eCommerce Index

FEBRUARY

Australia 2025

PayPal

About the research

PayPal eCommerce Index 2025

This research report was produced by PayPal Australia Pty Ltd, based on a study conducted by Fifth Quadrant with n=1,022 consumers and n=413 businesses. It contains general observations about trends in eCommerce, as well as security, buy now pay later, circular economy and the small business landscape. 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 20-minute online survey of n=1,022 aged 18 – 75 years. In addition, Fifth Quadrant conducted a 10-minute online survey of n=413 business decision makers within Australian B2C businesses who sell partially or wholly online. Numbers may not add to 100% due to rounding.

Consumer sampling

The consumer research consisted of a sample of n = 1,022 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 = 413 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 industry. 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 10-26 September 2024.

Generational Ages & Business Sizes

Generational Ages at time of survey: Gen Z (18-27 years);
Mills aka Millennials (28-43 years); Gen X (44-59 years);
Baby Boomer (60-75 years).
Business counts: Small Businesses (<$2m turnover), Medium Businesses ($2m - $10m), Large Enterprises ($10m+)

Key Insights

PayPal eCommerce Index 2025

Nearly All Australians Shop Online

96% of Australians shop online, and more than 2-in-3 (69%) shop online weekly

- Average of almost 3 purchases per week (2.9)
- Average monthly spend of $1,247

PayPal remains the most preferred payment option, selected by almost 1-in-3 Australians (32%)

With Cash Use Declining

Cash payments make up just 17% of monthly spending

- 15% of Australians have stopped using cash entirely
- Cash makes up just 15% of monthly sales for Australian merchants
- Over a quarter of businesses (27%) don't take cash payments

While BNPL Continues to Rise

37% of Australians use BNPL, up from 26% last year

- BNPL users spend $309 per month across around 3 transactions
- BNPL is helping Australians split larger payments, managing cost-of-living and budget/cashflow

Australians are 116% more likely to purchase from a site that offers PayPal Pay in 4 than one that doesn't

Security is a Growing Concern

4-in-5 consumers (79%) more concerned about data security than 12 mths ago

- 91% of Australians have personally experienced fraudulent activity
- Just under 1-in-3 (30%) visited a fraudulent website, with 10% fooled into making a payment on one

84% of consumers are hesitant to purchase from an online merchant if PayPal is not available

With Businesses Also Worried

7-in-10 businesses are more concerned about data security than 12 mths ago

- Almost all have made efforts to improve their security in some way (91%)
- 64% have been backing up data and updating recovery processes to strengthen their security
- Most are training staff to spot suspicious contacts (60%), and conduct authenticity checks (53%)

And SMBs Are Responding

SMBs' top priority is introducing or optimising products & services

- Online security is also a focus (58%), with over 4-in-5 concerned about its cost and complexity (84%)
- SMBs remain concerned about the economy (49%), and its impact (inflation & cost of operations)
- Just under 3-in-5 SMBs (59%) have lost out on over $10,000 in revenue due to a lack of working capital

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Online Shopping Frequency

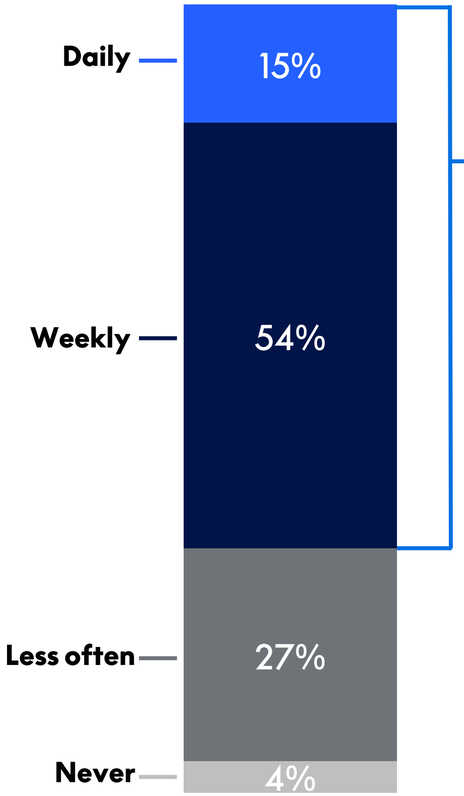
Almost all Australians shop online (96%), with 69% buying at least weekly. On average, they make 2.9 purchases a week, rising to 4.3 for Gen Z and 3.8 for Millennials.

Online Shopping Frequency

(All Australians 18-75 years)

96%

of Australians shop online

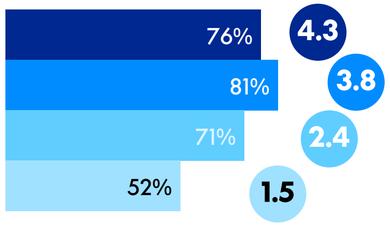


Total

69% — **2.9**

of Australians shop online at least once a week

Average amount of purchases per week



Shop at least weekly and average amount of purchases per week by generation

GEN Z | MILLS | GEN X | BOOMER

CQ2. How often do you do each of the following online?
BASE: All Australians n=1022, Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

eCommerce

Almost all Australians shop online (96%), with around 1-in-6 (15%) shopping online daily. Overall, more than two-thirds of Australians (69%) shop online at least once a week, with an average of 2.9 purchases per week.

