

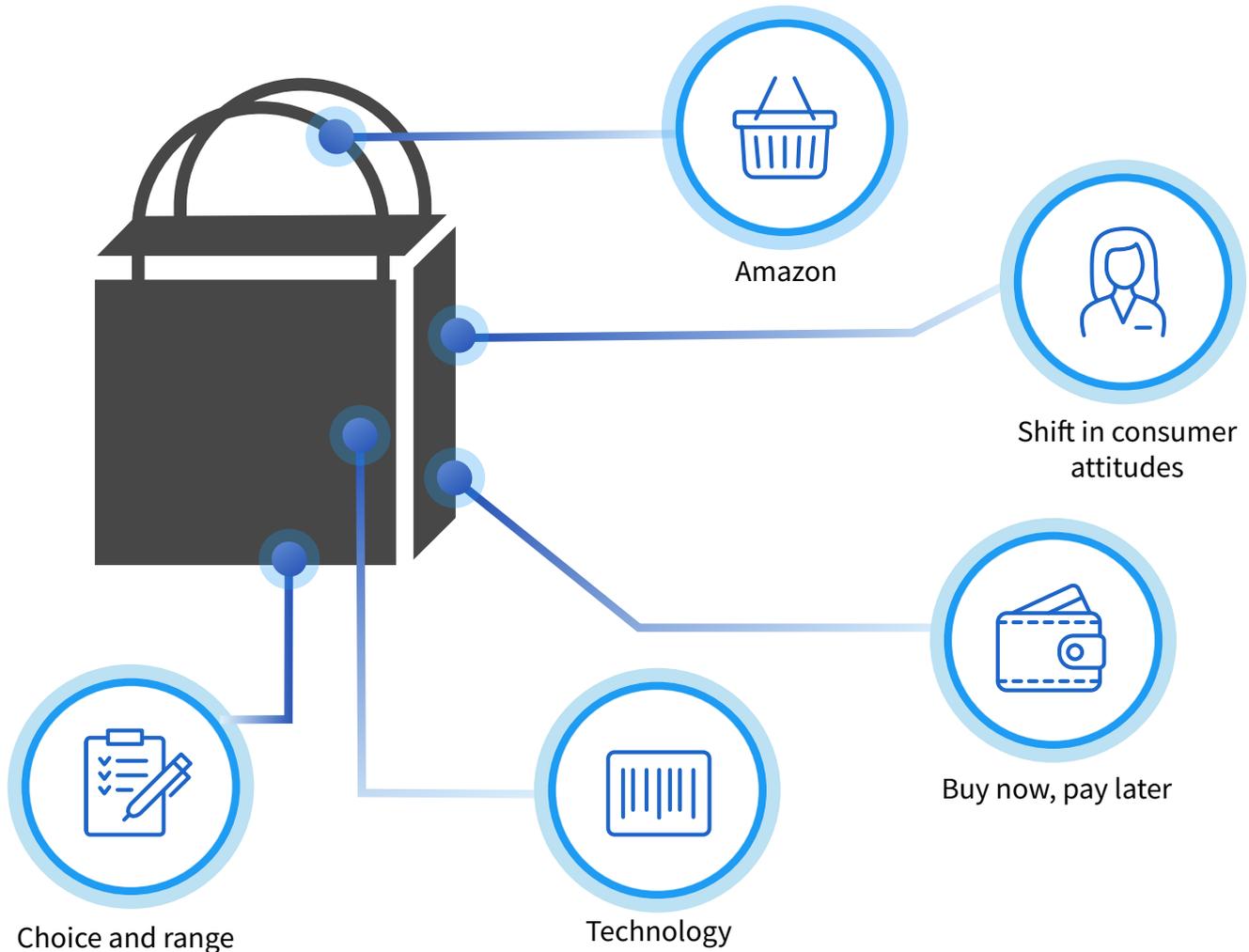
ONLINE RETAIL IN AUSTRALIA

GROWTH FACTORS DRIVING E-COMMERCE SALES

TOSHIBA

A BOOMING INDUSTRY

KEY CONTRIBUTORS FOR AUSTRALIA'S LOVE AFFAIR WITH ONLINE SHOPPING



One of Australia's highest growth industries is online retail. With 18.3 million Australian's shopping online - that's just over 71% of the population, a figure that is forecast to rise to 76.7% by 2024. In 2018, online shopping represented 10% of all retail purchases.

Online retail is crucial for the Australian economy and Australian businesses. Over 61,000 small to medium enterprise business (SME's) as well as large tier 1 players actively sell online, and collectively provide over 65,000 jobs for Aussies.

IN THIS EBOOK WE'LL TAKE A DEEPER LOOK AT THE TRENDS AND MARKET SHIFTS THAT ARE DRIVING GROWTH, AND HOW YOUR SUPPLY CHAIN CAN PLAY A VITAL PART TO ENSURE COMPETITIVENESS, SCALABILITY AND EASE OF ACCESS FOR CONSUMERS.

