

AUSTRALIAN MARKETPLACES YOU SHOULD KNOW ABOUT



According to Australia Post, last year we saw a period of eCommerce activity stabilisation, after significant growth due to the pandemic. We saw Australians returning to physical stores in strong numbers, however, it's clear that the fundamental shifts in the way we live, work and shop that occurred during the pandemic are here to stay. Online marketplaces are growing rapidly in Australia. These channels have a role in setting customer expectations across all aspects of the shopper journey, from inspiration to search, purchase, delivery and returns.

EBAY AUSTRALIA

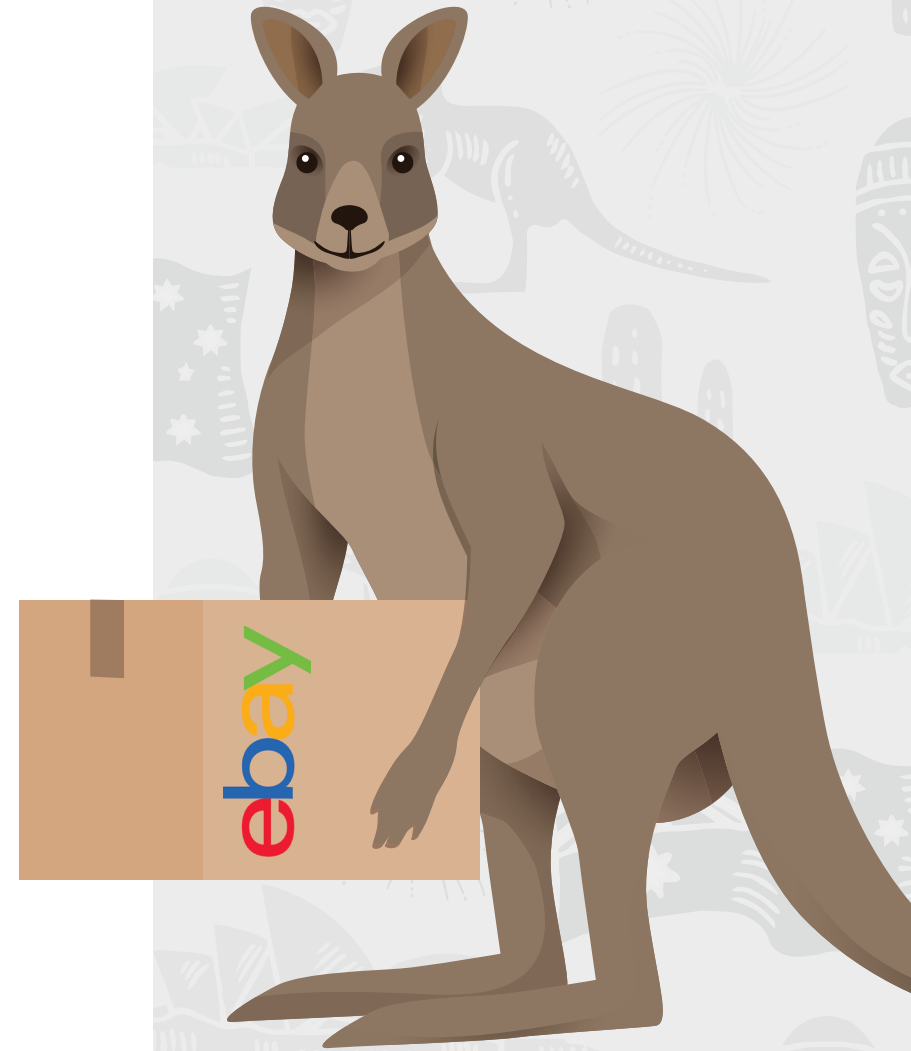
eBay has a huge global presence, with **133 million** active buyers worldwide. Australia has had eBay since 1999 and it's by far the biggest marketplace in the country, with nearly **11 million** unique visitors per month. 70% of the visits are through the eBay app and it is ranked as one of most trafficked websites in Australia. There are **40,000** Australian retailers operating on eBay Australia with 8 car parts, 1 mobile phone, 13 items items of women's clothing, 2 pieces of furniture, 3 watches and 6 items being purchased every minute!

Categories

90% of the listings on the platform are for new products. Sellers can list everything from electronics and apparel to collectibles, sports and baby items – recently trending are disposable face masks, mobile phone accessories, men's fragrances and video games

Considerations

- If your business is not based in Australia, check out the Australia Post website before specifying international postage to learn more about sending mail to Australia – also to find out delivery options, customs and postal regulations.
- Remember language differences when listing –e.g. pants rather than trousers
- You can make use of eBay's Global Shipping Program (GSP) to fulfil orders quickly and easily



AMAZON AUSTRALIA

The e-commerce giant Amazon rose to popularity in Australia in a span of six years. Its online sales soared from **\$883 million** in 2021 to \$1.29 billion in 2022. Amazon is reportedly the leading e-tailer in the US, with **25% market share** of all US e-commerce spending. During 2022, Amazon doubled its distribution space to over 330,000 square metres, and launched free one-day delivery for Prime members.

Categories

From pet supplies, health & personal care, home improvement and automotive, there are multiple categories to list in.

