

NAB Online Retail Sales Index

Monthly update – September 2012

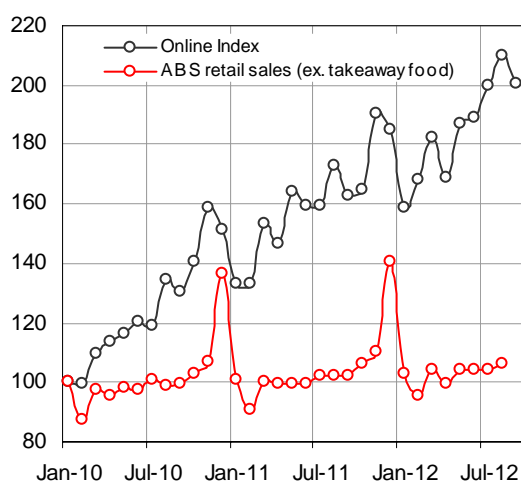
Australian online retail sales up 23% yoy in September, but the level is still modest compared to traditional sales

- For the year to September 2012, Australia's online retail sales totaled \$12.1 billion. This figure is equivalent to 5.5% of the traditional bricks & mortar retail sales (excluding cafés, restaurants and takeaway food) for the year ended August 2012
- Compared with the previous month, the NAB Online Retail Sales Index edged a little lower in September – down to 200 points (from 210 points in August). There may be a seasonal component to this trend – with month-on-month declines observed in both September 2010 and September 2011.
- Year-on-year growth in online retail sales strengthened in September – up by +23% yoy – a level that was stronger than August (+22%) but was marginally lower than September 2011 (+25%).
- The growth rate for online retail sales continues to outperform that of the traditional bricks & mortar sector. Traditional sales increased in August – up by +4.0% year-on-year (non-seasonally adjusted). It should be noted that in seasonally adjusted terms, there was a slowing in growth (down from +3.8% to +3.3%).
- Domestic online retailers continue to innovate – in an effort to develop or maintain a competitive advantage. An increasing number of firms are offering express delivery, in some cases same day delivery – in order to attract customers.

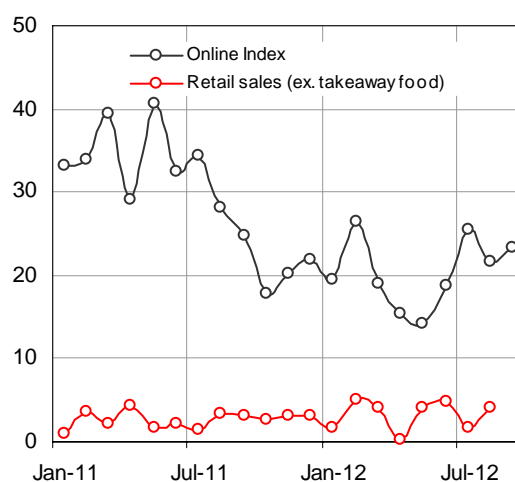
NAB Online Retail Sales Index edged lower in September – likely a seasonal move

Growth in online sales has picked up in Q3 2012, after a softer period earlier in the year

Online sales vs. Retail sales (nsa, monthly)



Growth in Online sales vs. Retail sales (% yoy)



Monthly online retail statistics

	Points			yoy growth (%)		
	Jul-12	Aug-12	Sep-12	Jul-12	Aug-12	Sep-12
Online index	200.1	210.1	200.4	25.4	21.7	23.4

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All data is non-seasonally adjusted (nsa). Online sales data is produced by Quantum. Traditional retail sales data is sourced from the Australian Bureau of Statistics (ABS).

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