

Media Release

4 December 2020

Millions shop online during record-shattering weekend

Australians have shopped online like never before as 2.2 million households around the country clicked ‘add to cart’ and bagged a bargain in the four days to Cyber Monday. Online shopping growth was up more than 42 per cent for the same period, beating the record set in 2019.

Popular purchases included Variety Stores, Fashion and Apparel goods and Home and Garden items, up 20 per cent, 41 per cent, and 50 per cent year-on-year respectively. Shoppers were also eager to buy from Major and Discount Stores and Pet Products both up over 80 per cent when compared to last year.

On a state-by-state basis, New South Wales lead the way holding more than a third of total purchase volume. This was followed closely by Victoria with just over a quarter of all purchases.

Australia Post Executive General Manager Business, Government & International Gary Starr said this is a week for the history books, not only for Australia Post but the Australian eCommerce industry as a whole.

“What we’re seeing now is truly the culmination of what has been an extraordinary year for online shopping in Australia.

“No-one could have predicted in March the seismic shift the COVID-19 pandemic would create; it’s exceeded every expectation, and we’re looking forward to seeing how this continues this month.

“This week is shaping to be our busiest ever; from Monday, we’ll deliver more than 13 million parcels in total – almost three million more than the same week last year.

“As our posties and drivers are delivering more parcels than ever, we’re asking the community to help keep them safe by looking out for them on the road and keeping dogs secured,” said Mr Starr.

The 2020 Black Friday/Cyber Monday online shopping sales have fuelled the biggest parcel boom in Australia Post’s history with millions hitting its national network since Monday.

Every day this week Australia Post has been delivering over two million parcels, and more than 630 tonnes of airfreight was uplifted and transported across the nation for delivery between Black Friday and Tuesday – over 200 tonnes more than in 2019.

For more information on Christmas this year, including posting deadlines, please visit auspost.com.au/Christmas.

For further information, please contact

National Media Line

03 9106 6666