a month** **22%**
- At least **once a week** **20%**

Did you know?

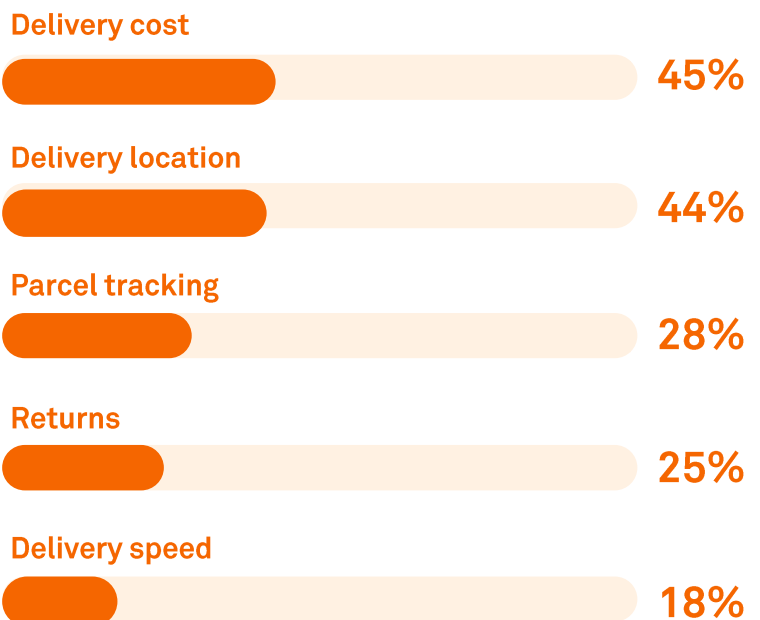
There was a **30% increase** of online shopping activity across Australia in 2023.²

Consumer experiences:

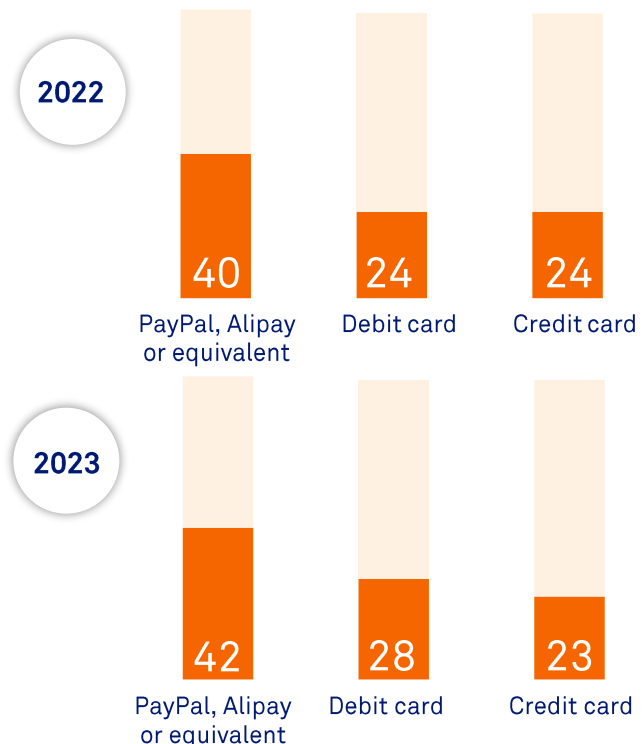
Satisfaction with most recent cross-border online purchase from abroad²



% Extremely satisfied with



Preferred payment method²



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Delivery insights²



Delivery

71% of consumers expect clear information about delivery charges prepurchase.



Product weight

Cross-border purchases

84% Up to 2 kg

46% Up to 0.5 kg



Product value

Top two common values:

19% AU \$15 – AU \$34

23% AU \$35 – AU \$69

Top 6 cross-border categories by last purchase (multiple choice)²



1. Clothing & footwear (39%)



2. Consumer electronics & accessories (20%)



3. Personal care & beauty products (17%)



4. Sport, leisure & hobbies (14%)



5. Home & garden (14%)

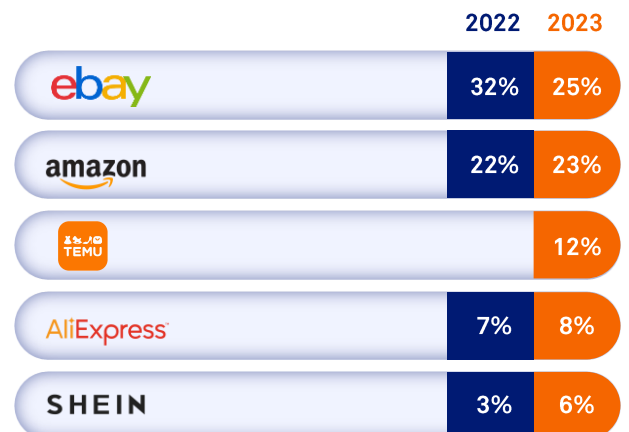


6. Jewelry & watches (11%)

Marketplaces²

eBay remains the dominant marketplace in Australia.

