

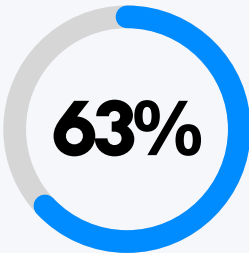
Australian eCommerce has changed. Has your business?

From AI-powered shopping to rising security expectations, Australian consumers are evolving fast. Here's what the data means for your business.

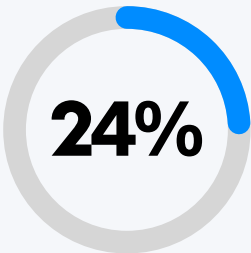
Australian eCommerce at a Glance



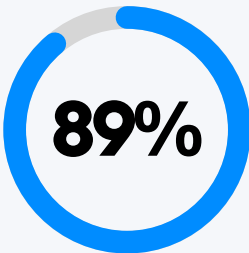
of Australians shop online



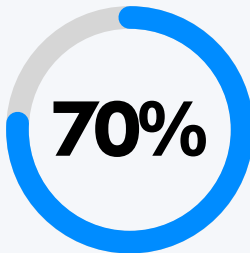
purchase at least weekly



shop exclusively on mobile -
up from just 7% last year



bought "little
luxuries" in the last 12
months



trust PayPal to keep their
payments secure

Online spending is down

\$881 ↓ 29% YoY

Average monthly online spend - down 29% year-on-year, reflecting ongoing cost-of-living pressures.

AVG MONTHLY SPEND



But PayPal purchase intent is strong

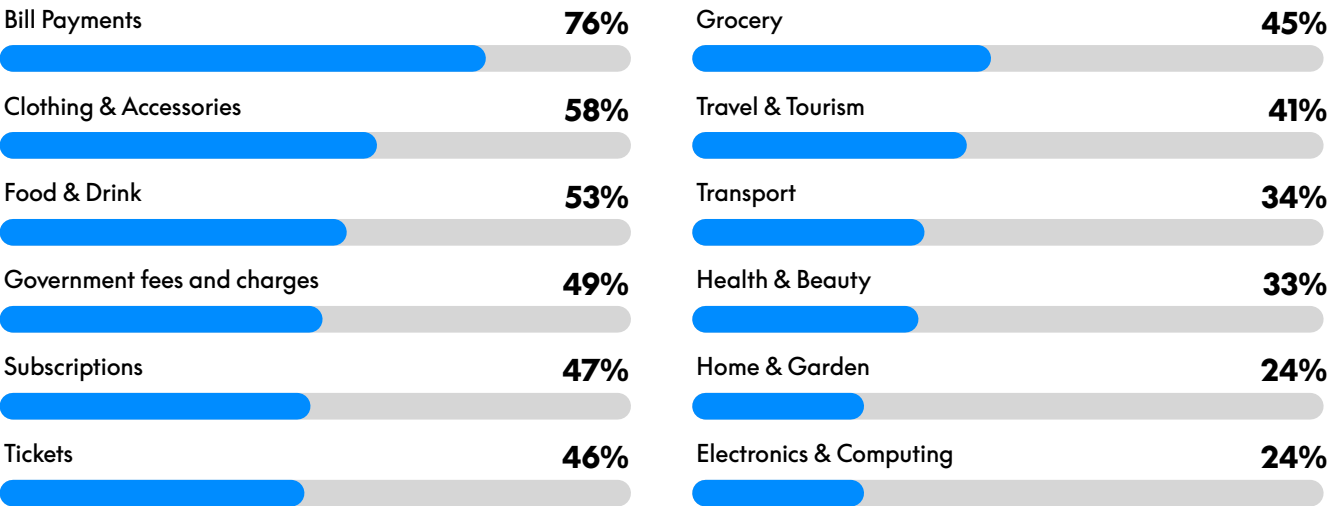
Even as spending eases, trust in PayPal drives real conversion outcomes for businesses.



