

NAB Online Retail Sales Index January 2024



NAB Group Economics

Key Points

- **On a month-on-month, seasonally adjusted basis, growth rebounded rapidly in January (11.1%),** following a revised December (-3.3%, was -3.9%).
- **Growth also accelerated in year-on-year terms in January (27.8% y/y),** a rate not seen since the depths of the pandemic period. However, this result is more reflective of the subdued period for online retail in 2023.
- **Broad-based growth by category in January, with a particularly strong rebound for grocery and liquor.** Takeaway food, department stores, and media also grew at a rate above the broader index, while the largest sales category, homewares and appliances, was almost on par. A relatively smaller bounce for the fashion category. For more detail, see charts 3, 5, 7 & 8 and table 3 below.
- **Growth recorded for all states this month, with the smaller states ex Tas generally above the rate of the broader index.** We observed in December that NSW and VIC contracted by a smaller rate relative to other states, and now in January, the rebound was not as rapid, with growth slightly slower than the overall. See charts 4, 6, 9-14, and table 3 for more detail.
- **Growth observed for metro and regional areas this month, with both rebounding rapidly.** The strength for metro areas was particularly noticeable in NSW, which grew faster than the overall index, while regional growth was led by WA and SA. In year-on-year terms, metro areas continue to lead regional, with a noticeable gap between the two for WA and NSW. See Charts 15 and 16 for more detail.
- **Both domestic and international retailers** recorded growth in the month, with the former performing slightly above the overall, and the latter slightly below. In year-on-year terms, growth for domestic outpaced international, albeit this is to a reference month in 2023 where domestic growth contracted. See charts 13 and 14, and table 4 for category growth and share.
- **NAB estimates that in the 12 months to January, Australians spent \$55.8 billion on online retail,** a level that is around 13.1% of the total retail trade estimate (December 2023, Series 8501, Australian Bureau of Statistics), and a continuation of moderate growth (5.0%) relative to the 12 months to January 2023.

Year-on-year growth (% s.a.)			
	Nov-23	Dec-23	Jan-24
NAB Online Index	13.7	12.3	27.8
ABS Retail Trade	2.2	0.8	-

Month-on-month growth (% s.a.)			
	Nov-23	Dec-23	Jan-24
NAB Online Index	6.7	-3.3	11.1
ABS Retail Trade	1.6	-2.7	-

Sources: NAB, Australian Bureau of Statistics (ABS). *Data seasonally adjusted (s.a.) using TRAMO/SEATS (incl. trading-day & Easter adjustment.)

Chart 1: Online retail sales and ABS retail sales

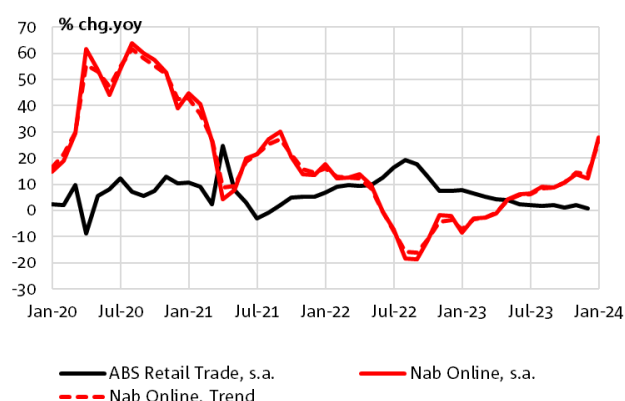
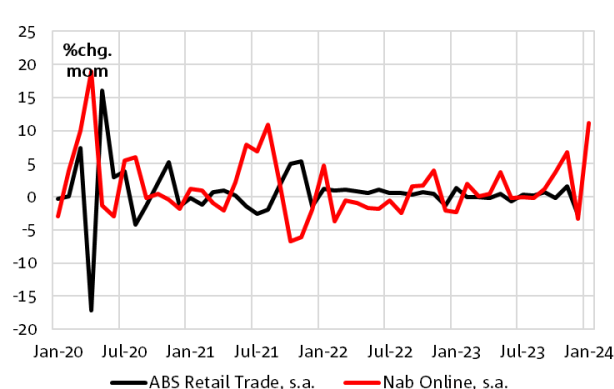


Chart 2: NAB Online retail trade data (mom, s.a.)



