

Homewares & Appliances

Homewares & Appliances is growing significantly in popularity, achieving the second-highest growth rate for any category, up 15% in the first six months. It now accounts for 12% of all online purchases in Australia.

 **15%**
more online purchases

 **12%**
share of online purchases

Home tips with Pillow Talk

Pillow Talk is one of the largest bed linen and home décor specialists in the country. Here, they share some of their tips and trends for the coming months...



3 easy makeover ideas to brighten up the home

1. Revamp your bedroom with a statement quilt cover set. Introducing a vibrant print will instantly transform your space, with little to no effort.
2. Add indoor plants – they're fresh, colourful, and you can style them in woven baskets or colourful planters. Use imitation greenery for a chic look that's also low maintenance.
3. Cushions and throws with bright pom-poms or tassels are great for adding a subtle pop of colour to your bedroom or living area.

Did you know?

New housing developments proved to be the biggest drivers of growth in this category, stimulated by enthusiastic homemakers shopping online.

State growth

NSW leads the way with 21.2% growth followed by NT, both coming in above the national average.

NSW
21.2%
increase

NT
15.8%
increase

National average 15%

TAS
13.5%
increase

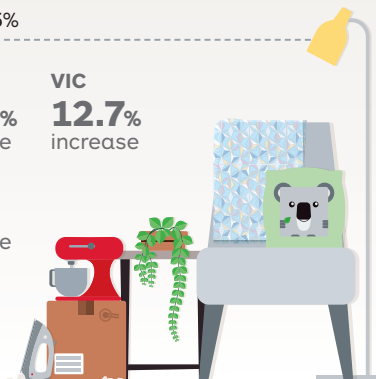
QLD
13.0%
increase

VIC
12.7%
increase

WA
11.1%
increase

SA
9.6%
increase

ACT
8.8%
increase



Metro vs regional growth

Regional growth exceeds metropolitan growth by 3.9%, suggesting that regional residents are adopting online shopping faster than their city-based counterparts.

Metro
13.9%
increase

Regional
17.8%
increase

Top buying locations

Point Cook VIC 3030

Toowoomba QLD 4350

Liverpool NSW 2170

Top growth locations

Morisset NSW 2264

Campsie NSW 2194

Mittagong NSW 2575

Top buyers by household

Broome WA 6725

Deakin ACT 2600

Manly NSW 2095

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