

# eCommerce in 2020

And what it means for  
Cyber Monday & Christmas



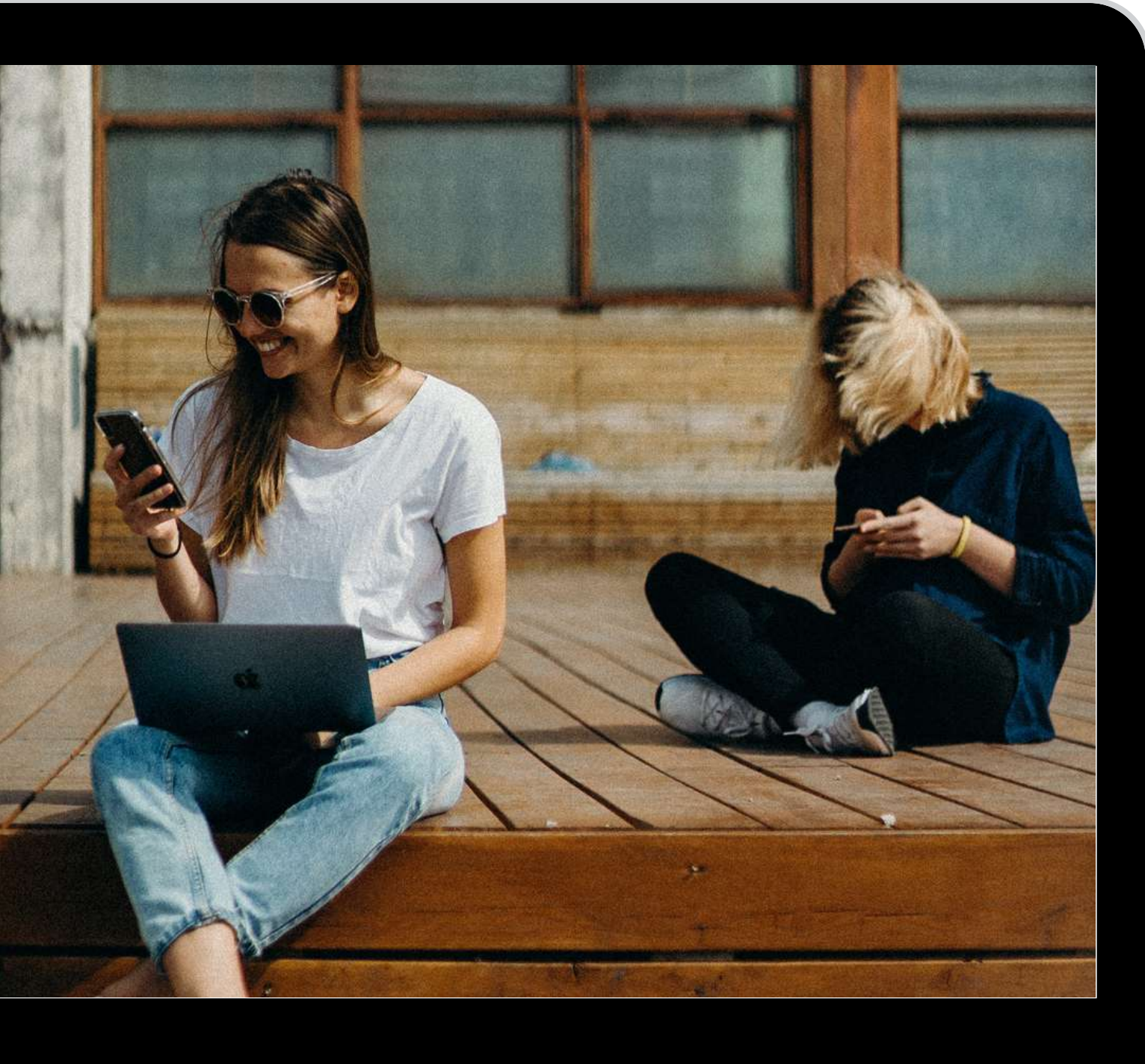
This pack was prepared by [Macmar Digital](#) for Workit Spaces' eCommerce Cyber Monday Event.

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# CYBER MONDAY

## Expectation vs Reality



It's just a USA thing.

2019

USA shoppers spent \$9.4Bn in 48 hours.

71% of Aussies planned to shop BFCM

Aussies spent \$3.9Bn in the month of November.

It was Amazon Australia's biggest sales day in history.

# CYBER MONDAY

Expectation vs Reality

2019

It's only discounting.

Shoppers bought pricier items than typical holiday sales.

Shoppers spent on average 6% more than their ave annual cart value.

Toys, gifts, tech, home decor & travel topped the list.