Comments from NAB Chief Economist Alan Oster

In month on month, seasonally adjusted terms, growth rebounded in January from a significant drop in December. The strong growth is partially down to seasonality. January was the first time in the series history where that month’s growth in original (n.s.a) terms was positive. Conversely, the monthly growth contraction in original terms for December was the worst for that month’s series history. Hence, mild growth in January was boosted significantly by the seasonal estimates. In year-on-year terms, growth is clearly reflecting base effects of the drop in early 2023, which should moderate, all else being equal, in coming months. With growth in both the year-on-year and 12-months-to metrics beyond the broader retail trade series, the share of online sales as a proportion of broader sales increased again this month.

By category this month, the rebound was fairly broad based, albeit more so for grocery and liquor and less so for fashion. Growth was particularly strong for the former in SA, WA, and the ACT, with NSW and VIC closer to the average for the category. WA also recorded particularly strong growth for the largest sales category, homewares and appliances.

Chart 3: Online retail sales by category, yoy s.a.

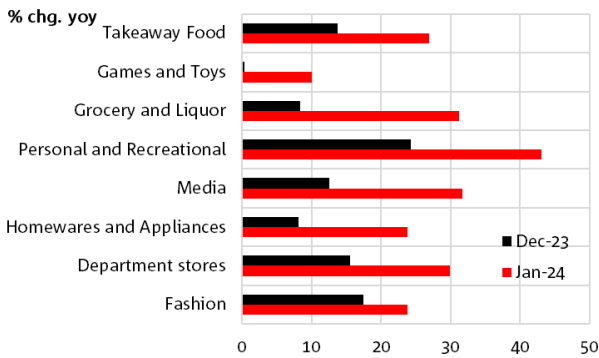


Chart 4: Online retail sales by state, yoy s.a.

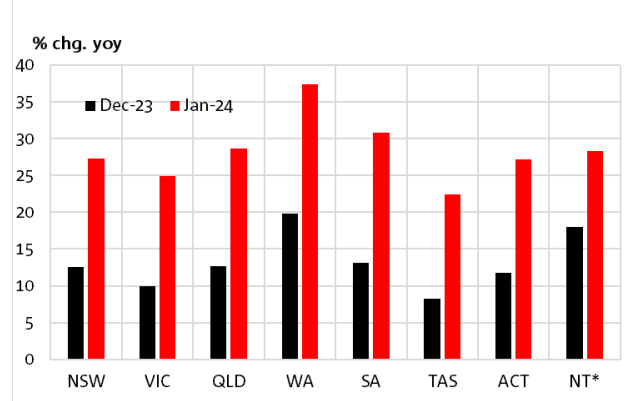


Chart 5: Online retail sales by category, mom s.a.

