

VIDEO TRANSCRIPT

Welcome to The Full Download

Welcome to The Full Download. This is New Zealand Post's second annual review of the online shopping market in New Zealand.

2018 saw a strong growth in online shopping. Kiwis are now spending \$4.2 billion online every year. This means that online sales now comprise 8.9% of products bought in New Zealand. This was driven by a 16% growth in online shopping in New Zealand in 2018 compared to a 2% growth in traditional bricks and mortar retail.

In reverse of what we saw in 2017, greater growth came from domestic online shopping merchants who experienced 19% growth in sales in 2018. This compares to a 10% growth from international online merchants.

While the total number of shoppers was reasonably stable, what we did see was a 10% growth in transactions per shopper. The fastest growing category was clothing and footwear, which saw a 28% growth compared to 2017. And domestic clothing and footwear e-tailers saw a whopping 45% growth compared to the previous year.

Another thing we've seen is the rapid growth of the Buy Now Pay Later services, such as Afterpay, Laybuy. And these appear to have unlocked a new category of buyers to the online shopping market. We've seen that 61% of sales comes from women aged under 45.

A big thank you to the team at Datamine who've pulled together a lot of the insight that underpins the report. Another thing we've added this year is a survey of online shoppers to really understand what they're looking for when they shop online.

So please enjoy the report. The team here at New Zealand Post are really proud of it, and we're proud to help you build a better online business.