# CYBER MONDAY

## Expectation vs Reality

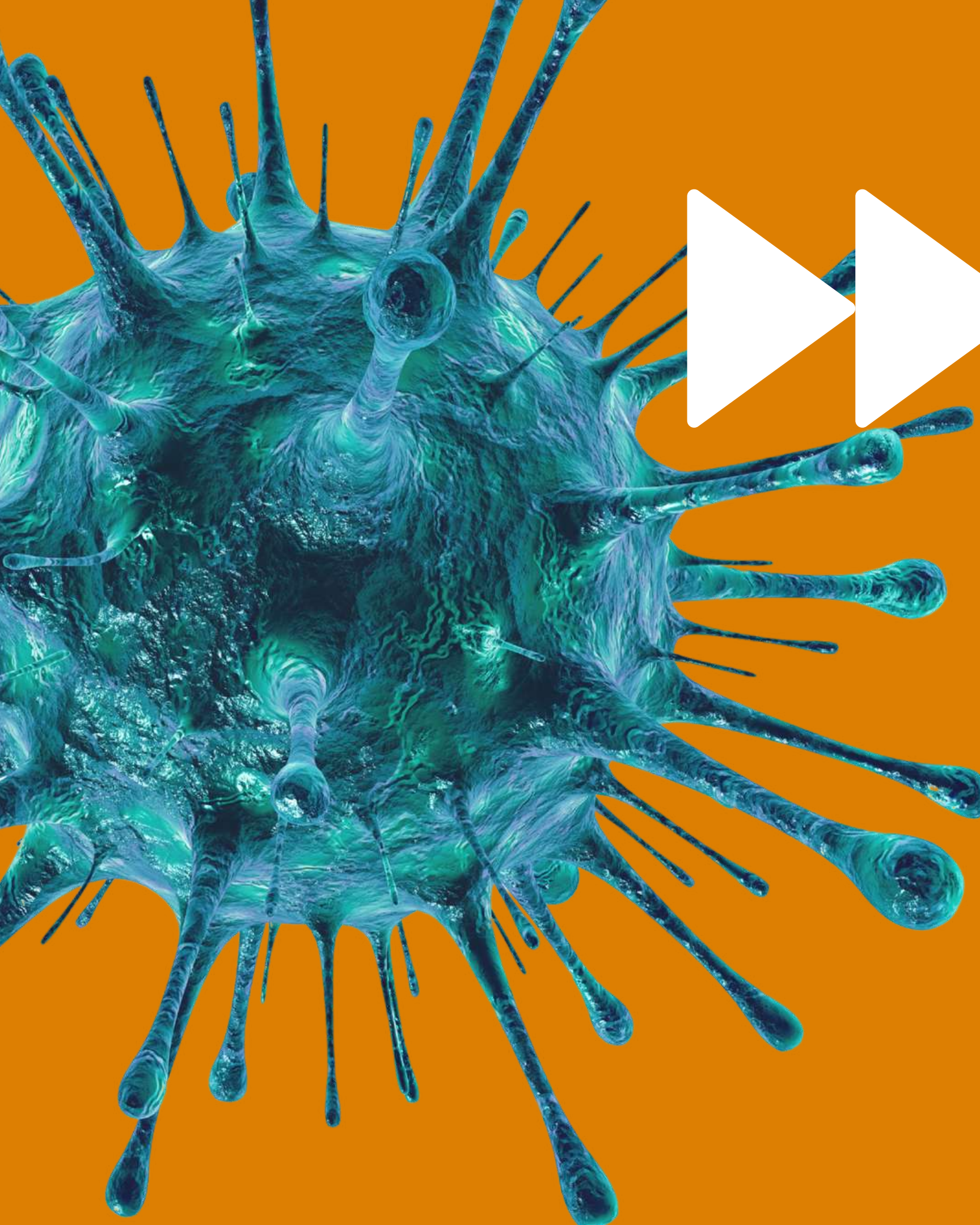
2019

Only Big Retail  
benefits.

Retailers with < \$50m in annual sales  
saw 337% increase in sales

Margin erosion for Brick & Mortar stores  
were eroded, while smaller retailers and  
Direct-to-Consumer sales averaged  
higher.





# 2020

Bushfires

Covid19

Govt stimulus

Black Lives Matter

Facebook / Tiktok / Social Dilemma

US elections

Australia is the 10th largest ecommerce market in the world.