Despite a 7% decline from 2022, eBay remains the leading marketplace. Amazon saw a 1% increase and new entrant Temu has an impressive 12% market share.²



VAT and Duty insights

Registration: VAT (GST) registration mandatory if total annual sales exceed AU \$75,000 (CAD \$66,983.25*)

Apply for registration: VAT (GST) and ABN (Australian Business Number)



VAT payment threshold: AU \$1000 (CAD \$893.11*) or AU \$0 when reg. for VAT (GST)

Duty payment threshold: AU \$1000 (CAD \$893.11*)



VAT Rates: 10% average**

Duties rates: 1.59% average** overview of local tariffs

Disclaimer:

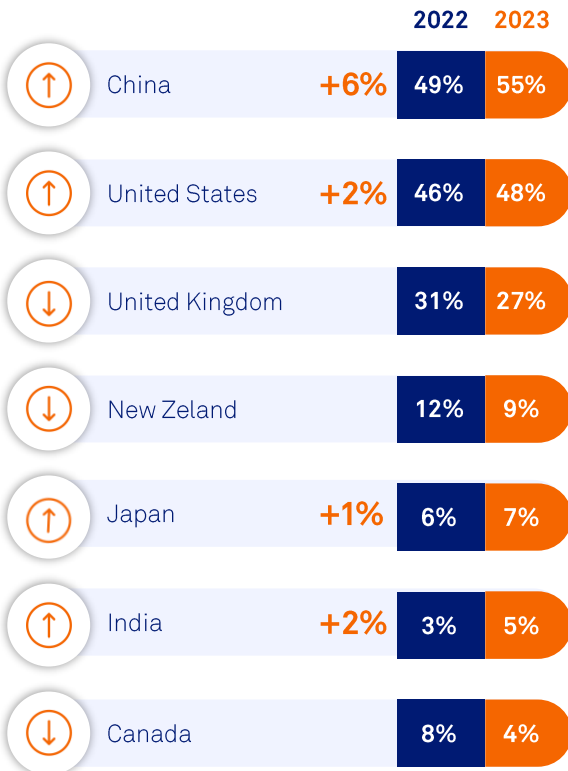
*Exchange rates can go up and down. **Subject to the destination, HS code, value, product type and origin.

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Top 7 cross-border countries of purchase²:



Delivery cost²

67% of Australians received free shipping on their most recent cross-border e-commerce purchase.

Which Spring GDS Canada service?

Introducing our **New Spring Direct service**: a cost-effective shipping solution that uses a local courier delivery network. Send your parcels/packages up to 20 kilos.

Our Spring GDS Tip:

Make sure your website is fully mobile responsive!

Packaging and Sustainability²

"I dislike when my order is over-packaged^{*}"

"The use of recyclable material as important^{*}"



^{*}Cost of shipping increases when your packet or parcel has more packaging due to weight & size.

20%

Of Australian consumers will wait longer to receive packages for environmental benefits.

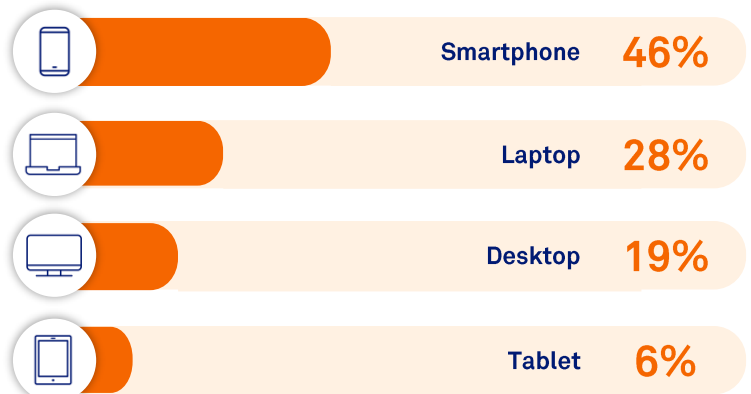


Our Spring GDS Tip:

Make sure your packaging is both recyclable and reusable

Preferred e-commerce device²

Smartphones dominate the usage of online shopping devices with an 8% increase in a year.



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About Spring GDS



We specialize in cross-border shipping for e-business.

We keep our customers informed of the latest developments and create solutions to help them grow into new markets.



In less than 24 hours, one single integration is all it takes to **start creating labels and managing shipments.**

Our service is also compatible with all major e-commerce platforms and marketplaces.



Spring is moving to a sustainable logistics network with our **transition to HVO100** in the **European road network at no extra cost for our customers.**



Global company

We are local experts in a truly global company, with **18 operational hubs** spanning three continents.



We **deliver more than 90mln items a year** to over 190 destinations.



We have **over 20 years of experience** in international logistics.



Customer service

Each of our customers has access to a **dedicated customer care department**, providing them with tailored support.



We are **part of the PostNL group**, the local hero in the Netherlands.



Get in touch with us:

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Phone #: 905-678-2770



Sources:

1. Statista Research Department E-commerce Australia 2024 article
2. IPC Cross-border E-Commerce Shopper Survey Australia 2023