



Euromonitor  
International

# Digital Shopper in Australia

March 2025

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### EXECUTIVE SUMMARY

Digital Shopper in 2024: The big picture

Tech innovations fast-track business operations, streamline inventory management and enhance hyper-personalisation of the customer experience

Pure-play e-commerce disruptors increasingly venturing into the physical realm

What is next for digital shopper?

### E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

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### E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

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Retail E-Commerce: Delivery vs Click-and-Collect

Consumer Foodservice E-Commerce: Delivery vs Click-and-Collect

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Social Commerce (S-Commerce)

Livestreaming E-Commerce

Voice Platform E-Commerce

Marketplace Retail E-Commerce

Direct-to-Consumer (DTC) Retail E-Commerce

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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