2.1 devices / person

High internet access/ utilisation  
+ good (OK) internet speeds

Hours spent online /day

18-24: 2.85 hrs

25-34: 3.9 hrs

35-44 yrs: 4.83 hrs

45-54: 4.7 hrs

## Retail ecommerce sales growth worldwide, by region, 2019

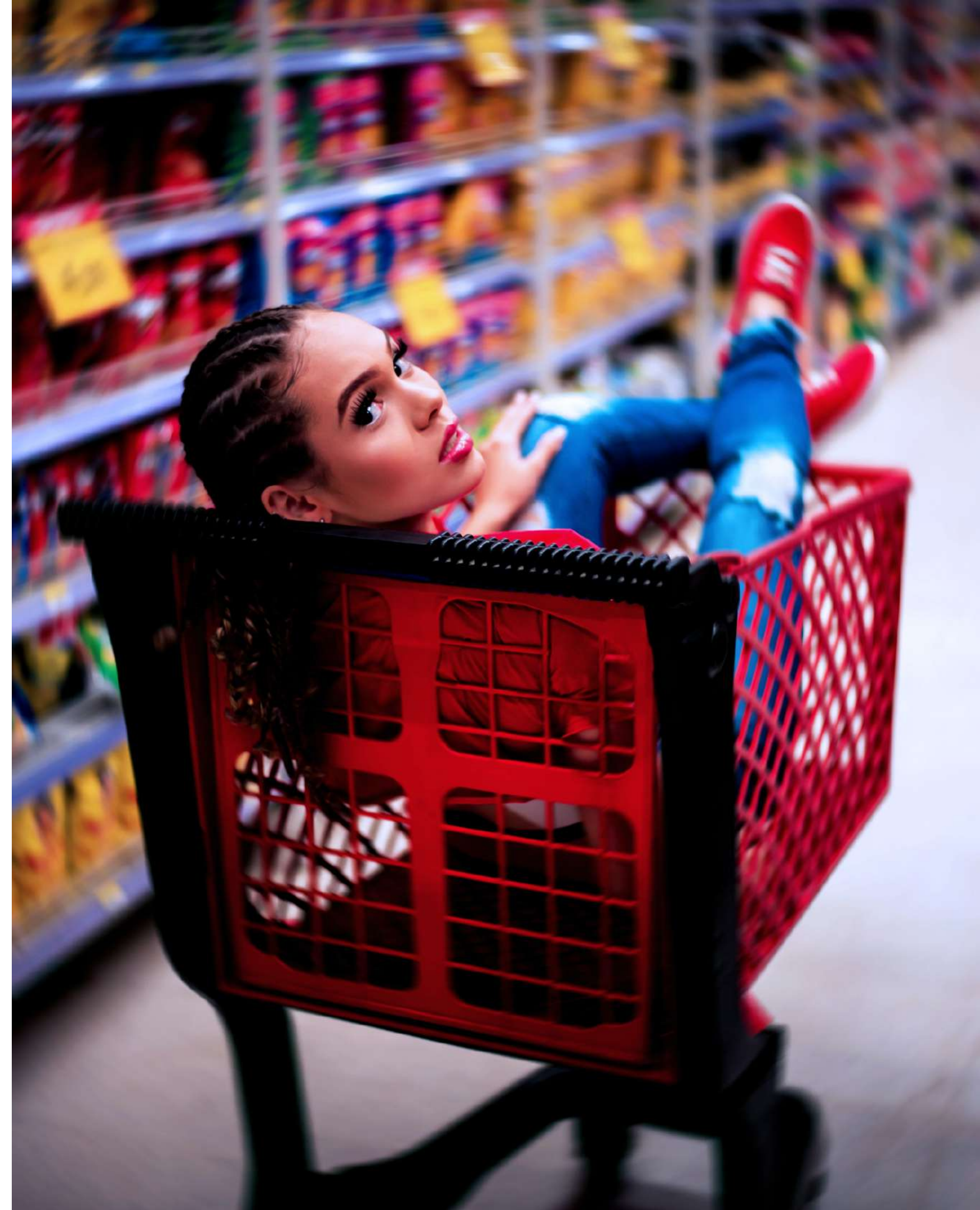
% change



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: Deloitte, eMarketer, Statista

How has 2020  
impacted  
ecommerce  
businesses in  
Australia?



# ONLINE SHOPPING BEHAVIOURS



**31%**

y.o.y increase  
shopping online

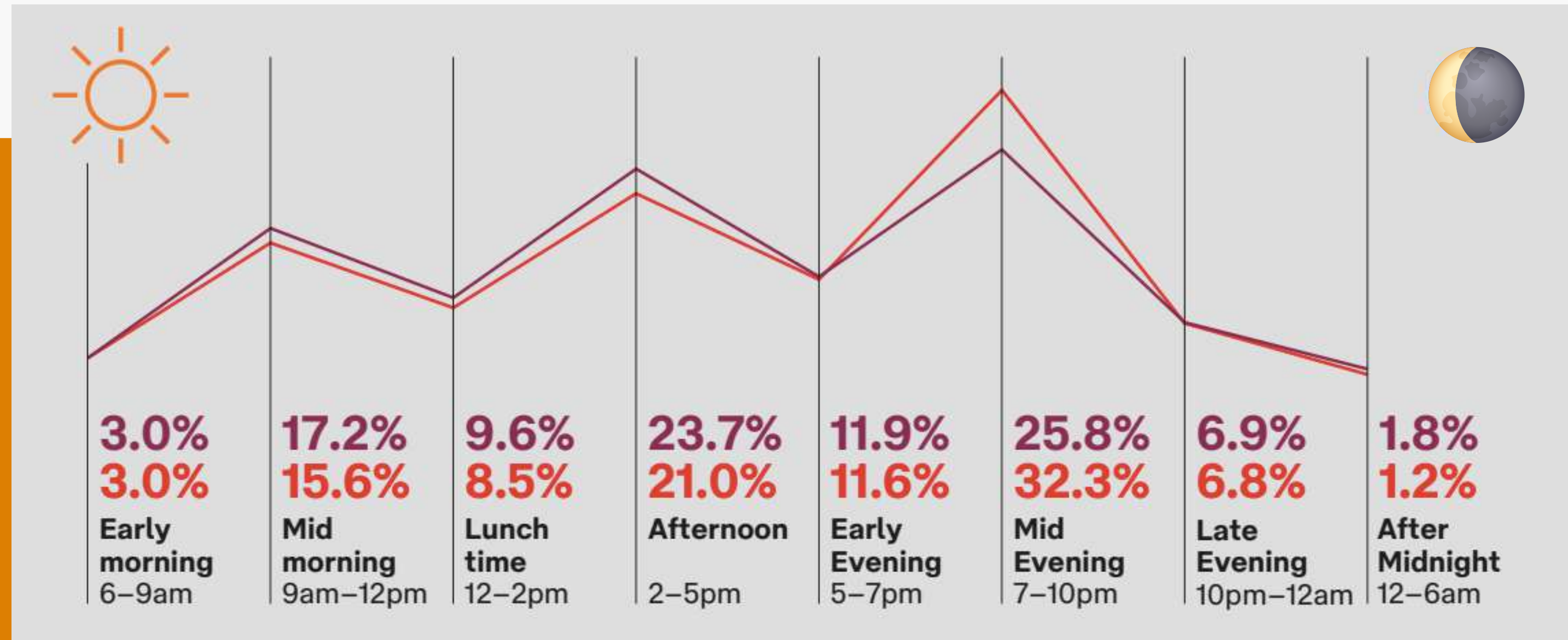
**5.2M**

households shopped  
online in April's peak

**33%**

purchase more than  
once/month, 16% shop  
3 or more times.