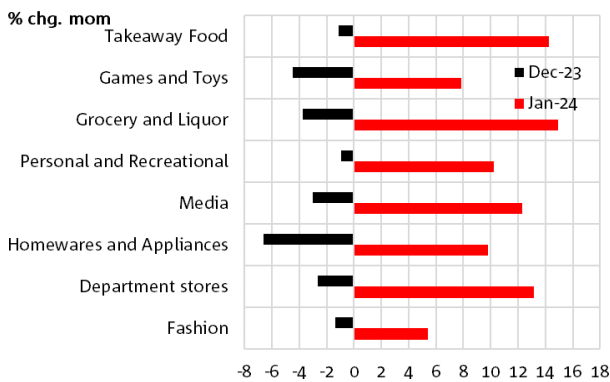
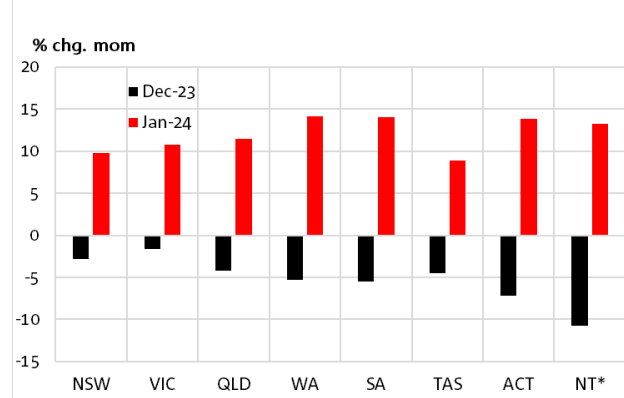
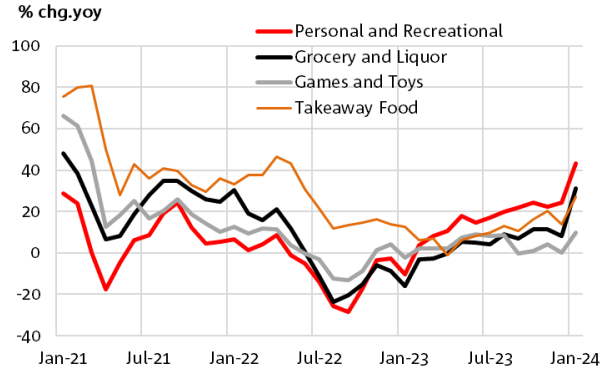
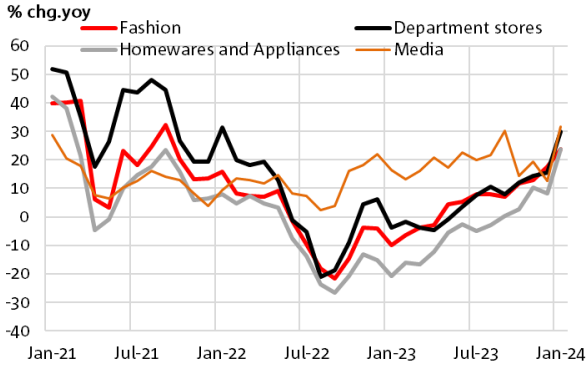


Chart 6: Online retail sales by state, mom s.a.

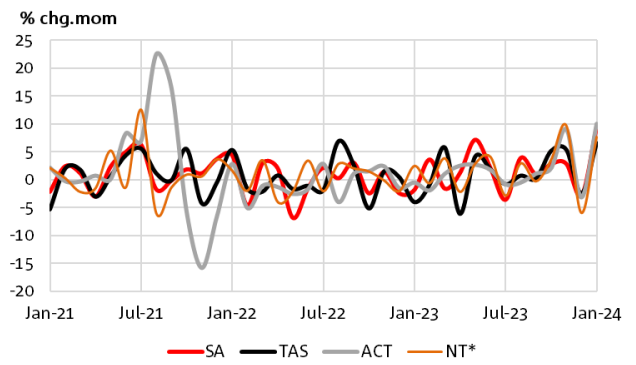
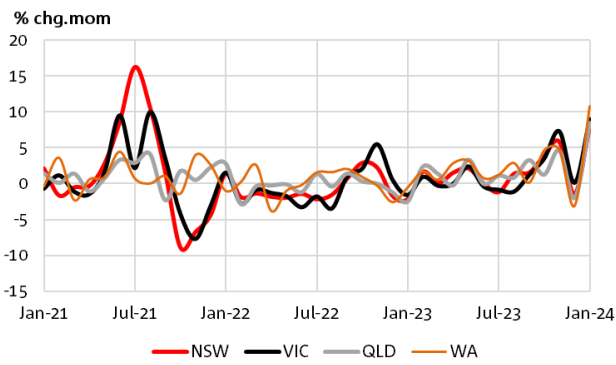


* Note that the series representing Northern Territory is highly variable and should be used with caution.