COMING OUT ON TOP

TOP TWO SUCCESS FACTORS FOR ONLINE RETAILERS*

STOCK CONTROL

Monitoring key selling items, controlling stock levels and ensuring sufficient supply, especially for peak demand periods.

QUICK ADOPTION

Online retail is a technology based industry, and successful players are those that harness its power efficiently and rapidly.

*Industry analysts IBIS World identified 250 success factors for online retail, and in their report 'Online shopping in Australia', these ranked top two.



TECHNOLOGY BEHIND RETAIL SUCCESS

It's no secret that tracking and tracing goods is critical for an efficient supply chain. Technologies such as barcodes have paved the way for data analytics and continue to evolve with the growing success of online retail.

The role of technology is not just about moving products faster; technology also captures essential information. The future of online shopping for retailers and consumers alike is all about big data – the more you have, the more ahead of the game you will be.



EFFECTIVE BARCODE LABELLING

For barcode labelling to do its job, it must be compliant with Australian and International standards, must be readable and must stay in place on the item throughout its journey along the supply chain.

Key decisions to help your retailers improve their supply chain processes to sell your product include:

- Barcode symbologies
- Scalable labelling strategies
- Enterprise data management
- Packaging types

GAME CHANGERS



ONLINE SHOPPING HAS BROKEN DOWN SEVERAL BARRIERS, SUCH AS GEOGRAPHIC BOUNDARIES. RAPID GROWTH, GLOBAL MARKET SHIFTS AND BIG PLAYERS HAVE HAD HUGE EFFECT ON THIS BOOMING INDUSTRY.

MARKET INFLUENCES



GLOBAL PANDEMIC

The 2020 Coronavirus pandemic has further increased growth in an already expanding market. 2020 growth, originally anticipated to be 2.4% has been adjusted to over 11%.



OVERSEAS INFLUENCE

US 'Black Friday/Cyber Monday' shopping frenzy has hit Australia's shores. Local retailers have embraced the tradition and the period is now the largest shopping week of the year in Australia.



AMAZON

Amazon's arrival in 2017 had a positive impact for other online retailers, with a 9.9% growth in overall online sales and many online stores reporting stronger sales.



MARKET INFLUENCES



TECHNOLOGY

The rapid adoption of mobile devices means that consumers can shop online anytime, anywhere, with 25% of all online purchases made from a mobile.



DEMOGRAPHIC SHIFTS

Faster network speeds, reliability and reach has put online shopping at the fingertips of the Australian population. Older Australians are part of this trend; over 55s account for over 20% of online shoppers, the third largest demographic.



RAPID SHIPPING

Technologies such as barcode labelling and scanning for rapid and accurate data capture have to speed up logistics. The supermarkets, and Amazon, both with rapid, free delivery, are setting the benchmarks that many are trying to emulate.



CHOICE AND SECURITY

Shoppers love being able to browse and buy a far wider range of items than they would get at even the biggest bricks and mortar shopping centre.

e-Commerce is almost universally accepted as a safe and valid way to shop, with improved safety and security of online payments.

EXCEEDING CONSUMER NEEDS



WHAT CONSUMERS WANT FROM AN ONLINE RETAILER, AND HOW CAN YOU NOT ONLY MATCH EXPECTATIONS – BUT EXCEED THEM.

1. EXPERIENCE

To compete with the appeal of shopping in a store, online retailers must offer a great experience. That means a site where it is easy to browse, compare, save, 'try on', check out and pay.

2. BREADTH OF SELECTION

Some of the most popular online sites are those, like supermarkets, Amazon, or department stores, that sell goods from a wide range of suppliers, meaning the customer doesn't have to visit multiple sites.

3. DELIVERY EFFICIENCY

The biggest plus of traditional shopping is that consumers walk away with their goods. In order to compete successfully online, it's therefore imperative for retailers to have highly efficient supply chain and logistics operations, with rapid and reliable delivery.

4. CONSUMER TECHNOLOGY

Online retail relies on technology. Availability of mobile devices, fast and reliable internet, as well as new forms of payment technology. With virtual reality, shoppers can 'try on' clothing and accessories, such as glasses, eliminating the need to be in a physical changing room and giving yet another reason to shop online.

5. BUY NOW, PAY LATER

New payment methods, such as Afterpay and Zip Pay, where shoppers only pay 25% upfront, and the rest in instalments, and their integration into online stores is helping to drive up transactions, especially in the younger demographic.

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HOW WE CAN HELP

Toshiba are highly experienced in label printing, RFID and logistics track and trace, process efficiency and supply chain management. These are crucial elements of your clients' online retail success, so talk to us about helping them implement the best possible labelling and tracking. You'll be helping them to streamline their supply chain, get products to customers faster and stay ahead of the game in online retail.



AU: Option 3 on 1300 794 202
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AU: www.toshiba-business.com.au/label-printer
NZ: www.toshiba-business.co.nz/label-printer

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Online Retail in Australia - Growth Factors Driving E-Commerce Sales