

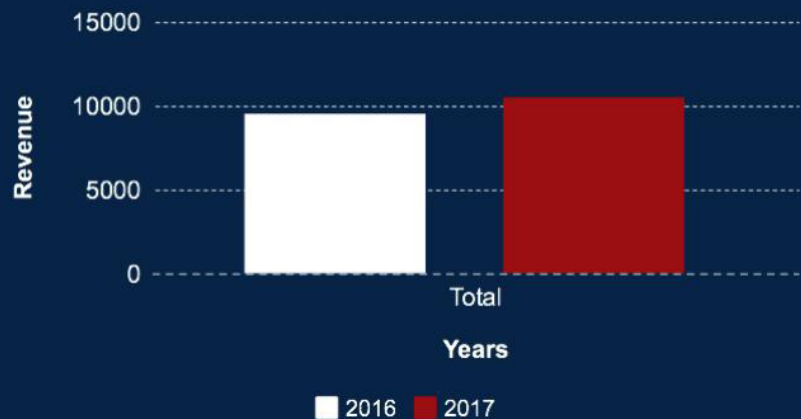
# E-commerce Trends in Australia



## What's going on?

Australia is home to 24.5 million people. With one of the highest HDI on the planet, Australia has one of the highest internet presence per household. Moreover, out of 24.5 million, 19 million consumers shop regularly online. The online spending has significantly outperformed traditional purchases by 10% in Australia.

## Revenue in million (US\$)



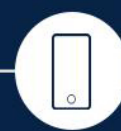
An increase in sales by 10% to \$17.7 bn physical goods online.



New South Wales is the highest e-commerce revenue generating state.



Facebook is the most used social media site in Australia with 17 million active users.



Mobile commerce has 52% conversion rate.

## Issues related to E-commerce



Choosing the right business structure to start an e-commerce business in Australia is essential.



It is crucial to protect consumer data and to have a strong privacy policy to support the cause.



Email marketing is an essential way to drive sales but Australian Consumer laws protect customers from malicious messages.



Trademarks and Intellectual Property rights in Australian can well protect your business interests.

## Revenue in million (US\$) per segment

