Specialty Food & Liquor

Specialty Food & Liquor accounts for an 8% share of the online market and is the fifth largest category overall. While growth was typically flat after Christmas, regional growth was up 2.7%.

Top regional growth locations

Regional residents, who often have limited access to bricks and mortar specialty retailers, were big buyers in the category. Regional locations with more than 30% growth include:

- Onslow WA 6710 72.0% increase
- Barwon Heads VIC 3227 49.2% increase
- Moree NSW 2400 40.0% increase
- Point Lonsdale VIC 3225 30.9% increase

State growth

Although overall category growth was flat, TAS, ACT and NSW showed good growth.

- TAS 9.7% increase
- ACT 8.5% increase
- NSW 2.7% increase

For more information on how Australia Post can help your business, email acquire@auspost.com.au

Christmas with Farmhouse

Farmhouse is a virtual marketplace that allows customers to buy directly from Australian farmers and artisan producers.

Must-haves for the Christmas table

- Goose – It’s full of flavour, easy to roast and smoke, with a real wow factor too. Try it once, and you’ll never go back to turkey.
- Artisan Cheese – Every feast needs an exceptional cheeseboard. And when it’s from a hard-to-find boutique cheese maker, it’s a great talking point.
- Nouveau pudding and sauce – Not a fan of the traditional pud? Take it up a notch with a white chocolate and cranberry or a chocolate orange pudding. A twist on an old favourite goes a long way in appeasing the masses.
- Fudge – A sweet and creamy morsel of Australian fudge is the perfect end to Christmas day.

Did you know?

There’s something of a food revolution taking place in Australia right now. Shows like MasterChef and My Kitchen Rules are encouraging more Aussies into the kitchen to try their hand at the culinary arts. They’re driving shoppers online too – to buy unusual and hard-to-find ingredients.

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.