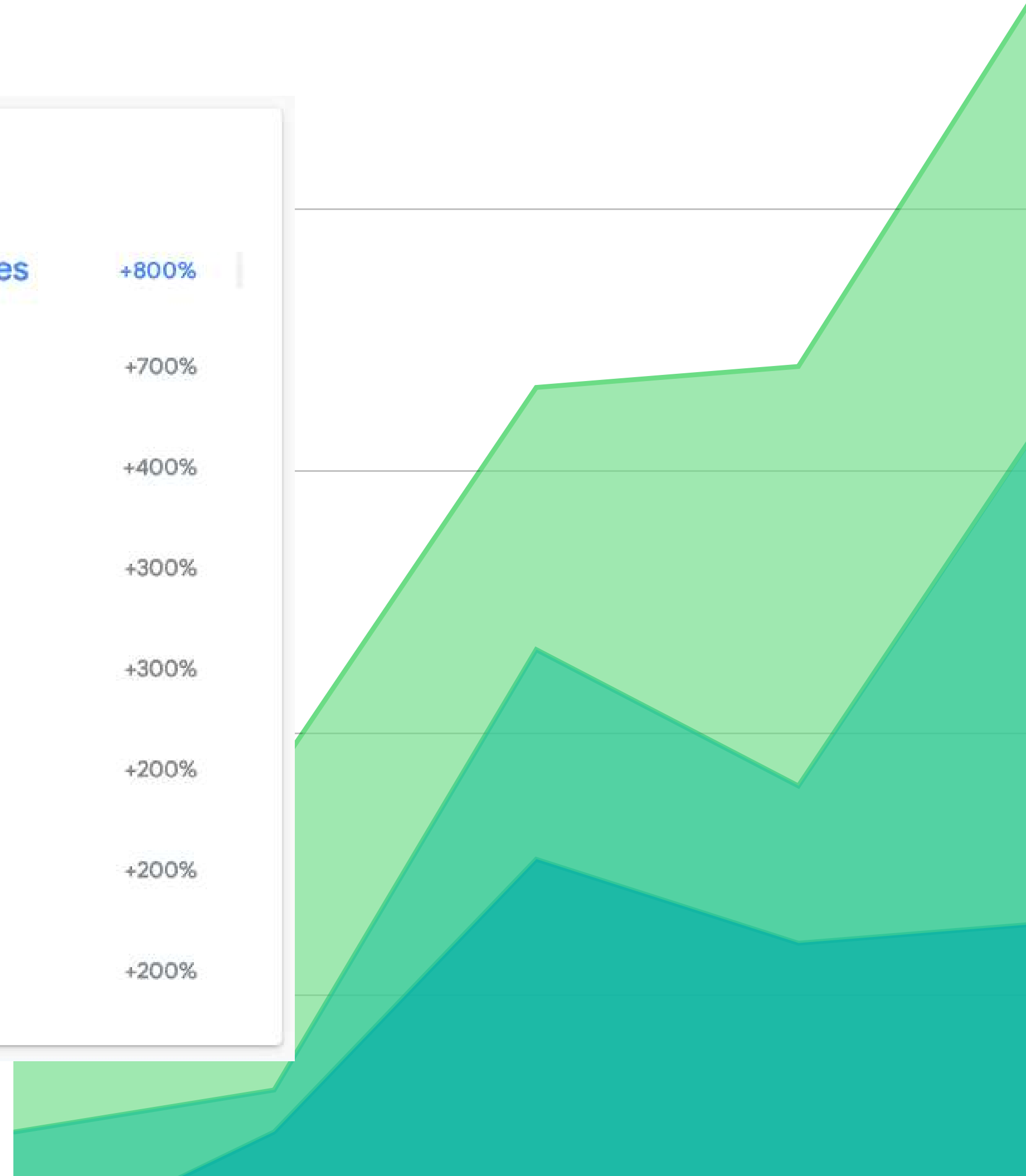
# When are purchases occurring?



# Google Trends

## Top trending categories ⓘ

1. <a href="#">Flavored Alcoholic Beverages</a>	+800%
2. Snack Cakes	+700%
3. Travel Trailers	+400%
4. Hand Sanitizers & Wipes	+300%
5. Paper Napkins	+300%
6. Baby & Toddler Furniture Sets	+200%
7. Cultivating Tools	+200%
8. Plant Stands	+200%



