

# This peak season was

# BIG

A record peak<sup>1</sup> with almost 103 million parcels delivered across Australia.

Consumers made their dollars go further by capitalising on big discounts in the Black Friday and Cyber Monday sales.



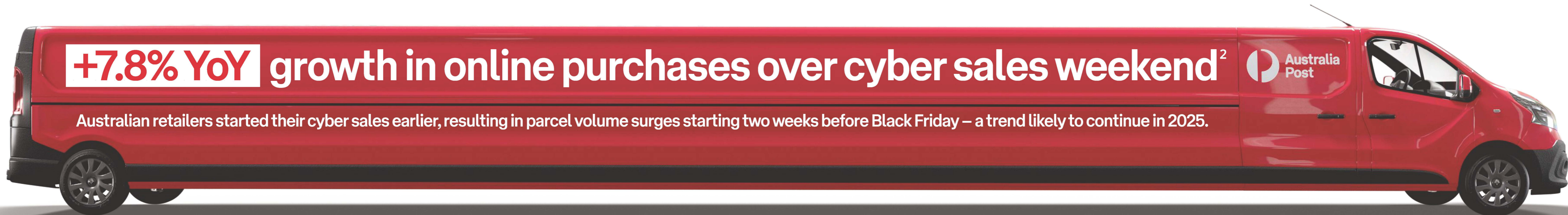
# 7.6m

## households shopped online

2.4% growth YoY

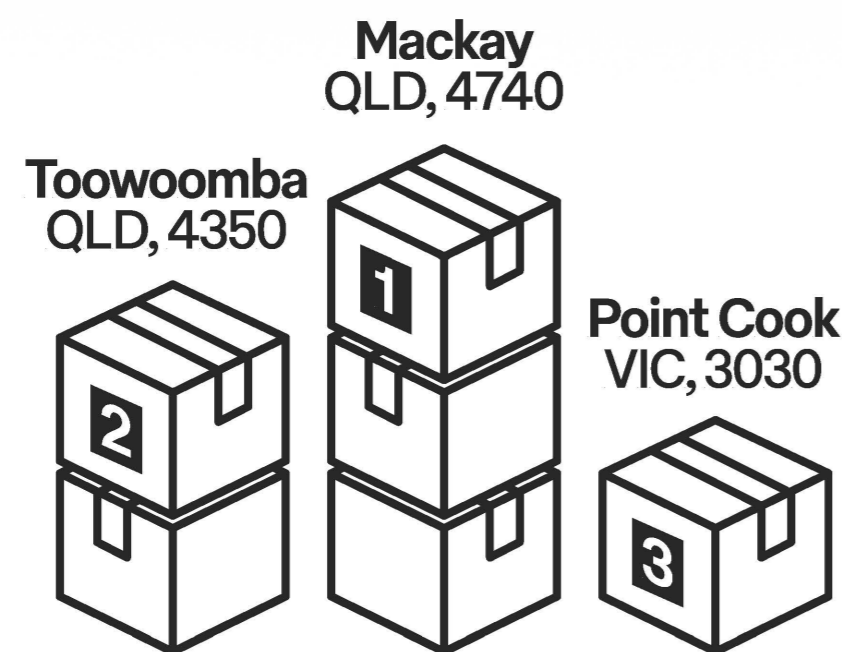
## How the states shopped

YoY parcel volume growth



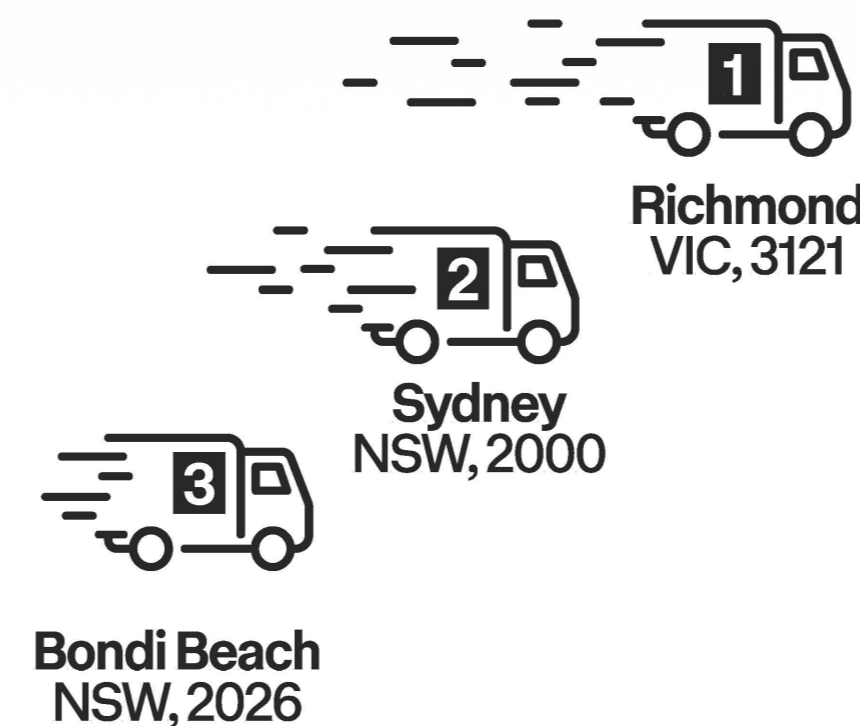
## Who shopped the most

Top postcodes by total volume



## Who wanted fast delivery

Highest express delivery<sup>3</sup> rates



## Most popular categories



<sup>1</sup> Peak period: 1 Nov - 31 Dec 2024 | <sup>2</sup> Cyber sales weekend: 29 Nov - 2 Dec 2024 | <sup>3</sup> Delivery using Express Post, Metro or StarTrack Premium

Data derived from Australia Post parcel volumes.