

# NAB Online Retail Sales Index

Monthly update – December 2014

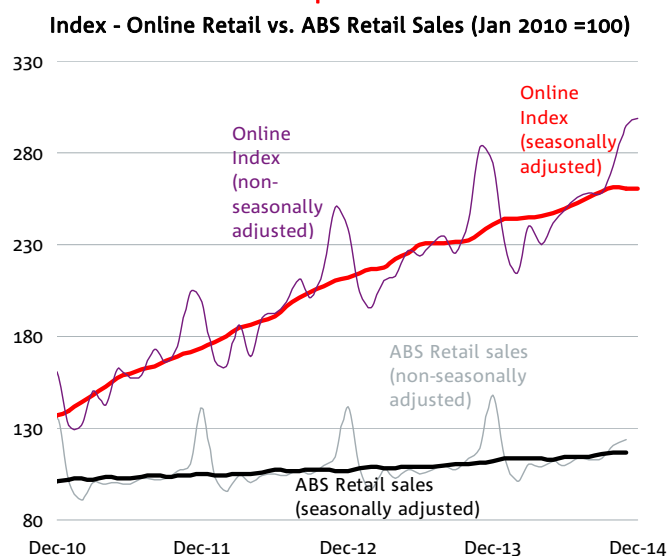
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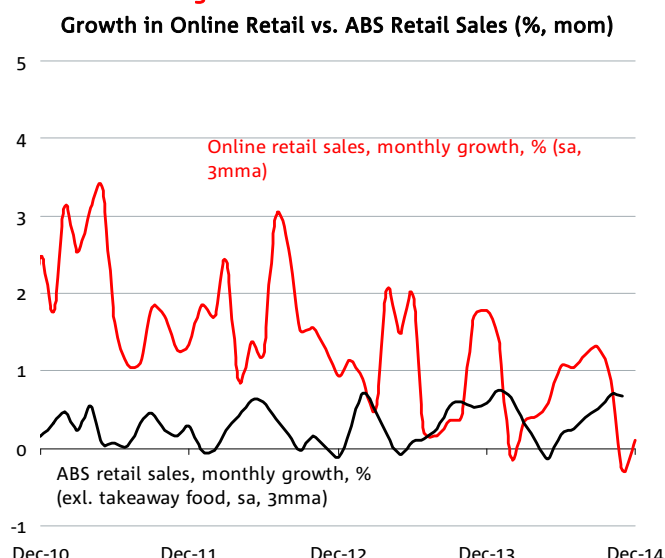
## Online sales return to growth in December after a contraction in November

- Online retail experienced a modest growth in December, with sales growing 0.1% compared to November (-0.3%), and 8.9% higher compared to a year ago. The monthly growth rate is still considerably slower than much of the series history.
- ABS data showed growth at comparable traditional retailers in November to be 0.7% higher than October, and 3.9% higher than a year ago.
- With these results, November traditional retail sales have outpaced growth in online sales for that month.
- In dollar terms, we estimate Australians spent \$16.4 billion on online retail in the 12 months to December 2014. This level is equivalent to 6.8% of spending at traditional bricks & mortar retailers as measured by the ABS (excluding cafés, restaurants and takeaway food, to create a like-for-like comparison) in the 12 months to November 2014.
- In year on year terms to December, all categories except of Daily Deals recorded growth. Groceries and Liquor (19%) saw the highest year on year growth, followed by Electronic Games and Toys (14%), though growth for the latter is down from the circa 40% over past two months. Homewares and Appliances (10%) rebounded sharply from a contraction in November. Other key growth areas included Department and Variety stores (8%), Fashion (8%) and Media (7%), while Personal and Recreational goods grew at a more modest rate (2%). Daily Deals continued to contract (-11%).

**The online index plateaus in December**



**Modest growth in December online sales**



### Monthly online retail statistics

**Year-on-year growth (% nsa)**

	Oct-14	Nov-14	Dec-14
Online index	12.2	4.0	8.9
ABS Retail sales	6.1	3.9	N/A

**Month-on-month growth (% sa, 3MMA)**

	Oct-14	Nov-14	Dec-14
Online index	0.9	-0.3	0.1
ABS Retail sales	0.7	0.7	N/A

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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 Quantum. Traditional retail sales data is sourced from the Australian Bureau of Statistics (ABS).

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