

Mobile E-Commerce (Goods) in Australia

February 2022

Table of Contents

Mobile E-Commerce (Goods) in Australia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mobile online sales outpace overall e-commerce

Video-sharing social media platforms help drive mobile e-commerce sales

Retail banks shift towards mobile e-commerce

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce will drive growth of online shopping

Short video social media platforms to reach target audience

CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021

Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

Retailing in Australia - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Grocery sales remain high due to further lockdowns in 2021

E-commerce shows its true potential in 2021

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 5 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 6 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 7 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 8 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 9 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 10 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 11 - Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 12 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 13 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 16 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 17 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 18 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 19 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 20 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 21 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 22 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 23 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 24 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 25 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 26 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 28 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 29 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 30 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 31 - Retailing GBO Company Shares: % Value 2017-2021

Table 32 - Retailing GBN Brand Shares: % Value 2018-2021

Table 33 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 42 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 43 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 44 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 45 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 46 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 47 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 48 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 51 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 52 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 53 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 54 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 55 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 56 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 57 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 58 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 59 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 60 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 61 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 62 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 63 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 64 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 65 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 66 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-e-commerce-goods-in-australia/report.