

## **Australia Online Retail Market to 2027**

Industry Report | 2023-11-17 | 59 pages | MarketLine

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### **Report description:**

Australia Online Retail Market to 2027

#### 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

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## 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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