



# PayPal eCommerce Index 2023

October 2023

Australia

# About the research

This research report was produced by PayPal Australia Pty Limited, based on a study conducted by Fifth Quadrant with n=1,012 consumers and n=408 businesses. It contains general observations about trends in eCommerce, social commerce, as well as security, buy now pay later, and tech trends. The study does not take into account the objectives, situation or needs of any specific business or individual.

The consumer research conducted by Fifth Quadrant consisted of a 15-minute online survey of n=1,012 Australians aged 18 – 75 years. In addition, Fifth Quadrant conducted a 10-minute online survey of n=408 business decision makers within Australian B2C retailers and businesses who operate entirely or partially online. Numbers may not add to 100% due to rounding.

This report is provided for informational purposes only. You should always obtain independent professional advice before making any business decisions.



## Consumer sampling:

The consumer research consisted of a sample of n = 1,012 Australians aged 18 - 75. The sample was weighted by age, gender and location to ensure data was nationally representative. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 2.9%.



## Business sampling:

The business research consisted of a sample of n= 404 decision makers within Australian businesses. All businesses had to sell partially or wholly to consumers, and partially or wholly online. Quotas were set on turnover and location, and the sample. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 4.7%.



## Methodology:

Online self-completion survey. The research was carried out in compliance with the AMSRS Guidelines and National Privacy Principles. Sample was sourced through consumer and business research panels, with participants incentivised for completing the survey.



## Timing:

The research was in field 14 June to 17 July 2023



## Generational Ages:

Generational Ages as at 2023: Gen Z (18-26 years); Gen Y aka Millennials (27-42 years); Gen X (43-58 years); Baby Boomer (59-75 years).

# PayPal eCommerce Index 2023

## Australians Get Online

**Almost every Australian (98%) now shops online, spending an average of \$1,153 p/mth**

- 60% of Australians shop online at least weekly
- Average of two purchases per week
- PayPal is the most popular (64%) and most preferred way for Australian consumers to shop online

## Security Matters

**74% of consumers are more concerned about online security than a year ago**

- 89% are concerned about how much Australian businesses are doing to address issues of online security
- Three-quarters (74%) are concerned about making a purchase where PayPal is not available

## Security Matters for Business too

**Australian businesses strengthening security in response to rising threats**

- 54% are more concerned about the increasing sophistication of scams and 44% are more concerned about security of their data held by other organisations than they were a year ago
- 86% of businesses have taken action to strengthen their online security

## AI Generating Opportunities

**As AI captures global attention, Australians are interested in how it can improve eCommerce**

- 43% of Australians would use AI to help them shop online
- However, 85% have concerns about the introduction of AI, including 49% believing it's developing too fast

## BNPL Continues to Grow

**BNPL is on the rise with 27% of Australians using it for online purchases (vs. 20% in 2022)**

- BNPL users have an spend of \$256 per month across 2.6 BNPL purchases
- PayPal Pay in 4 surging in popularity, now used by 50% of BNPL users (relative increase of 39% YoY)

## Social Shopping Continues

**One-in-five consumers are social shoppers, with 14% shopping through social each week**

- Almost one-in-three online merchants (32%) sell through social media
- 10% of total online revenue through social sales
- But 48% of consumers think social media is less secure and 42% prefer to go to a website to purchase

# PayPal eCommerce Index 2023



**1 eCommerce in Australia**

**2 eCommerce Drivers & Barriers**

**3 Security**

**4 Social Commerce**

**5 Buy Now Pay Later**

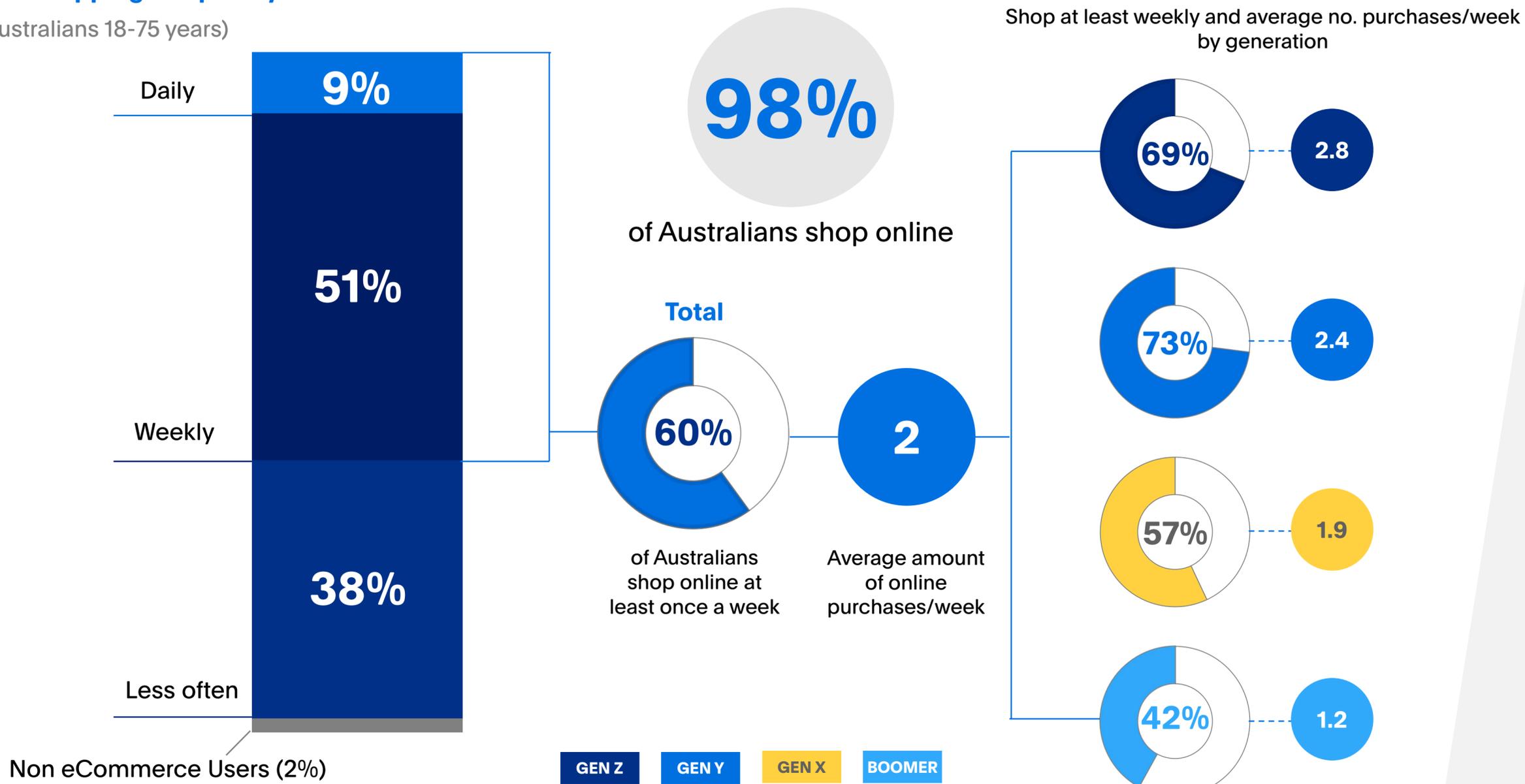
**6 Artificial Intelligence**



Online shopping is a key part of Australian life, with 98% of Australians shopping online, and three-in-five (60%) making an online purchase at least once a week

Online Shopping Frequency

(All Australians 18-75 years)



Online shopping remains intrinsic to the Australian way of life, with 98% of the population shopping online. Most do this on a regular basis, with three-in-five (60%) shopping online at least weekly, with the average Australian making two purchases per week.

Younger Australians are the most likely to shop online each week with more than two-thirds of Gen Y (70%), and Gen Z (69%) classified as frequent online shoppers. Importantly, this is not a single occasion, with Gen Z leading the way here with an average of 2.8 online purchases each week (against 2.4 per week for Gen Y).

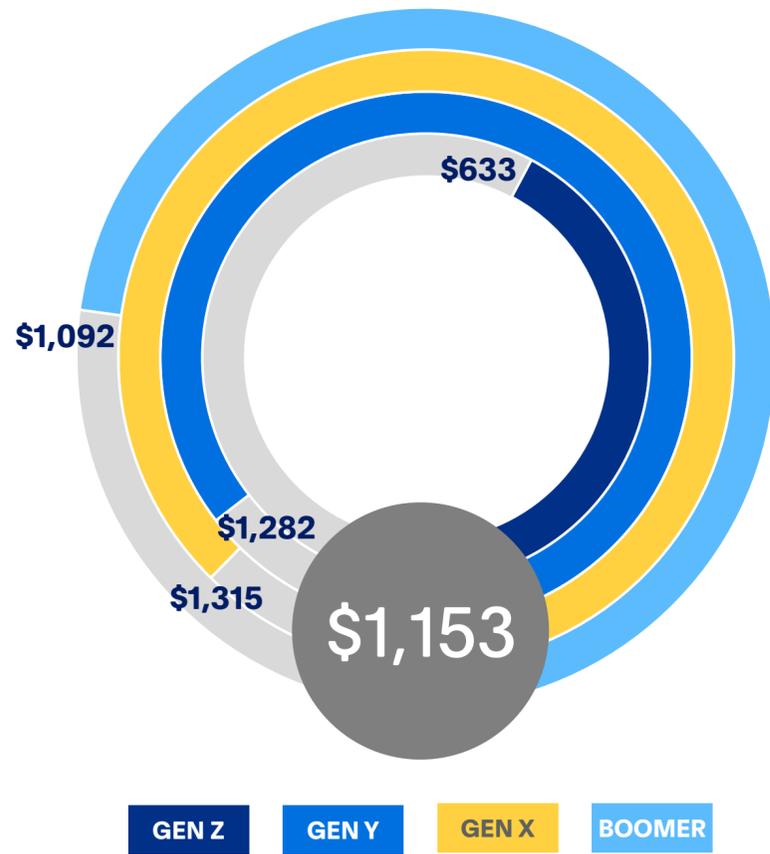
While they may not be shopping as frequently as our younger consumers, Gen X are still active online consumers, with more than half of them (57%) shopping online each week, making an average of just under two purchases (1.9).

Boomers are our least frequent online shoppers by some margin, but more than two-in-five (42%) still make an online purchase each week.

Australians spend over \$1,000 per month on online purchases or payments, but much of this is covering household essentials and other non-discretionary expenses

Average Monthly Spend

(All Australians 18-75 years)



PURCHASE CATEGORY	Australians 18-75	AGE (highlighting options > 30%)			
		Gen Z	Gen Y	Gen X	Boomer
Bill Payments	71%	57%	76%	74%	71%
Clothing & Accessories	57%	67%	64%	56%	43%
Food & Drink	52%	63%	67%	47%	31%
Government fees and charges	47%	31%	49%	49%	52%
Grocery	46%	50%	57%	41%	35%
Tickets	44%	52%	50%	43%	36%
Subscriptions	43%	54%	56%	42%	24%
Travel & Tourism	37%	32%	42%	37%	35%
Transport	33%	53%	39%	28%	18%
Health & Beauty	32%	44%	39%	29%	19%
Electronics & Computing	23%	30%	30%	21%	14%
Fuel	22%	27%	23%	20%	20%
Home & Garden	22%	14%	25%	25%	20%
Toys & Games (physical)	21%	23%	32%	21%	7%
Online or Digital Gaming	17%	29%	25%	13%	4%
Books & Magazines	17%	22%	19%	14%	14%
Charity	15%	9%	21%	12%	13%
Digital or Virtual goods	13%	19%	16%	12%	6%
Sporting Goods	12%	18%	16%	12%	5%

Reflecting the high adoption and frequency of eCommerce, Australians spend significant amounts on online purchases and payments, with an average monthly spend of \$1,153.

Three generational groups are spending over \$1,000 per month, led by Gen X (\$1,315), Gen Y (\$1,282) and Boomers (1,092). While Gen Z are the lowest group, they are still spending \$633 per month.

Although they spend the least, digital native Gen Zs are spreading their online dollars across a broader range of categories, with significant levels of spending in Transport (53%), Health & Beauty (44%) and Electronics & Computing (30%) that are only matched by Gen Y.

Overall, spending reflects the current focus on managing cashflow, with just one of the top five categories counted as discretionary spending (Clothing & Accessories – 57%), while the others all sit in household essentials:

- Bill payments – 71%
- Food & Drink – 52%
- Govt fees & charges – 47%
- Groceries – 46%

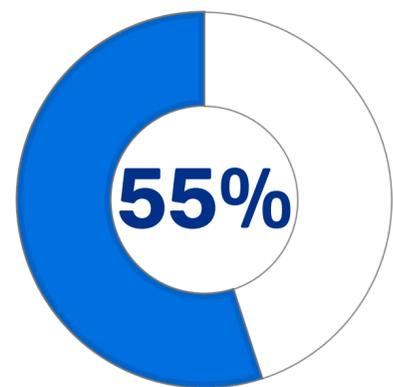


CQ8 - In total, how much money have you spent on online purchases or payments in the last month?  
 CQ5. Thinking about the online payments or purchases that you have made in the past 6 months, which of these categories have you purchased?  
 BASE: All Australians 18-75 n=1012

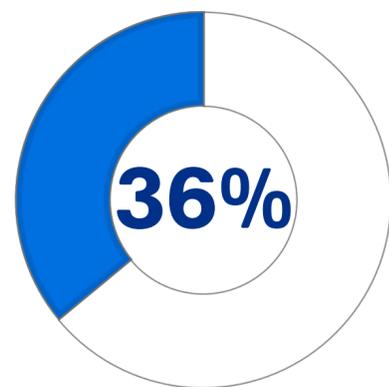
## More than half of Australians have price checking or shopped for items on their mobiles while physically in-store

### Online Shopping

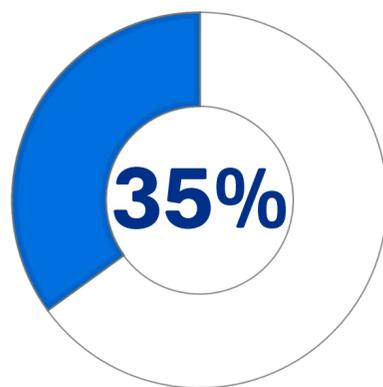
(All Australians 18-75 years)



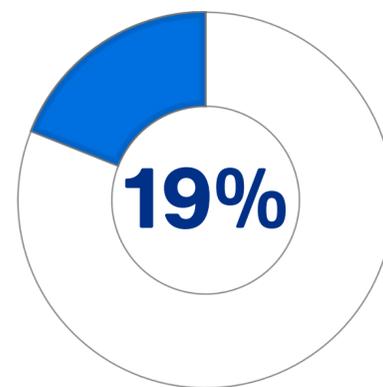
I've shopped and/or price checked an item on my mobile while physically in a store



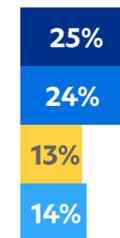
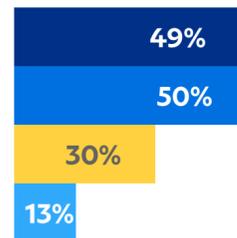
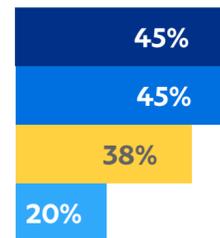
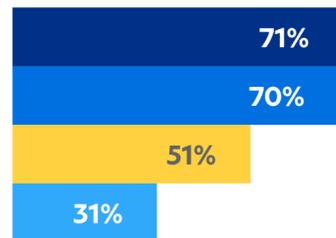
I've shopped online while watching TV/video streaming



I've shopped online while in bed at the end of the day



I prefer to shop online rather than in-store



GEN Z

GEN Y

GEN X

BOOMER

Potentially reflecting current cost-of-living pressures, there are high levels of mobile price checking and purchasing while in store, with more than half of Australians (55%) doing this. While this behaviour is relatively high across the board, it rises to more than two thirds of Gen Y (70%) and Gen Z (71%).

The flexibility of online shopping allows consumers to engage with online businesses at the time and place of their choosing, with more than a third of Australians (35%) shopping online while in bed and this increases to almost half for younger generations (Gen Z 49%, Gen Y 50%).

The results also point to the convergence of media channels, with more than one-in-three consumers (36%) shopping online while watching TV or streaming video. This rises to almost half of Gen Z and Gen Y (both 45%), highlighting the opportunity to trigger second screen eCommerce activity through considered ads or product placements.

What is new this year, is that almost 1-in-5 Australians (19%) now prefer to shop online rather than in-store. Again, this preference is higher for younger shoppers (Gen Z 25%, Gen Y 24%).

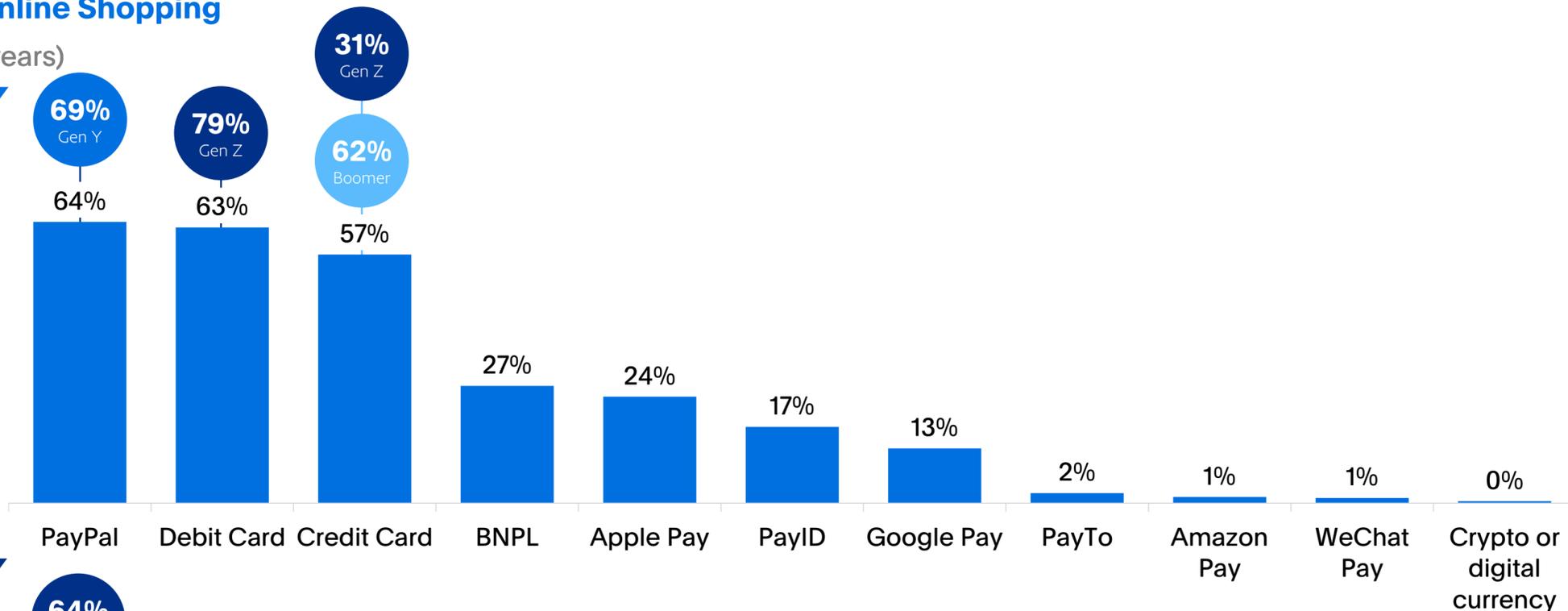


PayPal is the most used consumer online payment method in Australia, this year's study shows

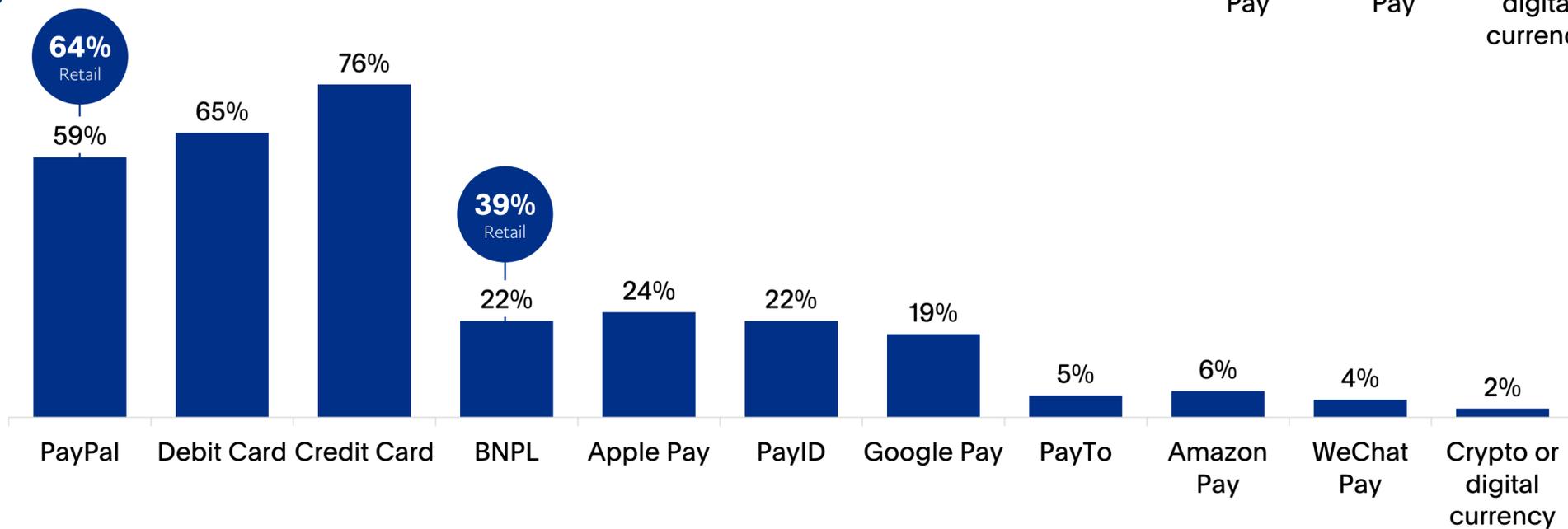
Devices Used for Online Shopping

(All Australians 18-75 years)

Consumer Online Payment Methods Used



Payment Methods offered by Online Businesses



The research shows that PayPal leads all other options as the most-used online payment method in Australia, with almost two-in-three Australians (64%) having used PayPal in the last 6 months. It is closely followed by debit cards (63%), with credit cards (57%) rounding out the top three payment methods.

As we move down the list, we see around one-in-four consumers (27%) having used BNPL services or Apple Pay (24%), ahead of PayID (17%) and Google Pay (13%), with all other options recording nominal levels of usage.

Notably, while 79% of Gen Z (18-25 years) have purchased online using a debit card in the last 6 months, only 31% of this cohort have used a credit card.

Despite PayPal being the most widely used online payment method for Australian consumers, many businesses (41%) still don't offer it as an option. Instead, more than three-in-four (76%) currently offer credit cards, with just under two-thirds (65%) accept debit card payments.