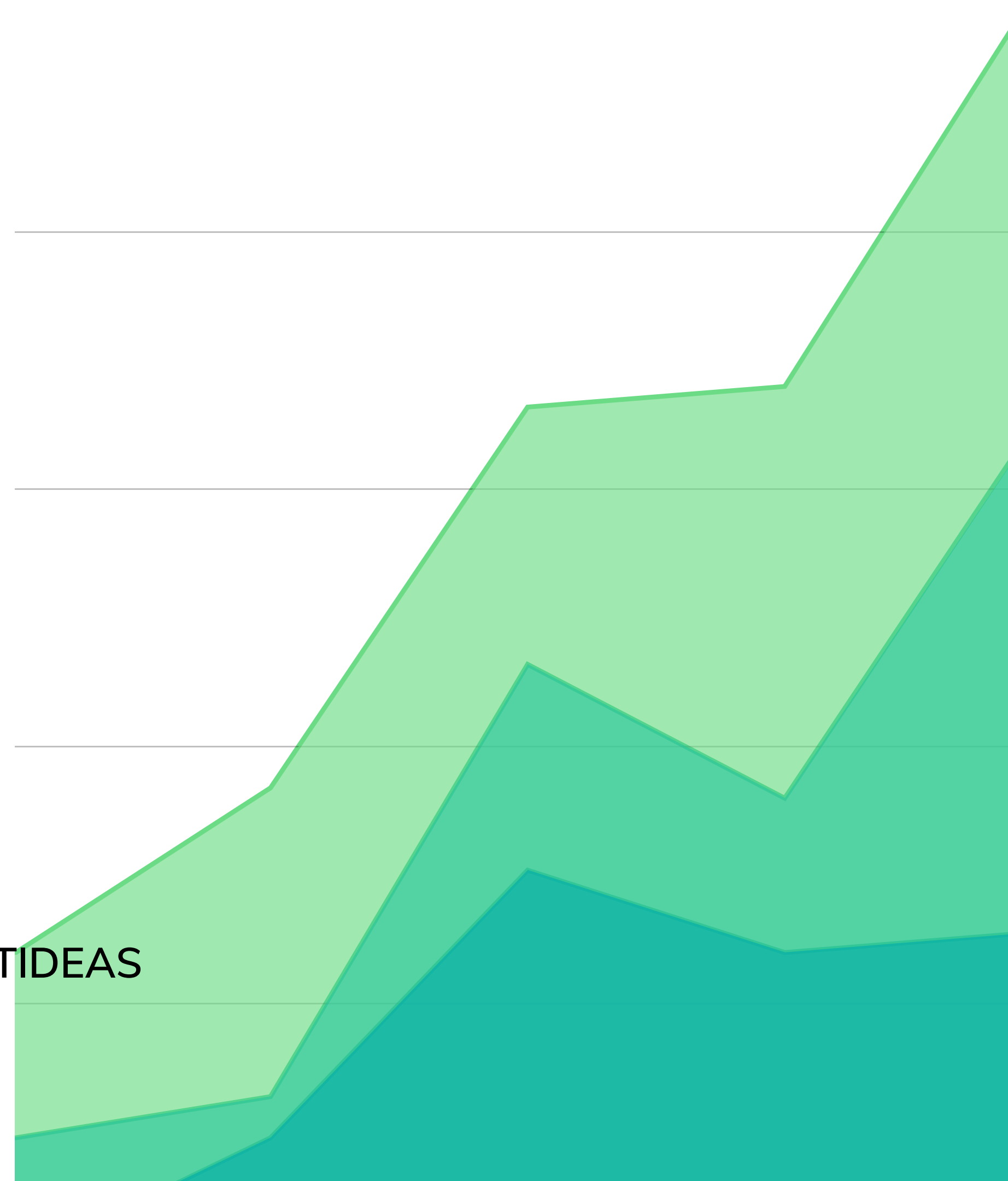
# Google Trends

Shoppers' loyalty to small businesses has increased by 66%

77% look for gift ideas online rather than in store

Gift idea search vol has exceed 2019 vol

#SHOPLOCAL #SUPPORTLOCAL #XMASGIFTIDEAS





# Shopify

eCommerce has taken 9% share of retail, steady continued growth in digital-first shopping

May 2020 - Spending on Shopify sites surpassed eBay

People are shopping earlier and are seeking value over price.

Returns ave 15%, apparel 30%

Source: Financial Times (US)





**Men**

dominate the shopping basket  
& frequency



**Men**

dominate the shopping basket  
& frequency



“

Is BF/CM  
still a  
thing?

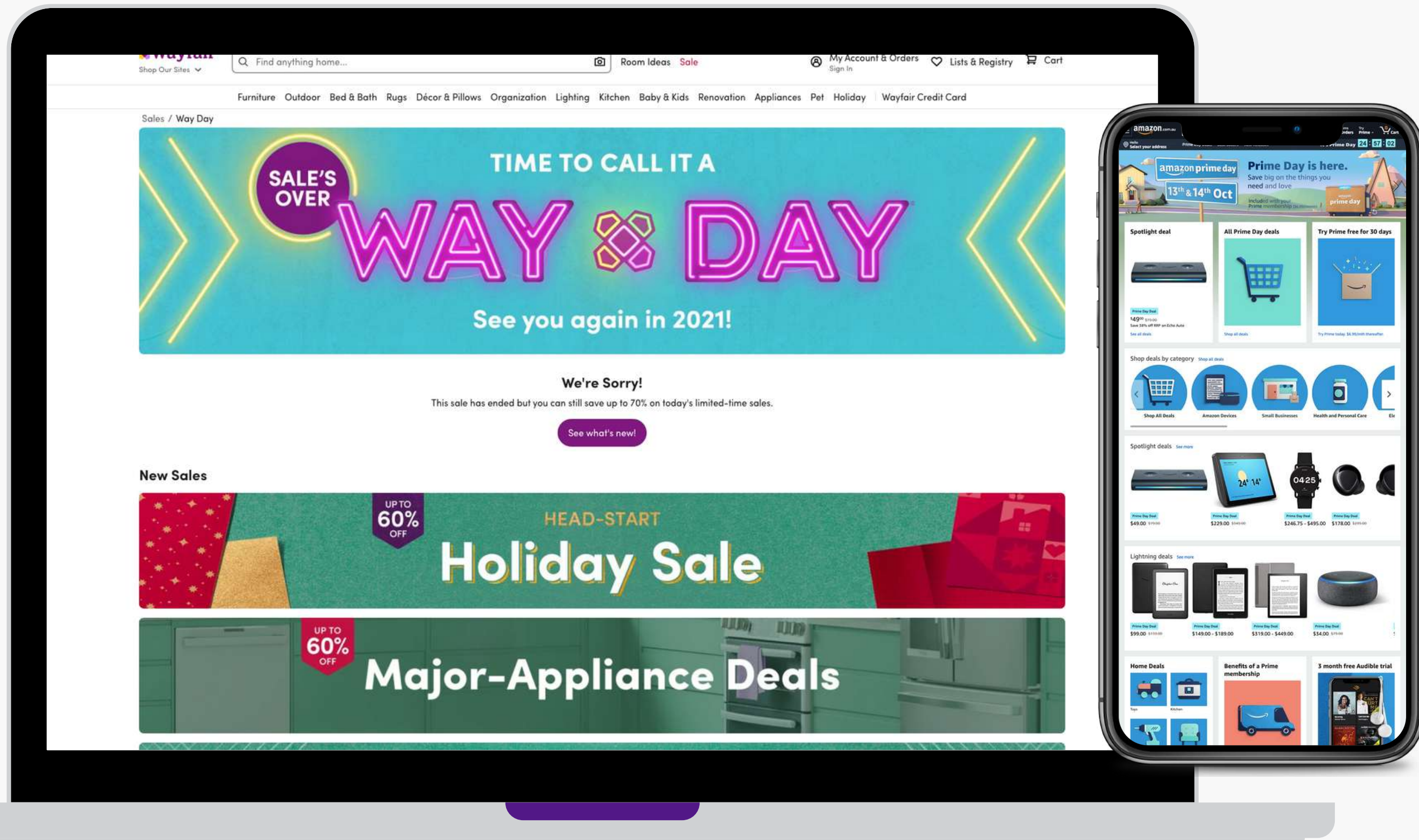


“ I don't think we needed it, but it's here. It's pretty hard when everybody else is doing it, when every other industry is doing it, to not get involved, to just put your head in the sand and say it doesn't exist. Well, it does exist.”

