

NAB Online Retail Sales Index

Monthly update – February 2015

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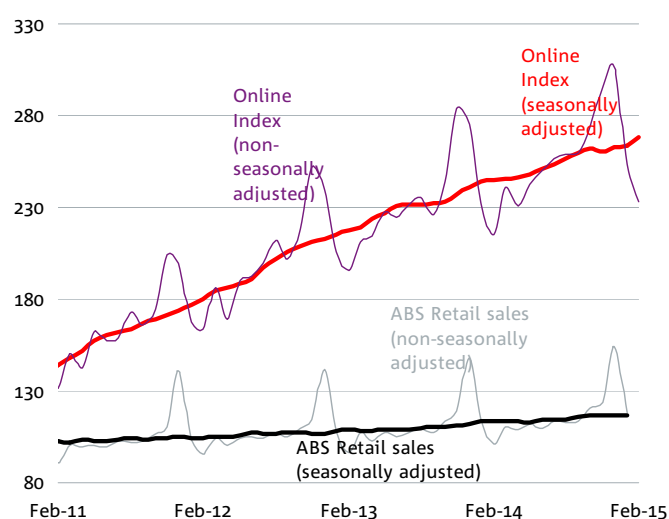


Online sales trend growth picks up in February

- Online retail experienced strong growth in February, with sales growing 1.7% compared to January (0.3%). This month's NORSI trend growth result is much faster than that recorded in February 2014 (0.2%). We estimate that online sales are now 8.7% higher compared to a year ago.
- ABS data showed growth of comparable traditional retailers in January to be 0.1% higher than December, and 3.7% higher than a year ago.
- With these results, January traditional retail sales have been outpaced by online sales for that month, and with the February result, it is likely that this will continue.
- In dollar terms, we estimate Australians spent \$16.7 billion on online retail in the 12 months to February 2015. This level is equivalent to 6.9% 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 January 2015.
- All categories except Daily Deals and Personal Goods recorded growth in February. Although Electronic Games and Toys still represent a small share of spend, growth in this segment continued to outpace other categories. However this category, along with Department and Variety Stores, and Media recorded a slower growth than January. Groceries and Homewares saw higher monthly growth compared to January. Fashion saw much more subdued growth.

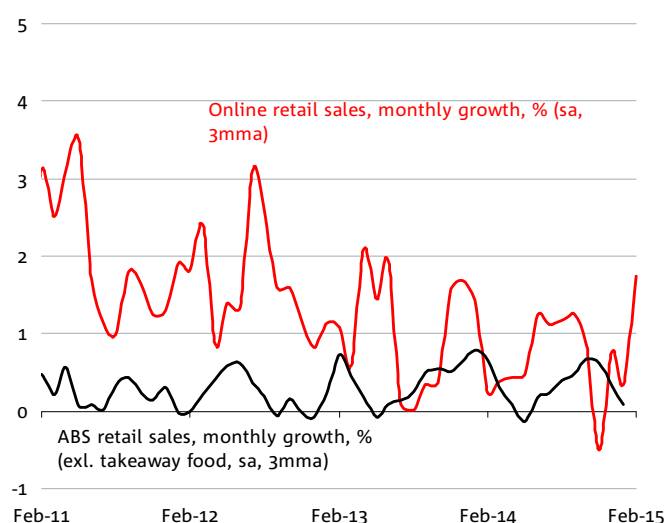
The online index improves in February

Index - Online Retail vs. ABS Retail Sales (Jan 2010 =100)



Growth significantly outpacing traditional retail

Growth in Online Retail vs. ABS Retail Sales (% mom)



Monthly online retail statistics

Year-on-year growth (% nsa)

	Dec-14	Jan-15	Feb-15
Online index	11.6	9.0	8.7
ABS Retail sales	4.2	3.7	N/A

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

	Dec-14	Jan-15	Feb-15
Online index	0.8	0.3	1.7
ABS Retail sales	0.3	0.1	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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