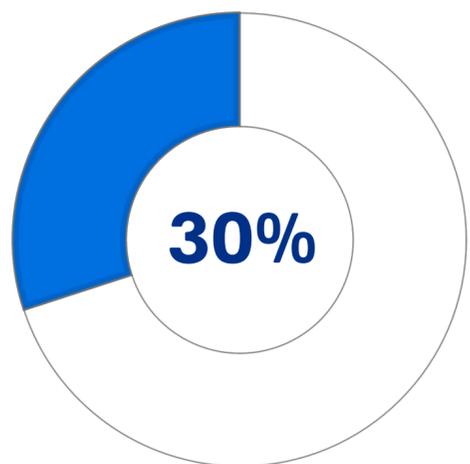


CQ3a. Thinking about when you make a purchase or pay online, which of the following payment options, if any, have you used in the last 6 months?  
 MQ3. Which of the following online payment options do you offer your customers?  
 BASE: C All Australians 18-75 n=1012, M: Businesses that sell partially or wholly online n=408, Retail Businesses n=114

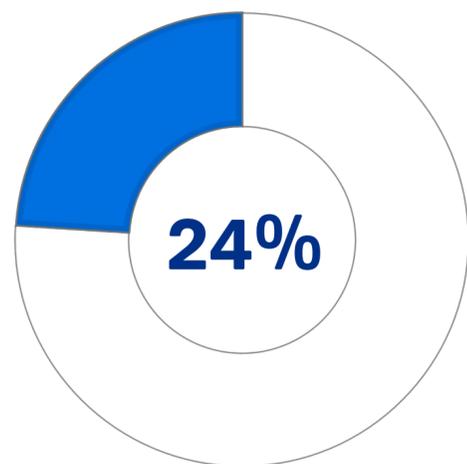
PayPal is the most preferred online payment option for Australian consumers as shown by the research

Top 6 Preferred Online Payment Options

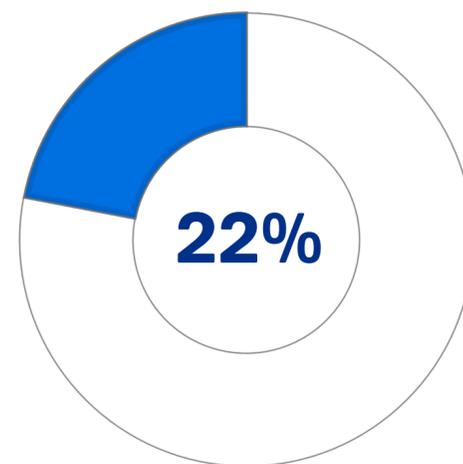
(All Australians 18-75 years)



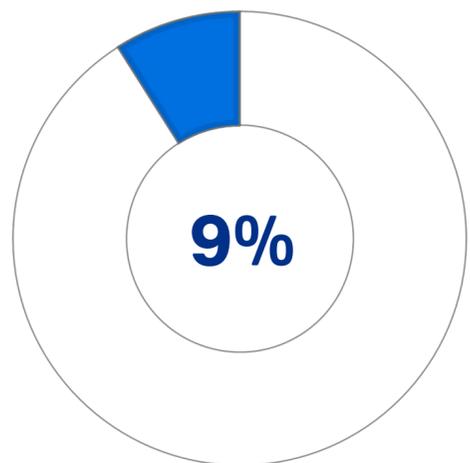
PayPal



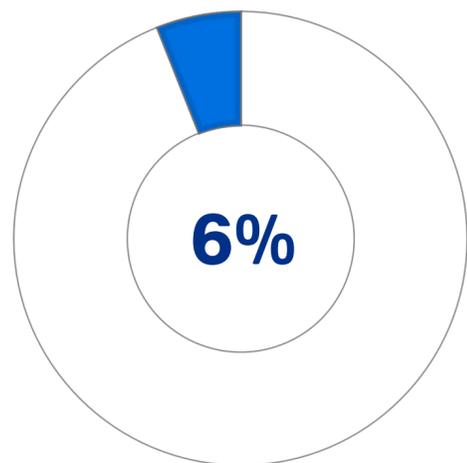
Debit Card



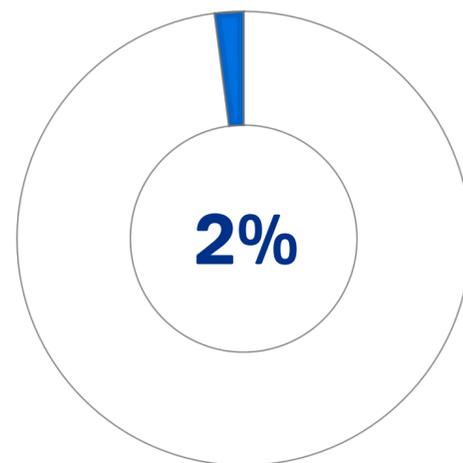
Credit Card



Apple Pay



Buy Now Pay Later



Google Pay

The study identifies PayPal in the top spot as the most preferred online payment option for Australian consumers. PayPal has been in this top position since this research first began in 2016.

Almost one-in-three consumers (30%) chose PayPal as their preference for online payments, putting it ahead of debit cards (24%) and credit cards (22%).

Other preferred payment methods for online transactions included Apple Pay (9%), BNPL (6%) and Google Pay (2%).

Four per cent of respondents said they did not have a preference and 2% of respondents do not shop online.



CQ3b. And which of the payment options that you use, if any, would you say is your preferred payment option?  
BASE: All Australians 18-75 n=1012

# PayPal eCommerce Index 2023

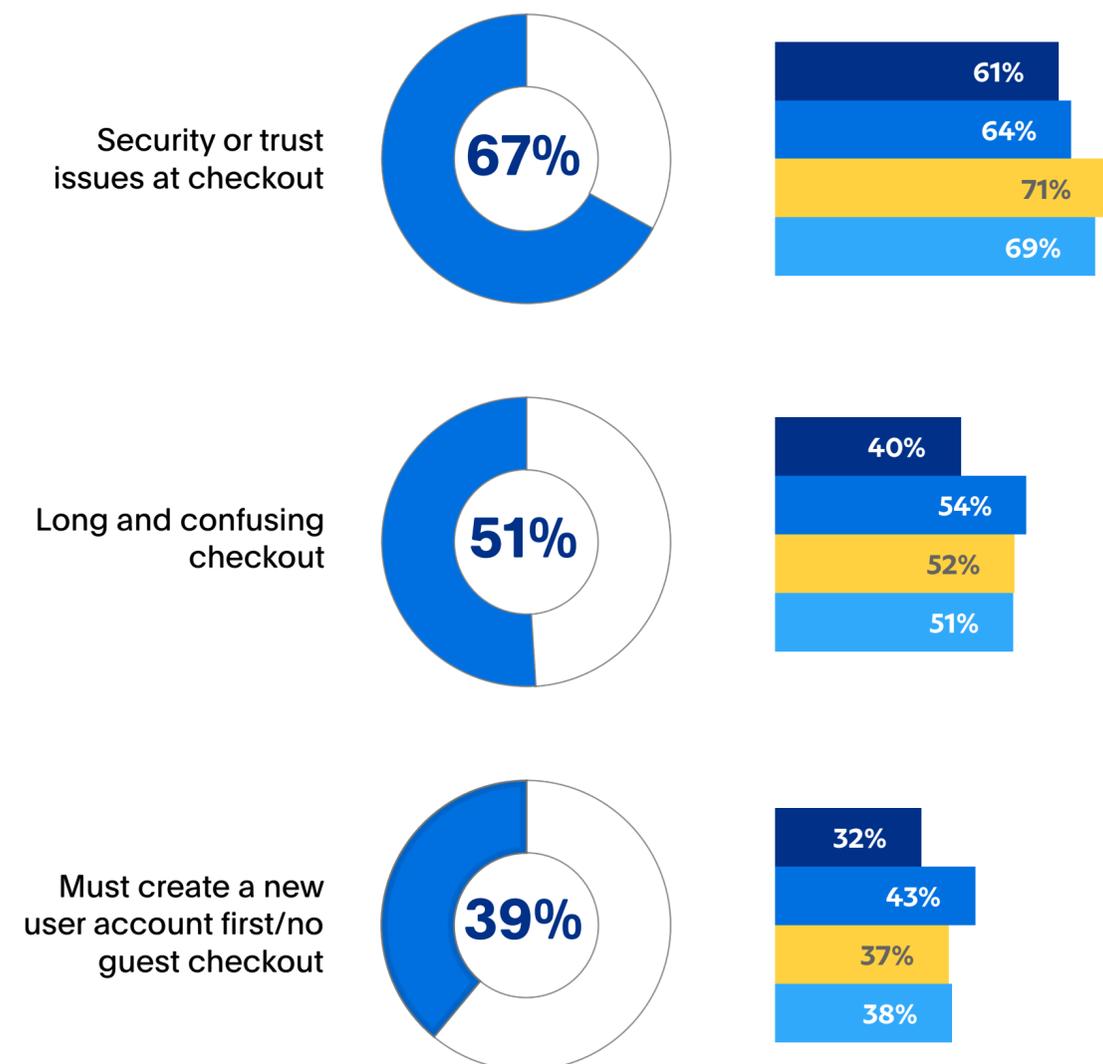
- 1 eCommerce in Australia
- ▶ 2 eCommerce Drivers & Barriers
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- 4 Social Commerce
- 5 Buy Now Pay Later
- 6 Artificial Intelligence



Security and checkout complexity are the top barriers to online purchasing, with businesses able to offset these by offering preferred (and trusted) payment methods

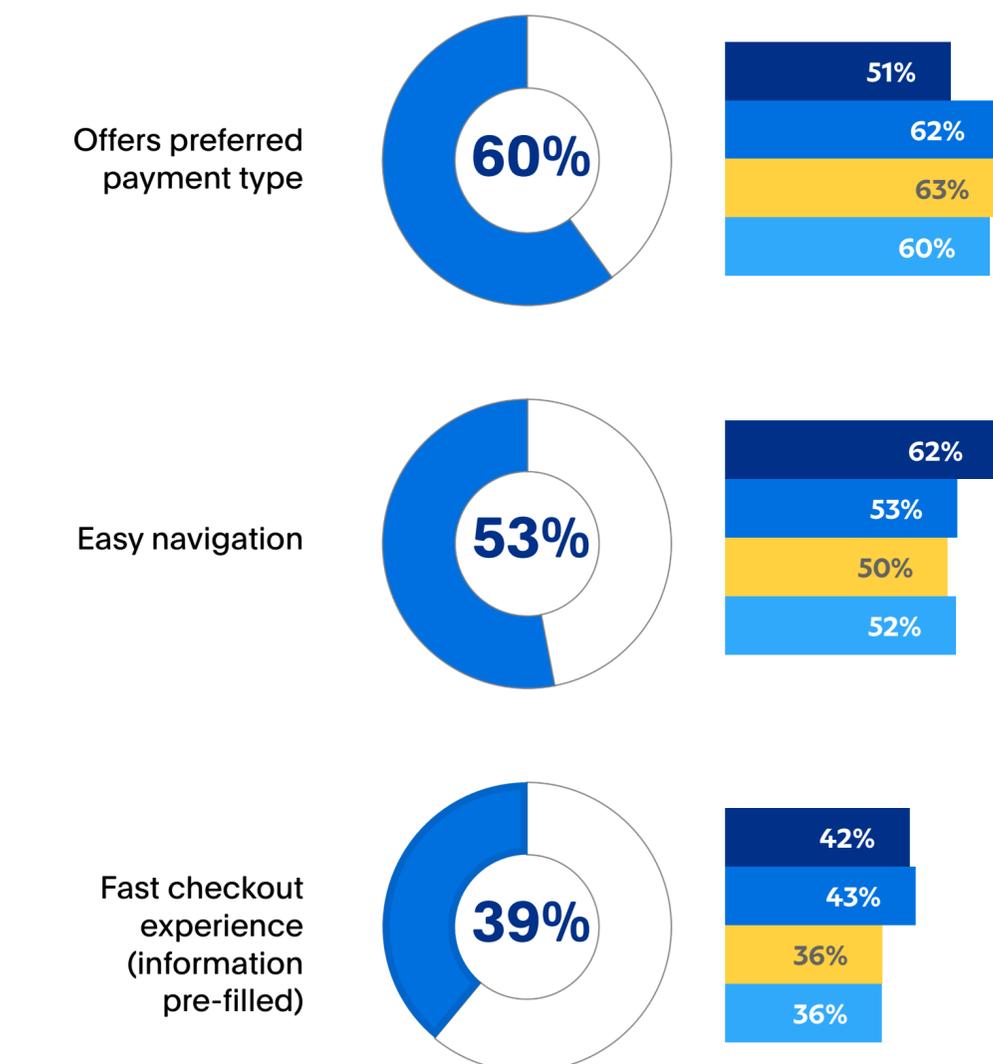
Online Checkout Barriers

(All Australians 18-75 years)



Online Checkout Drivers

(All Australians 18-75 years)



GEN Z GEN Y GEN X BOOMER

When it comes to making an online purchase of payment, concerns around security at checkout are the most significant barrier to conversion, cited by more than two-in-three (67%) consumers. While Gen X (71%) are slightly more likely to call out this concern, it holds true across all age groups, including Gen Z (61%).

Consumers are also less likely to complete an online transaction if the checkout experience is complex, with long and confusing checkout processes (51%), or if they need to create an account to purchase (39%).

From a business perspective, strategies that can be used to avoid some of these challenges include offering the payment types offered with consumer preferences (60%), focusing on easy navigation through the checkout process (53%), and delivering a fast checkout experience that includes securely pre-filling information where possible (39%).

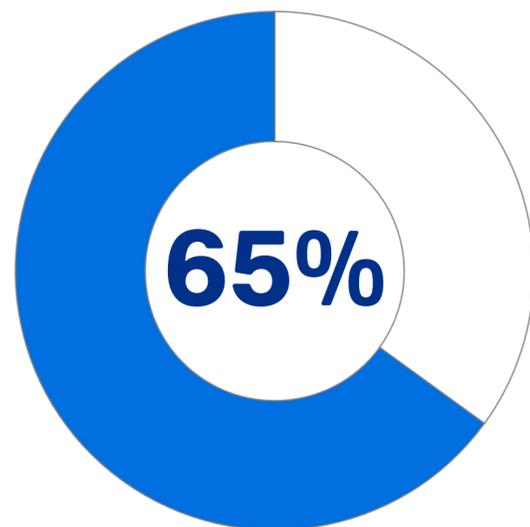


CQ10. Which, if any, of the following would lead to you being less likely to make an online purchase or payment?  
 CQ11. And, which of the following would lead to you being more likely to make an online purchase?  
 BASE: All Australians 18-75 n=1012

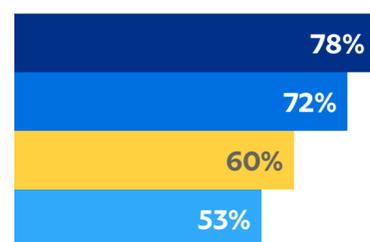
Almost two-in-three Australians have abandoned online purchases, with security concerns and lack of their preferred payment option the leading reasons

Abandonment

(All Australians 18-75 years)

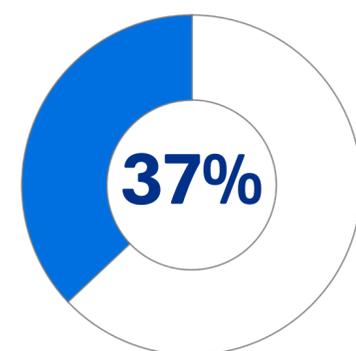


Almost 2-in-3 Australians have abandoned a purchase or payment online

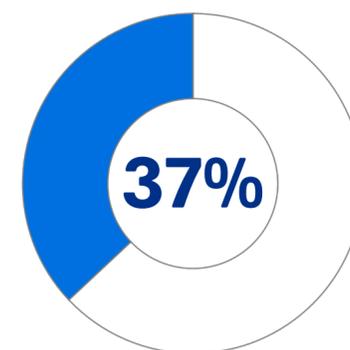
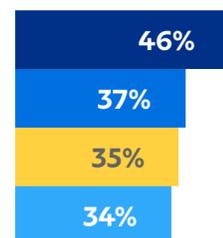


Reasons for Abandonment

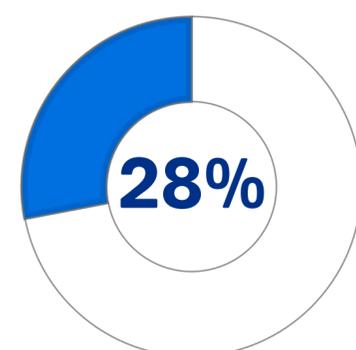
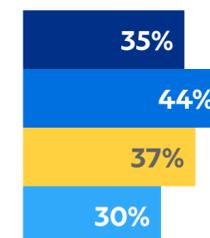
(All Australians 18-75 years)



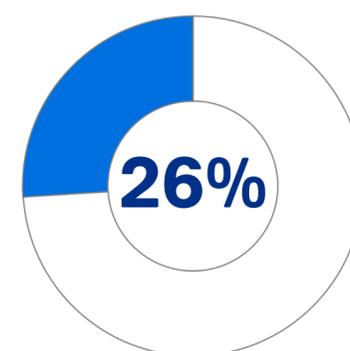
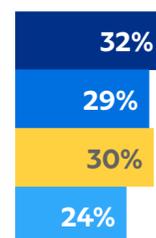
Security concerns



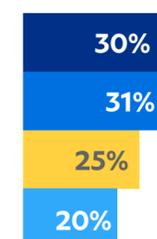
Preferred payment method wasn't available



Too difficult



Took too long



GEN Z GEN Y GEN X BOOMER

Reflecting the drivers and barriers, almost two in three Australians (65%) have abandoned a purchase or payment online. This is most common among younger consumers, with Gen Z (78%) and Gen Y (72%) the most likely to report this behaviour.

A number of factors sit behind this, with security concerns and businesses not offering a preferred payment method (both 37%) the most commonly mentioned. We see a bit of a generational split here, with almost half of Gen Z (46%) mentioning security concerns, against around a third (35%) abandoning due to lack of their preferred payment method. Gen Y look at it the other way though, with more than two-in-five (44%) having abandoned because their preferred payment method wasn't available, against just a third (37%) in relation to security concerns.

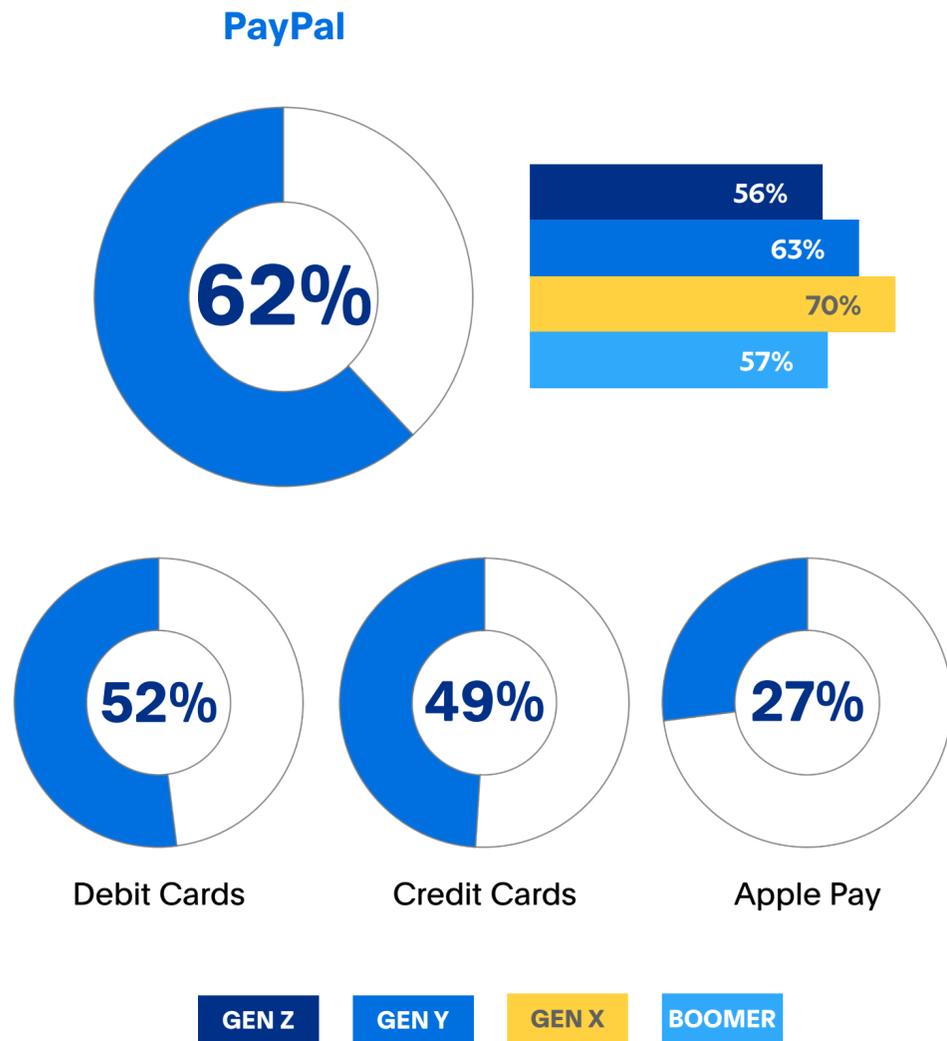
Beyond this, customer experience factors are also prominent, with more than a quarter of consumers abandoning a cart because the purchase process was too difficult (28%) or took too long (26%).



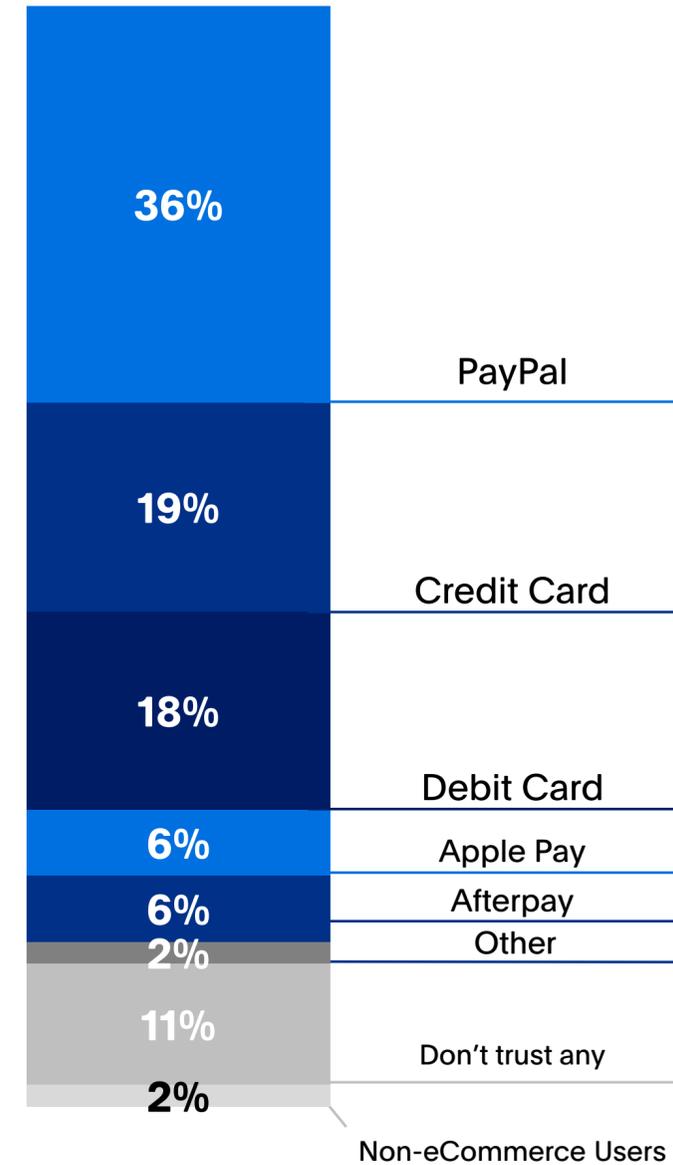
PayPal is the most trusted online payment method in Australia as shown by the research

Consumer Trust

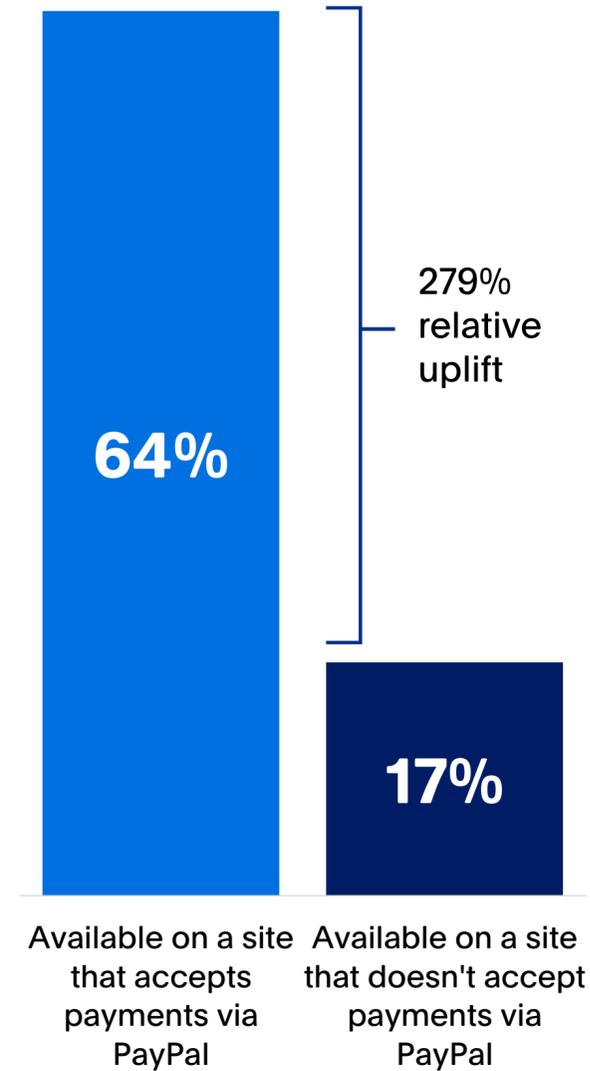
% of Australians that trust each payment type to keep their payment secure and protect them



Most Trusted Payment Options



PayPal Increases Purchase Likelihood



The research identifies PayPal as the top payment method that Australian consumers trust to both keep their payments secure and to protect them should something go wrong with their purchase. Almost two thirds (62%) of consumers mentioned PayPal here, ahead of other forms of payment such as credit cards (49%), debit cards (52%), and Apple Pay (27%).