While the proportion who shop online each week is largely consistent between Gen Z, Millennials and Gen X, Gen Z have the highest frequency of online purchases per week (4.3), followed closely by Millennials (3.8).

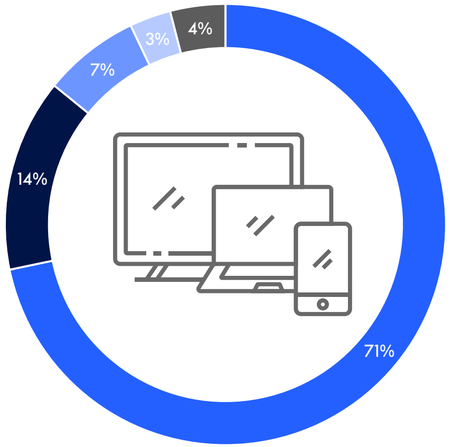
Older generations typically make fewer online purchases per week, with Gen X making an average of 2.4, and Boomers even fewer at just 1.5 purchases a week.

Online Shopping Device Use

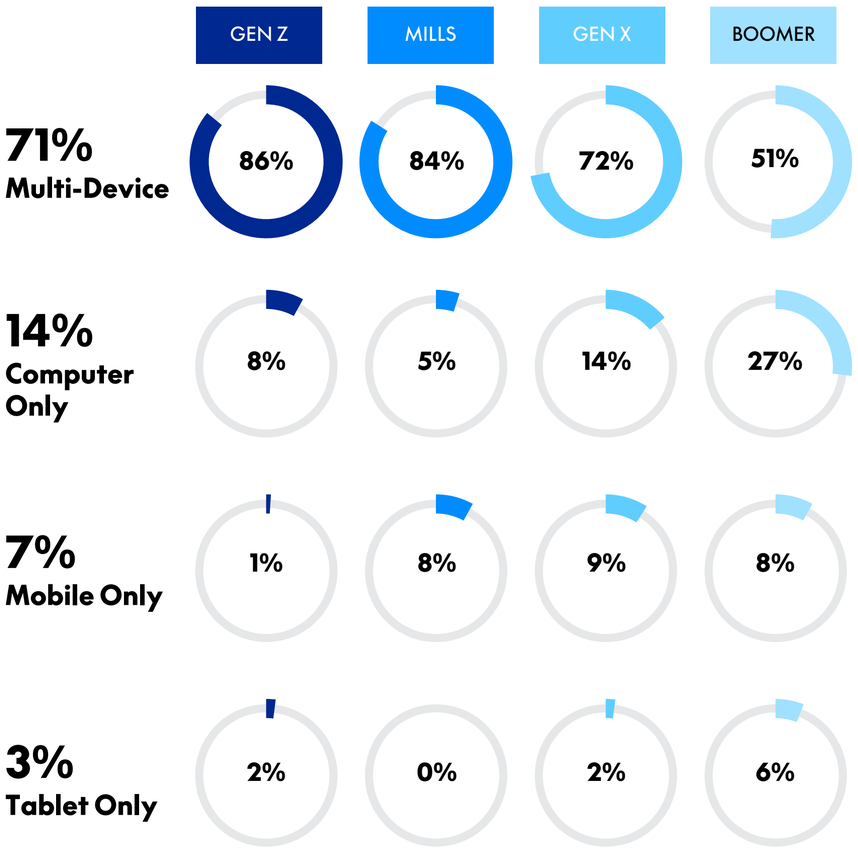
Almost three-quarters of Australians shop across multiple devices (71%), with Boomers more likely than other generations to use only computers (27%)

Online Shopping Device Usage

(All Australians 18-75 years)

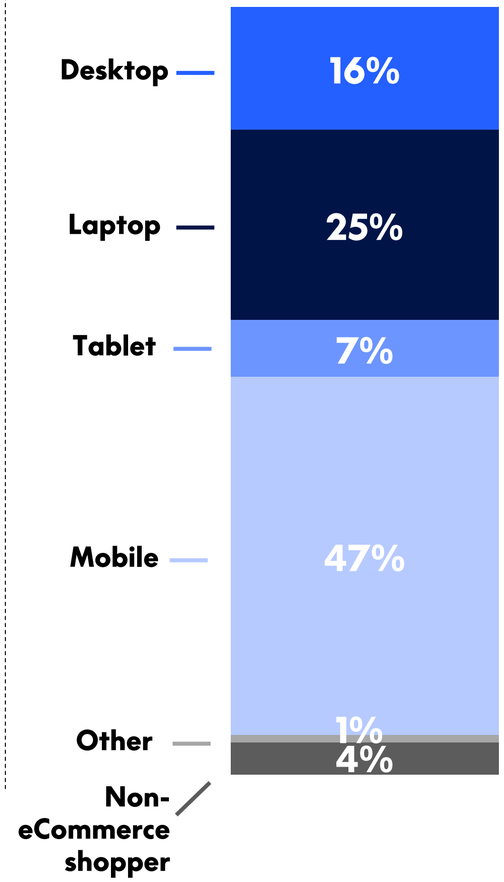


- Multi-device
- Computer only
- Mobile only
- Tablet only
- Non-eCommerce shopper



Online Shopping Device Preference

(All Australians 18-75 years)



CQ1b. Which of these devices do you currently use for online purchases or payments?
CQ1c. Which of these devices do you prefer to use for online purchases or payments?
BASE: All Australians n=1022, Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

eCommerce

Most Australians use multiple devices to shop online (71%) purchasing across smartphones, tablets and computers.

