PayPal eCommerce Index 2025

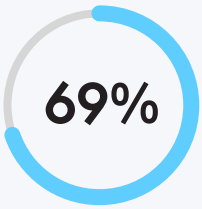
Informed decisions need real data

Nearly a third of businesses are concerned about staying afloat and making a decent living.

Australian spending at a glance

After another difficult year of continued rate rises, high cost-of-living and low consumer confidence, SMBs across Australia are doing it tough.

To help you make more informed decisions about the future of your business, here's a quick overview of the latest consumer insights you need to know.



of Australians shop online at least once a week



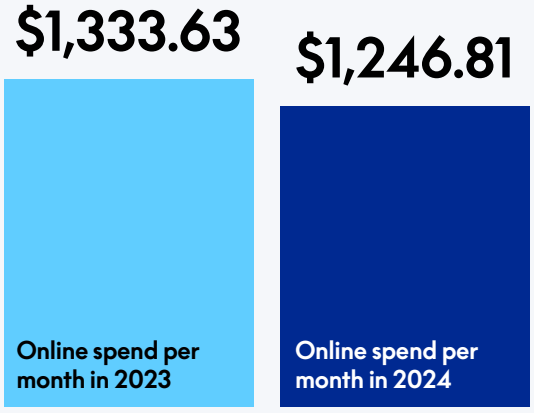
make a BNPL transaction at least once a month



of Australians have stopped using cash

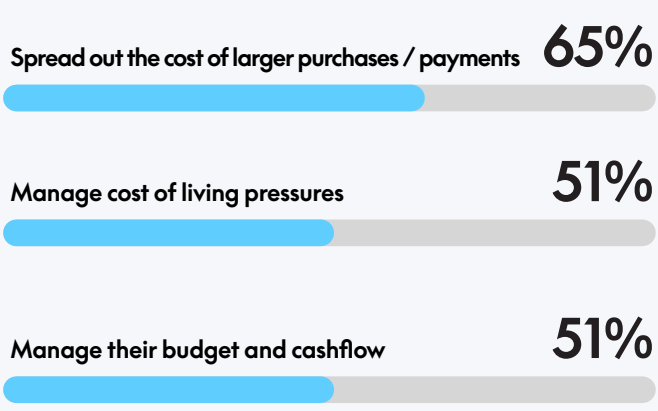
Online spending is down

The average amount spent online per month has decreased $86.82 to $1,246.81. Extrapolated across the 19.5M Aussies over 18 years of age, that's a decline of approximately $1.7B a month.



But buy now, pay later is up

The use of BNPL has grown, with more than 1-in-3 (37%) of Australians now using the service. They're using BNPL an average of 3.1 times a month, spending $309. For these consumers, it's all about taking better control of their money, using BNPL to help:



Mobile commerce is king

Smartphones are now the most preferred device for online shopping and payments (49%, up 6% YoY). For the first time, we're now seeing more than half of Boomers (53%) using their smartphone for online shopping.

33% of Australians shop via social channels, up 3% YoY



Facebook



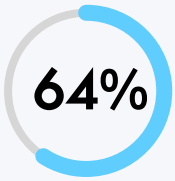
Youtube



Instagram

And digital wallets are growing in popularity

Given the strong move to mobile and social shopping, it's no surprise that preference for digital wallets is growing. While research shows PayPal is the most used digital wallet for online purchases, consumers still expect to see Apple Pay® and Google Pay™ at checkout.