This carries through to the ranking of Australia's most trusted payment options. More than one-in-three consumers in this study (36%) when asked to choose only one payment method that they trusted most, selected PayPal as their most trusted option for online payments.

The research also shows that offering PayPal on a site may significantly increase the likelihood of purchase. If given a situation where all product and price elements are the same, consumers are almost four times as likely to purchase from a site that offers PayPal when compared to a site that does not (64% vs. 17%), indicating a 279% relative uplift in purchase likelihood.



CQ24. Which of the following online payment options would you trust to keep your payment secure and protect you should something go wrong with the purchase?

CQ25 - Which payment option do you trust the most when purchasing or transacting online? [Select one only]

CQ26. If you find a product that you want on two separate sites, both of which are offering it for the same price, how likely would you be to buy the product if it...?

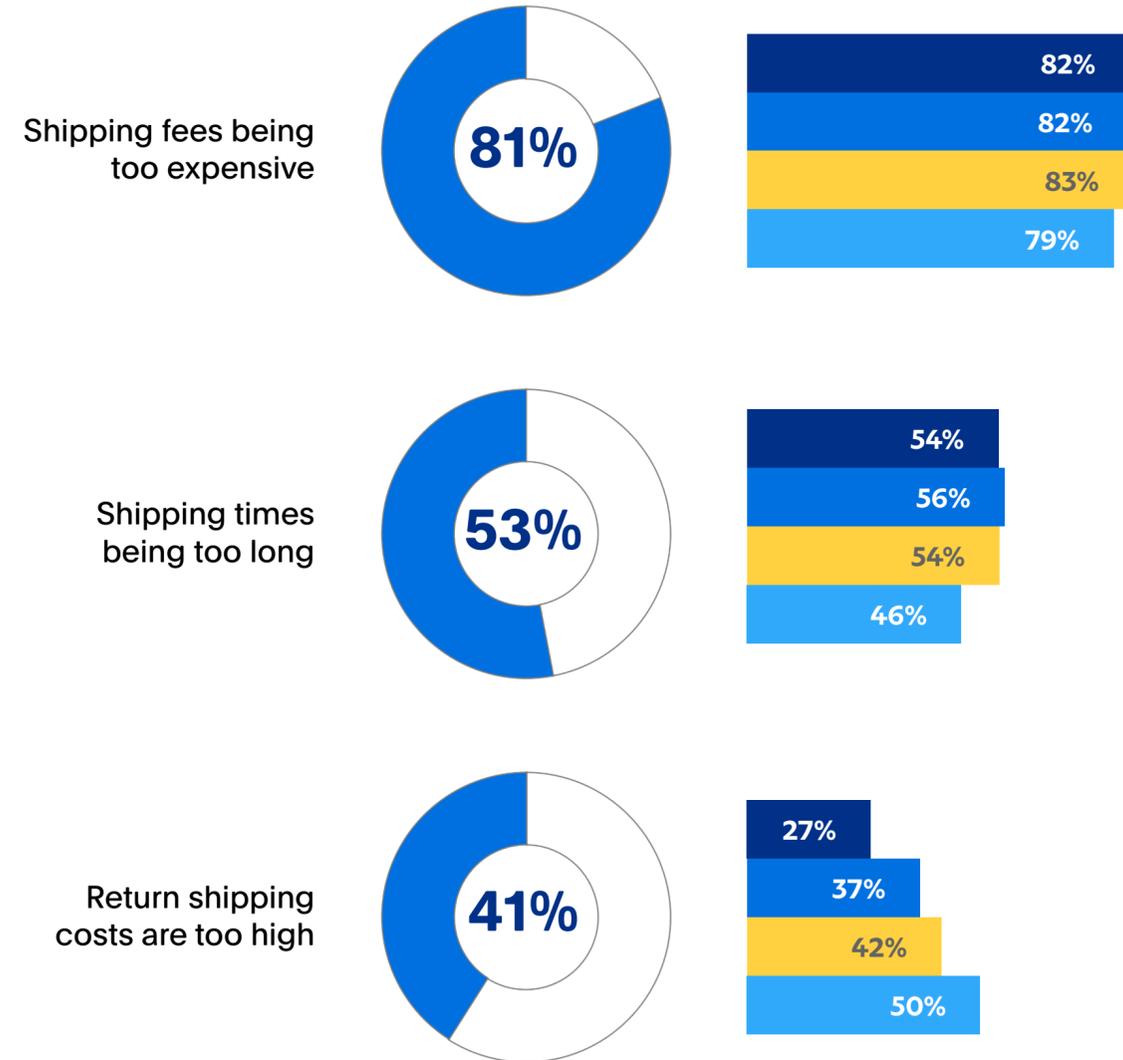
BASE: All Australians 18-75 n=1012

Relative uplift = Positive or negative percentage of likelihood to purchase if the service is available on that site when compared to that site without the service

Shipping cost and speed can be a significant deterrent or driver of purchase, with 'free shipping' a particularly attractive offering

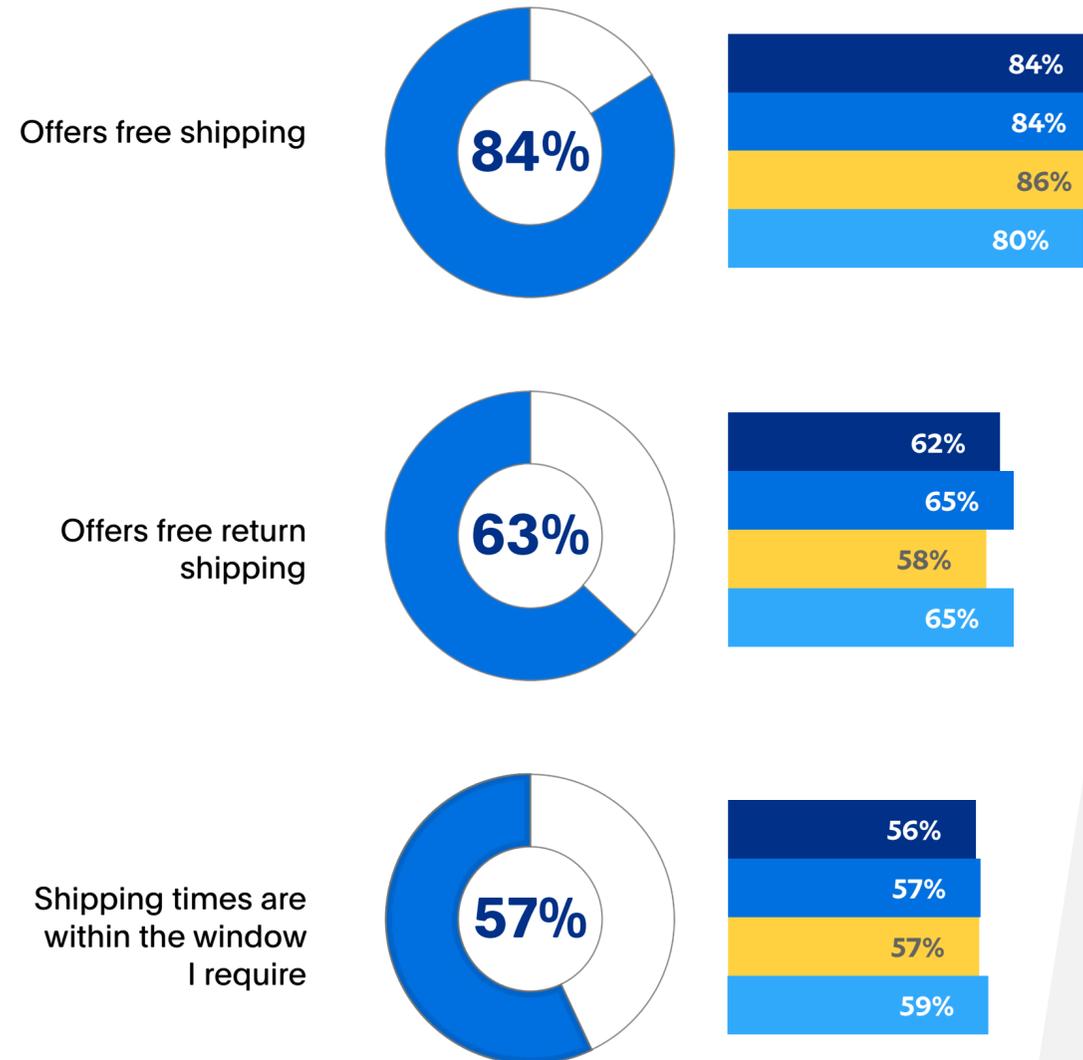
Shipping and Returns Barriers

(All Australians 18-75 years)



Shipping and Returns Drivers

(All Australians 18-75 years)



GEN Z GEN Y GEN X BOOMER

Looking beyond the checkout experience, shipping and returns fees, processes and timings can also have a significant impact on consumers' likelihood to purchase.

Cost is the most significant factor at play here, with more than four-in-five consumers (81%) citing shipping fees being too expensive as a deterrent, along with 41% calling out high return shipping costs. Delivery times can also deter shoppers, with more than half of consumers (51%) less likely to make an online purchase if shipping time is too long.

On the flip side, free shipping (84%), free return shipping (63%), and fast shipping times (57%) also strong positive influences when considering a purchase. While these come with a cost, the results suggest businesses able to develop a strategic price structure that cover these costs while remaining competitive, could gain benefits.

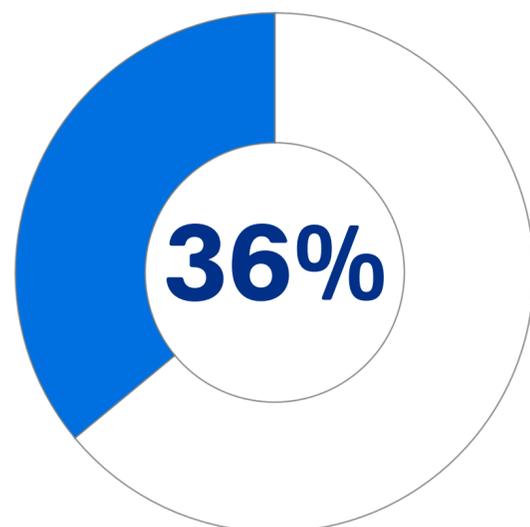


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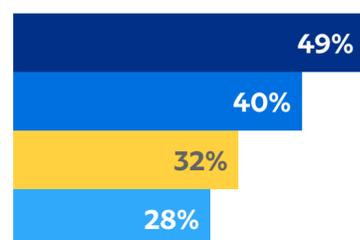
Australians (particularly Gen Z) conscious of making ethical purchase decisions, using their spending power to support social change within Australia and overseas

Ethical Motivation

(All Australians 18-75 years)

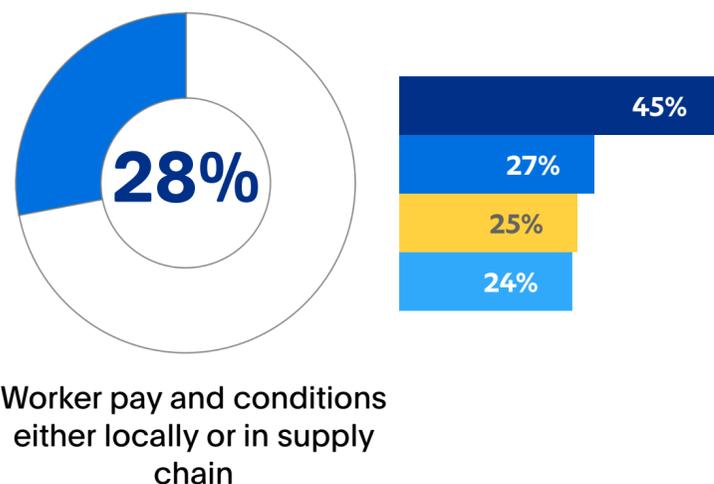


of Australians make online purchasing decisions based on ethical considerations

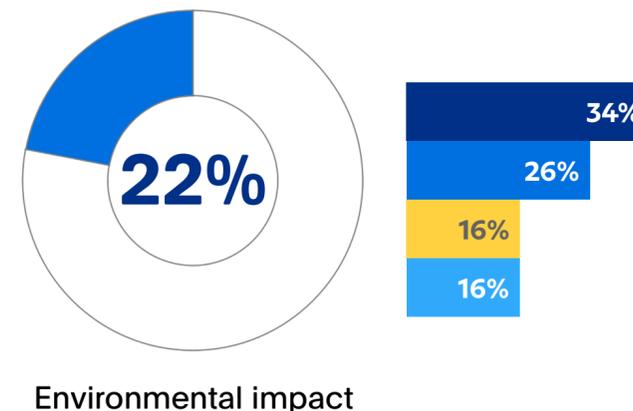


Ethical Considerations that Motivate Online Purchases

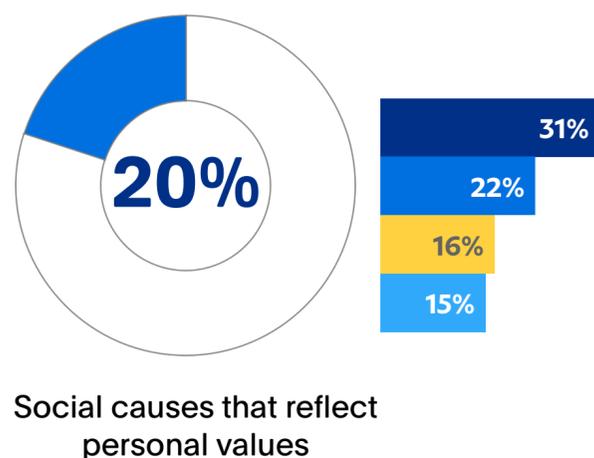
(All Australians 18-75 years)



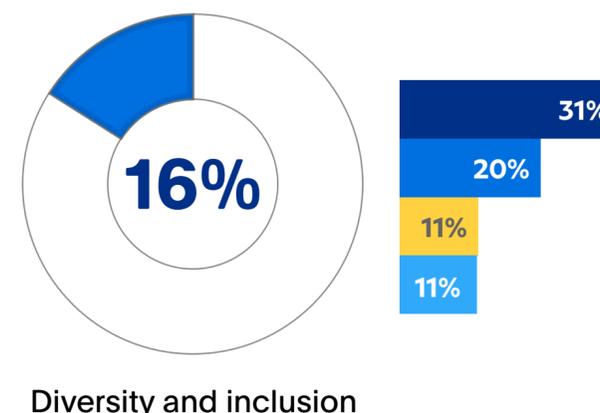
Worker pay and conditions either locally or in supply chain



Environmental impact



Social causes that reflect personal values



Diversity and inclusion



Australians are also conscious of ethical concerns, with more than one-in-three (36%) saying they have made online purchasing decisions based on ethical factors.

A number of different aspects feed into these, including fair pay for workers both locally and abroad (28%), environmental impact (22%), support for social causes that resonate with the individual (20%), and support for diversity and inclusion (16%).

These considerations are most impactful for younger consumers, with almost 1-in-2 Gen Z (49%) citing them as elements they consider when shopping online. Gen Z are particularly focused on worker pay and conditions, with almost a half of Gen Z (45%) mentioning this specific element. While the other factors are not as prominent, Gen Z remain the most likely to consider each area of ethics within their decisions:

- Environmental impact (34%)
- Support for diversity and inclusion (31%)
- Support for social causes that reflect personal values (31%)



CQ10. Which, if any, of the following would lead to you being less likely to make an online purchase or payment?  
 CQ11. And, which of the following would lead to you being more likely to make an online purchase?  
 BASE: All Australians 18-75 n=1012

# PayPal eCommerce Index 2023

**1** eCommerce in Australia

**2** eCommerce Drivers & Barriers

**3** Security

**4** Social Commerce

**5** Buy Now Pay Later

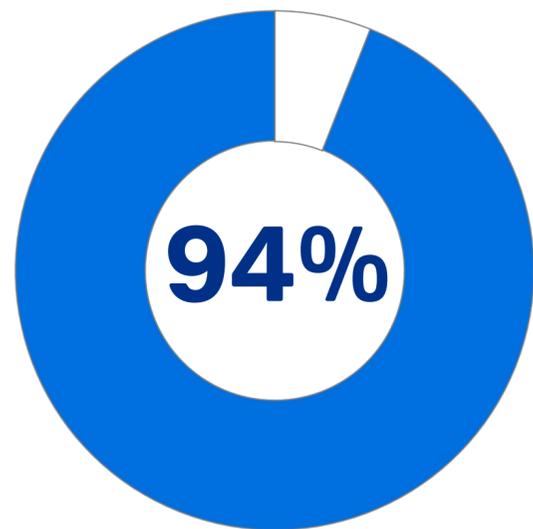
**6** Artificial Intelligence



94% of Australians express concern about the safety and security of their information when transacting online

Total Security Concern

(All Australians 18-75 years)

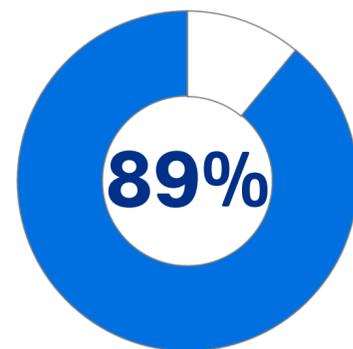


of Australians are concerned about the security of their data and financial details

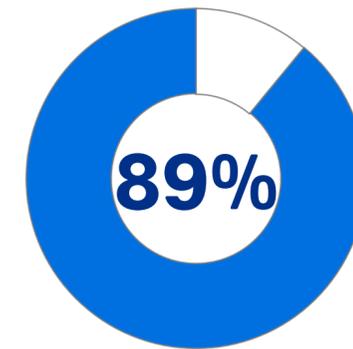
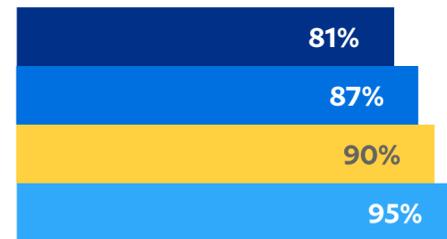


% of Australians are concerned about...

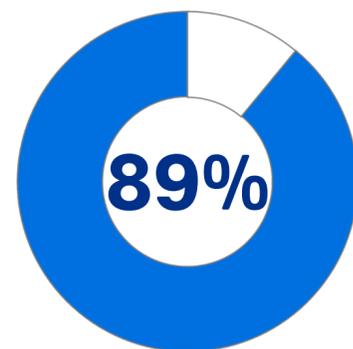
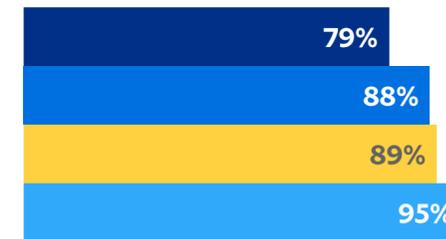
(All Australians 18-75 years)



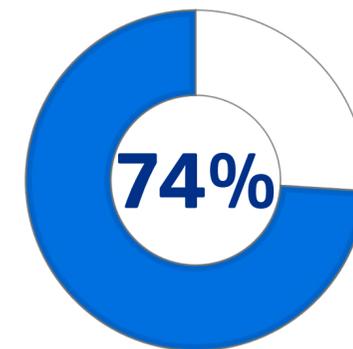
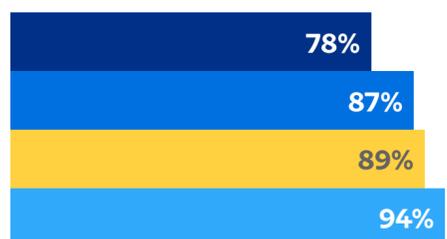
The safety and security of personal data they've shared with businesses



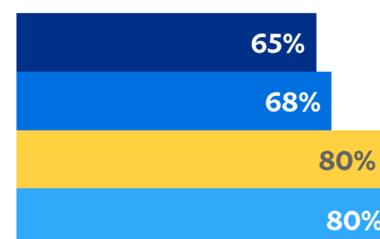
The safety of basic online shopping and sharing my financial details with online sellers



How much Australian businesses are doing to address this issue



Making a purchase where PayPal is not available



Online security is top of mind for Australians, with 94% reporting that they are concerned about the security of their data and financial details.

Two key concerns sit behind this, with almost nine in ten consumers (89% for each) agreeing that they are concerned about:

- The safety and security of personal data they've shared with businesses
- The safety of basic online shopping and sharing financial details with online sellers

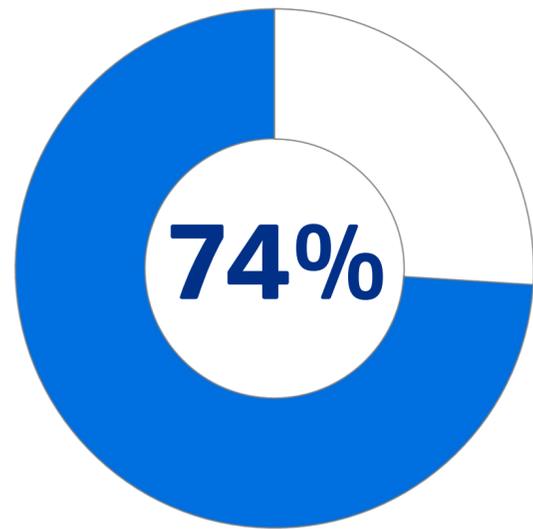
From a business perspective, this suggests a need to be talking more explicitly about the security measures that have been put in place to protect customers, with 89% of consumers concerned about how much Australian businesses are doing to address this issue.