Younger generations are more likely to be multi-device shoppers with 86% of Gen Z and 84% of Millennials using multiple devices for online purchases or payments.

Around 1-in-4 (24%) Australians use just a single type for making online purchases device payments.

Older generations are more likely to use just one device type, particularly the computer- only shoppers (14%), with 27% of Boomers using only computers for online purchases.

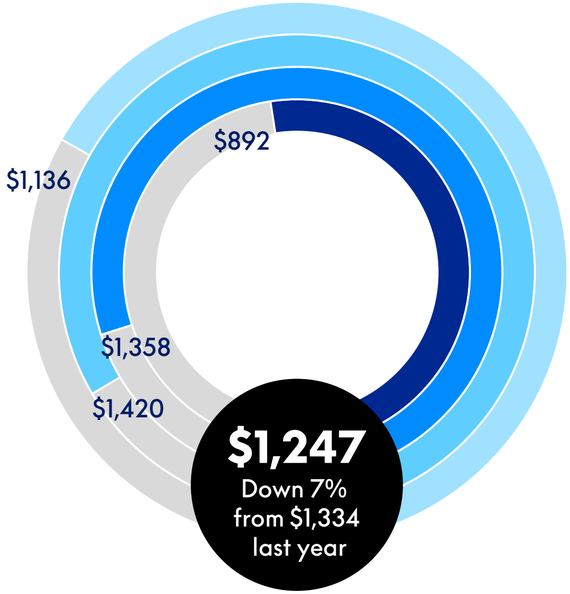
When looking at preference of devices, nearly half (47%) of Australians prefer using their smartphones for online purchases or payments.

Spend & Purchase Categories

Australian consumers spend an average of $1,247 per month online, with key categories being bill payments, tickets, and clothing & accessories

Average Monthly Spend

(All Australians 18-75 years)



% spending $1000 or more online per month

AU consumers 18-75	AGE			
	Gen Z	Mills	Gen X	Boomer
43%	33%	47%	47%	39%

Purchase Category	Australians 18-75	AGE (highlighting options > 30%)			
		Gen Z	Mills	Gen X	Boomer
Bill Payments	74%	65%	73%	77%	76%
Tickets	59%	79%	61%	63%	43%
Clothing & Accessories	58%	65%	68%	59%	44%
Government fees and charges	52%	39%	56%	55%	51%
Food & Drink	52%	72%	62%	51%	33%
Subscriptions	48%	68%	56%	45%	33%
Grocery	43%	46%	54%	42%	32%
Travel & Tourism	44%	47%	43%	46%	41%
Transport	37%	49%	43%	37%	22%
Health & Beauty	30%	49%	34%	29%	18%
Electronics & Computing	24%	31%	33%	20%	15%
Home & Garden	23%	15%	29%	22%	21%
Online or Digital Gaming	21%	36%	31%	20%	5%
Gambling	20%	13%	22%	26%	17%
Toys & Games	20%	23%	32%	18%	7%
Fuel	18%	27%	20%	16%	13%
Digital or Virtual goods	18%	19%	23%	17%	11%
Charity	18%	13%	18%	19%	18%
Books & Magazines	16%	16%	20%	15%	15%
Sporting Goods	12%	13%	13%	15%	7%
Cryptocurrency	2%	3%	4%	1%	1%

CQ6. Thinking about the online payments or purchases that you have made in the past 6 months, which of these categories have you purchased?
CQ8. In total, how much money have you spent on online purchases or payments in the last month?
BASE: All Australians n=1022, Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

eCommerce

Australian consumers spend an average of $1,247 on online purchases or payments each month (down 7% YoY potentially reflecting cost-of-living pressures). Three of the four generational groups spend over $1,000 online monthly, led by Gen X ($1,420), Millennials ($1,358),and Boomers ($1,136) with Gen Z the lowest spenders by far ($892).

Bill payments (74%) is the most common category for online spend, followed by tickets (59%), clothing & accessories (58%), with government payments and food & drink both 52%.

Younger consumers tend to purchase across more categories, with Gen Z and Millennials more likely than their older counterparts to purchase online categories such as:

