Consumer Attitudes and Online Retail Dynamics in Australia, 2014-2019

Description:
Online retailing in Australia will continue to grow with the increasing penetration of smart handheld devices, coupled with a well-developed internet infrastructure. A young and technological literate population will further supplement growth. However, Australians remain cautious about their spending habits and continuously look for price saving opportunities, so prefer to shop through international retailers, as they offer a wider range of products at lower prices when compared to domestic retailers. In the light of changing consumer shopping styles, click and collect services are gaining prominence. As an omni-channel initiative, retailers have been expanding across the country with such services, as a measure to improve customer convenience.

Key Findings
- Online retailing is expected to grow at a CAGR of 10.4% over the forecast period, while physical store retailing is set grow at a CAGR of 2.7%
- Online retailers are partnering with offline retailers to offer click and collect services to time constrained shoppers
- Credit/debit cards are the preferred payment methods for domestic transactions, while the majority of cross border transactions take place through PayPal
- Apparel, accessories, luggage, and leather goods is expected to be the fastest growing product category in 2014-2019, at a CAGR of 13.1%.

Synopsis
“Consumer Attitudes and Online Retail Dynamics in Australia, 2014-2019” provides data for historic and forecast online retail sales, and also includes information on the business environment and country risk related to the Australian online retail environment. In addition, it analyses the key consumer trends influencing Australian online retail industry.

What else does this report offer?
- It provides in-depth analysis of the latest trends in online consumer shopping, covering the factors driving online shopping, consumer insights, market dynamics (covering 26 product categories), and reviews of the latest best practice in online retail site design
- Market insights based on consumer trends, changing economic and demographic factors, and other macroeconomic factors
- Based on the latest data, the report not only provides details of the size and growth of this increasingly important channel, it also provides essential context on the penetration of online sales by product groups, how growth has developed over time, and key factors, with forecasts, that will drive this market in the future

Reasons To Buy
- Understand which products will be the major winners and losers in the online arena in the coming years
- Get an in-depth analysis of the latest trends in online retailing in Australia, covering the factors driving online spending across the categories
- Learn from best practice approaches outlined in the case studies of leading online retailers by examining their unique retailing attitudes and reviewing innovative retailers, which provides insights and ideas to
remain competitive and profitable

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