Dougall Walker, CEO Volcom & ex-Billabong

# Wayfair's Way Day

# Amazon's Prime Day



# VALUE OF CYBER MONDAY



**SMI**

Slow Moving  
Inventory

**Seasonal**

**Bundles**

On Sale + full  
price item

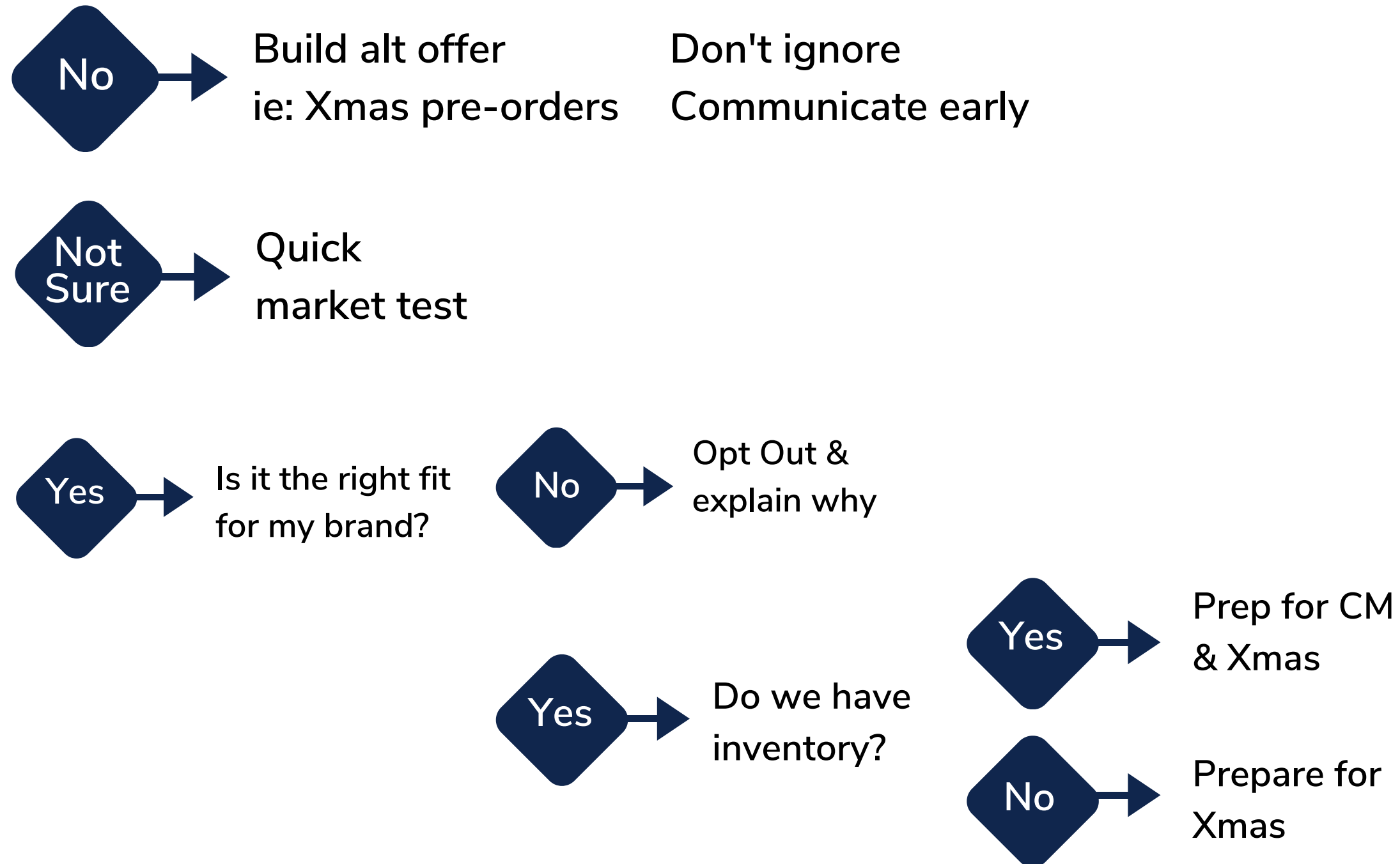
**List Building**

online shopping  
events  
are becoming  
more  
experience  
driven



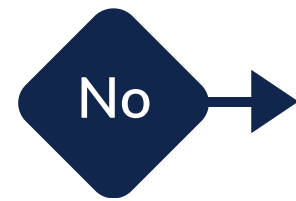
# Decision Tree

Do my  
customers  
value  
shopping  
this way?



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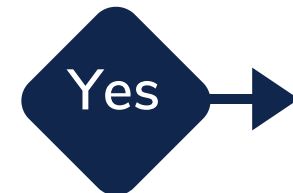


Build alt offer  
ie: Xmas pre-orders

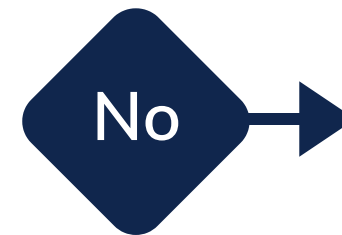
Don't ignore  
Communicate early



Quick  
market test



Is it the  
right fit  
for my  
brand?