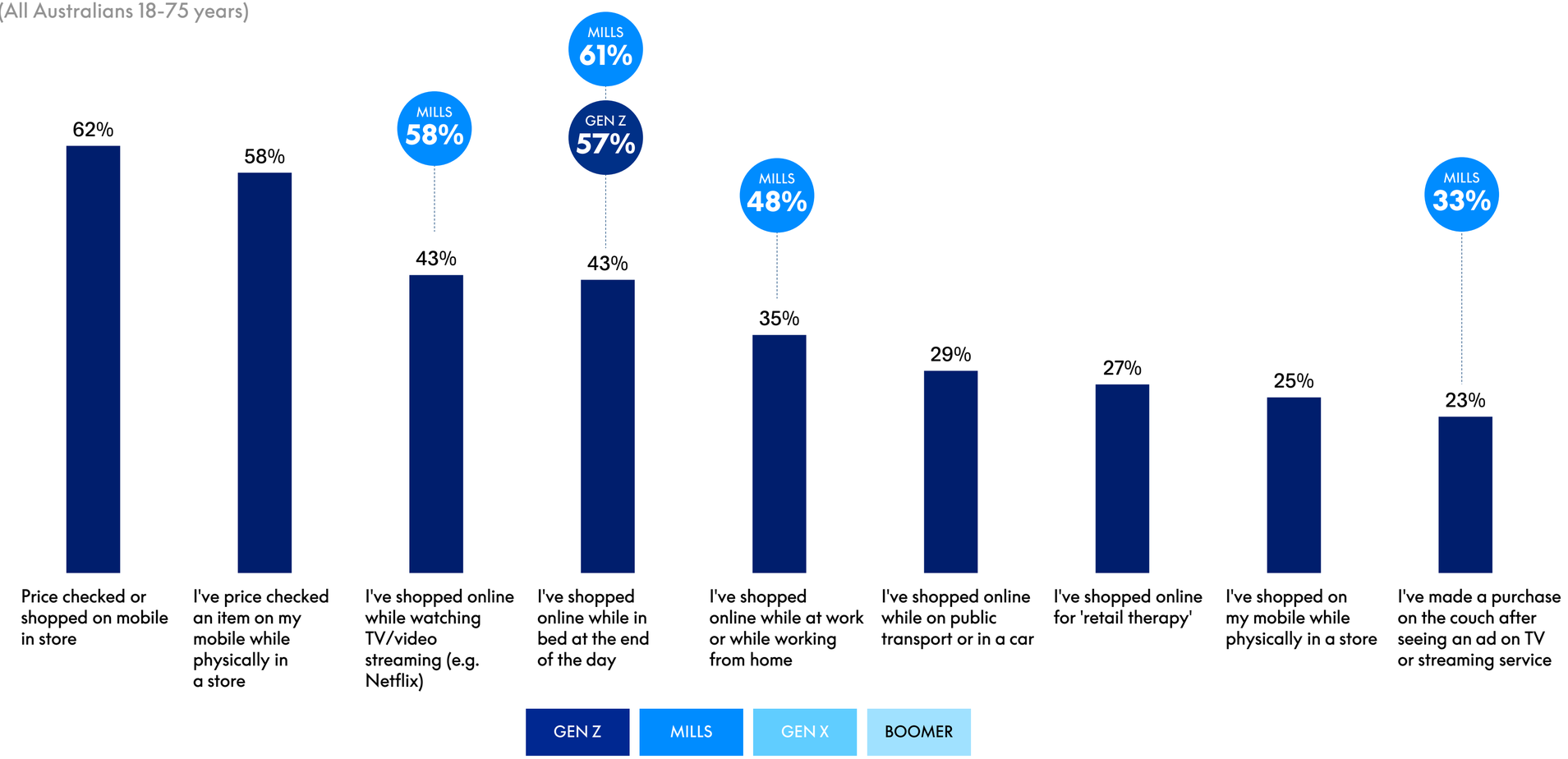
- Electronics & Computing (Gen Z 31%, Millennials 33%)
- Online or Digital Gaming (Gen Z 36%, Millennials 31%)

Online Shopping Environments

Australians shop online in various environments, with 3-in-5 (62%) price checking or shopping while in store. Australians also online shop while watching TV (43%), in bed (43%) or working (35%)

Online Shopping

(All Australians 18-75 years)



CQ14. Thinking about shopping and browsing online, which of the following applies to you?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

eCommerce

The ability to shop online is taken for granted, with consumers online shopping in different ways across a range of settings.

Australian often complete online behaviors while in store, with over 3-in-5 (62%) price checking or shopping on their mobiles while in store.

When not in store, online shopping is woven into day-to-day life, with consumers digitally shopping while watching TV/video streaming (43%), lying in bed at the end of the day (43%) or even while at work or working from home (35%).