One option here is to focus on trust signals that can be used to address concerns, with the research identifying PayPal as a key trust factor – almost three in four Australians are concerned about making a purchase where PayPal is not available as a payment option, rising to four-in-five (80%) for Gen X and Boomers.

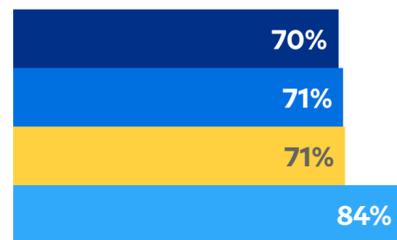


Three quarters of Australians (74%) are more concerned about online security than they were a year ago

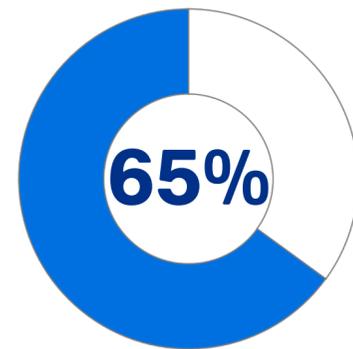
**Increased Security Concerns**  
(All Australians 18-75 years)



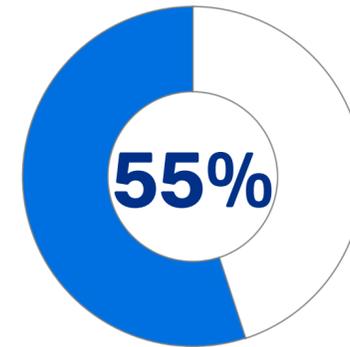
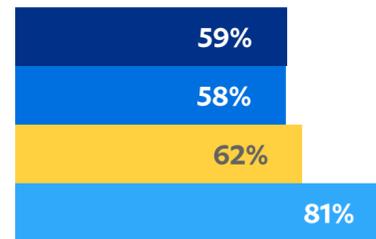
of Australians are more concerned about the security of their data and financial details than they were 12 months ago



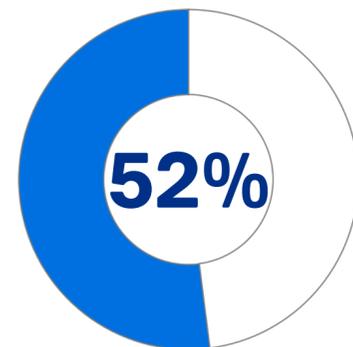
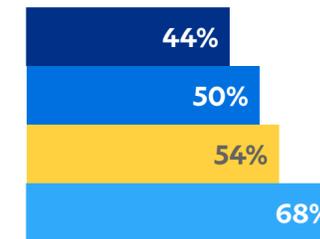
**Security Areas of More Concern (% More Concerned than 12 mths ago)**  
(All Australians 18-75 years)



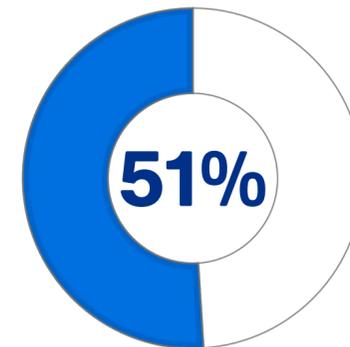
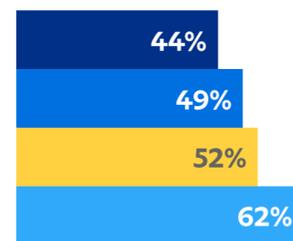
Scams becoming more sophisticated



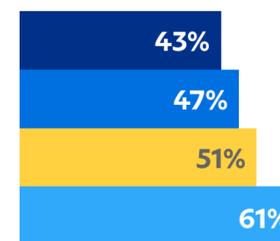
My personal details being available to criminals on the dark web



Safety and security of personal data I've shared with businesses I deal with



Having control over my personal data and how it is used



GEN Z GEN Y GEN X BOOMER

One year after Australia's largest data breaches, Australians also expressed heightened concerns about online security more broadly, with almost three quarters (74%) saying they are more concerned about the security of their data and financial details than they were 12 months ago.

While this increased concern is across all age groups, we do see Boomers recording the greatest increase over the past 12 months, with 84% of this cohort reporting their level of concern has increased.

This sentiment is driven by a number of factors, with almost two thirds (65%) of Australians more concerned about the growing sophistication of scams, and more than half more concerned about their personal details being available on the dark web (55%). Other factors where there is increased concern for more than half the population include, the safety and security of personal data they share with businesses (52%) and being able to control their personal data and how it's used (51%).



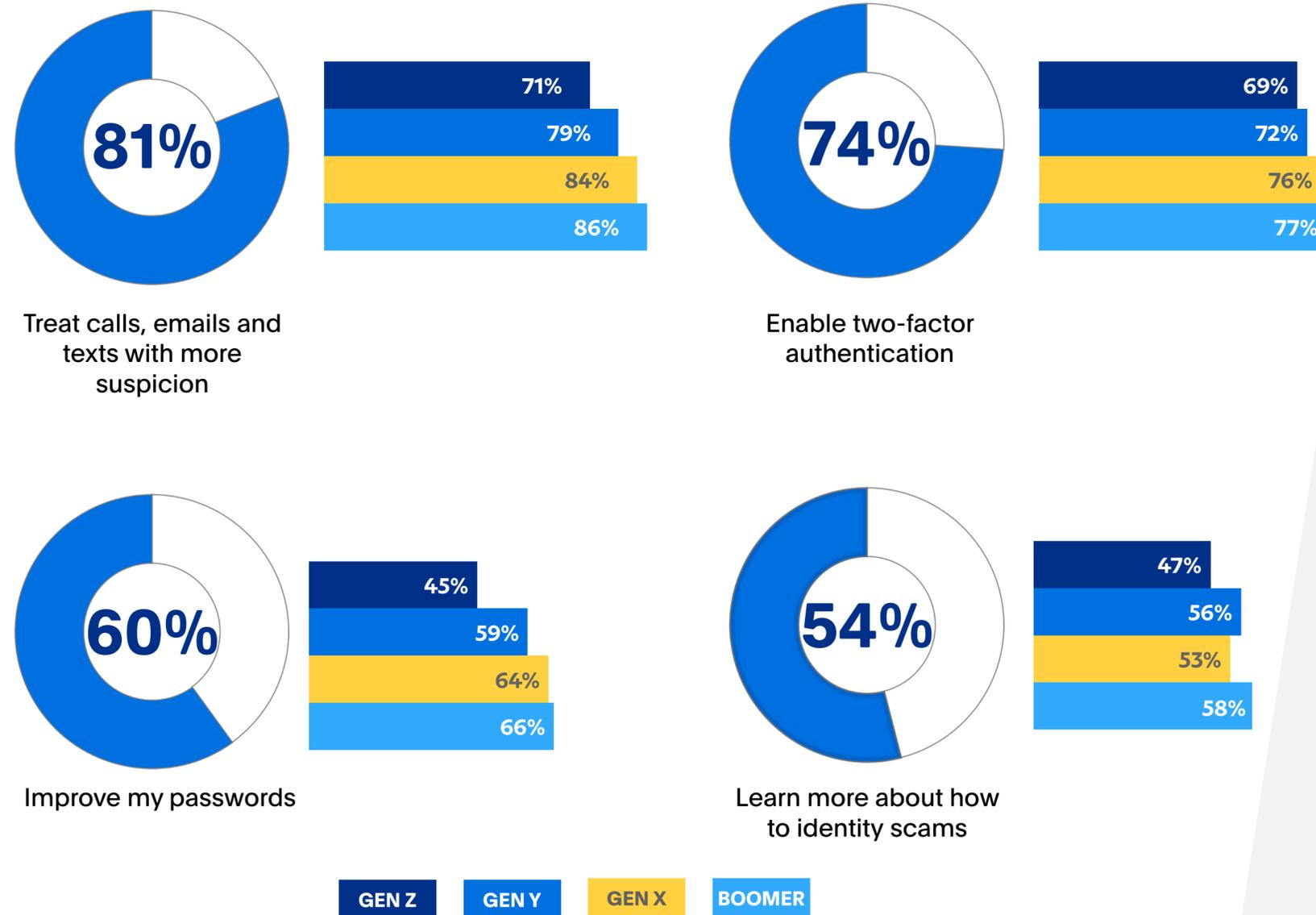
CQ34 - Which of the following were you concerned about 12 months ago and which are you concerned about now?  
CQ35 - Which of the following have you done, or do you plan to do to strengthen your online security?  
BASE: All Australians 18-75 n=1012

Australians taking steps to increase their online security including using PayPal for secure online purchases

**PayPal Effect**  
(All Australians 18-75 years)



**Actions Taken to Strengthen Security**  
(All Australians 18-75 years)



The vast majority of Australians (93%) have taken at least one step to strengthen their online security in the face of high-profile data breaches and increased concerns.

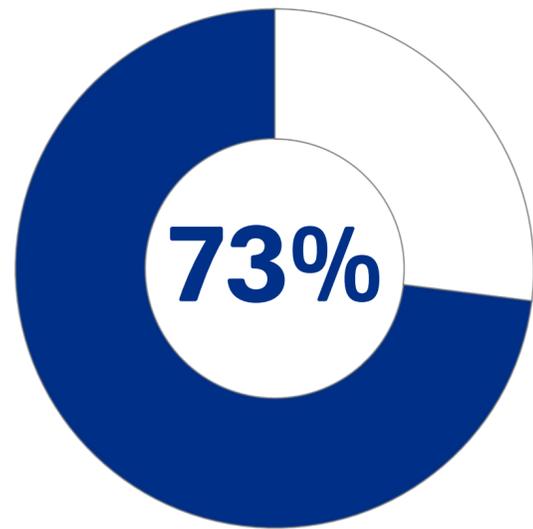
This growing level of awareness is evident in their behaviours, with 81% reporting that they now treat calls, emails and texts with more suspicion, and more than half (51%) having made the effort to learn more about identity scams.

A significant majority also report putting specific preventative measures in place. Almost three-in-four Australians (74%) have enabled two-factor authentication, while close to two-thirds (60%) have improved the strength of the passwords they use.

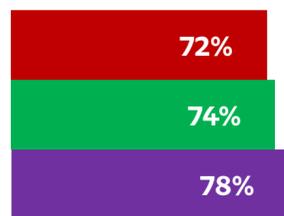
Almost two-thirds of Australians (63%) also report they use PayPal specifically to increase the security of their online purchases.

Australian businesses' security concerns have also increased over the last 12 months

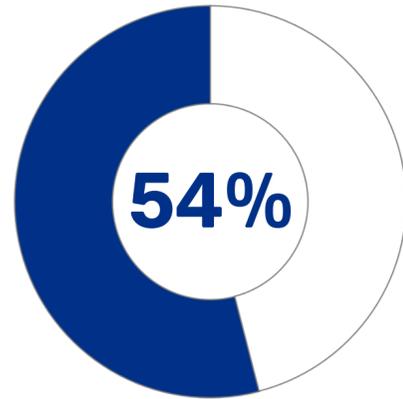
Security Concerns  
(All Businesses)



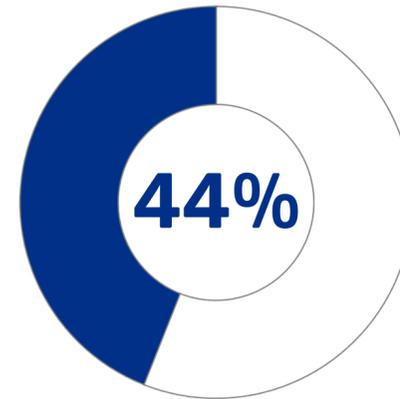
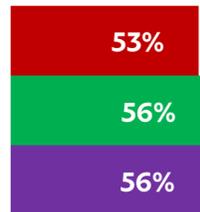
of Australian businesses are more concerned about security of their data and financial details than they were 12 months ago



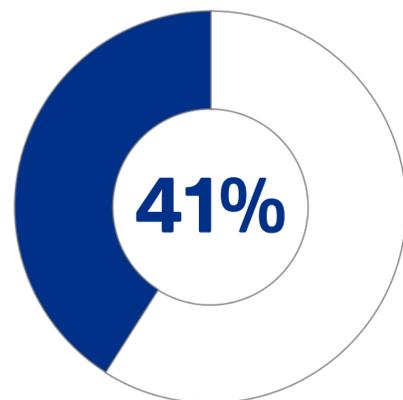
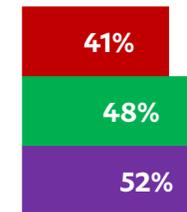
Top Security Concerns  
(All Businesses)



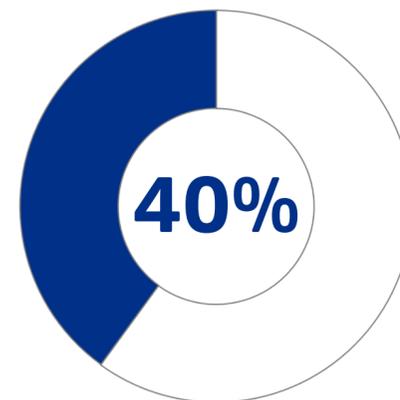
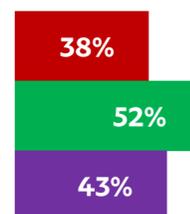
Scams becoming more sophisticated



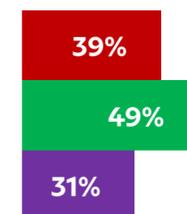
Safety and security of your business data held by other organisation



Cyber criminals impersonating suppliers, vendors, service providers



Their business bank account(s) being compromised



Online security concerns are not unique to consumers, with almost three-in-four businesses (73%) more concerned about the security of their data and financial information than they were 12 months ago.

This is largely being driven by external risk factors, with more than half of the merchants in this research (54%) more concerned over the past 12 months about the increasing sophistication of the scams they're facing. More than two-in-five (41%) are now more worried about the risk of cyber criminals impersonating trusted contacts such as suppliers, vendors or service providers.

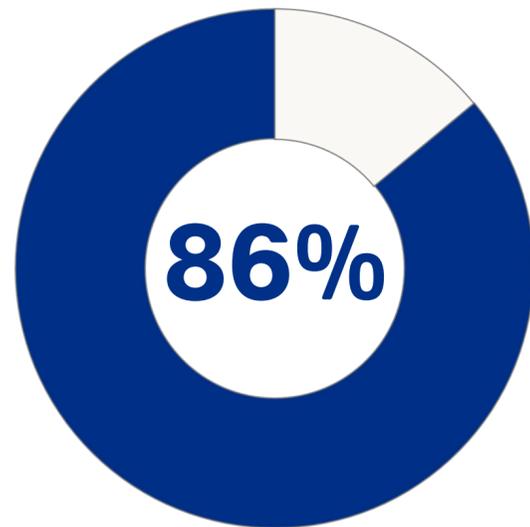
In addition to the risks posed by scams and fraudsters, businesses are also more concerned about the risk that their business data being held by a third-party organisation could be compromised (44%) or that their business bank account could be impacted (40%) by cyber crime.



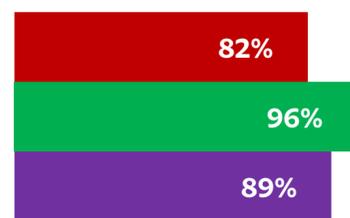
MQ22. Which of the following are you concerned about compared to 12 months ago?  
BASE: Businesses that sell partially or wholly online n=408

Businesses taking action in response to increasing risk of fraud, implementing more secure internal systems and processes to protect information

Taking Action  
(All Businesses)

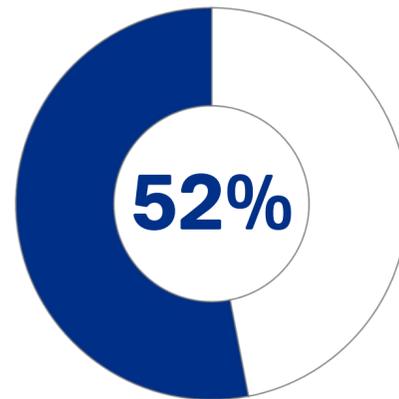


of Australian businesses have done something to strengthen their businesses cyber security

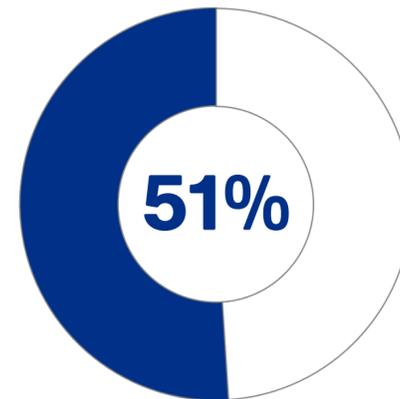
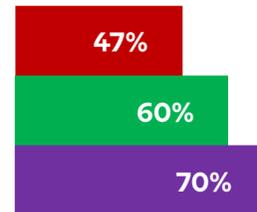


<\$2m    \$2m - <\$10m    \$10m+

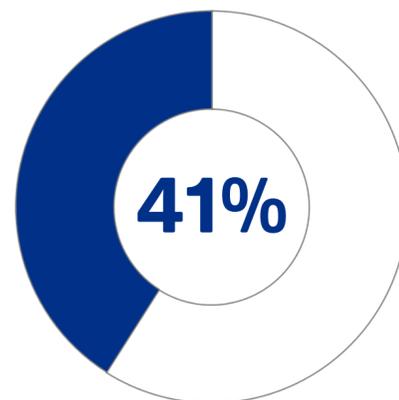
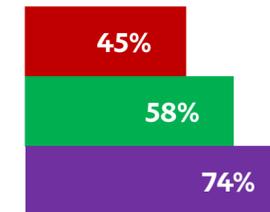
Actions Taken to Strengthen Security  
(All Businesses)



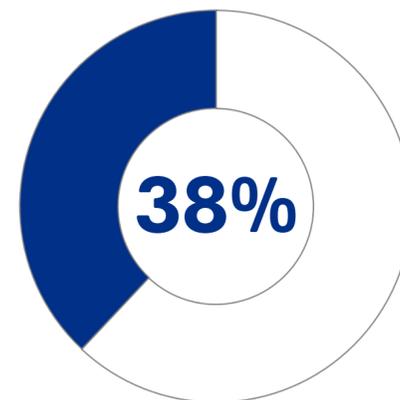
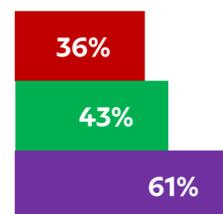
Back-up our data and implement a recovery process



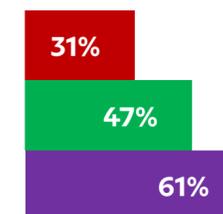
Encourage employees to treat calls, emails and texts with more suspicion



Enable two-factor authentication or other controls for employees accessing your systems



Enable fraud protection and other risk management tools for your ecommerce site



The large majority of Australian businesses (86%) report they have taken at least one step to strengthen their cyber security in the face of increasing risks.

In many cases, this involves extra layers of security for online systems, with around two-in-five businesses enabling two-factor authentication for employees (41%) or enabling fraud protection and risk management tools on their eCommerce sites (38%).

About half (51%) have encouraged employees to be more suspicious of external contacts due to the increasing risk of fraud. Similarly, about half (52%) have implemented a data back-up and recover processes in response. Conversely, this means that half of the businesses surveyed have not implemented these precautions.

The research indicates that larger businesses are more likely to have multiple security strategies, including base level security practices, in place when compared to their small business counterparts who appear more selective about where they invest their time and efforts.



# PayPal eCommerce Index 2023

**1 eCommerce in Australia**

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**5 Buy Now Pay Later**

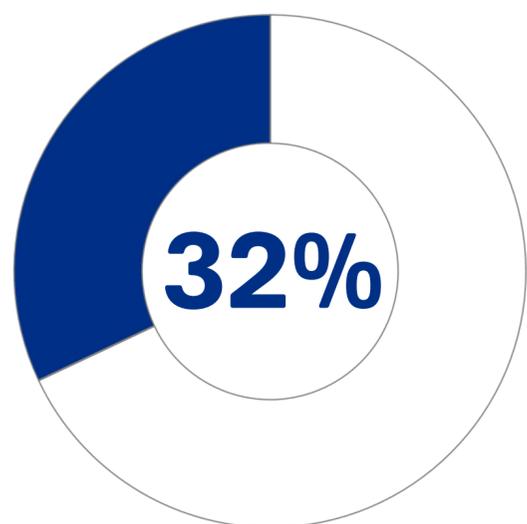
**6 Artificial Intelligence**



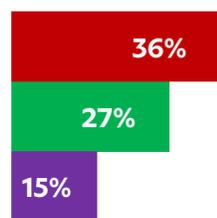
Social is a significant channel to market, with more than a quarter of younger Australians purchasing via social platforms

Social Sellers

(All Businesses)

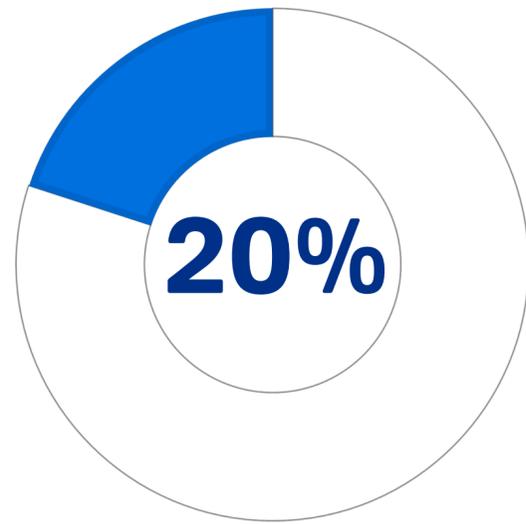


Online businesses that currently sell through social media

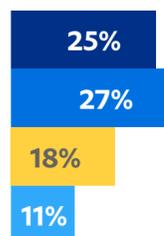


Social Shoppers

(All Australians 18-75 years)

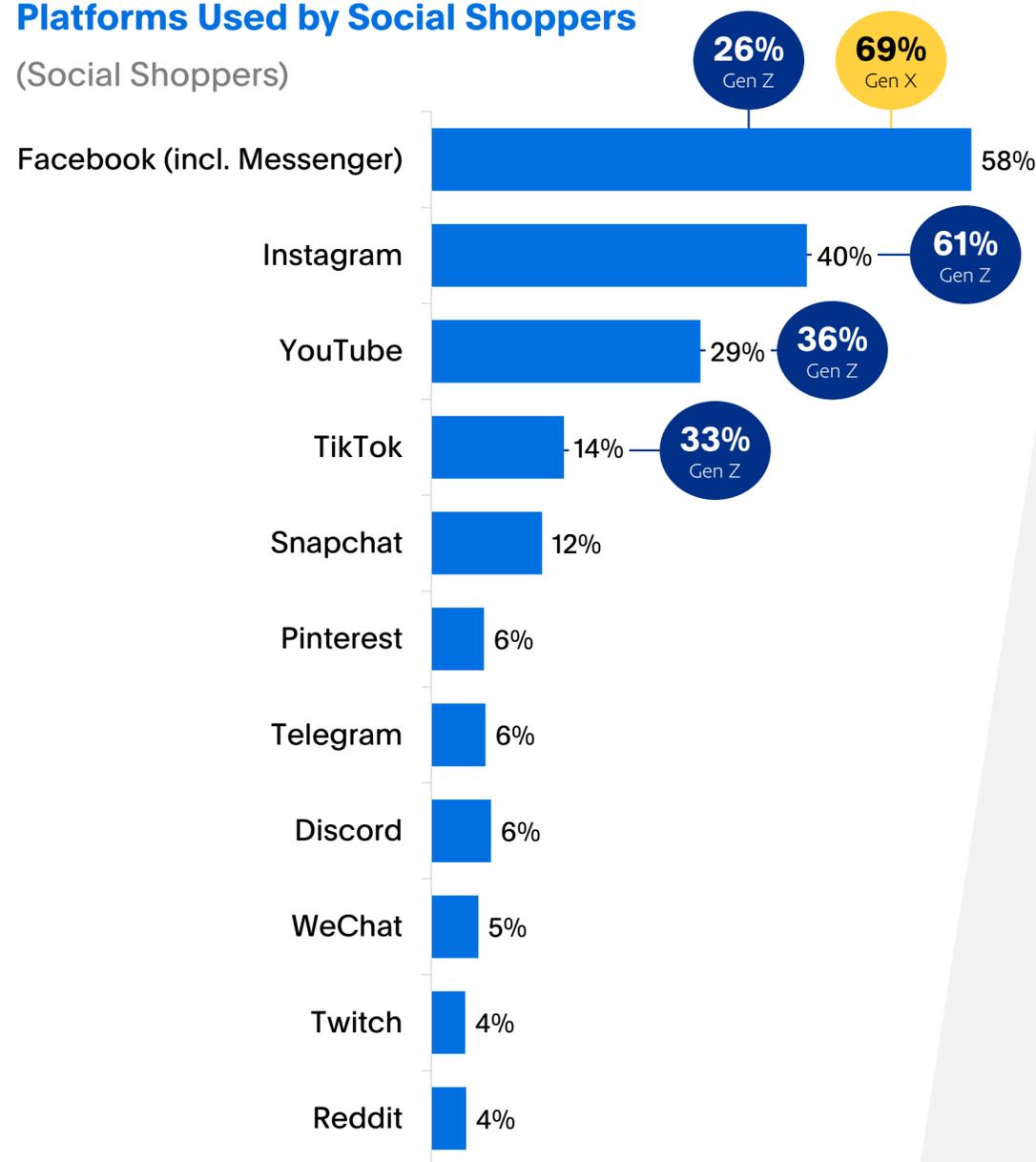


Consumers who have made a purchase through social media in the past 6 months



Platforms Used by Social Shoppers

(Social Shoppers)



One-in-five Australians (20%) have made a purchase through social media in the past six months, which is relatively steady year-on-year.