PayPal



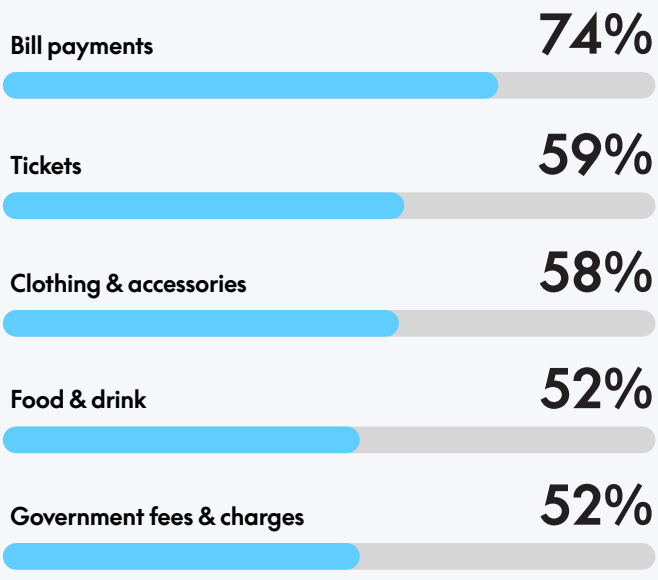
Apple Pay®

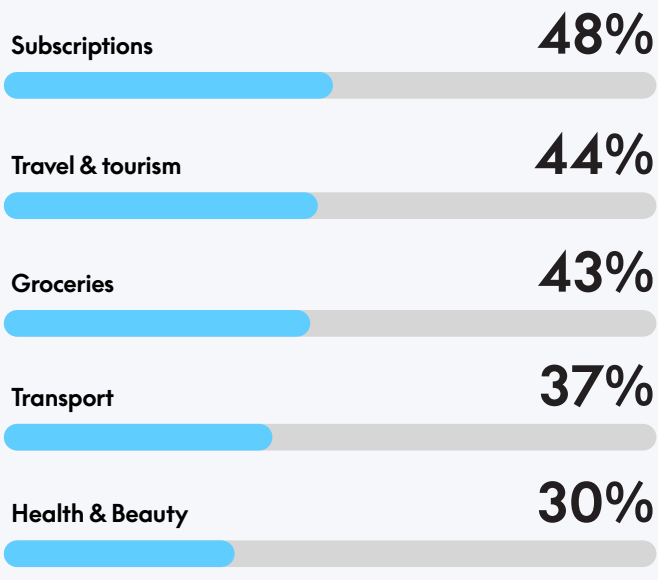


Google Pay™

Australians are 4.7x more likely to purchase from a site that accepts PayPal compared to one that doesn't

Online payments and purchases by category

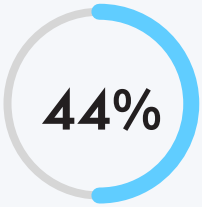




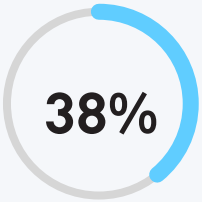
Security matters

79% of consumers are more concerned about their data than they were 12 months ago. That's not surprising given 1-in-8 (12%) have lost money to a scam and 1-in-10 (10%) have purchased something through a fake website.

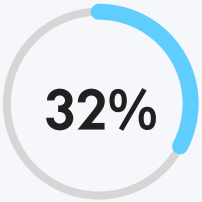
78% of Australians have abandoned a shopping cart



Security concerns



Preferred payment method not available



Purchase or payment was too difficult

For the first time, tickets have overtaken clothing & accessories as the second-most paid for category online

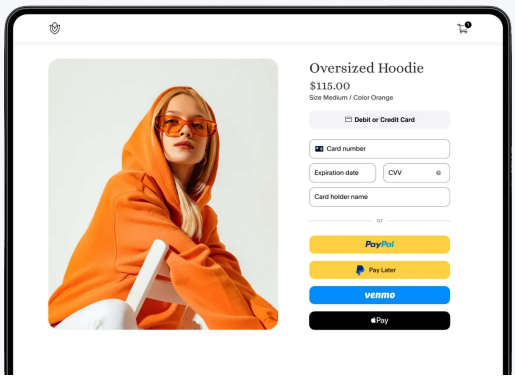
Australians that now buy tickets for sports, music, movies, arts, etc. online (up 11% YoY) **59%**

BNPL users that have used BNPL to purchase tickets (up 17% YoY) **54%**

It's now the second most popular category for BNPL purchases among BNPL users behind clothing & accessories **65%**

84% of Australians are concerned about making a purchase where PayPal is not available