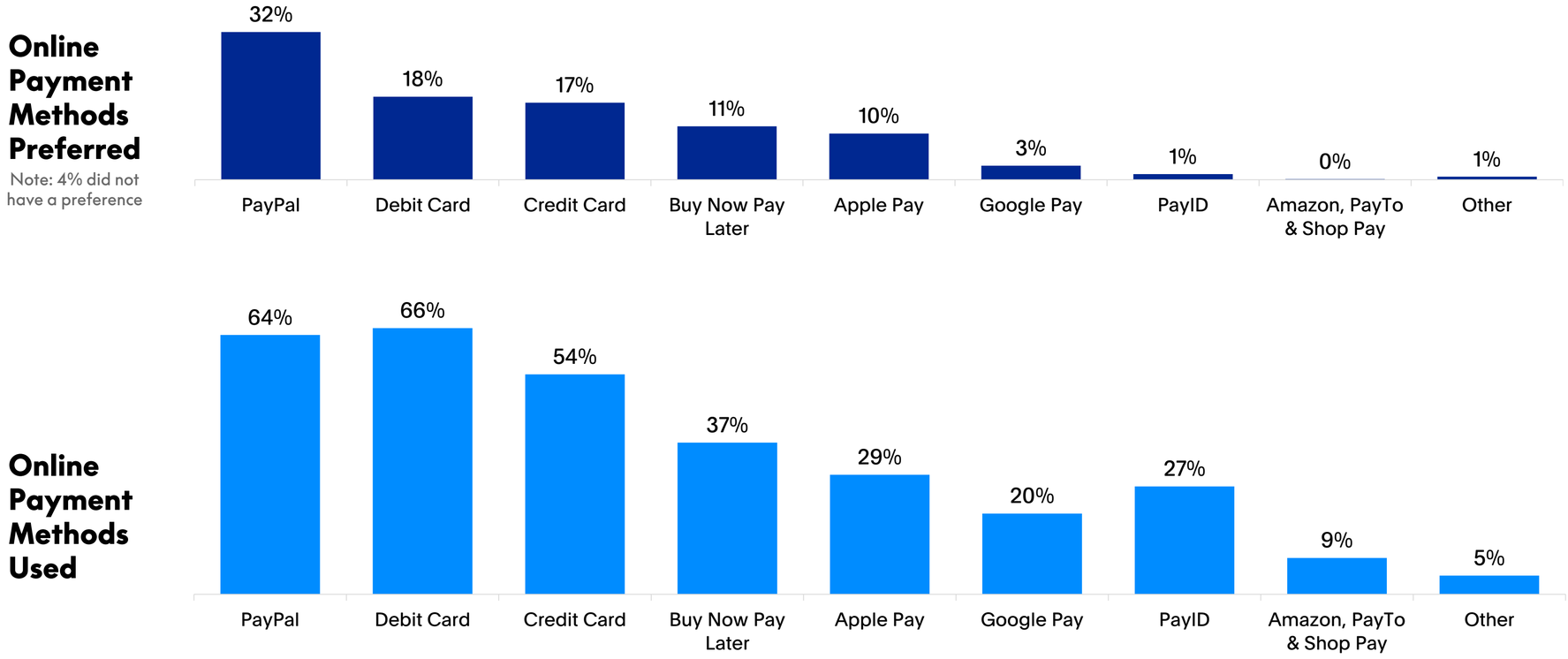
Younger generations (particularly Millennials) are the most likely to engage in this kind of multi-tasking, shopping online while engaged in other activities.

Online Payment Methods

Survey results show PayPal is Australia's most preferred online payment method, with around a third (32%) preferring PayPal and nearly two-thirds (64%) of Australians using PayPal for online payments

Payment Methods used for Online Shopping

(All Australians 18-75 years)



Q3b. And which of the payment options that you use, if any, would you say is your preferred option for online purchases and payments? This excludes money being transferred to friends or family or payments made online while in-store (Select one only).
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? (Select all that apply) Please note 4% of consumers are non ecommerce users
BASE: All Australians 18-75 n=1022

eCommerce

The research indicates PayPal is the most preferred online payment method for Australians, with almost a third (32%) preferring PayPal over alternatives.

When looking at online payment method usage, Debit Cards (66%) are narrowly ahead of PayPal (64%) when it comes to the top payment method used by consumers for their online payments and purchases.

Coming in third for use are Credit Cards, which are used by over half (54%) of Australian consumers for their online transactions.

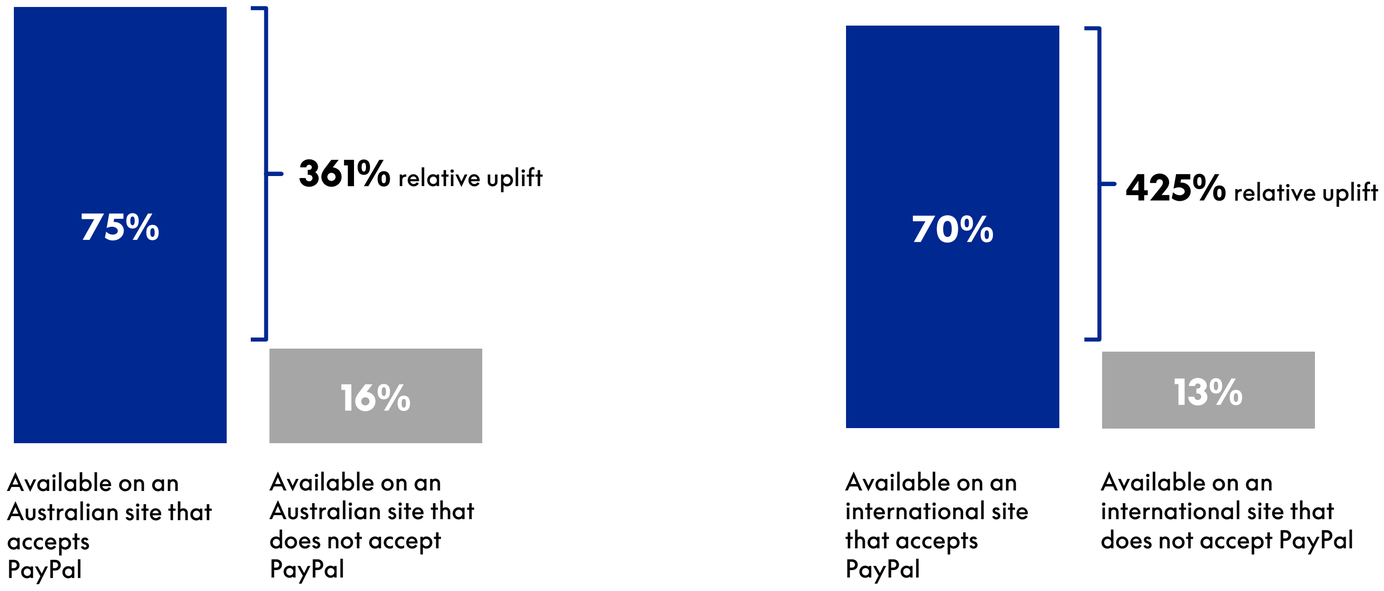
Just over a third of consumers (37%) are using BNPL services although only 1-in-10 consumers (11%) prefer it as their payment method of choice.