Social shopping is largely driven by Gen Y (27%) and Gen Z (25%). However, despite a lower result, Gen X are also purchasing through social, with almost one-in-five (18%) having done so in the past six months.

Given this level of activity, almost one-in-three businesses (32%) are currently selling through social media channels, led by smaller businesses taking advantage of these low cost, agile channels.

Facebook is the most popular platform for shopping, being used by more than half (58%) of Australian social shoppers. This puts it ahead of fellow Meta platform Instagram (40%) and YouTube (29%), with TikTok (14%) and Snapchat (12%) sitting in a more niche space.

Only the cohort of youngest social shoppers, Gen Z are more likely to look for their next purchase on Instagram (61%), YouTube (36%) or TikTok (33%) than they are to purchase via Facebook.



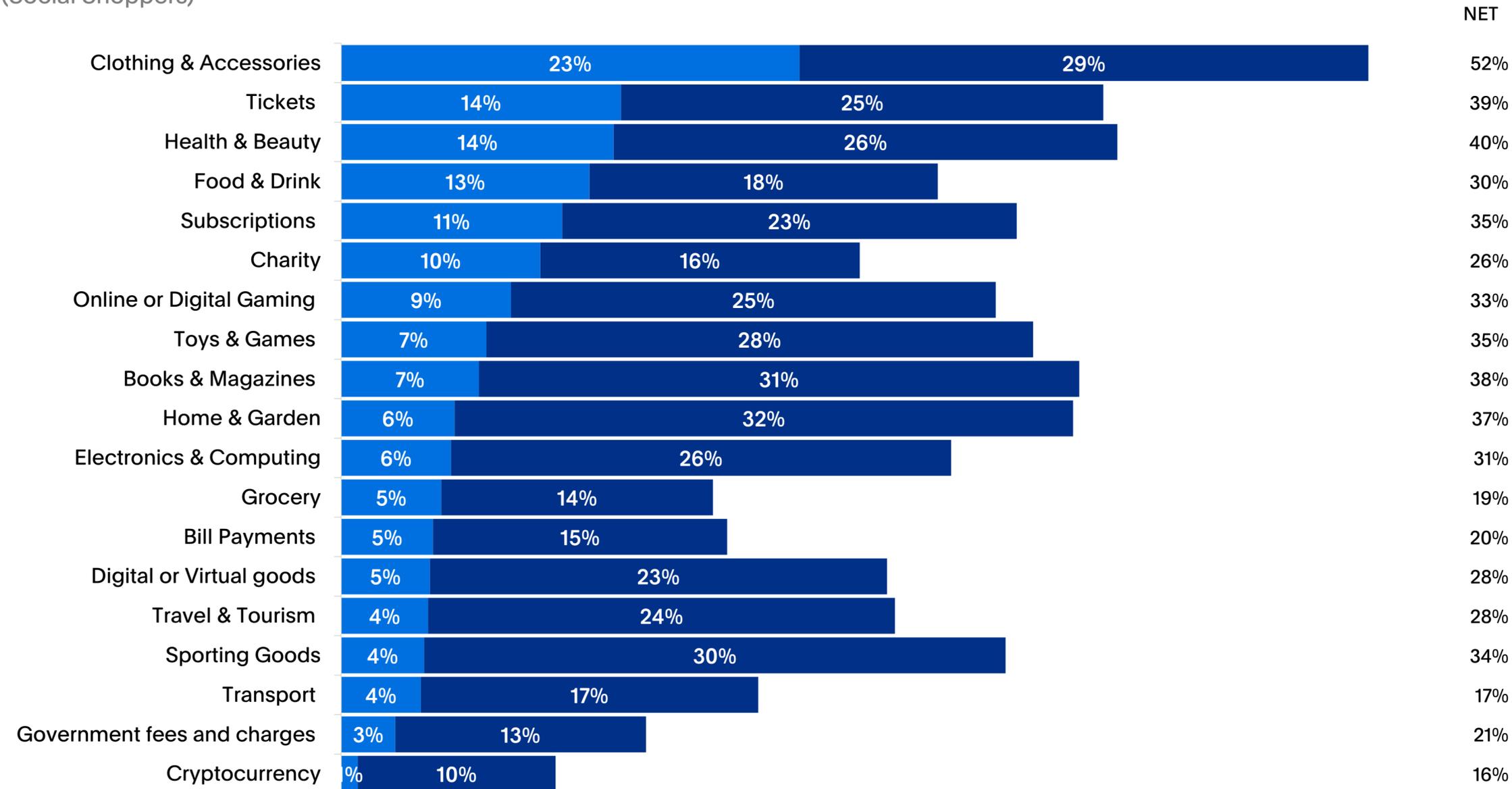
MQ8 - Do you currently, or will you in the next 6 months sell through via social media platforms (e.g. Facebook, Instagram, Pinterest, Twitch, TikTok)?  
 CQ12. Which of the following social media or streaming platforms, if any, have you made a purchase or payment through in the last 6 months?  
 BASE: C: All Australians 18-75 n=1012, M: Businesses that sell partially or wholly online n=408

Fashion is the strongest social shopping category, but there is significant interest from consumers across a range of household and leisure categories

Social Shopping Product Categories

(Social Shoppers)

CURRENTLY PURCHASE WOULD CONSIDER PURCHASING



Currently social shopping is driven by fashion, with Clothing and Accessories (23%) well out in front as the most commonly purchased category. This is followed by Tickets and Health & Beauty (both 14%), Food & Drink (13%), Subscriptions (11%) and Charity (10%).

Importantly though, each of these categories could grow significantly based on the proportion of social shoppers who are open to purchasing these category through social channels.

When consideration is taken into account, this could lead to more than half of social shoppers (52%) buying Clothes and Accessories through social, ahead of Health & Beauty (40%), Tickets (39%), Books & Magazines (38%), and Home & Garden products (37%).

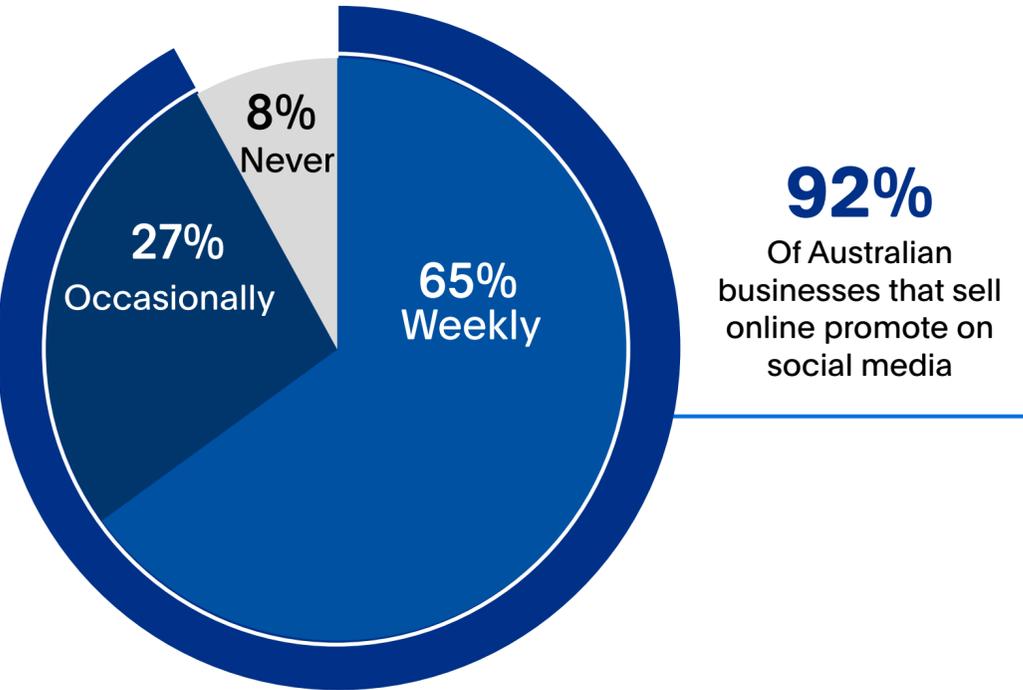
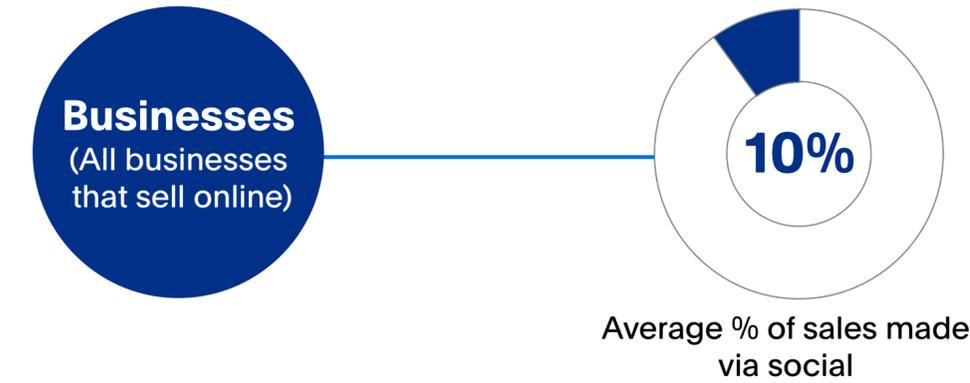


CQ14. Which of the following categories, if any, have you, or would you buy through social media or streaming platforms?  
BASE: Social Shoppers n=201

Social shopping spend at \$72 per month, delivering 10% of business revenue through social channels

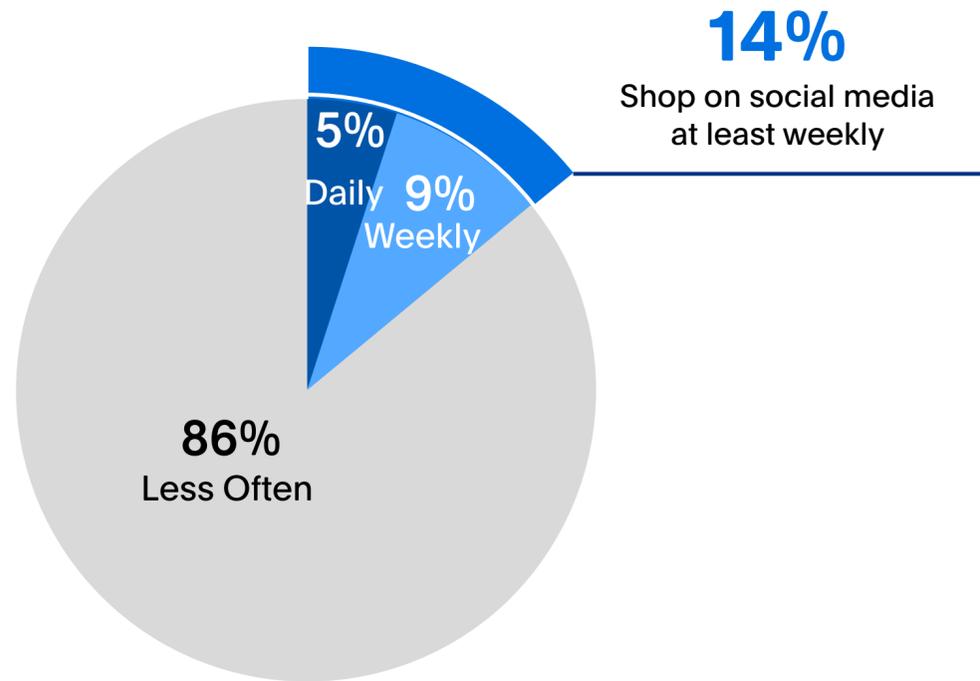
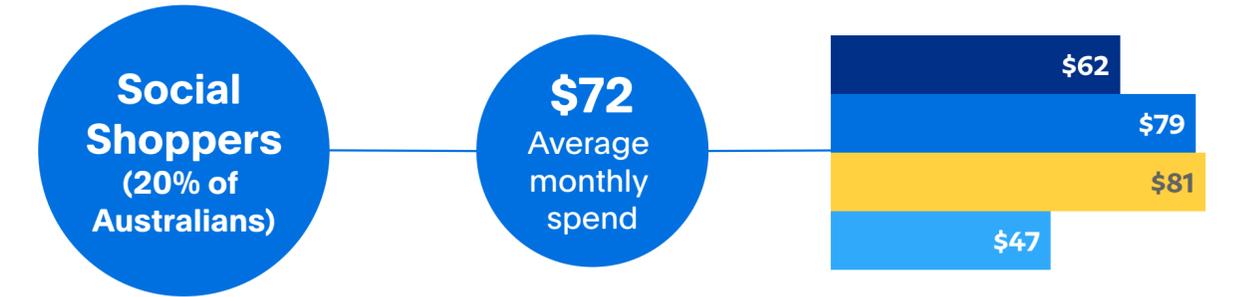
Social Sellers

(All Businesses)



Social Usage & Spend

(Social Shoppers)



Almost all Australian businesses that sell online (92%) now use social channels for marketing and promotion, with almost two-thirds (65%) doing this at least weekly regardless of business size. They report that sales via social channels deliver 10% of their total sales revenues, a figure that's relatively stable year-on-year.

From a consumer perspective, one-in-seven social shoppers (14%) purchase weekly or more often through these platforms, with 5% making social purchases on a daily basis. This translates to an average monthly spend of \$72 across all social shoppers.

Despite Gen Z being highly engaged with social media, social shopping spend is actually highest among Gen X (\$81 per month) and Gen Y (\$79 per month), with Gen Z relatively lower at \$62 per month, and social shopping Boomers spending just \$47 in a typical month.

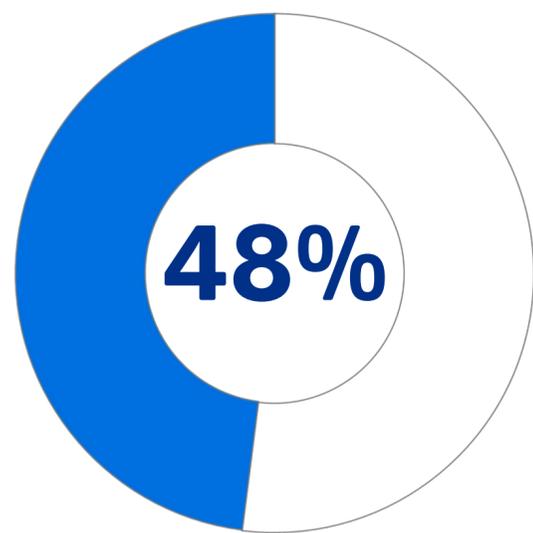


CQ17 - In total, how much money have you spent on all purchases or payments made through a social media or streaming platform in the last month?  
 CQ16 - How often, if at all, do you make purchases or payments through social media or streaming platforms?  
 MQ9 - Approximately what percentage of your sales are made through social media platforms?  
 BASE: C: Social Shoppers n=201, M: Businesses that sell partially or wholly online n=408

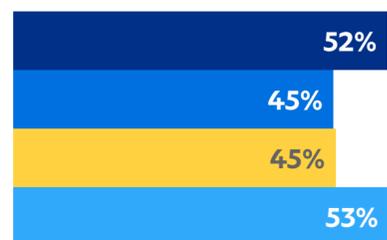
Almost half of Australians (48%) feel social shopping is less secure, with the research showing that offering PayPal as a payment option could help alleviate concerns

Social Shopping Sentiment

(All Australians 18-75 years)

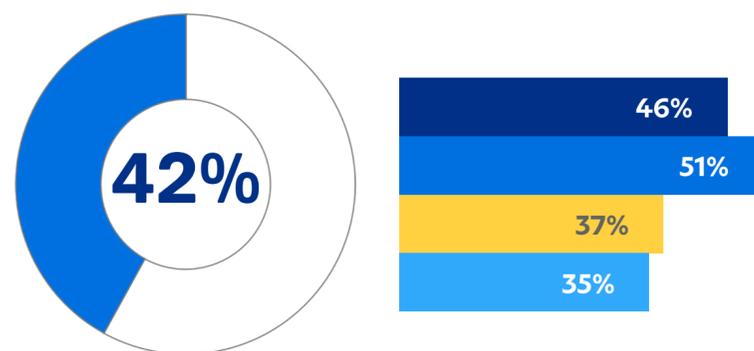


I think social media is less secure for purchasing

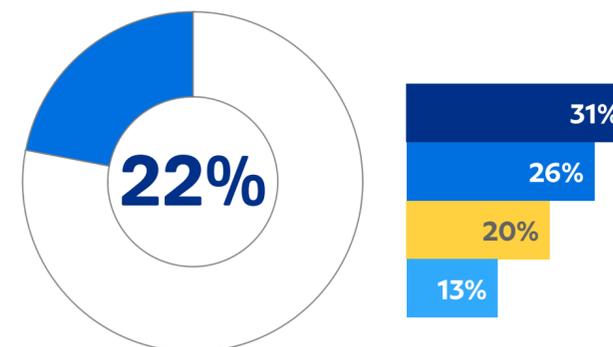


Social Purchasing Motivations

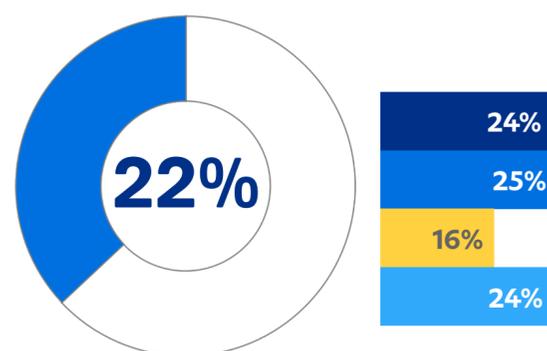
(All Australians 18-75 years)



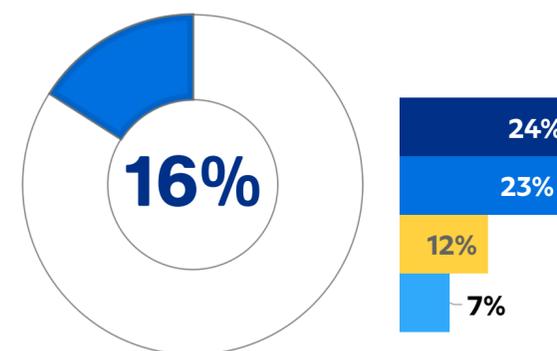
When I see a product on social media, I prefer to go to the website to purchase



I've purchased something after seeing it on social media or a streaming platform



I'd only buy through social media if I could use PayPal for safety



of Australians discover products on social media that they don't find anywhere else



Despite many Australians choosing to purchase through social media, there is also a level of wariness, with almost half of consumers (48%) thinking social media is less secure for purchasing than other platforms. This sentiment is expressed relatively evenly by consumers of all ages, with Boomers (53%) and Gen Z (52%) marginally ahead of Gen X and Gen Y (both 45%).

This doesn't however mean that they are completely rejecting the idea of social media, just that they are concerned about the safety of clicking on a social link to purchase. Reflecting this, more than one-in-five consumers (42%) report using social media for product discovery, but that they will then go to a website to complete the purchase, and around one-in-five (22%) report having made a purchase of something they've seen on social media or a streaming platform.

The research indicates that making it known that PayPal is available as a payment method is one possible means of increasing consumer confidence in social shopping, with around one-in-five Australians (22%) reporting they would only buy through a social platform if they could use their PayPal account for both convenience and safety.

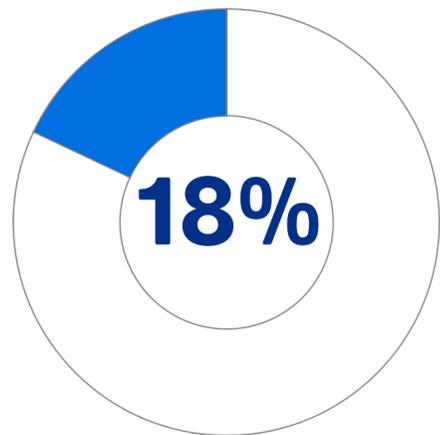


CQ13. And, thinking specifically about the social media or streaming platforms you use personally, which of the following, if any, do you feel apply to you?  
 CQ15. Thinking about purchasing through social media or streaming platforms, which of the following statements, if any, do you feel apply to you personally?  
 BASE: All Australians 18-75 n=1012

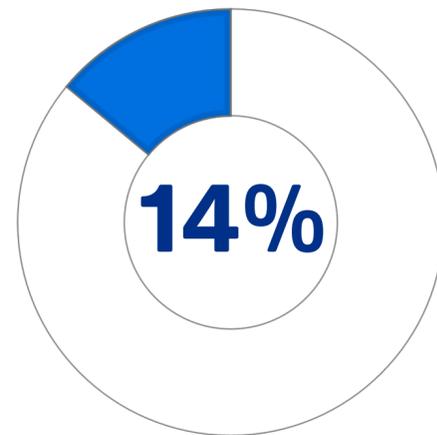
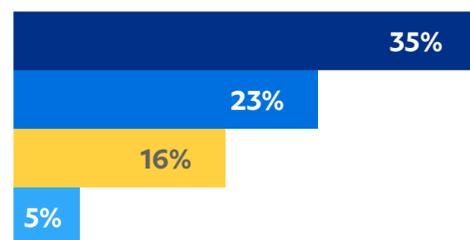
Australians using social media for brand engagement and discovery

Social Purchasing Motivations

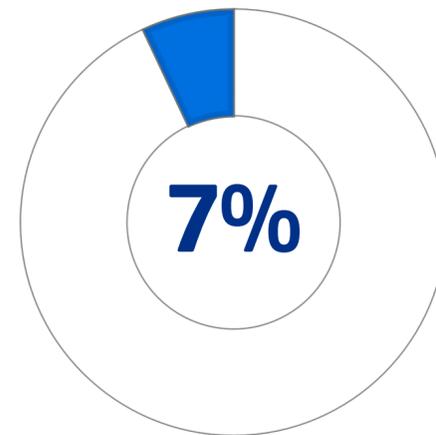
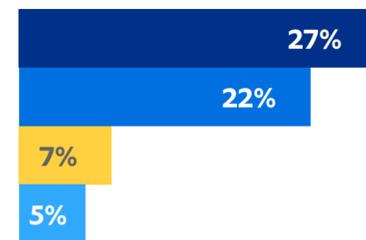
(All Australians 18-75 years)



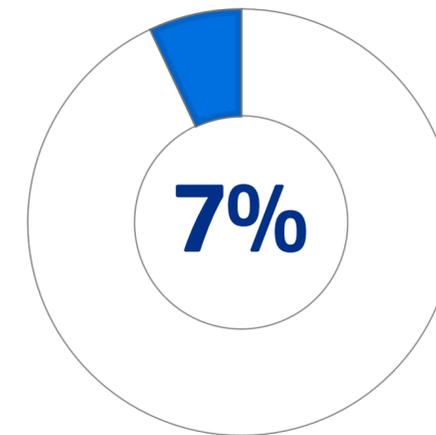
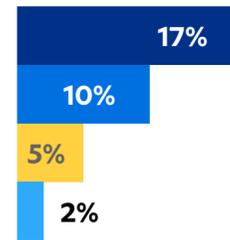
I follow my favourite brands on social media/streaming platforms



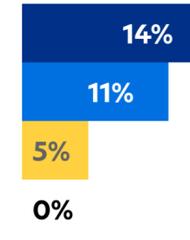
I search social media for products/services I am interested in buying to see them used in real life



I've bought products or services used by social media influencer/s



I follow influencers on social media/streaming platforms to see what they are wearing or using



Steady year-on-year, almost one-in-five Australians (18%) follow their favourite brands on social media or streaming platforms (including more than one-in-three Gen Z – 35% and almost one-in-four Gen Y – 23%).