Opt Out &  
explain why

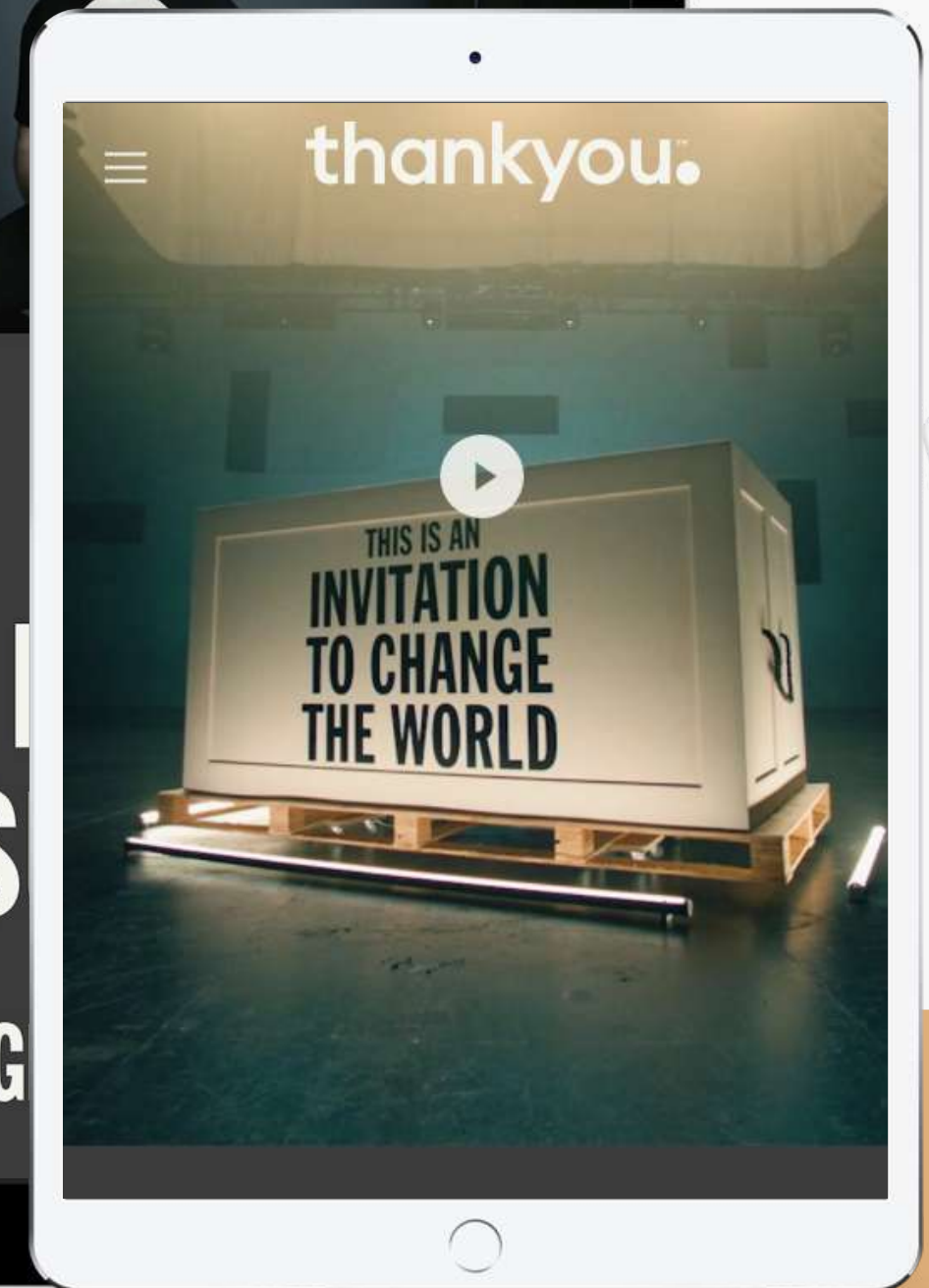
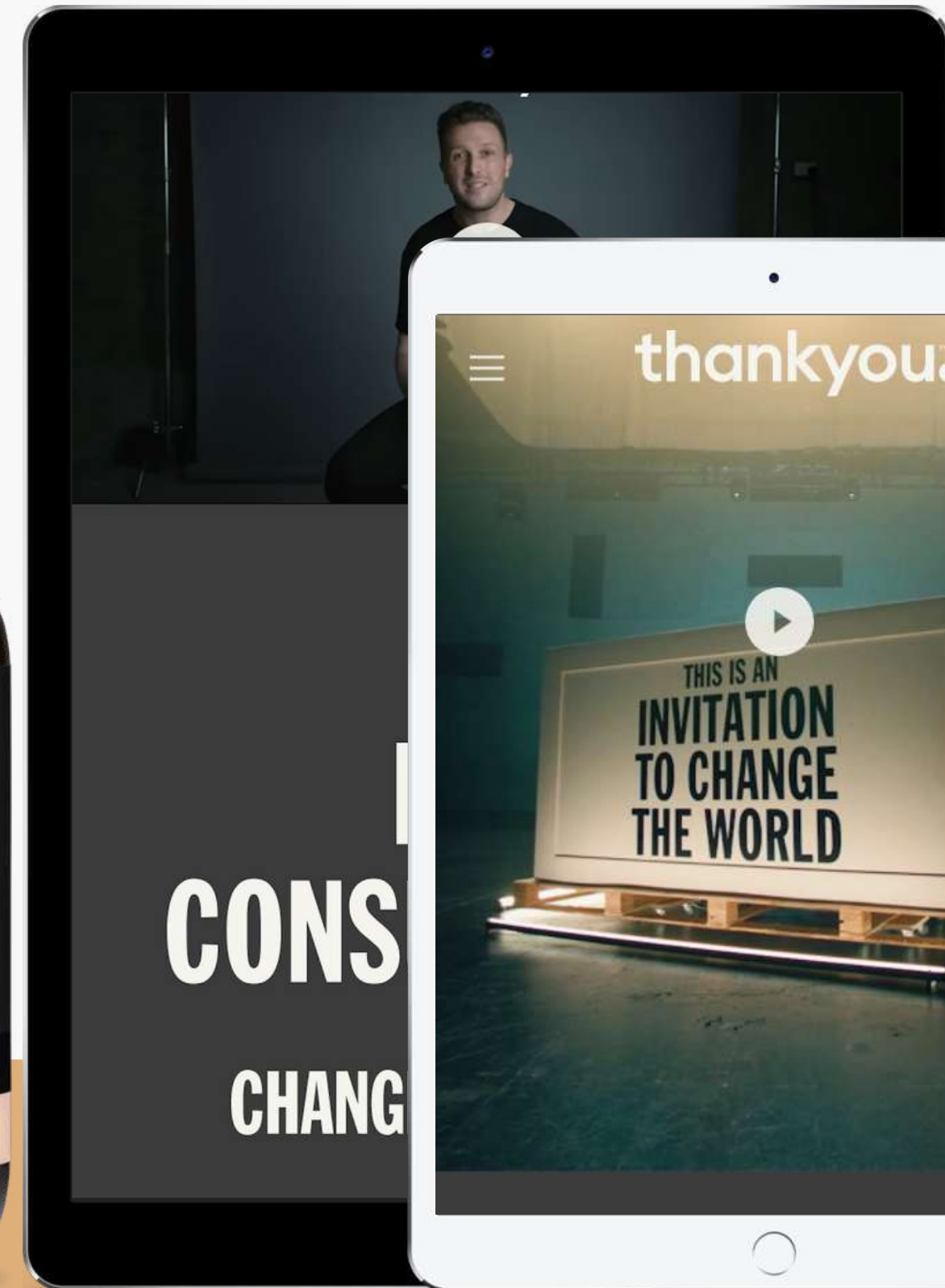


