Online shopping continued its impressive growth in the six months to June. There have been increases across the board, in all states and territories and in most categories.

**Australians made 15.9% more online purchases**

### Growth by category
- **Department & Variety Stores**: 6.7% increase
- **Fashion**: 14.5% increase
- **Homewares & Appliances**: 15% increase
- **Health & Beauty**: 11.5% increase
- **Specialty Food & Liquor**: Flat growth
- **Media**: 22% increase

### Share of online purchases
- **28%**
- **25%**
- **17%**
- **12%**
- **8%**
- **7%**
- **3%**
Inside Australian Online Shopping
Highlights – Jan to Jun 2016

Growth by region
The strongest growth came from major cities, primarily driven by Fashion and Media purchases. However, in regional locations, Health & Beauty and Homewares & Appliances growth exceeded major city locations.

Growth by state and national top 10 buying location ranking
NSW is leading the way with 18.5% more purchases

VIC had solid growth with 16.7% more purchases

WA
17.6% more purchases

QLD
14.0% more purchases

ACT
15.0% more purchases

TAS
15.3% more purchases

NT
11.8% more purchases

This information has been prepared by Australia Post using a subset of deliveries in the 6 months to June 2016 compared to the same period last year, unless otherwise stated. Percentage growth and share are based on online purchases. While every effort has been made to ensure the accuracy at the time of publication, Australia Post takes no responsibility for any errors or omissions herein. Australia Post does not accept any liability for any loss or damage incurred by any use of or reliance on any information contained here.