Consumers also see a role for social discovery and exploration, with one-in-seven (14%) searching social media for products or services they are interested in to see them used in real life. This includes around a quarter of both Gen Z (27%) and Gen Y (22%).

Influencers are generally less relevant to most consumers, with just 7% of Australians having bought products or services used by social media influencers or following social influencers to see what products and/or services they are wearing or using. Social influencers do however have a greater impact on Gen Z, with almost one-in-five (17%) having purchased products or services promoted by social media influencers.



CQ15. Thinking about purchasing through social media or streaming platforms, which of the following statements, if any, do you feel apply to you personally?  
BASE: All Australians 18-75 n=1012

# PayPal eCommerce Index 2023

**1 eCommerce in Australia**

**2 eCommerce Drivers & Barriers**

**3 Security**

**4 Social Commerce**

**5 Buy Now Pay Later**

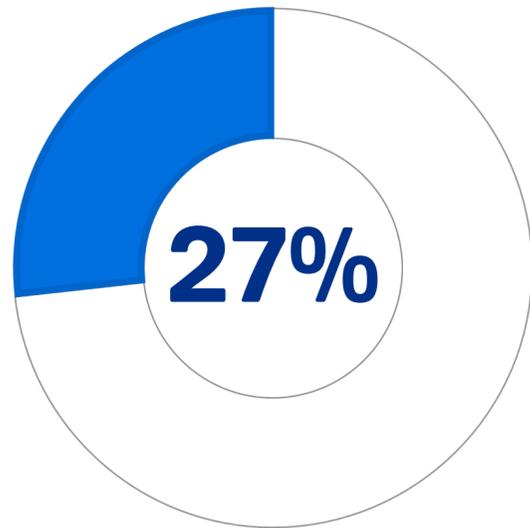
**6 Artificial Intelligence**



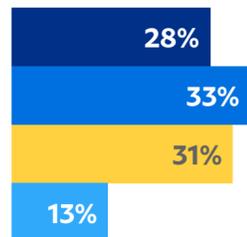
One-in-four Australians used BNPL in the last 6 months, increasingly choosing PayPal Pay in 4

BNPL Adoption Status

(All Australians 18-75 years)

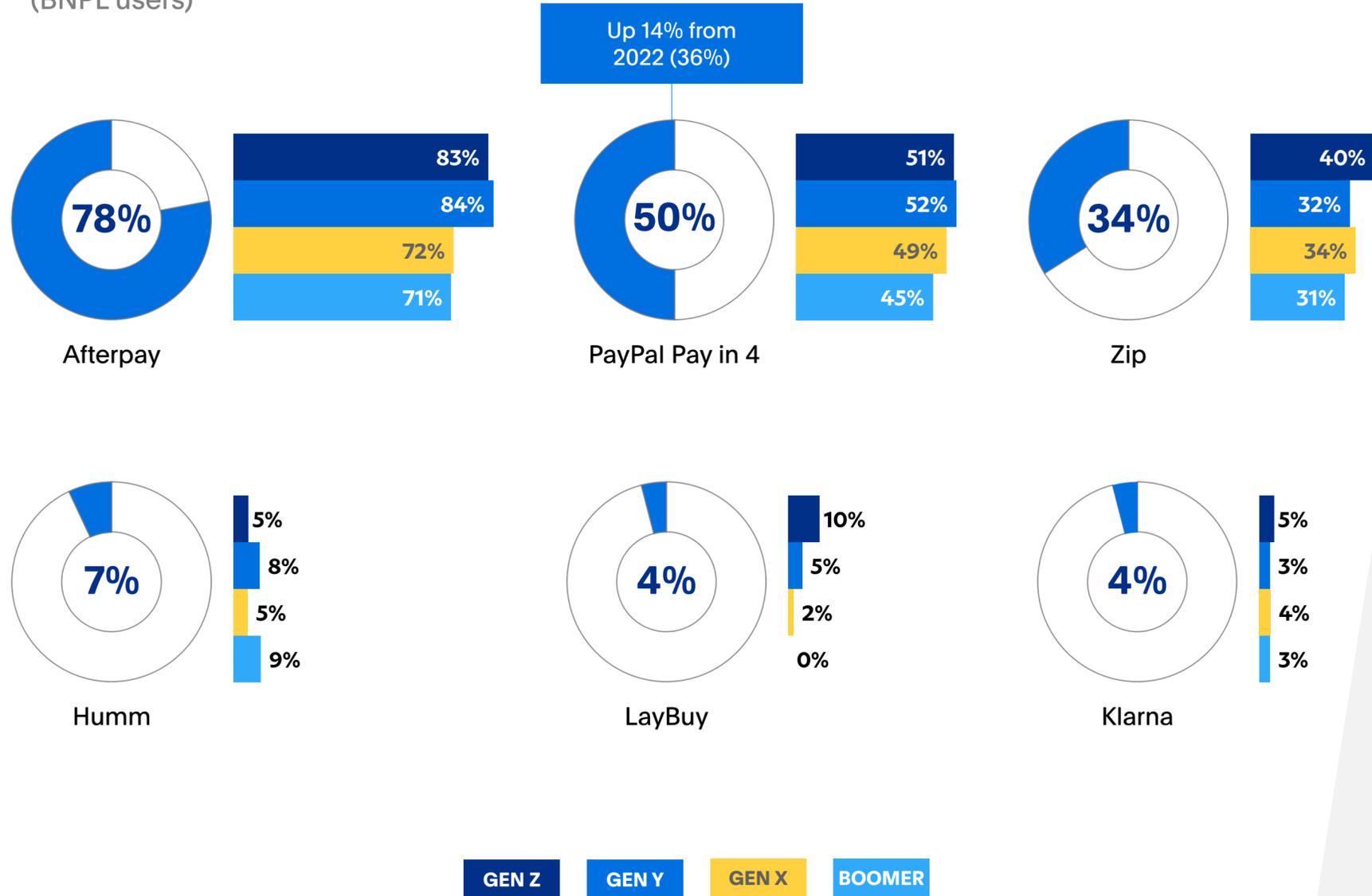


of Australians are BNPL users



Popular BNPL Brands by Usage

(BNPL users)



Buy Now Pay Later (BNPL) has become a stable feature within the Australian payment landscape, with more than one-in-four Australians (27%) having used a BNPL service in the past 6 months, up 7% since last year (20% in 2022).

The use of BNPL is relatively evenly distributed between Gen Y (33%), Gen X (31%), and Gen Z (28%), with just Boomers (13%) having a significantly lower uptake of this newer payment option.

The research shows that PayPal Pay in 4 had the fastest growth among BNPL services with a relative increase of 39% year-on-year. PayPal's instalment offering is now used by half of Australian BNPL users (50%), up 14 points from 2022 (36%).

Seventy-eight per cent of BNPL customers used Afterpay in the past 6 months, Zip (34%), Humm (7%), LayBuy and Klarna (both 4%).

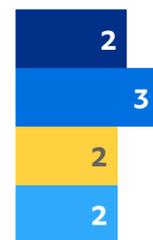
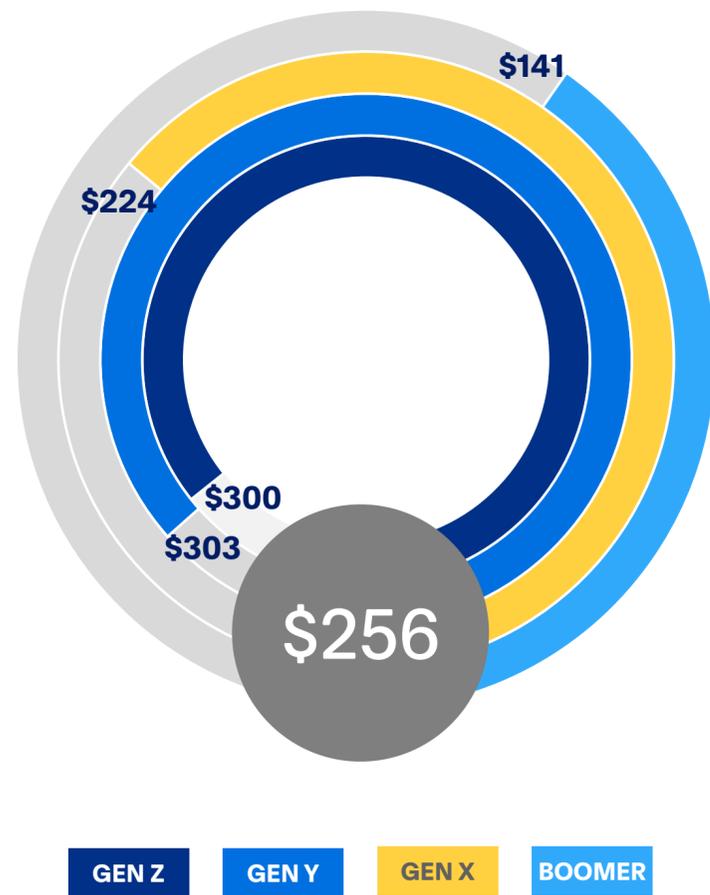


CQ4a. Thinking about when you make a purchase or pay online, which of the following Buy Now Pay Later services, if any, have you used in the last 6 months?  
 BASE: All Australians 18-75 n=1012, BNPL Users n=276

BNPL is a regular payment option for many with the highest frequency of use by Millennials (Gen Y)

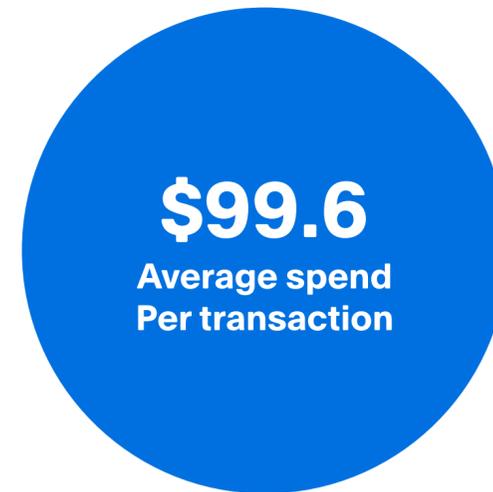
Average Spend per Month on BNPL Purchases

(BNPL users)



Average Spend Per Transaction

(BNPL users)



Australian BNPL users make an average of 2.6 BNPL purchases per month with most using BNPL two to three times per month.

Younger consumers (Gen Z and Gen Y), who are less likely to use credit cards (see eCommerce section), use BNPL more often and have a higher level of average monthly spend than other cohorts.

On average, Australian BNPL users make BNPL purchases to the combined value of \$256 per month with an average transaction value of marginally under \$100 (\$99.60).

Both Gen X (\$103.50) and Gen Y (\$96.90) are generally in line with this average spend per transaction. A significant variation is however evident for Gen Z (\$127.60) as they choose to use BNPL over other forms of payment, and Boomers (\$66.70) as they opt for more established payment methods.



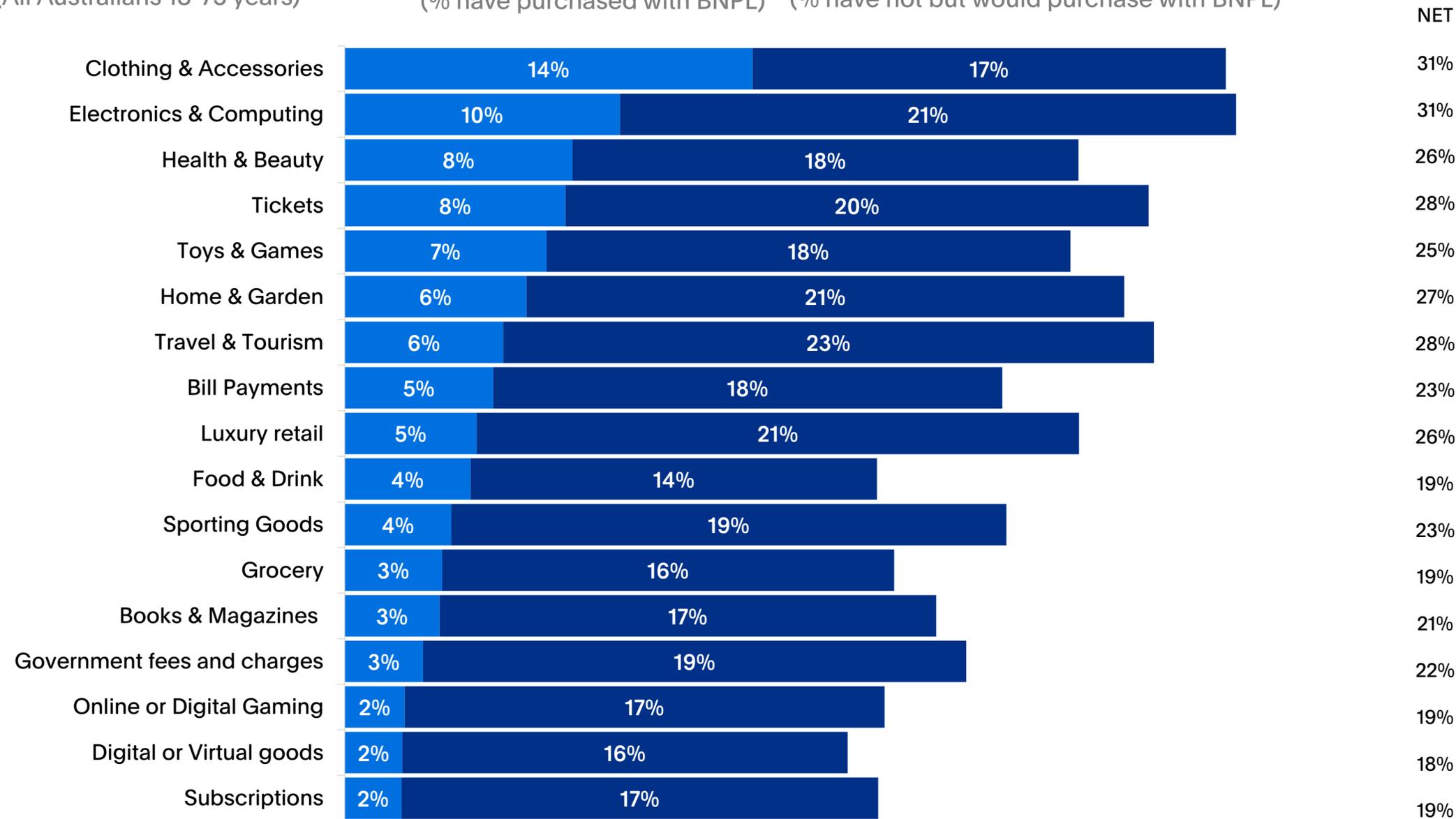
CQ21. How much have you spent across all of your Buy Now Pay Later accounts in the last 3 months?  
 CQ20. How many times have you made an online purchase using a Buy Now Pay Later service in the past 3 months?  
 BASE: BNPL Users n=276

Physical retail categories top the list for BNPL use, however Australians are open to using BNPL across a broader range of products and services

BNPL Purchase Categories

(All Australians 18-75 years)

TOTAL - CURRENTLY HAVE (% have purchased with BNPL) TOTAL - WOULD CONSIDER (% have not but would purchase with BNPL)



Australians are using BNPL across a diverse range of categories. While Clothing & Accessories (14%) sits at the top of the list, one-in-ten Australians (10%) have used BNPL for Electronics and Computing, while one-in-twelve have used it for Health & Beauty products or Tickets (both 8%).

Beyond the existing categories where BNPL is used, around one-in-five Australians would consider using BNPL for a wider range of goods and services including:

- Travel & Tourism (23% would consider using)
- Home & Garden, Luxury retail, Electronics & Computing (all 21% would consider using)
- Tickets (20% would consider using)

Despite current use of BNPL for Government fees and charges being relatively low (3%), many Australians are also open to the idea of using BNPL for this category (19% would use).

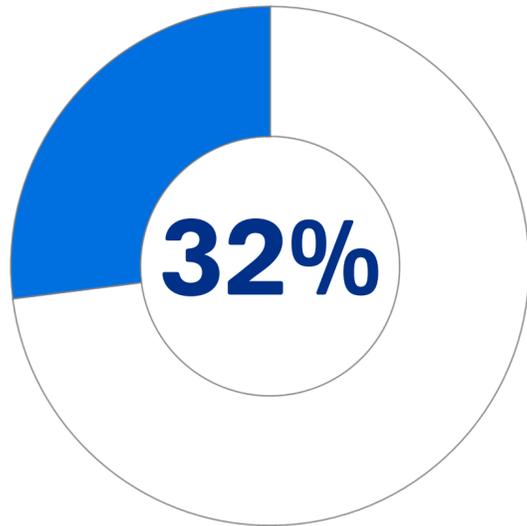


CQ19. Which of the following categories have/would you consider purchasing using Buy Now Pay Later services?  
BASE: All Australians 18-75 n=1012

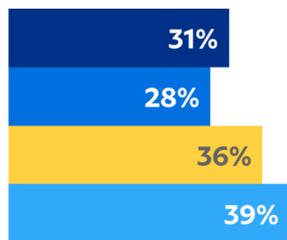
Most BNPL customers prefer to use BNPL over credit cards to help manage household spending while avoiding interest charges

BNPL Usage

(BNPL Users)



of BNPL users have switched to PayPal Pay in 4 because it has both no interest and no late fees

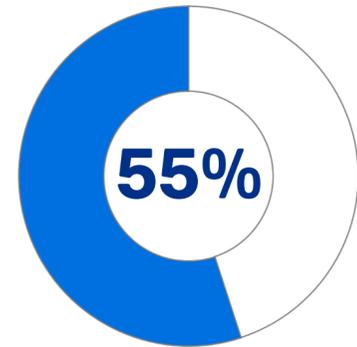


Reasons for BNPL Use

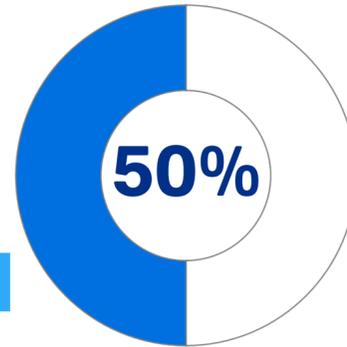
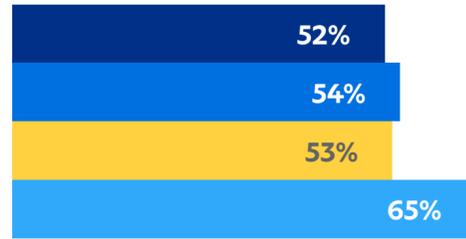
(BNPL Users)

84%

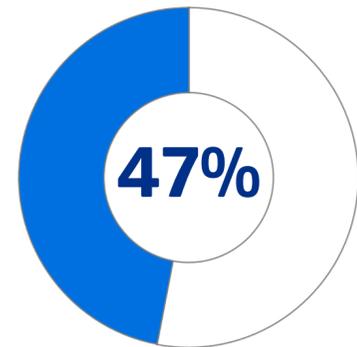
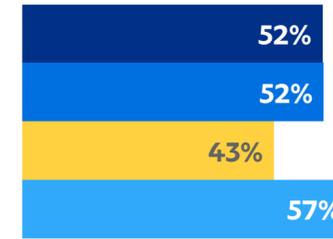
of BNPL users prefer using BNPL over a credit card either always (37%) or sometimes (47%)



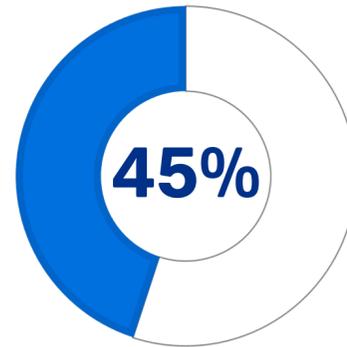
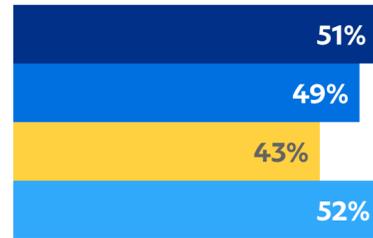
Use BNPL to spread out the cost of larger purchases or payments



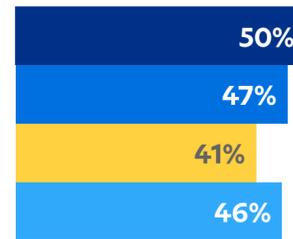
Use BNPL because it has no, or lower interest rates than other forms of credit



Use BNPL to help manage budget and cashflow



Use BNPL as it provides more flexibility than other forms of credit



GEN Z GEN Y GEN X BOOMER

Most BNPL users (84%) regularly choose to use BNPL over credit cards for their online purchases.

Key to this preference for BNPL is the ability to spread the cost of larger purchases over time (55%) and because BNPL has no interest or lower interest (50%) rate, creating a clear point of difference to credit cards. This sentiment holds true for BNPL users of all ages.

The research also identified almost one-in-three BNPL users (32%) reporting they have switched to using PayPal Pay in 4 because it has both no interest and no late fees.

While this shift is being led by Boomers (39%) and Gen X (36%), it holds true across all life stages, with almost one-in-three Gen Z (31%) and more than a quarter of Gen Y (28%) reporting that they have shifted to using PayPal Pay in 4 for this reason.

Additional drivers of BNPL use include using these services to help manage budget and cashflow (47%) and because it is seen to provide more flexibility than other forms of credit (45%).