# OPTING OUT

*with a call to arms!*

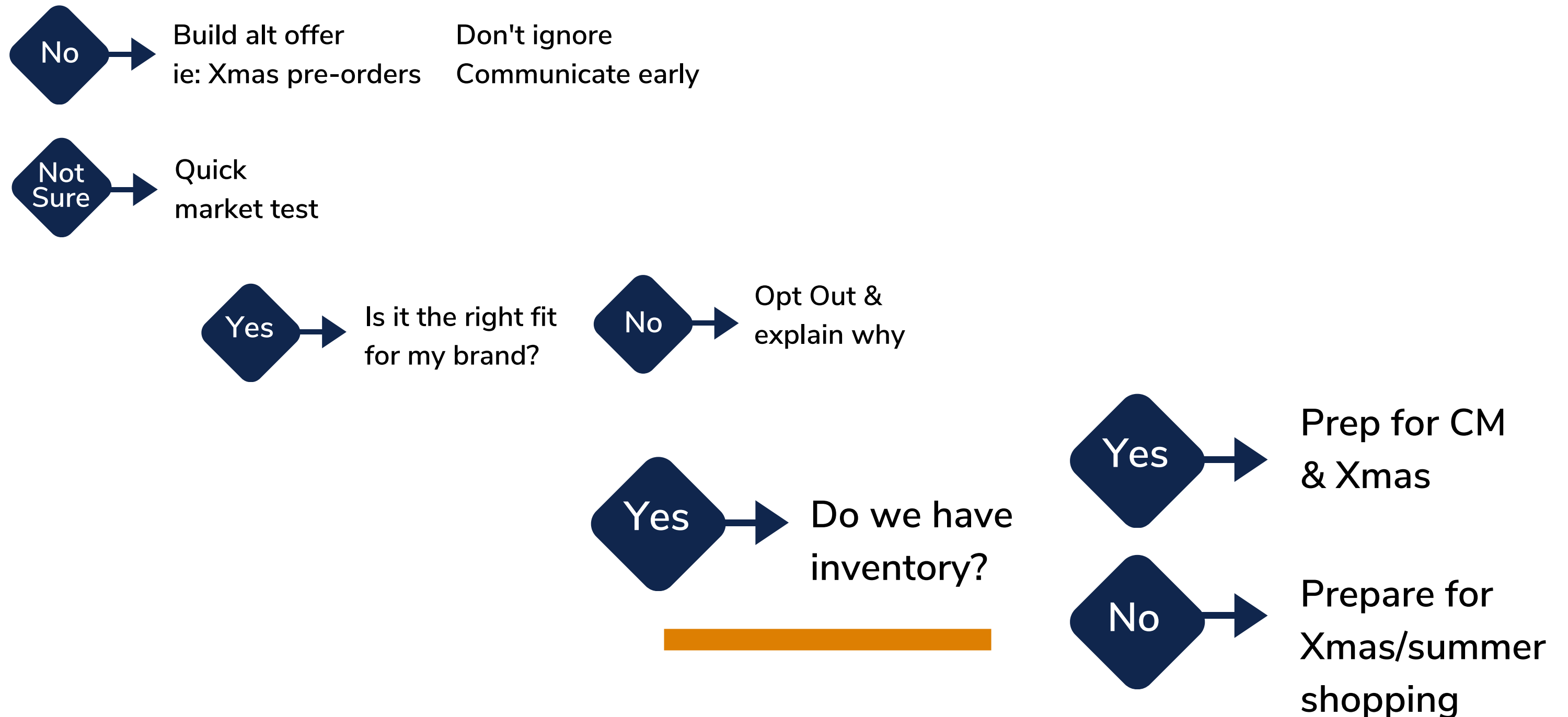
Brand values

Customer values



# Decision Tree

Do my  
customers  
value  
shopping  
this way?



# GET PREPPED

☒ **Inventory**

☒ **Strategy**

☒ **Platform**

☒ **CX Design**

☒ **Review**



What's worked  
for you?

What would  
you avoid  
doing?





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