

# Retail E-Commerce in Australia

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Specialist e-commerce platforms struggle but DTC becomes popular

Leading grocery retailer expands its digital offering

Amazon.com leads marketplace e-commerce but there is rising pressure from Temu following its successful launch in Australia

#### PROSPECTS AND OPPORTUNITIES

E-commerce will continue to expand but at a slower pace compared to surge over review period

Discounter e-commerce marketplace set to drive channel's growth

Omnichannel strategy will become more mainstream in Australia

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Promotions drive up volume sales amid cautious spending behaviour

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