The PayPal Effect

Consumers are more than 3 x more likely to purchase on sites which offer PayPal

Likelihood to purchase if a product is ...

(All Australians 18-75 years)



CQ23. 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=1022
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

eCommerce

The research reveals that Australians are much more likely to purchase on websites that offer PayPal, than on websites which do not.

Regardless of whether the website is based in Australia or overseas, the research indicates that PayPal offers a trust signal that increases likelihood to purchase.

For Australian websites, consumers are 361% more likely to buy the same product from a site with PayPal than from a site without.

The impact of PayPal is more prominent when it comes to international sites with Australian consumers 425% more likely to purchase on an international site that offers PayPal than from one which doesn't.

Social Commerce Adoption and Platforms

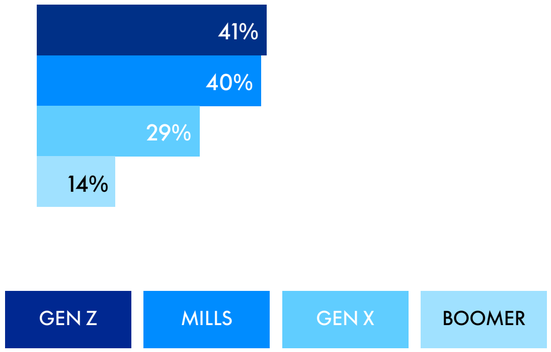
Around 1-in-3 Australians (30%) made a purchase through social media in the past 6 months, platforms most used by social shoppers are Facebook (50%), YouTube (44%) and Instagram (36%)

Social Shoppers

(All Australians 18-75 years)

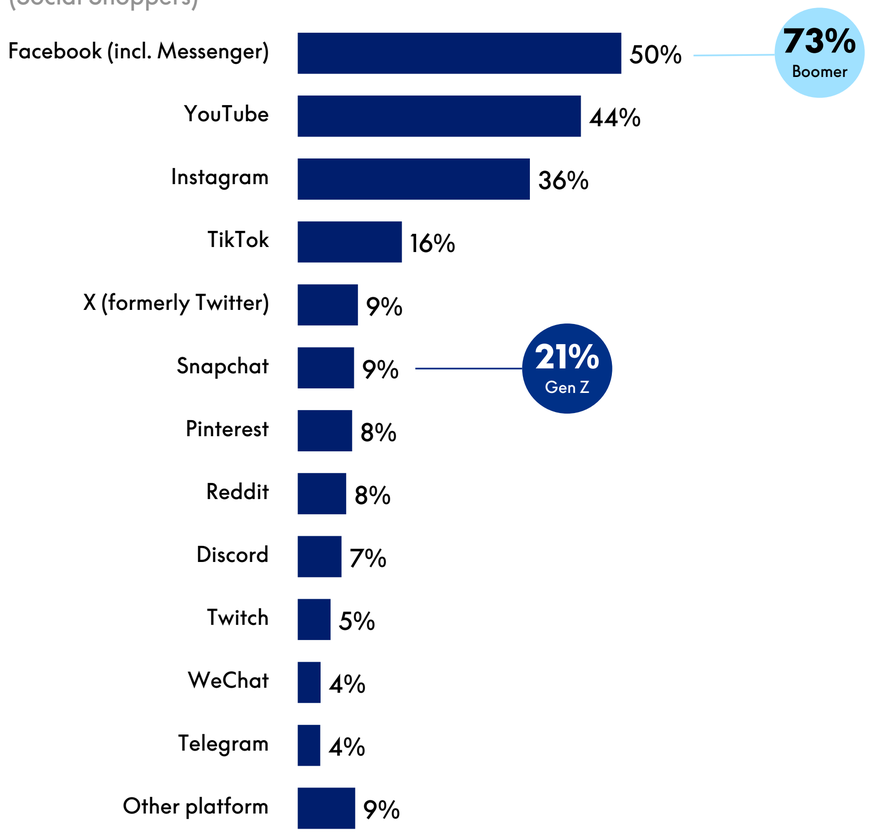
30%

of consumers made a purchase through social media in last 6 months



Platforms Used by Social Shoppers

(Social Shoppers)



CQ5. 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 n=1022, social shoppers n=284. Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

eCommerce

Around a third of Australian consumers (30%) have made a purchase via social media in the past 6 months, rising to around 2-in-5 of Gen Z (41%) and Millennials (40%). On the other hand, only 14% of Boomers have purchased via social media.

For those buying on social media, three platforms stand out from the rest – Facebook (50%), YouTube (44%) and Instagram (36%).

There is a notable drop-off after this - the next most popular platform is TikTok, but only 16% of social media buyers have purchased from this platform in the past 6 months.

While Snapchat has been used by just 9% of Australians, this includes 21% of Gen Z, highlighting their higher use of this platform by the youngest cohort of shoppers.

