

NAB Online Retail Sales Index Monthly update – March 2014

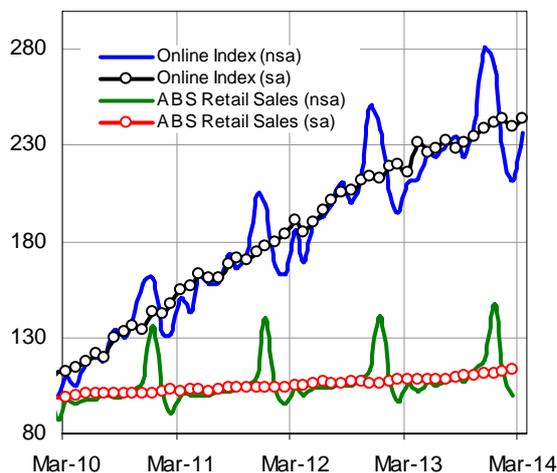
Improved momentum in March online sales– with trends stronger for most categories – particularly Groceries & Liquor, but Personal & Recreational Goods and Daily Deals continue to contract. Online spending up to \$15.2 billion in the past year.

- In the year to March 2014, Australians spent \$15.2 billion on online retail. This level is equivalent to 6.6% of spending with traditional bricks & mortar retailers (excluding cafés, restaurants and takeaway food to create a like-for-like comparison) in the year to February.
- The NAB Online Retail Sales Index improved in March – to a seasonally adjusted 244 points (from 239 points in February).
- Online retail sales grew in March. In seasonally adjusted three month moving average terms online sales expanded 0.3% (from a flat February). In year-on-year terms, the online index grew 12.5%, a rate more consistent with January (11.8%) than February (+8.3%).
- Sales growth for traditional bricks & mortar retail has improved in recent months, maintaining momentum of about +0.7%, in February (seasonally adjusted, 3 month moving average basis).
- The improved growth trend for online retail sales is not reflected in conditions at the category level. Continuing its recent upward momentum Groceries & Liquor growth was the strongest in that series history. Department & Variety Stores, and Fashion Categories also saw strong growth, although Media has continued to trend downward. Two categories that again contracted were Daily Deals and Personal & Recreational Goods.

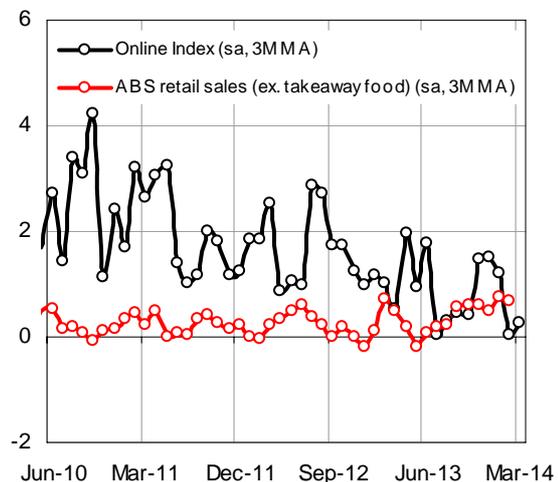
Online sales stronger in March – and up to \$15.2 billion in the past year

Online sales growth – sales improve in seasonally adjusted terms

Online sales vs. Retail sales (monthly)



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



Monthly online retail statistics

	yoy growth (% nsa)			mom growth (% sa, 3MMA)		
	Jan-14	Feb-14	Mar-14	Jan-14	Feb-14	Mar-14
Online index	11.8	8.3	12.5	1.2	0.0	0.3

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Data is seasonally adjusted (sa) where specified, with a leap year adjustment made for February 2012. Data is smoothed by 3 month moving averages where specified. Non-seasonally adjusted (nsa) online sales data is produced by Quantium. Traditional retail sales data is sourced from the Australian Bureau of Statistics (ABS).

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