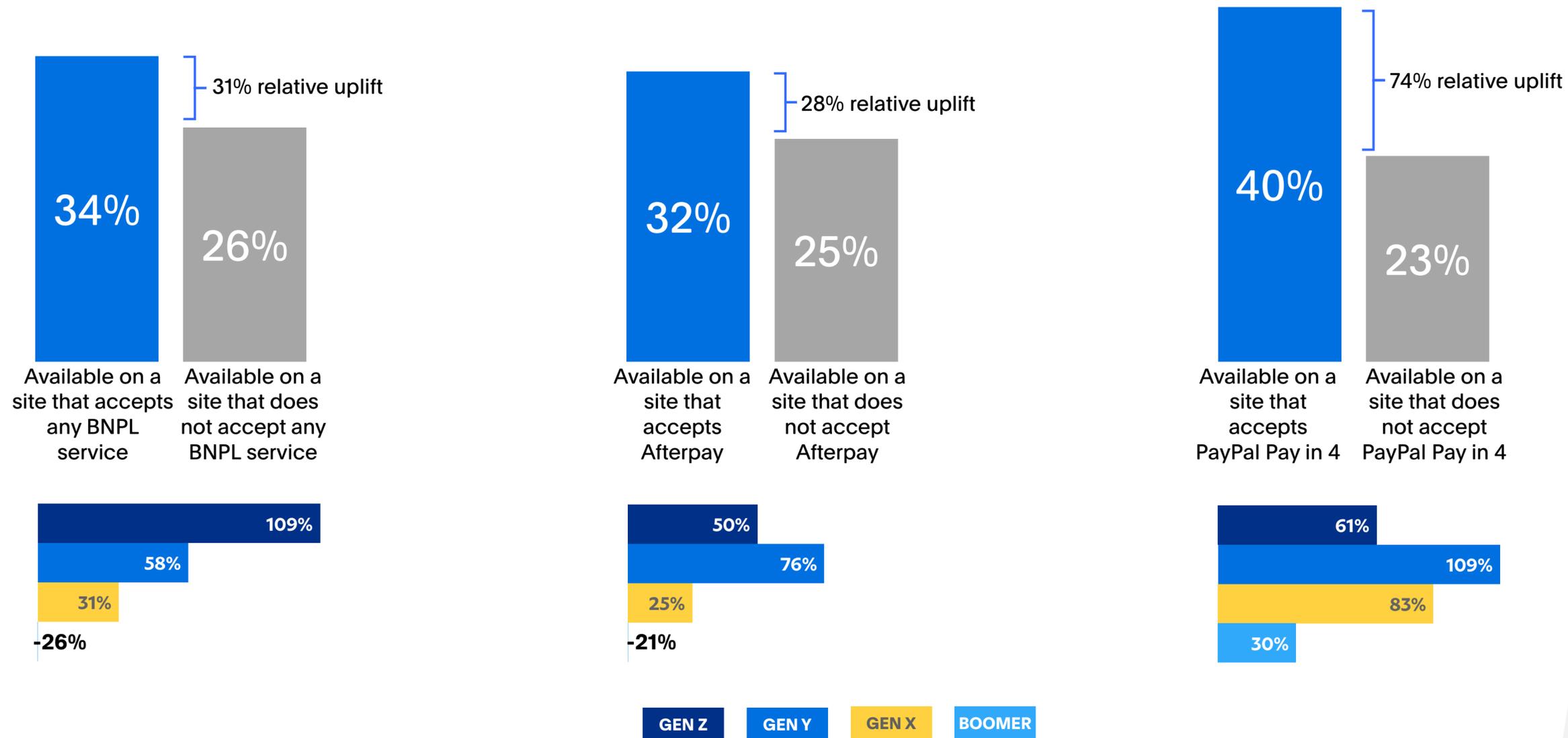


CQ23. And, thinking specifically about Buy Now Pay Later services, which of the following, if any, do you feel apply to you?  
BASE: BNPL Users n=276

PayPal Pay in 4 offers a higher uplift in consumer likelihood to purchase than other BNPL options

Likelihood to purchase if a product is ...

(All Australians 18-75 years)



The data indicates that promoting the availability of PayPal Pay in 4, either as available within the PayPal wallet or as a stand-alone purchase option on site, increases the uplift in likelihood to purchase more than other BNPL options.

Two-in-five Australians (40%) would be likely to make a purchase from a site that accepts PayPal Pay in 4 vs. 23% who would purchase from one that doesn't, delivering a 73% relative improvement in conversion likelihood.

This is more than double the impact of offering a generic BNPL service (34% vs. 26% for a 31% relative uplift) or of offering Afterpay (32% vs. 25% for a 28% relative uplift).

Alongside this, it's evident that older Australians may hold unfavourable views in relation to NPL, with both the generic offering (-26%) and Afterpay (-21%) recording a negative uplift for Boomers. Despite the impact of PayPal Pay in 4 being lower for Boomers, we still see that PayPal Pay in 4 drives a 30% uplift in purchase likelihood among this older cohort.



CQ26. If you find a product that you want on two separate sites, both of which are offering it for the same price, how likely would you be to buy it if...?  
 BASE: All Australians 18-75 n=1012  
 Relative uplift = Positive or negative percentage of likelihood to purchase if the service is available on that site when compared to that site without the service

# PayPal eCommerce Index 2023

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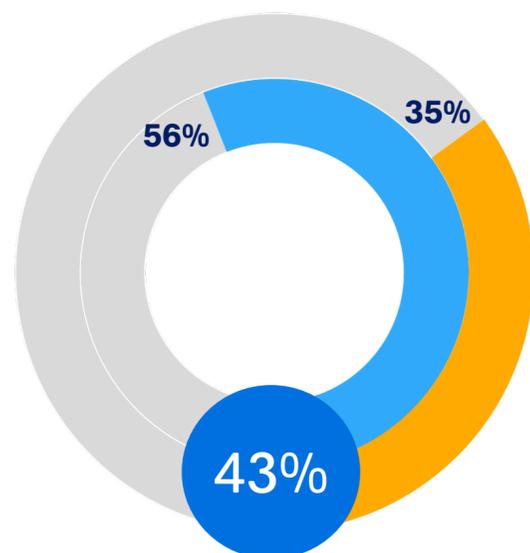
**6 Artificial Intelligence**



More than half of Australians under 40 years old would use AI to help them shop online

Shopping with AI

(All Australians 18-75 years)

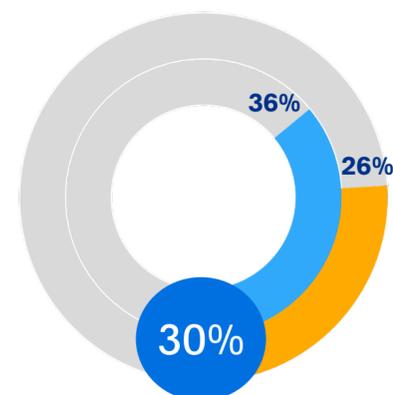


Just over 2-in-5 Australians would use AI to assist them with online shopping

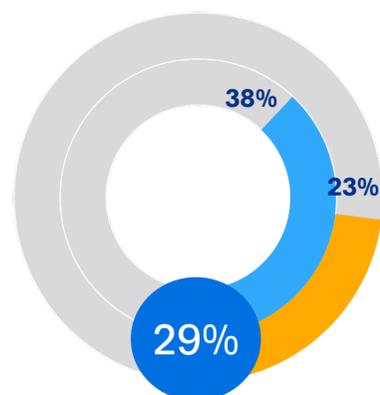
<40 years old    40+ years old

Uses of AI for online shopping

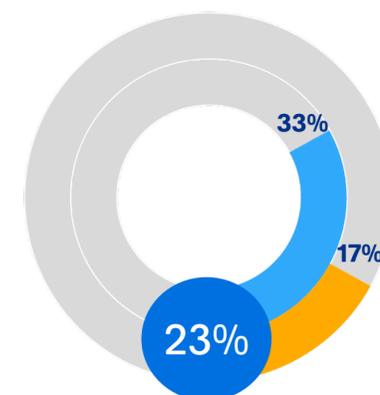
(All Australians 18-75 years)



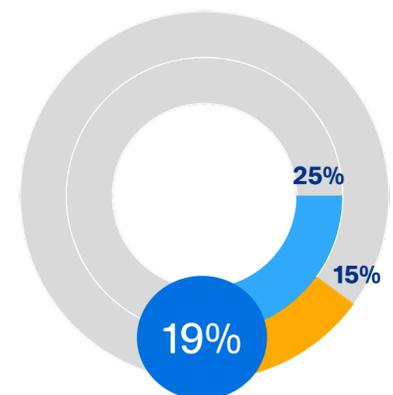
Use an AI search to find the best prices



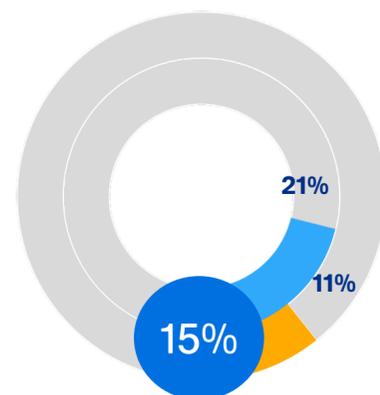
Use AI to find relevant promotions and discounts



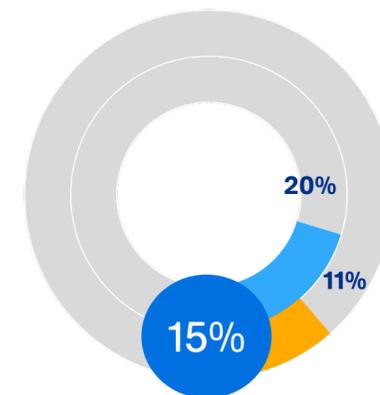
Use an automated chat for customer service questions



Use AI to plan holidays, suggesting flights and accommodation



Use an AI shopping assistant to recommend products based on my prior shopping behaviours



Use an AI to style my home, suggesting furniture and homewares

AI tools have the potential to give consumers greater search and discovery capabilities than ever before, and Australian consumers see potential for AI to streamline their eCommerce activities.

Unsurprisingly, younger consumers (under 40) are more open to using AI for online shopping than their older counterparts.

At an overall level, more than two-in-five Australians (43%) would use AI to help them shop online, with this rising to more than half for those under 40 (56%).

Younger consumers are particularly interested in using AI to find relevant promotions and discounts (38%) or to find the best prices (36%).

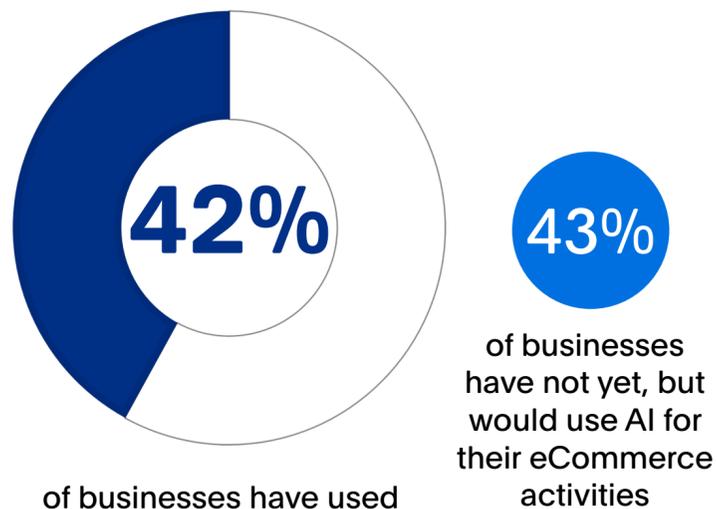
They are also about twice as likely to consider using a chatbot for customer service queries (33%) than older shoppers (17%).

Similarly, one-in-four younger consumers (25%) would use an AI tool to plan their holiday and suggest flights, accommodation and activities. About one-in-five would also use AI to act as a personal shopping assistant providing product recommendations based on browsing and shopping behaviours (21%), or to style their home (20%) suggesting colour schemes, flooring, furniture and homewares.

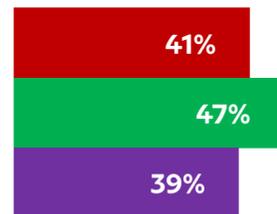
Businesses are already using AI with more than two-in-five (42%) using it for at least one aspect of their eCommerce operations

AI Business eCommerce Use

(All Businesses)



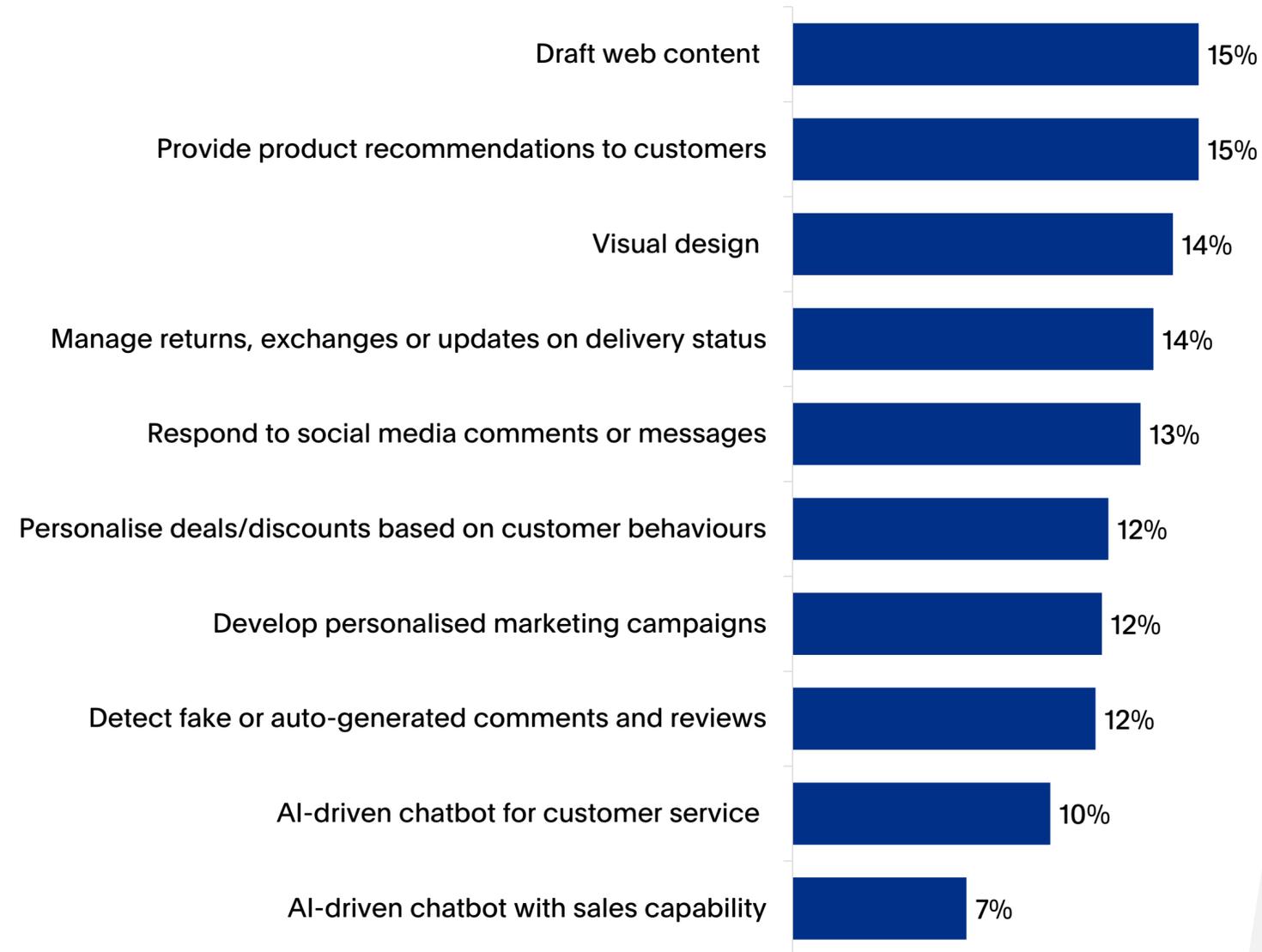
of businesses have used AI for their eCommerce activities



<\$2m    \$2m - <\$10m    \$10m+

Business Use of AI for eCommerce

(All Businesses)



At an overall level, just over two-in-five Australian businesses (42%) are already using AI in some form for their eCommerce operations, with the most common use cases being:

- Drafting web content – 15%
- Providing product recommendations to customers – 15%
- Visual design – 14%
- Managing returns, exchanges and updates to customers on delivery status – 14%

Beyond this, we can also see a level of engagement with more sophisticated tools that can serve personalised discounts or marketing to customers, as well as those that offer automated customer service or sales interactions.

Another 43% of businesses which are not currently using AI technology to support their eCommerce activities report that they would be open to this.

Therefore, while the overall numbers for each individual aspect of AI use for eCommerce are relatively low, the level of business consideration suggests that AI adoption may grow. However, at this point it appears that businesses are testing and trialling different tools or features as against implementing AI broadly across their eCommerce operations.

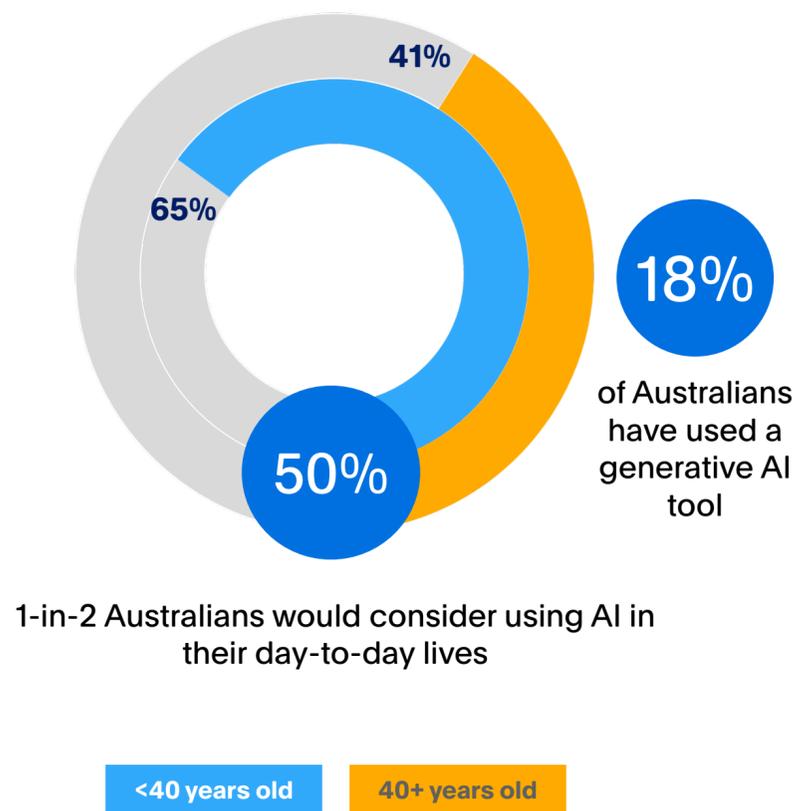


MQ19. Now thinking specifically about eCommerce in your business, which of the following have you used AI for?  
 BASE: Businesses that sell partially or wholly online n=408

Australians considering using AI to take the mundane out of their day-to-day routines

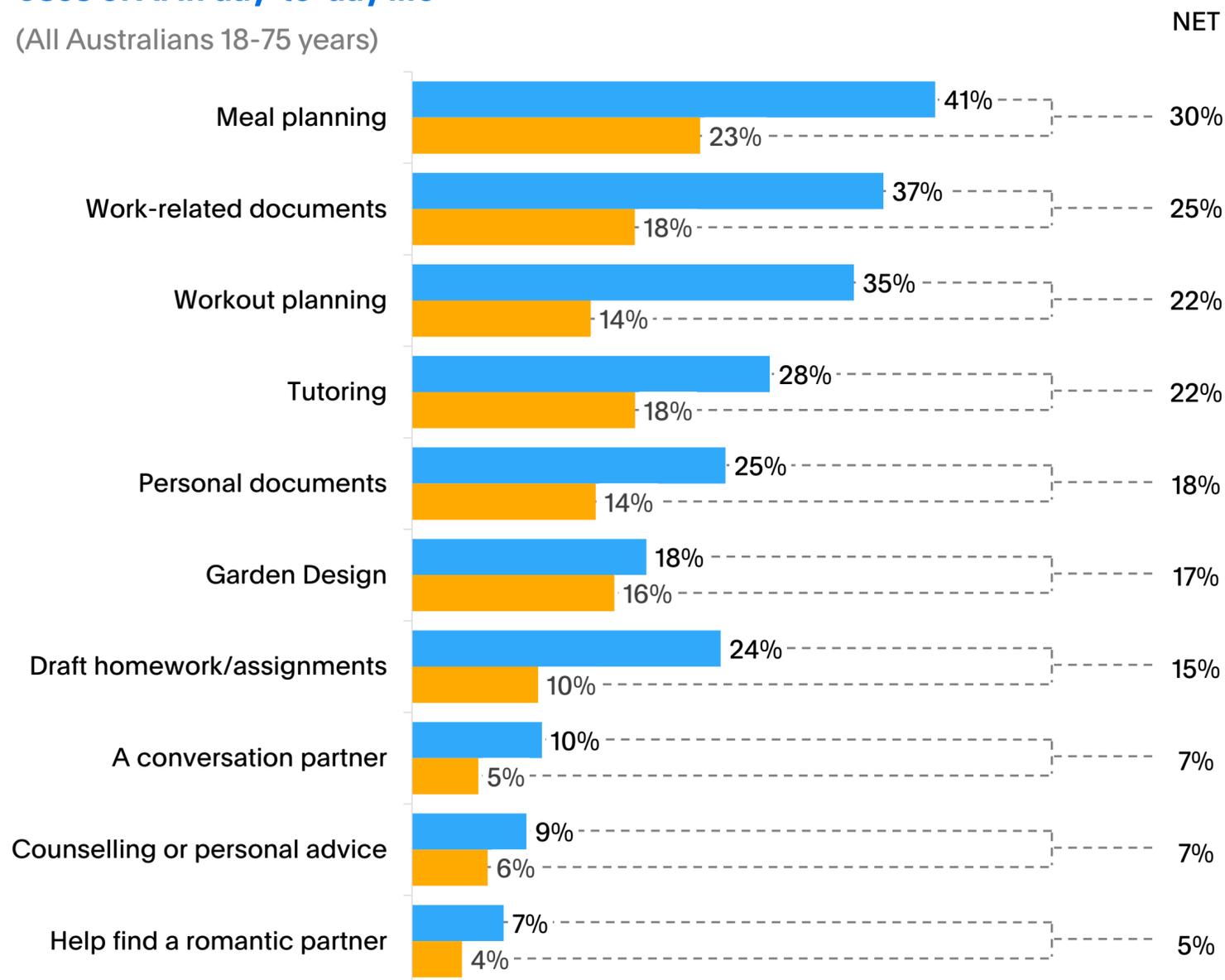
Considerers of AI

(All Australians 18-75 years)



Uses of AI in day-to-day life

(All Australians 18-75 years)



The growth of Generative AI is one of the most significant tech trends of 2023, with consumers gaining access to a range of powerful tools. Australians are eagerly adopting these, with almost one-in-five (18%) having experience using them, and half (50%) reporting they would consider using AI in their day-to-day lives.

Consideration is again significantly higher among younger consumers (<40 years), with just under two-thirds of them (65%) open to using AI tools and services in their day-to-day life.

These younger consumers are looking at a range of different tasks, liking the idea of using AI for:

- Meal planning (41%)
- Drafting work-related documents (37%)
- Workout planning (35%)
- Tutoring (28%)

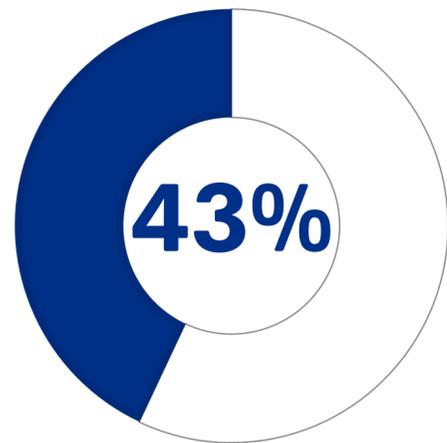
While consideration is higher among younger Australians, their older counterparts are still willing to consider using these new innovations. Top of the list for this older group is meal planning, with almost one in four (23%) open to using AI to support this time-intensive task.