Business Use of Social Channels

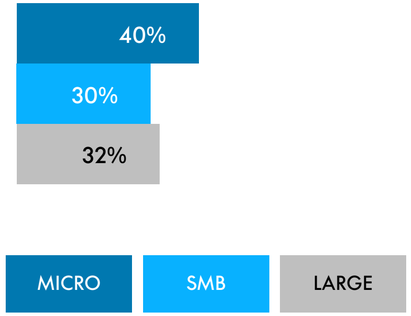
About a third of Australian businesses (32%) sell through social media, accounting for 37% of total sales. Furthermore, 90% of online businesses in Australia use social media for promotion.

Social Selling

(All Businesses)

32%

of businesses sell through social media



Social Sales & Promotion

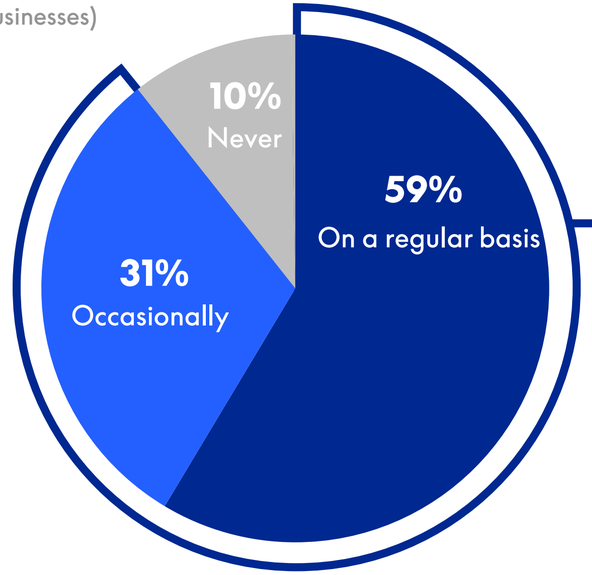
(Businesses that accept payments via social)

Businesses that sell via social

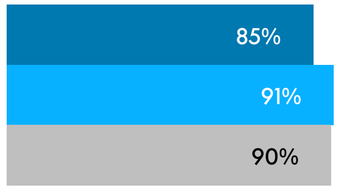
37% Average % of sales made via social

Up from **21%** last year

(All Businesses)



89% of Australian businesses promote on social media



MQ9. Do you currently, or will you in the next 6 months sell through via social media platforms (e.g. Facebook, Instagram, Pinterest, Twitch, TikTok)? MQ2. What proportion of your business's online sales (i.e. out of your total number of online sales) are made via the following methods? MQ8. Approximately how often, if ever, does your business use each of the following social media platforms to promote/market your business (including paid ads and posts)? Note: On a regular basis (weekly or more often), occasionally (less often than weekly); BASE: M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60, Businesses that accept payments via social n=74

In line with consumer adoption, 32% of Australian businesses now sell through social media, with micro businesses (40%), in particular, using social channels for sales.

Additionally, 90% of Australian businesses use social media for marketing and promotion, with a majority (59%) doing so on a regular basis.

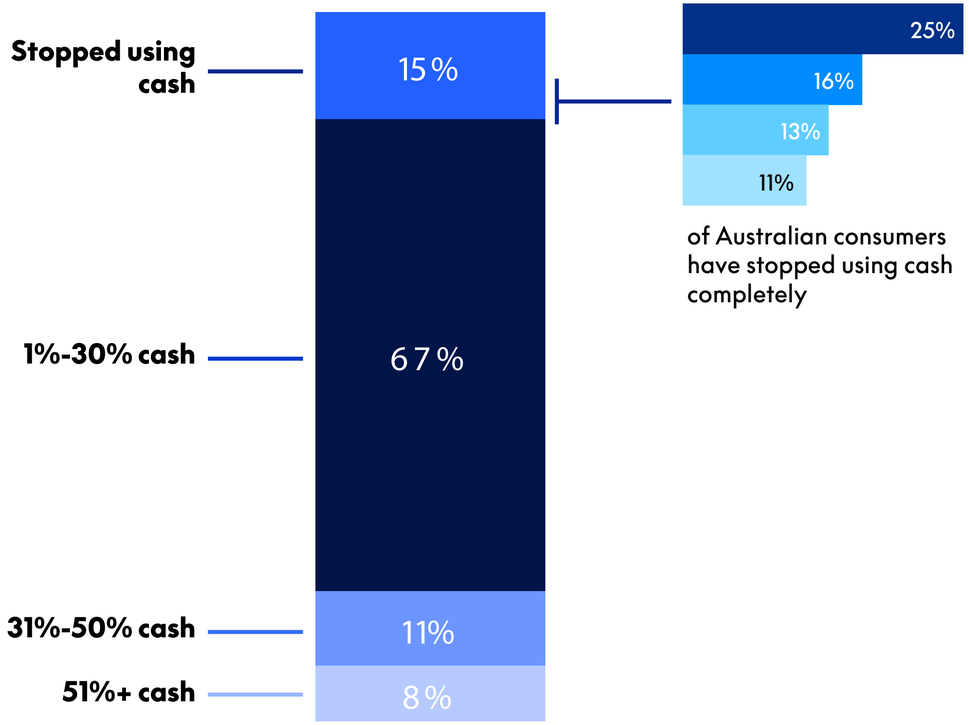
Social marketing is used by businesses of all sizes, showing the importance of this channel to reach consumers (Micro businesses 85%, SMBs 91%, Large businesses 90%).