Charts 7 & 8: Online sales by category, seasonally adjusted

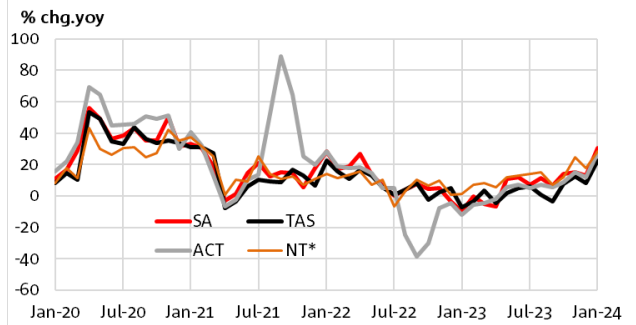
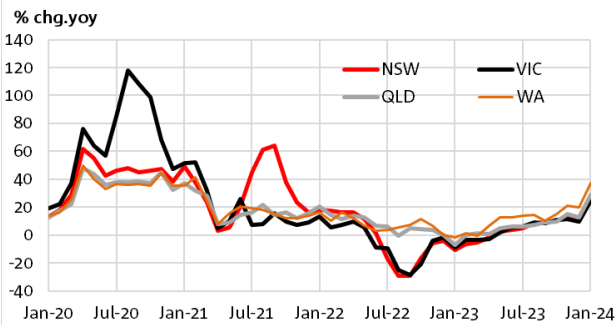


Charts 9 & 10: Online sales by state, trend

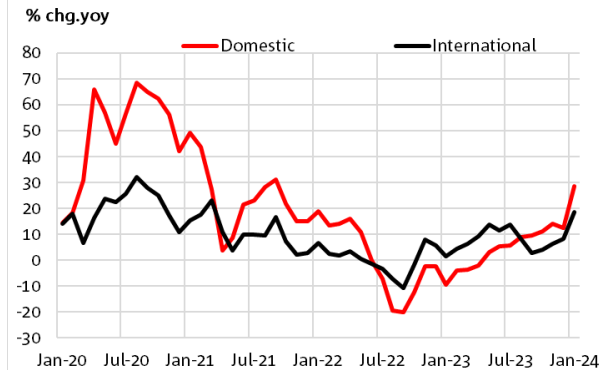
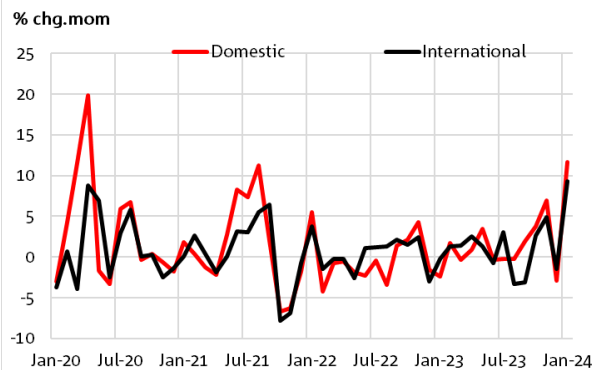


*Note that the series representing Northern Territory is highly variable and should be used with caution.

Charts 11 & 12: Online sales by state, yoy, s.a.



Charts 13 & 14: Online sales by merchant location, mom and yoy



Charts 15 & 16: Online retail sales growth by region and state, yoy s.a.

