

NAB Online Retail Sales Index

Monthly update – September 2013

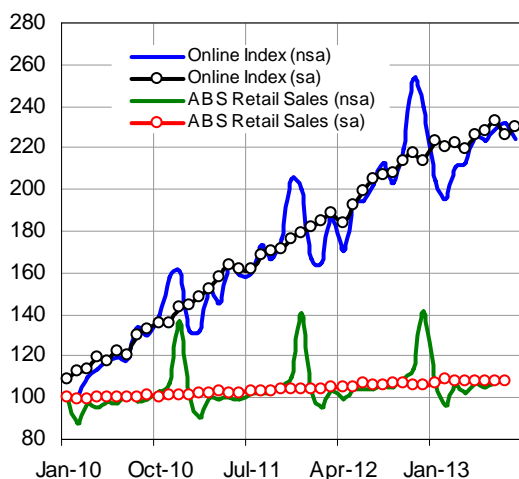
Online sales growth edges up in September – to +0.3% mom (from even weaker sales in August). Sales trends mixed by category (stronger in Media, Food, Department & Variety Stores and Fashion, but contractions elsewhere).

- In the year to September 2013, Australia's online retail spending totaled \$14.3 billion. This amount is equivalent to 6.3% of the traditional bricks & mortar retail sector (excluding cafés, restaurants and takeaway food to create a like-for-like comparison) in the twelve months to August 2013.
- The NAB Online Retail Sales Index rose in September – up to 230 points (on a seasonally adjusted basis) from 226 points in August.
- Growth in online retail sales was marginally stronger in September (following a sharp slowdown in August). In monthly terms, seasonally adjusted sales rose by +0.3% (on a three month moving average basis, to reduce the volatility in monthly rates) – compared with -0.1% in August.
- Sales growth for traditional bricks & mortar retail was unchanged in August – at +0.1% (on a seasonally adjusted, three month moving average basis), the same level as July.
- Online sales trends remain quite mixed at the sub-sector level. In year-on-year terms, the rates of growth edged up to 10.7% - the second slowest rate of growth observed in the index (from 9.1% in August – the slowest rate). Year-on-year growth was observed in Media, Groceries & Liquor, Department & Variety Stores and Fashion, while sales contracted in Personal & Recreational Goods, Daily Deals, Homewares & Appliances and Toys & Electronic Games.

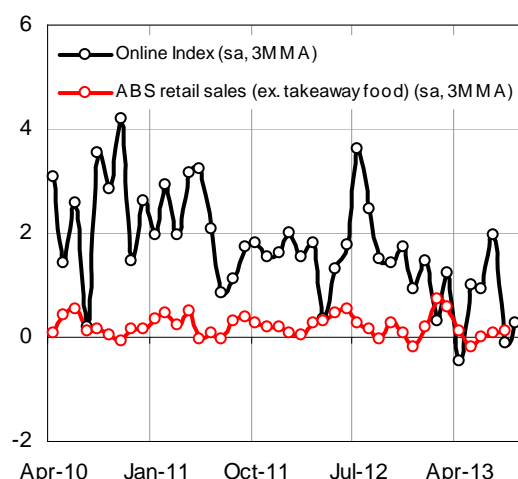
Online sales up to \$14.3 billion in year to September – 6.3% of the traditional retail sector

Growth in sales marginally stronger in September, after sharp slowdown in August

Online sales vs. Retail sales (monthly)



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



Monthly online retail statistics

	yoy growth (%)			mom growth (% sa, 3MMA)		
	Jul-13	Aug-13	Sep-13	Jul-13	Aug-13	Sep-13
Online index	13.8	9.1	10.7	2.0	-0.1	0.3

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Data is seasonally adjusted (sa) where specified, with a leap year adjustment made for February 2012. Non-seasonally adjusted online sales data is produced by Quantum. Traditional retail sales data is sourced from the Australian Bureau of Statistics (ABS).

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