PayPal has your back



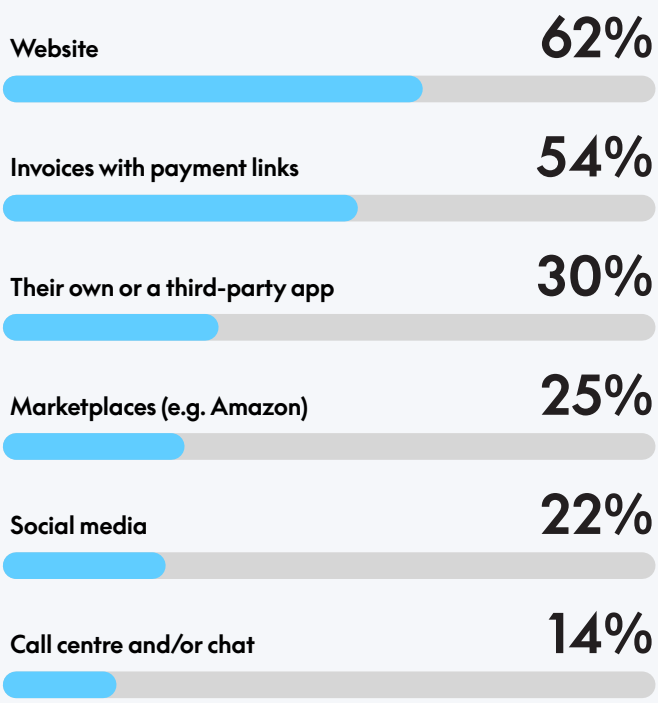
With just one integration, PayPal offers your customers the payment methods they're looking for, including PayPal and PayPal Pay in 4, credit and debit cards, and Apple Pay® and Google Pay™.

Click here to find out more about PayPal.

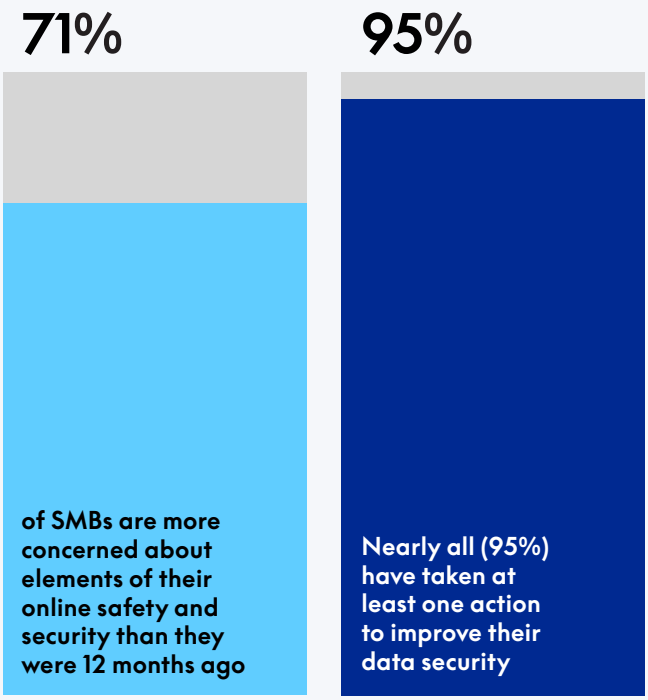
But business is about more than the latest consumer trends

While maximising sales is key to business success, it's not the only issue SMBs need to worry about. Marketing, innovation, security and cashflow are all important for building a resilient business.

Online sales channels for SMBs



Staying safe



Unpack the full story



Download the full PayPal eCommerce Index 2025.

Read the Report

PayPal is here to help

Our AI-powered fraud prevention tools and in-built Seller Protection on eligible sales help keep your business safe and secure. And with PayPal Working Capital, you can get access to much-needed funding in minutes, not months, so you can take advantage of those revenue-generating opportunities.

Connect with us today to ease your load and start building a stronger, more resilient business.

*All statistics are taken from PayPal eCommerce Index 2025. Research report was produced by PayPal, based on a study conducted by Fifth Quadrant with n=1,022 consumers and n=413 businesses in Australia. Research was conducted online in September 2024.

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