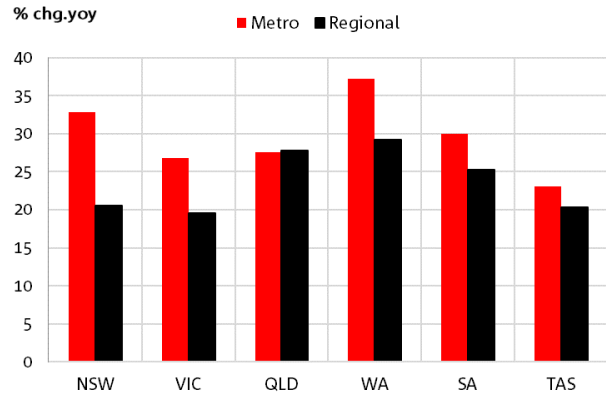
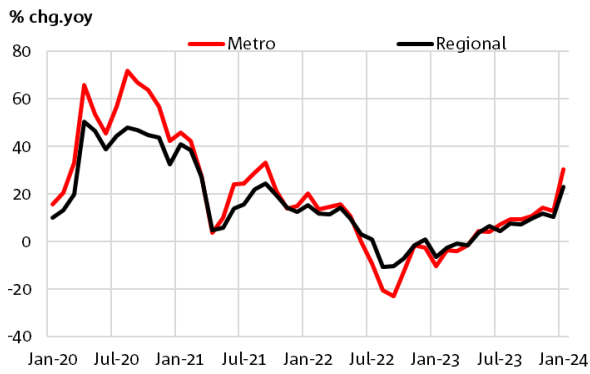


Table 3: Online sales by category and state

% (mom,s.a.)	Fashion	Dep't stores	Home & appliances	Media	Personal and Rec.	Grocery and Liquor	Games and Toys	T'away Food	Total
ACT	6.4	17.2	12.7	13.8	16.0	19.3	15.9	5.9	13.9
NSW	5.1	9.9	8.8	13.0	10.8	12.3	5.6	13.6	9.8
NT	10.5	24.1	-3.8	12.4	12.7	13.5	27.8	8.6	13.3
QLD	7.7	16.4	9.2	12.2	8.8	13.8	8.2	13.7	11.4
SA	7.9	18.1	11.2	8.4	17.8	21.2	6.9	14.1	14.1
TAS	3.8	12.8	0.7	10.9	8.3	17.3	18.5	0.4	8.9
VIC	3.8	11.6	9.6	12.5	9.6	15.3	8.1	15.9	10.8
WA	6.0	18.2	16.2	12.0	8.3	20.8	9.6	15.5	14.2
Total	5.4	13.2	9.8	12.3	10.2	14.9	7.9	14.2	11.1

Table 4: Online sales by category and merchant location- Domestic, International (Int'l)

%	Monthly growth - Domestic	Monthly growth - Int'l.	Annual growth - Domestic	Annual growth - Int'l.	Domestic Share of Category Spend	Int'l Share of Category Spend	Overall Category Spend Share
Fashion	5.1	2.0	26.6	6.8	83.6	16.4	10.6
Department stores	14.8	10.5	34.3	2.3	92.4	7.6	17.0
Homewares and appliances	8.5	5.8	23.0	25.3	95.5	4.5	19.4
Media	11.2	22.6	31.2	35.1	92.5	7.5	8.0
Personal and Recreational	11.6	7.4	46.8	24.0	89.5	10.5	12.4
Grocery and Liquor	14.6	13.1	29.9	27.3	96.5	3.5	15.5
Games and Toys	5.5	13.3	5.4	27.9	80.3	19.7	8.8
Takeaway Food	19.8	9.9	27.7	21.9	98.4	1.6	8.2
All categories	11.6	9.2	28.7	18.4	91.8	8.2	100

About this report

The NAB Online Retail Sales Index is now sourced in-house and is produced by Group Economics. We have made some significant changes to the NAB online series. Importantly, we have merged SME and Corporate Online into a single index, and provide more detail by region and industry on a monthly basis.

It is derived from NAB transactions data that have been assigned from particular merchant codes to retail industries by state. To keep the series reasonably consistent with past series, we have left these category descriptions broadly unchanged, albeit we now include new entrants to the Australian market. Against that, we have however removed the standalone previously reported category of 'Daily Deals', as this category was considerably volatile and caused statistical issues with indirect seasonal adjustment.