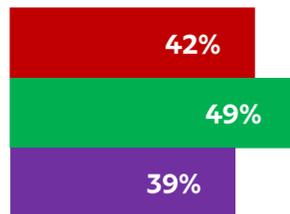
AI use is not limited to businesses eCommerce operations, with more than 2-in-5 (43%) using it for wider business activities

AI Business General Use

(All Businesses)

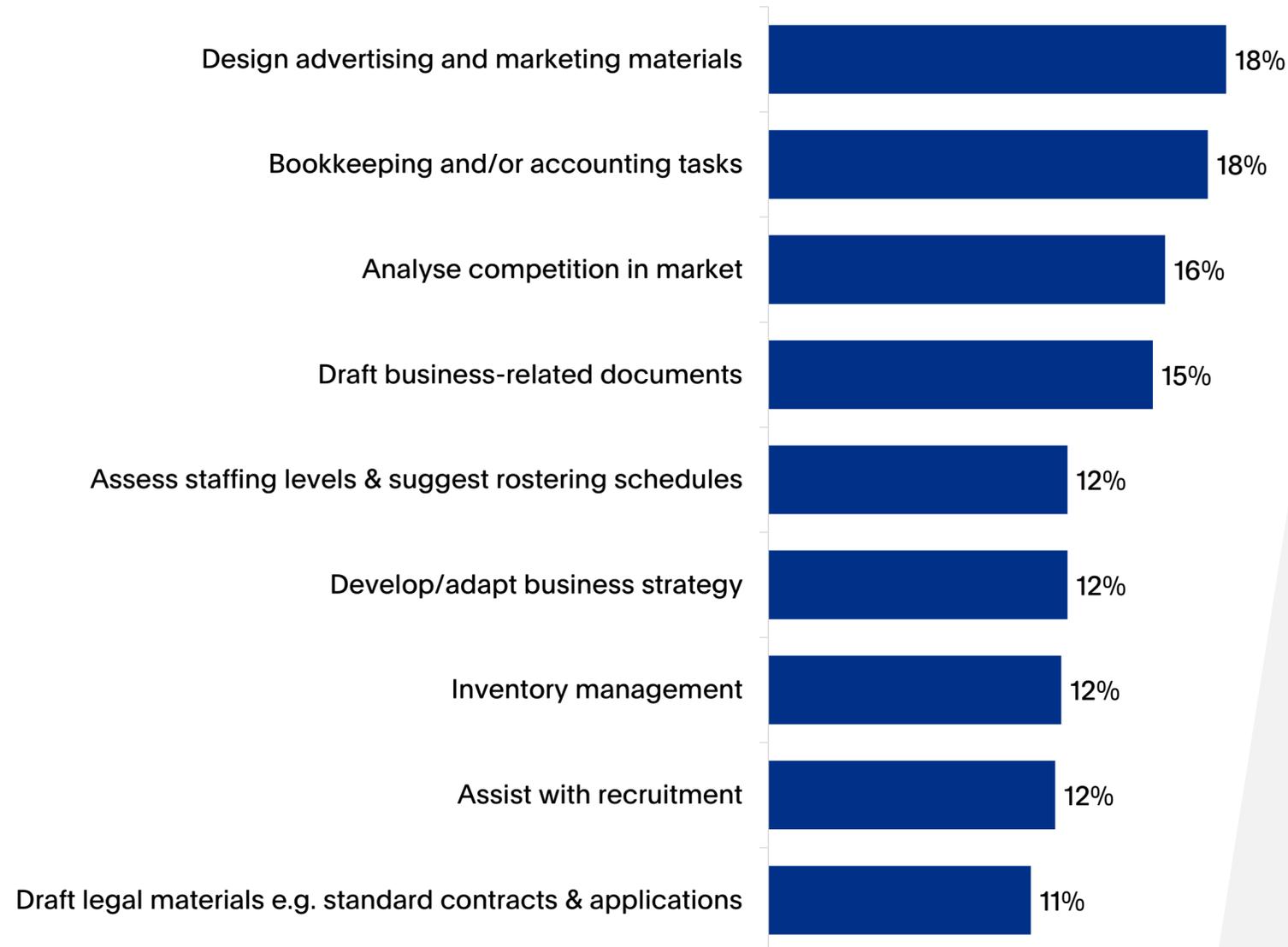


of Businesses are using AI across broader business operations



General Business Use of AI

(All Businesses)



Looking more broadly at general business use, just over two-in-five Australian businesses (43%) are incorporating AI into various aspects of their day-to-day business activities, with the most prevalent uses being:

- Designing advertising and marketing materials – 18%
- Bookkeeping and/or accounting tasks – 18%
- Analysing competition in the market– 16%
- Drafting business-related documents

This highlights that the integration of AI within businesses is not confined solely to eCommerce operations but extends to broader and everyday business activities.

Notably, nearly 1-in-5 business decision makers (19%) have reported personal use of generative AI tools, emphasizing the growing prevalence and accessibility of AI technologies in the business landscape.

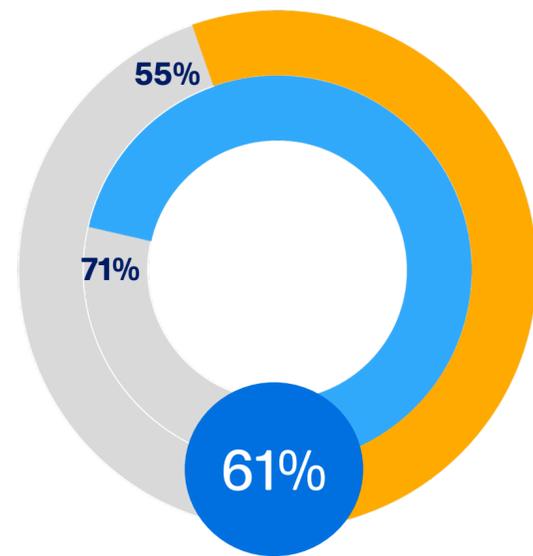


MQ18. Thinking in general about your business, which of the following have you used, or would you consider using AI for?  
 MQ20. Thinking more broadly about AI, which of the following, if any, do you agree with when it comes to the impact of AI on business?  
 BASE: Businesses that sell partially or wholly online n=408

Nearly 2-in-3 Australians (61%) see the benefits that can be offered by broader use of AI in day-to-day life, with younger people more likely to be positive towards AI

AI Sentiment

(All Australians 18-75 years)

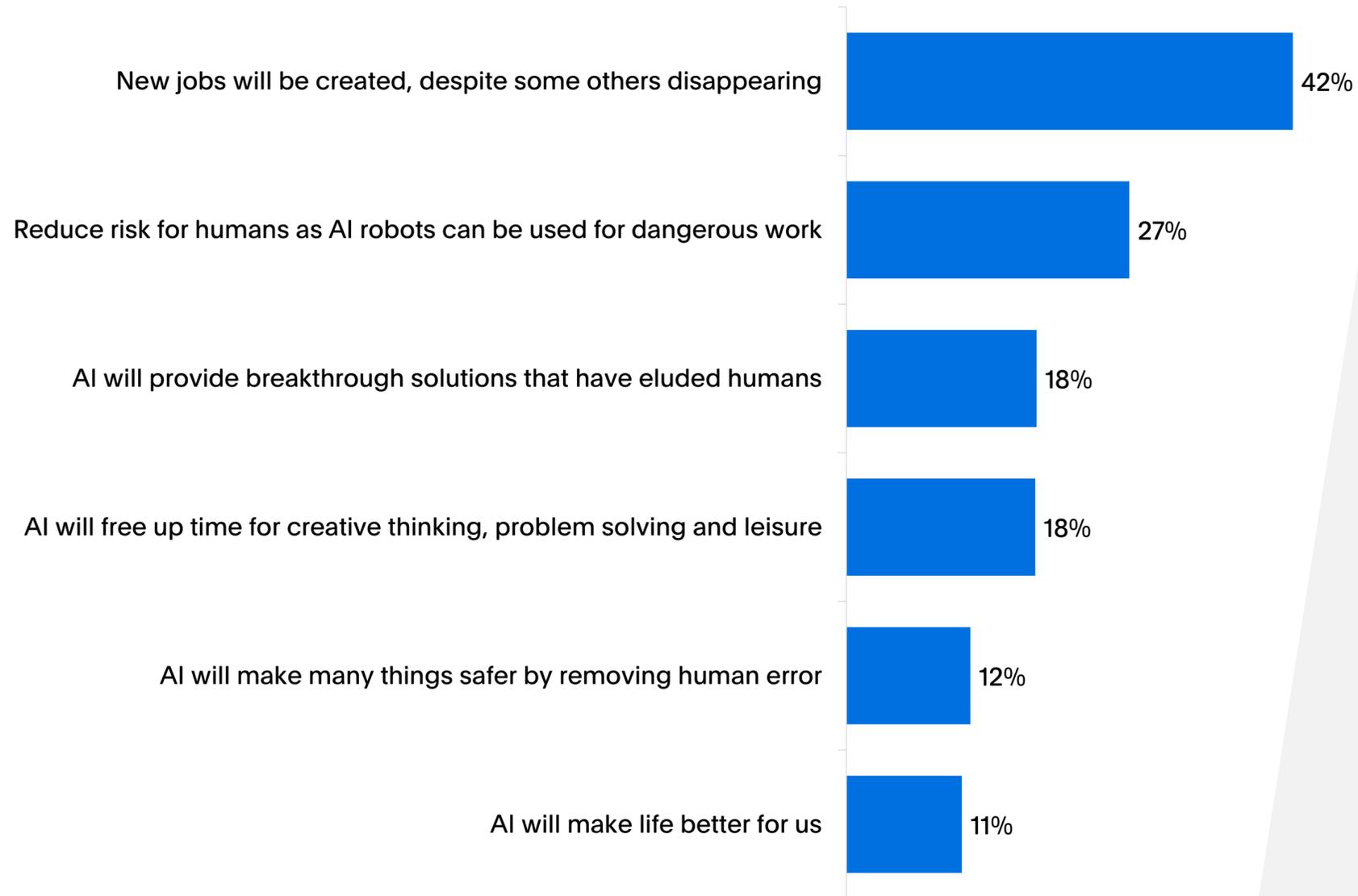


of Australians see the benefits of AI

<40 years old    40+ years old

Benefits of AI

(All Australians 18-75 years)



At a macro level, many Australians see the potential for AI to deliver benefits but recognise that this will mean significant change to the world as we know it.

While almost two-in-three Australians (61%) see the benefits of AI, this is being led by younger cohorts, with Gen Z (72%) and Gen Y (70%) the most likely to recognise these. Despite being lower, half or more of Gen X (57%) and Boomers (50%) also see at least one benefit from AI in our lives.

Key benefits that consumers see it offering include:

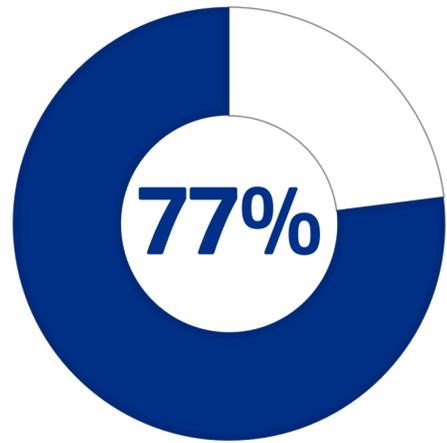
- Creating new jobs (to replace some that become outdated) – 42%
- Taking on dangerous jobs that are currently done by humans – 27%
- Providing breakthrough solution that have eluded humans to date – 18%
- Freeing up time for creative thinking, problem solving and leisure – 18%



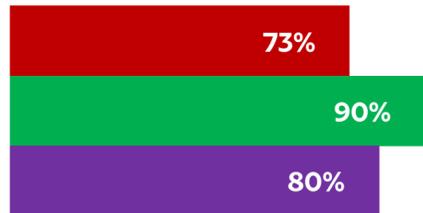
Businesses also look forward to AI tools empowering them to shift their focus from day-to-day administration to more strategic work

AI Benefits

(All Businesses)



Of online businesses see the benefits of AI for their business



Benefits of AI

(All Businesses)



Most Australian businesses (77%) look forward to the benefits that AI will bring to their business as the technology matures. This is particularly true for mid-sized businesses, with nine-in-ten (90%) of those turning over \$2m-<\$10m (90%) seeing benefits from the possibilities AI could bring.

Businesses see the potential benefits that AI tools could deliver particularly across some of the issues they face in extricating themselves from the day-to-day operational aspects, saving both time and money by removing the human element and automating more mundane tasks within the business.

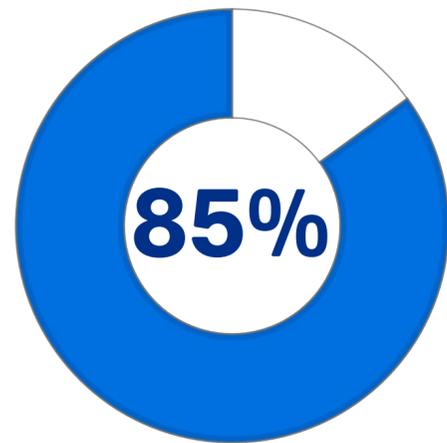
Specific benefits that were called out include:

- AI will enable greater efficiency and save time – 34%
- AI will free up time for more strategic thinking and planning – 31%
- AI will lead to cost savings – 29%

One-in-two Australians concerned that AI will lead to job losses, as well as having other negative implications that we may not yet fully understand

AI Sentiment

(All Australians 18-75 years)



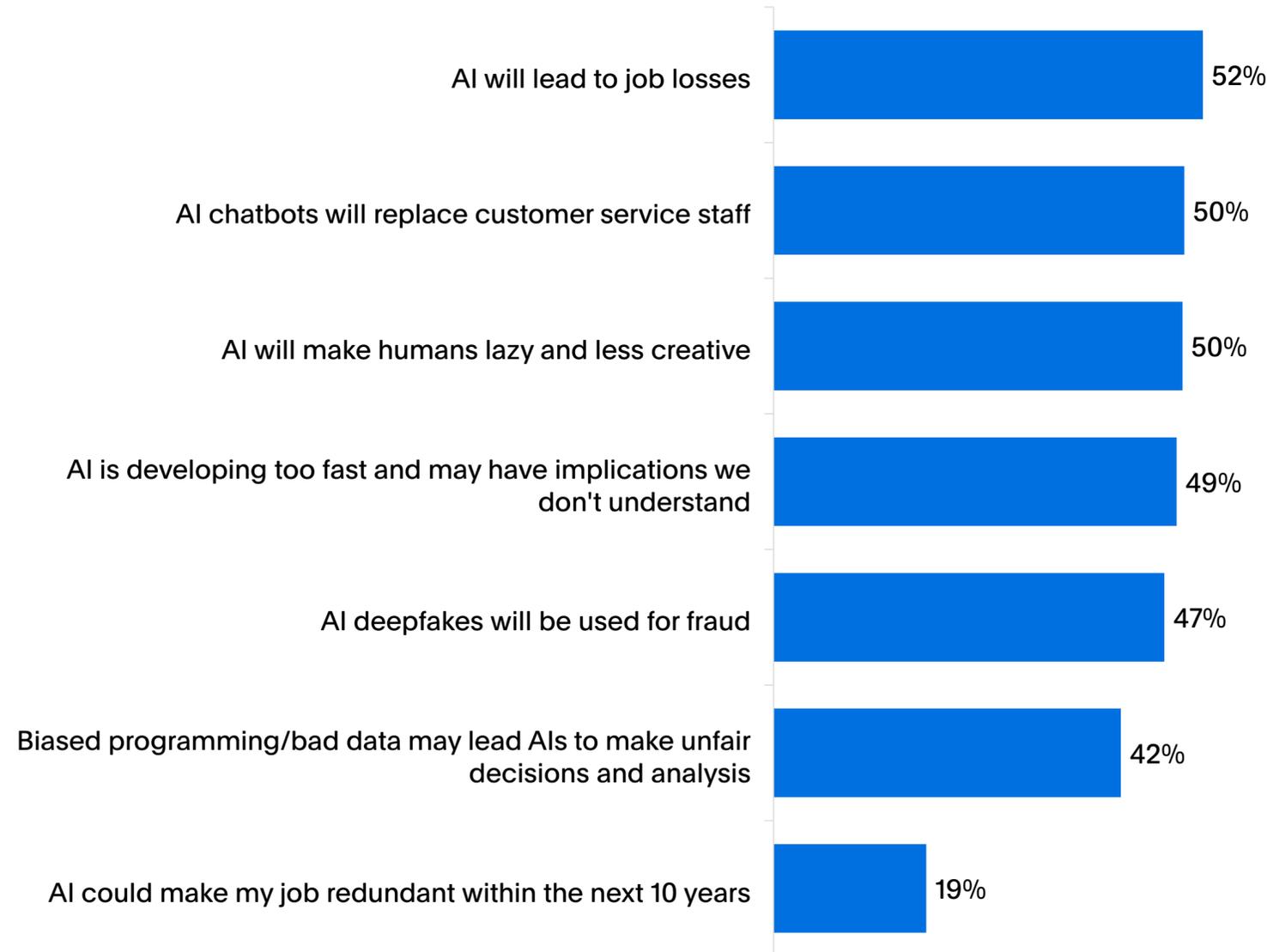
85% of Australians have at least one concern about AI



GEN Z GEN Y GEN X BOOMER

Concerns with AI

(All Australians 18-75 years)



The increasing use of AI appears to bring a range of new concerns. Most importantly, more than half of Australians (52%) think that AI will lead to job losses, with almost one-in-five (19%) concerned that it will make their job redundant within the next 10 years.

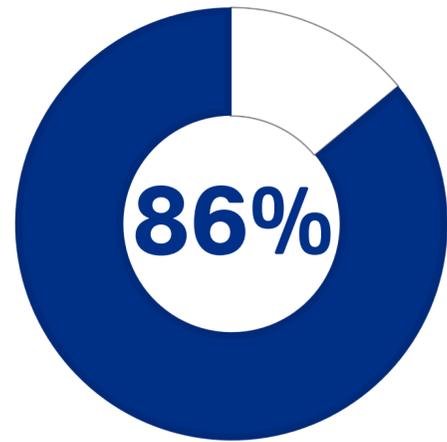
On a more granular level, around half of Australians are also concerned about AI chatbots removing their opportunity to engage with human customer service agents, that it will make humans lazy and less creative (both 50%), that the speed of development means it could have implications that are not yet understood (49%), or that AI deepfakes could be used for fraud or to create unrest (47%).

Despite younger consumers being more likely to see benefits in AI, these concerns are largely universal. Australians of all ages will evidently be approaching these new technologies with interest, but also a level of caution.

Like consumers, businesses have concerns about the potential impact of AI on their workforce and business operations

AI Concerns

(All Businesses)

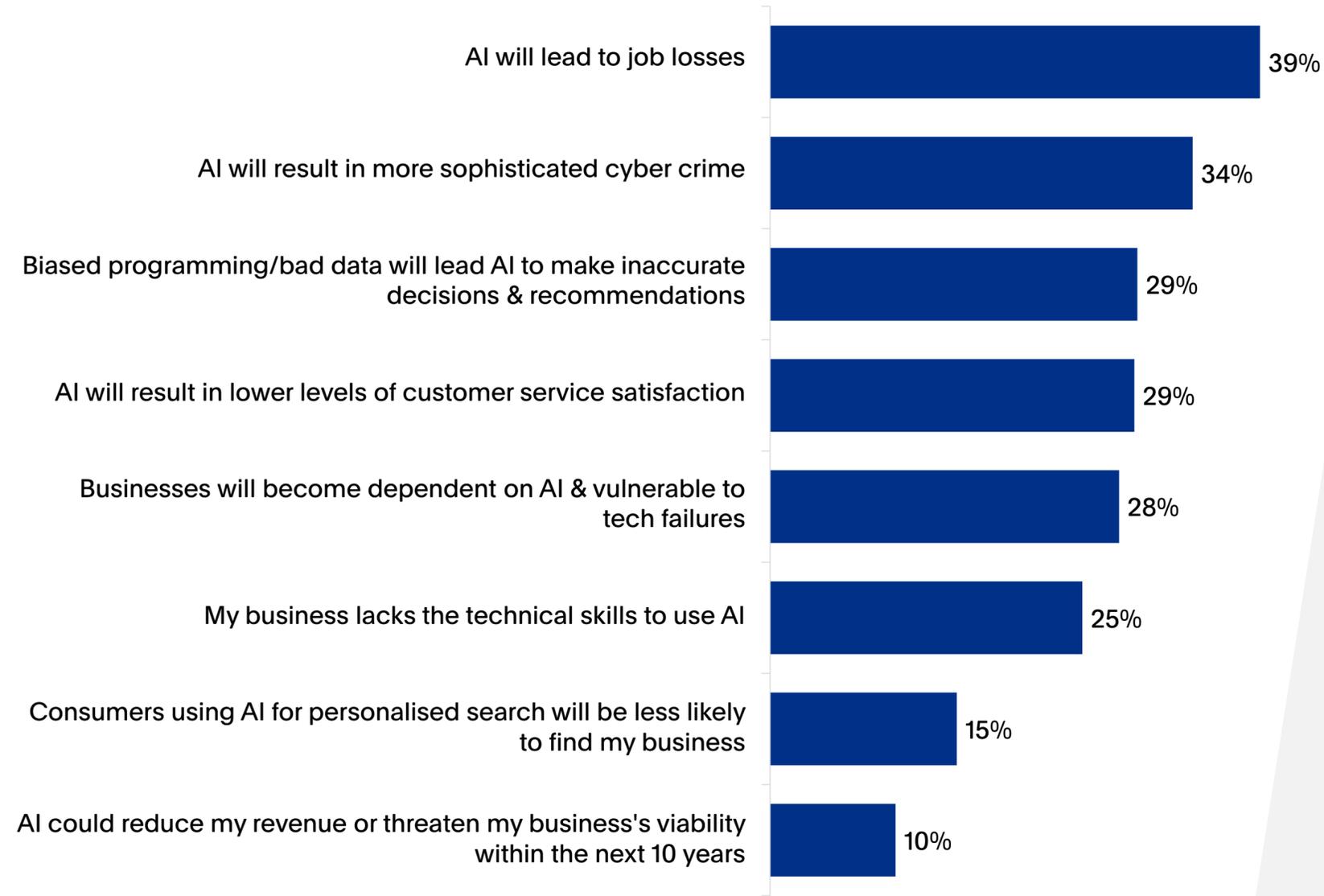


of businesses have at least one concern about AI



Concerns with AI

(All Businesses)



Despite using AI to a greater degree than consumers and expressing a higher level of optimism about the potential benefits that AI can deliver, business decision makers are conscious that there could also be negative impacts.

Almost nine-in-ten (86%) report that they are concerned about at least one potential effect of AI, calling out risks relating to job losses, increased security risks, and potential inaccuracies due to biased programming or bad data.

Key areas of concern include that:

- AI will lead to job losses – 39%
- AI will result in more sophisticated cyber crime – 34%
- Biased programming or bad data will lead AIs to make inaccurate decisions and recommendations – 29%

One-in-ten businesses (10%) even report they are concerned that AI could reduce their revenue or threaten their business's viability within the next 10 years.



MQ21. And which of the following if any, are you concerned about regarding the impact of AI on business?  
 BASE: Businesses that sell partially or wholly online n=408

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**MEDIA CONTACT: [paypalAU@edelman.com](mailto:paypalAU@edelman.com)**

## About PayPal

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