

NAB Online Retail Sales Index Monthly update – March 2013

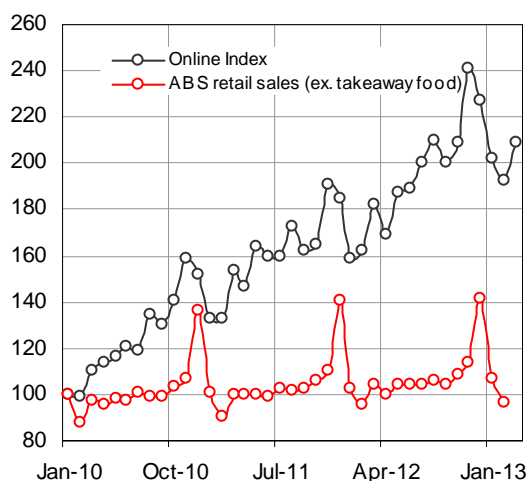
Online sales growth slowed in March to +15% yoy, with sales possibly impacted by the absence of new flagship tablet releases

- In the twelve months ending March 2013, Australian online retail purchases were \$13.3 billion. This level is equivalent to around 6.0% of Australia's traditional bricks & mortar retail sector (excluding cafés, restaurants and takeaway food for a like-to-like comparison) for the year to February 2013.
- The NAB Online Retail Sales Index picked up a little in March – moving up to 209 points (from 193 points in February). This improvement was comparatively modest, given a weak level of spending in February.
- Growth rates slowed significantly in March, with the year-on-year rate at just +15%. This growth rate was the second slowest recorded for our index (higher only than the +14% in May 2012). Since peaking in January at +27% yoy, growth trends for online retail have been much weaker.
- The rate of growth for traditional bricks & mortar retail was comparatively weak in February 2013 – at just +0.9% year-on-year on a non-seasonally adjusted basis (down from +4.3% yoy in January). That said, when seasonal factors are included, growth trends improved – from +3.1% yoy to +4.4% yoy.
- The slowing growth rate in March may have been influenced by the lack of product launches in the electronics space. Online sales were boosted in both March 2011 and March 2012 by flagship tablet releases, which did not occur this year. When these effects are removed from our data growth rates remained at similar levels to those recorded in February.

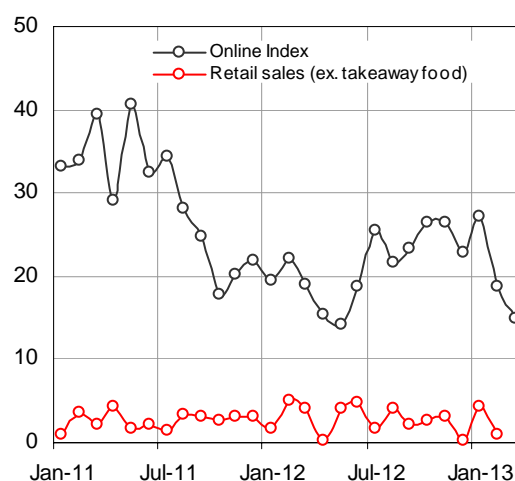
Online Index moves higher in March, after weakness in February...

...but yoy growth rate is soft – down to +15%

Online sales vs. Retail sales (nsa, monthly)



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



Monthly online retail statistics

	Jan-13	Points Feb-13	Mar-13	Jan-13	yoy growth (%) Feb-13	Mar-13
Online index	202.2	192.7	209.4	27.2	18.7	14.8

For more information, contact:
Alan Oster, Chief Economist
(03) 8634 2927 0414 444 652

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).

Macroeconomic, Industry & Markets Research

Australia

Alan Oster	Group Chief Economist	+ (61 3) 8634 2927
Jacqui Brand	Personal Assistant	+ (61 3) 8634 2181

Rob Brooker	Head of Australian Economics & Commodities	+ (61 3) 8634 1663
Alexandra Knight	Economist – Australia	+ (61 3) 9208 8035
Vyanne Lai	Economist – Agribusiness	+ (61 3) 8634 0198

Dean Pearson	Head of Industry Analysis	+ (61 3) 8634 2331
Gerard Burg	Economist – Industry Insight & Analysis	+ (61 3) 8634 2788
Robert De Iure	Economist – Property	+ (61 3) 8634 4611
Brien McDonald	Economist – Industry Analysis & Risk Metrics	+ (61 3) 8634 3837

Tom Taylor	Head of International Economics	+ (61 3) 8634 1883
John Sharma	Economist – Country Risk	+ (61 3) 8634 4514
Tony Kelly	Economist – International	+ (61 3) 9208 5049
James Glenn	Economist – International	+ (61 3) 9208 8129

Global Markets Research - Wholesale Banking

Peter Jolly	Head of Markets Research	+ (61 2) 9237 1406
Robert Henderson	Chief Economist Markets - Australia	+ (61 2) 9237 1836
Spiros Papadopoulos	Senior Economist – Markets	+ (61 3) 8641 0978
David de Garis	Senior Economist – Markets	+ (61 3) 8641 3045

New Zealand

Tony Alexander	Chief Economist – BNZ	+ (64 4) 474 6744
Stephen Toplis	Head of Research, NZ	+ (64 4) 474 6905
Craig Ebert	Senior Economist, NZ	+ (64 4) 474 6799
Doug Steel	Markets Economist, NZ	+ (64 4) 474 6923

London

Tom Vosa	Head of Market Economics - Europe	+ (44 20) 7710 1573
David Tinsley	Market Economist – Europe	+ (44 20) 7710 2910

Foreign Exchange

Sydney	+800 9295 1100
Melbourne	+800 842 3301
Wellington	+800 64 642 222
London	+800 747 4615
New York	+1 800 125 602
Singapore	+ (65) 338 0019

Fixed Interest/Derivatives

Sydney	+ (61 2) 9295 1166
Melbourne	+ (61 3) 9277 3321
Wellington	+800 64 644 464
London	+ (44 20) 7796 4761
New York	+1877 377 5480
Singapore	+ (65) 338 1789

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