The NAB Online Retail Sales Index measures all Online Retail spending by consumers using various electronic payment methods such as credit cards, BPAY, and PayPal. We have made adjustments for where merchants appear to be wholesaling goods as opposed for final household consumption, and also incorporate new standards involving purchases using stored customer details. The index is derived from personal transaction data from NAB platforms and is scaled up to be representative of the economy by using scalars including ABS Estimated Resident Population, and RBA payments data.

NAB electronic transactions data for the compilation of this series is collected in real time at event record level, which allows significant flexibility to segment the data by age, time, location and merchant type. In future months, we plan to expand the data provided from the series as we bed-in acceptable seasonal adjustment factors for the new series. Transactions included in these data may incorporate purchases by Card, BPAY, Bank Transfers, Direct Debits and PayPal services where available, and include transactions with Australian and international merchants. Spending represented here includes transactions we have identified as online. NAB's estimate of the online retail market is larger than that of the official ABS measure of Online retail trade as it covers businesses that may not be within the remit of the ABS business register, such as overseas online retailers.

In the previously published series, we were using online retail sales by merchants with turnover greater than \$2.5m ('Corporate') as a proxy for online sales growth of the whole online market. This was due to the shorter time series of the previous market estimate and associated seasonal adjustment issues. With the new extract, we now have sufficient time series, and the growth rates represented are for the total market – i.e. Corporate and SME combined in a single series.

The data captures electronic retail online transactions and is therefore subject to the changing nature and take-up rate of electronic payment methods. Hence, change in growth in the overall transaction value may be attributable to either an increased preference towards a payment type by consumers (such as buy now pay later schemes), or a change in the level of spending across the economy by consumers, i.e. a pick-up in nominal online sales. We continue to work to isolate these effects.

Customer spending is based on where the customer lives, which may or may not be where the actual spending activity occurs. Customers without an Australian residential address are excluded.

These estimates are developed from transaction micro level data are then aggregated to higher level categories based on transaction attributes. The data is made representative of national sales activity by applying both demographic attributes to customer location using the most recent ABS Estimated Resident Population, and comparing NAB transaction data to RBA payments system data. Changes in these data are reflected in the NORSI market size estimate timeseries.

The industry and state data have been seasonally adjusted using Tramo-SEATS with a trading day and Easter adjustment. Given the relatively short time frame for the data, this seasonal adjustment process should be regarded as provisional: estimates are likely to change as a longer run of data becomes available and can be revised from month-to-month given the concurrent process. The trends have been extracted from the same process.

Our aim is to have a data series that is as reflective as possible of online retail spend. As such, each month we will revise previous data to take into account changes in payment processing such as chargebacks and delayed payments. Given these attributes, typically, larger revisions occur to the most recent months, and diminish as the data ages, but the latter effect cannot be excluded.

Our data differs to that of the ABS series as the NAB series covers a broader spectrum of online retailers – overseas merchants selling to Australian residents for example, and categories that substitute for previously retail purchased goods. Categories such as music and book retailing, and electronic games form part of the current online estimate. These are now substitutes for what may have been purchased in-store, but are now provided by online media streaming companies. While these may not fit the strict retail trade definition, our data reveals that they are increasingly being used by customers who previously purchased media in-store. We incorporate these companies into our estimate of online retail sales.

As part of the continual improvement of the series, this month we have revised our total market estimates. We have identified and removed potential wholesale trade transactions made on personal accounts. We have also identified more transactions that are made using a 'stored credentials' technique of online purchases. This technique is increasing in popularity as consumers opt for convenience especially with purchases made using mobile apps. Finally, in March 2018 the RBA made changes to its Payments System Data which we use as an input into our estimate of online total market size. These revisions are retrofitted to the series history.

We have also added a comparison based on metropolitan and regional areas. The definition of these geographical areas is based on the ABS geographical concordance tables, specifically the Greater Capital City Statistical Areas (GCCSAs).

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