76% of Australians are concerned about making a payment on a site where PayPal is not available

What Australians are buying and how they're paying

Online purchase categories

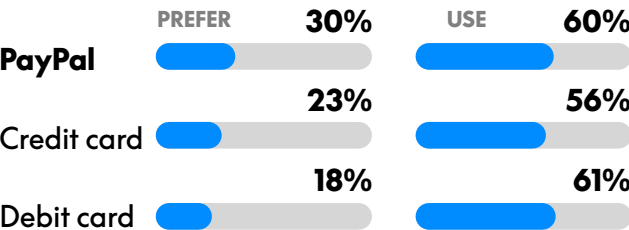


Mobile commerce is king



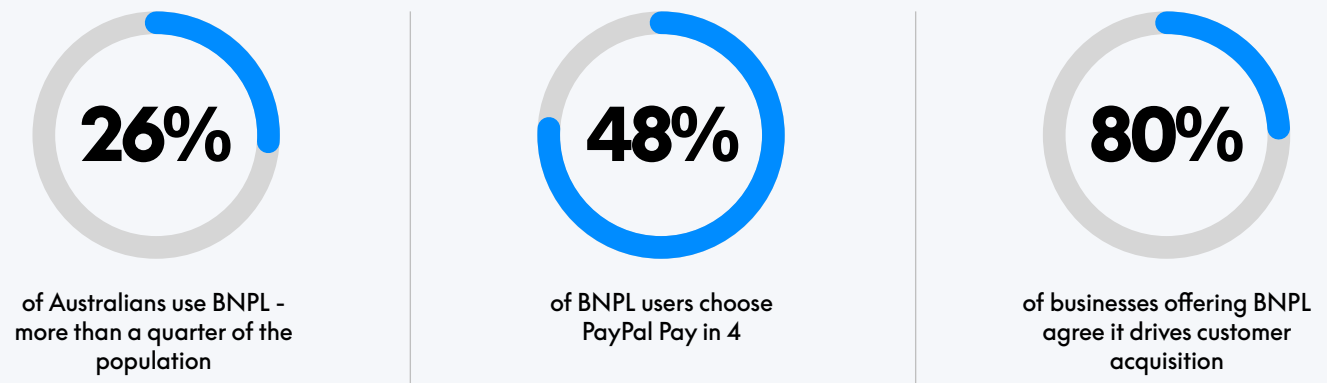
PayPal is Australia's most preferred online payment method

30% of Australians nominate PayPal as their preferred way to pay online – more than any other method.



Buy now, pay later drives conversion

79% relative uplift in purchase likelihood is delivered when PayPal Pay in 4 is offered at checkout - the strongest conversion impact of any BNPL option measured.

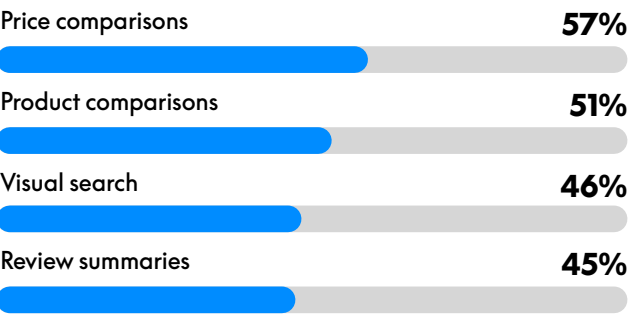


AI is reshaping how Australians shop

Consumer AI adoption

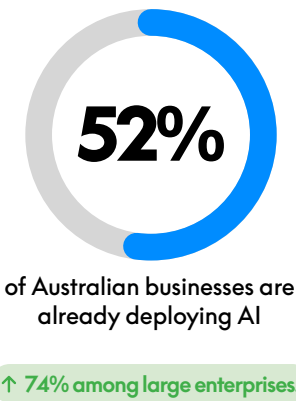
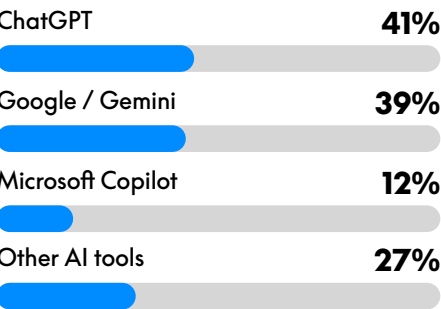
48% of Australians have already used AI when shopping online. Led by Gen Z at **62%** and Millennials at **54%**.