Considerations

- Amazon sellers can take advantage of Amazon's award-winning FBA program which offers warehousing as well as picking, packing and shipping products
- ChannelAdvisor can help sellers attain the BuyBox, via dynamic repricing as well as ensure product listings are optimised and managed at a granular level
- Amazon also offers other promotional opportunities to take advantage of, e.g. PPC Sponsored Products





CATCH

Catch.com is one of Australia's top e-commerce organisations, synonymous with leading household names for over 10 years. With over 30,000 new customers every week and over 20,000 parcels sent daily, Catch was one of the first platforms in Australia to introduce robotic automated picking. Impressively, an item is sold every 1.2 seconds on the platform.

Categories

Fashion, home décor, health & lifestyle, sportswear, electronics & appliances, furniture, groceries and many more.

Considerations

- Catch's core target audience is middle income women aged 25-45 with school aged children. This customer group represents the segment with the highest lifetime value and propensity to shop online.
- OnePass is a paid membership program, offering free shipping on all eligible orders and access to discounts.
- Retailers can take advantage of Catch's daily promotions and events through EDMs, push notifications and website product positioning
- Catch.com.au is part of the Wesfarmers Group, placing the marketplace in good company alongside other top Australian retailers such as Kmart, Target, Bunnings & Officeworks.

MYDEAL

MyDeal is an Australian shopping platform that allows customers to buy goods from a wide range of retailers and brands. Unlike some marketplaces, MyDeal doesn't sell its own products, it operates as a platform that allows independent, third party sellers to list and their products on the site. It now lists over 6 million SKUs and sends over 160k+ parcels per month.

Categories

MyDeal.com.au launched in 2011 as a leading online marketplace, providing Australian consumers with over 6 million lifestyle products across 3,000+ departments.

Considerations

- MyDeal has many benefits including simple integration and a low fee structure.
- Take advantage of exposure to over **6.5 million monthly visitors** as well as ongoing marketing and promotional opportunities.
- MyDeal also has a sophisticated fraud prevention processes.
- MyDeal has over 1 million email subscribers.

Source: MyDeal Internal Data

KOGAN.COM

Launched in 2006, Kogan.com has exploded in growth, offering products and services across a wide range of categories to become an iconic household name. It serves over **3 million active customers** and has delivered **9 million products** in the last year. With innovation at the core of its mission, Kogan.com holds an unwavering commitment to providing Aussies with the best value through an unbeatable shopping experience.

Categories

The range of products and services is extensive, but the site's top categories include consumer electronics, appliances, home & garden, furniture, toys and more.

Considerations

- Kogan.com operates on an online-only business model
- Customers receive benefits such as interest-free finance options and Qantas frequent flyer points. Sellers can also participate in the Kogan First program to generate extra sales.
- Kogan.com is a **five-time winner** of the Australia Post Online Retail Industry Awards (ORIAS) People's Choice Award and won the **Top Australian Marketplace** at Power Retail All Star Bash 2022
- Kogan.com gives sellers access to multiple marketplaces in Australia and New Zealand through one easy integration. You can sell on Kogan, Dick Smith and Matt Blatt in Australia, and Kogan NZ and Dick Smith NZ if you fulfil the New Zealand Seller Capabilities



BUNNINGS MARKETPLACE

Created by Australia and New Zealand's leading retailer of home improvement and lifestyle products, Bunnings Marketplace offers a broad range of products from **trusted third-party sellers** that extends and complements the in-store offerings at brick-and-mortar Bunnings stores.

Categories

Bunnings Marketplace offers a wide variety of items, especially in the areas of home improvement and lifestyle products. Its strongest categories include indoor furniture & living, kitchenware and health & fitness.

Considerations

- Brands and retailers selling on Bunnings Marketplace must provide prompt, **outstanding customer service and reliable logistics**, while maintaining an order cancellation rate below 2% and a dispute rate below 3%
- Bunnings offers dispatch within 2 business days and respond to customer queries within 1 business day
- Bunnings is among Australia's **most-visited national retailer websites**, with over 40 million visits per month
- Bunnings Marketplace was built to provide shoppers access to a wider range of options online
- Audience consists primarily of established, purchase-ready buyers

OZSALE

OZSALE is one of Australia's premier online marketplace platform for big-brand items at discounted prices. Working on a counter-seasonal basis, the platform offers designer labels the opportunity to breathe new life into off-season or overstock items. The platform has over **1 million shoppers*** across Australia, New Zealand and Southeast Asia, and over 854,000 followers* on Facebook and Instagram.

Categories

OZSALE includes an array of categories ranging from home décor to beauty to apparel, footwear and bags.

Considerations

- OZSALE is part of the broader MYSALE Group ecosystem, which includes MYSALE Solutions, Fulfilment, Marketplace, Drop Ship and Own-Stock
- Flexible integration offered to partners, with the option to deliver direct to customer
- OZSALE is a daily discovery-based shopping destination which acts as the customer's doorway to affordable designer fashion and other products

**OZSALE Internal Data*



We hope you've found this ebook enlightening in terms of the rapidly changing Australian marketplace landscape. If you're a brand or retailer in Australia or overseas looking to expand your marketplace presence, then contact ChannelAdvisor to discuss how to get started.

Email us at contact@channeladvisor.com or call us on +61 3 9034 3400.



Connect and optimise the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels including Facebook, Google, Amazon, eBay, Catch and more.



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