

NAB Online Retail Sales Index

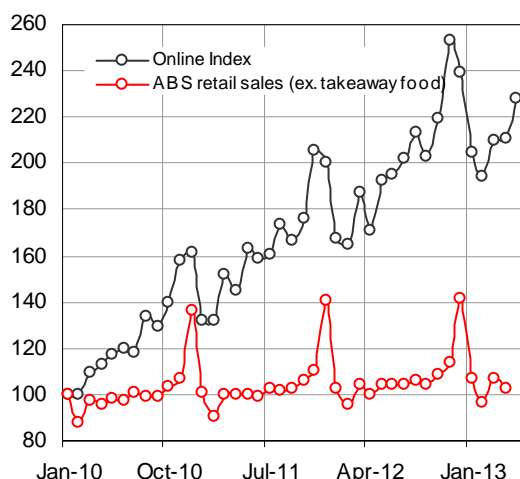
Monthly update – May 2013

Online sales growth eased back to +18% yoy in May, following a strong April boost from the Mother's Day 'Click Frenzy' promotion

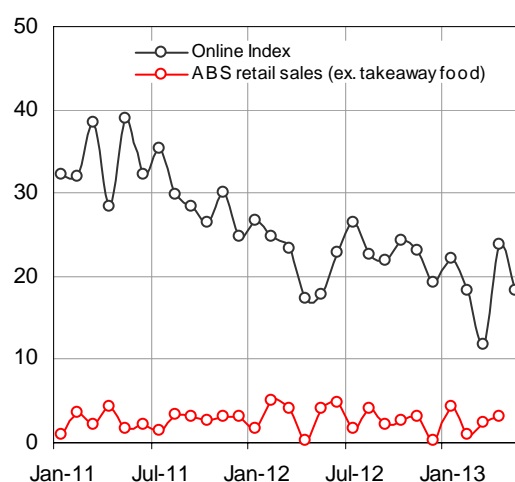
- For the year to May 2013, Australians spent around \$13.7 billion with online retailers. This level is equivalent to 6.1% of the spending in the traditional bricks & mortar retail sector (excluding cafés, restaurants and takeaway food for a like-to-like comparison) in the year to April 2013.
- The NAB Online Retail Sales Index pushed up a little in May – up to 228 points (from 211 points in April).
- The growth rate for online retail sales slowed in May – with the year-on-year rate pulling back to +18% (compared with +24% yoy in April). Despite an easing in the growth rate, it remains stronger than the comparatively soft trends across February and March 2013.
- In contrast, the rate of growth for traditional bricks & mortar retail was marginally stronger in April 2013 – increasing by +3.2% year-on-year (on a non-seasonally adjusted basis), compared with +2.4% yoy in March. That said, when seasonal factors are included, the growth trend for traditional retail was flat at +3.0% yoy in April.
- While growth for online sales was a little softer in May, this may in part reflect a boost to sales in April, related to the Mother's Day 'Click Frenzy' promotion on April 23, which generated a strong sales lift for a number of participating brands.

Online sales continue to trend higher, ...but yoy growth rate has eased back now at \$13.7 billion in year to May... to +18% yoy

Online sales vs. Retail sales (nsa, monthly)



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



Monthly online retail statistics

		Points			yoy growth (%)	
	Mar-13	Apr-13	May-13	Mar-13	Apr-13	May-13
Online index	209.8	211.1	227.8	11.8	23.8	18.3

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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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