

# Assessment of Australia's Online Retail Sector2015

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## Abstracts

### Executive Summary

Online retail sales in Australia in January 2015 rose by 9% year-on-year to reach \$16.6 billion. As compared to previous years which were clocking a 20-30% growth in the segment, the growth in 2014 has been subdued. Our analysts are of the opinion that growth will be steady in Australia's online retail sector in the period 2016-2020 largely due to an increasing affinity for the convenience and better deals offered by the segment as compared with traditional retail.

The online retail sector in the country is largely dominated by department and variety stores and this segment forms close to one-third of all online spending. Traditionally Australian online retailers have lagged behind their foreign competitors in terms of both offerings and price. However, with large investments made by domestic companies operating in the sector, the situation is expected to change.

### Why should the report be purchased?

The report 'Assessment of the Singapore Aviation Industry 2015' highlights key dynamics of Australia's online retail sector. The growing opportunity in the sector has been investigated along with key challenges. The competitive landscape of the sector has been examined and the report contains company profiles of players such as Amazon.com, Inc., eBay Inc., JB HI-Fi Australia, Bunnings Warehouse, Target Australia Pty Ltd, ASOS.com. The report also contains latest industry-related opinions.

### Research methodology and delivery time

Smart Research Insights has conducted comprehensive desk research to arrive at key insights. Data collected from key public industry sources and publications has been

scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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