Top uses for AI in shopping

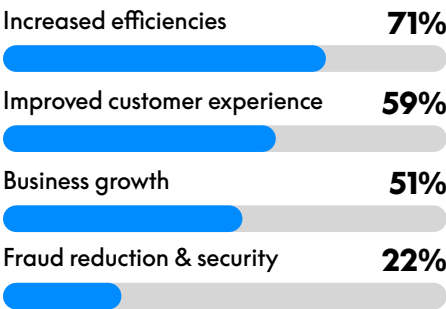


Leading AI tools & business adoption

The AIs Australians use for online shopping:

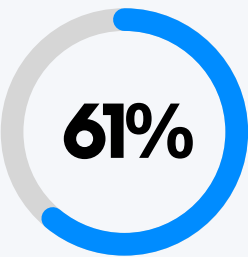


Top business AI benefits:

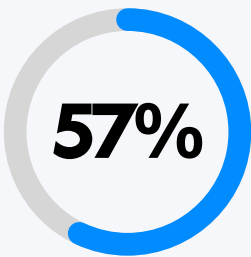


What Australians Want from AI – The Opportunity for Businesses

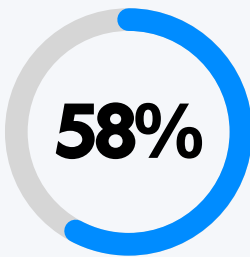
Consumers are embracing AI to make smarter, faster purchasing decisions. The features they want most are about confidence and convenience – a clear opportunity for businesses to deliver.



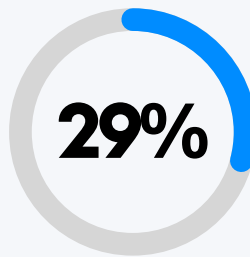
want AI for real-time order tracking



of AI shoppers say AI helps them save money



of Australians believe AI shopping will be mainstream in the future



of businesses already evaluating or preparing for agentic commerce

Security, trust & the checkout experience

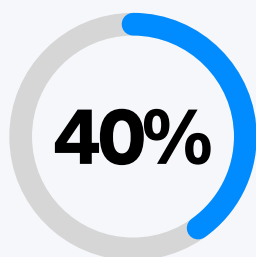
Security concerns top of mind for consumers



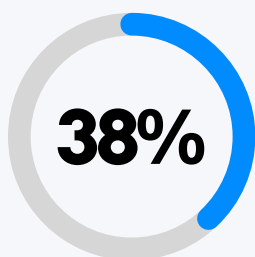
Cart abandonment

72% of Australians have abandoned an online purchase.

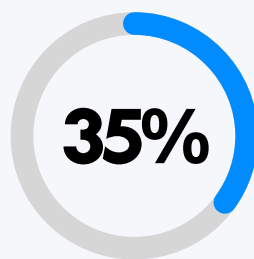
TOP REASONS:



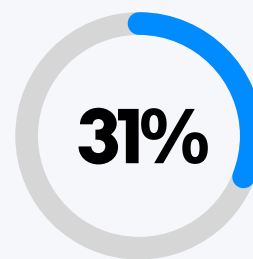
Promo code or gift card didn't work



Security concerns



Required to create an account



Preferred payment method not available

65% of Australians use PayPal for secure online purchases

One platform. Built for growth.

With PayPal, you give your customers the payment methods they expect – PayPal, PayPal Pay in 4, credit and debit cards, Apple Pay® and Google Pay™.

[Learn More](#)

[Contact Sales](#)

[Read the full report](#)