

Australia Online Retail Market to 2027

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Abstracts

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Summary

Online Retail in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Australian online retail sector had total revenues of \$26.4 billion in 2022, representing a compound annual growth rate (CAGR) of 17.8% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$8.1 billion, equivalent to 30.7% of the sector's overall value.

The growth in the Australian online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the Westpac-Melbourne Institute Consumer Sentiment Index in Australia, it reached its highest level in six months, reaching 82 in October 2023.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Australia

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia online retail market with five year forecasts

Reasons to Buy

What was the size of the Australia online retail market by value in 2022?

What will be the size of the Australia online retail market in 2027?

What factors are affecting the strength of competition in the Australia online retail market?

How has the market performed over the last five years?

What are the main segments that make up Australia's online retail market?

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