Consumers and Cash

With almost 1-in-6 Australians (15%) having already stopped using cash, rising to 1-in-4 Gen Z (25%); across all Australians, cash makes up less than a fifth (17%) of monthly spending

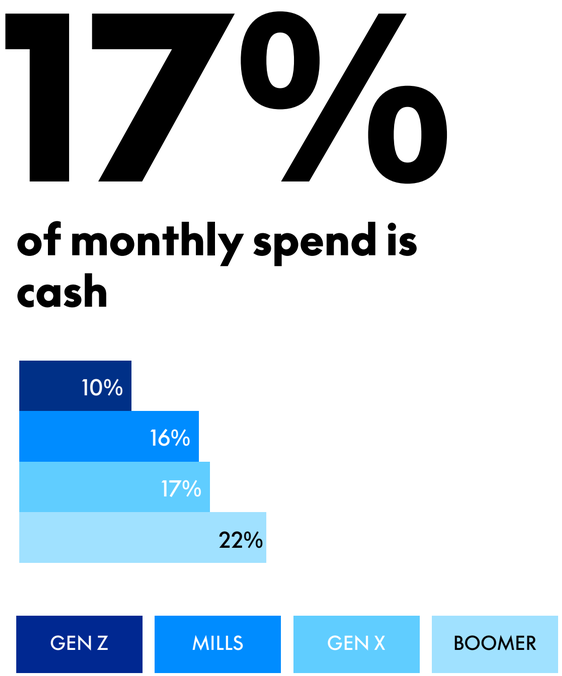
Cash Usage

(All Australians 18-75 years)



% Of Monthly Spend is Cash

(All Australians 18-75 years)



eCommerce

Cash payments generally make up a small part of consumer spending patterns, with around twice as many Australians saying they have stopped using cash (15%) as those who say it makes up more than half of their monthly spending (8%).

Cash does however still play a role for most Australians, with around two-thirds (67%) saying that it makes up between 1% and 30% of their monthly spending.

This aligns with the statistics for cash as a share of spending, as it is sitting at 17% of overall monthly spending for Australian consumers. Boomers use cash the most, but it still makes up less than a quarter (22%) of their monthly spend.

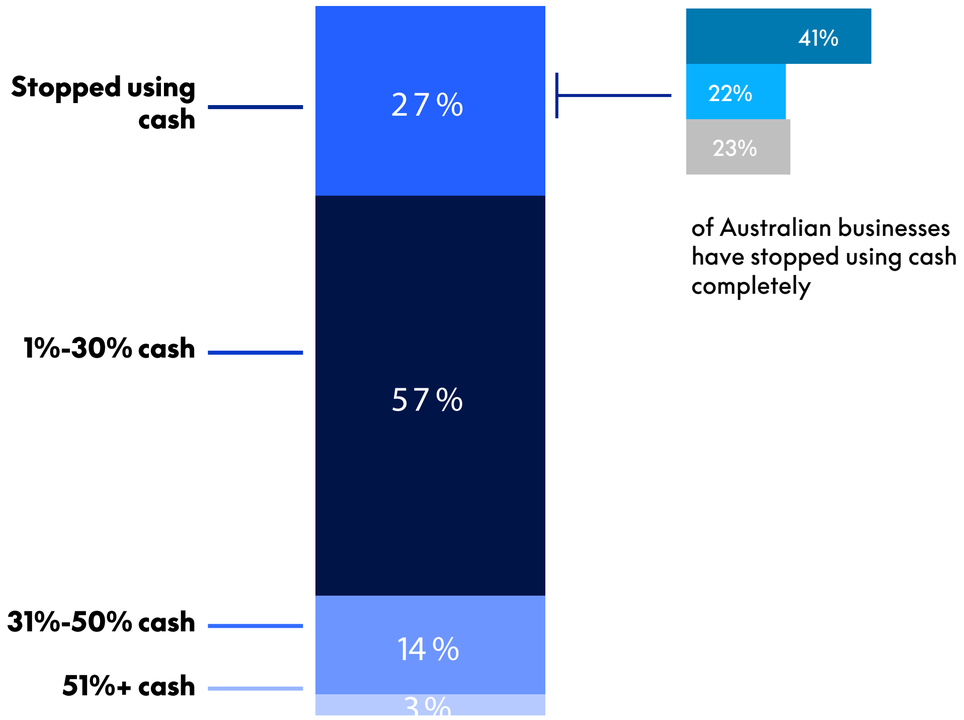
CQ9. How much of your monthly spending is in cash (i.e. compared to credit cards, debit cards, digital wallet, etc)?
BASE: All Australians 18-75 n= 1022, Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Businesses and Cash

Around 1-in-4 businesses (27%) have already stopped using cash, rising to 2-in-5 Micro businesses (41%); this is unsurprising given cash makes up less than a sixth (14%) of monthly sales revenue

Cash Sales

(All businesses)



% Of Monthly Sales are Cash

(All businesses)

MQ7. How much of your monthly sales are cash (i.e. compared to credit cards, debit cards, digital wallet, etc)?
BASE: M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

eCommerce

Echoing consumer findings, cash sales generally make up a small part of business income, with only a minute number of businesses (3%) receiving over 50% of their sales through cash.

Cash still has a role in businesses, with just over half of businesses (57%) receiving 1-30% of their sales through cash .

Similarly, this aligns with the statistics for cash as a share of business sales, with an average of 14% of sales being through cash.

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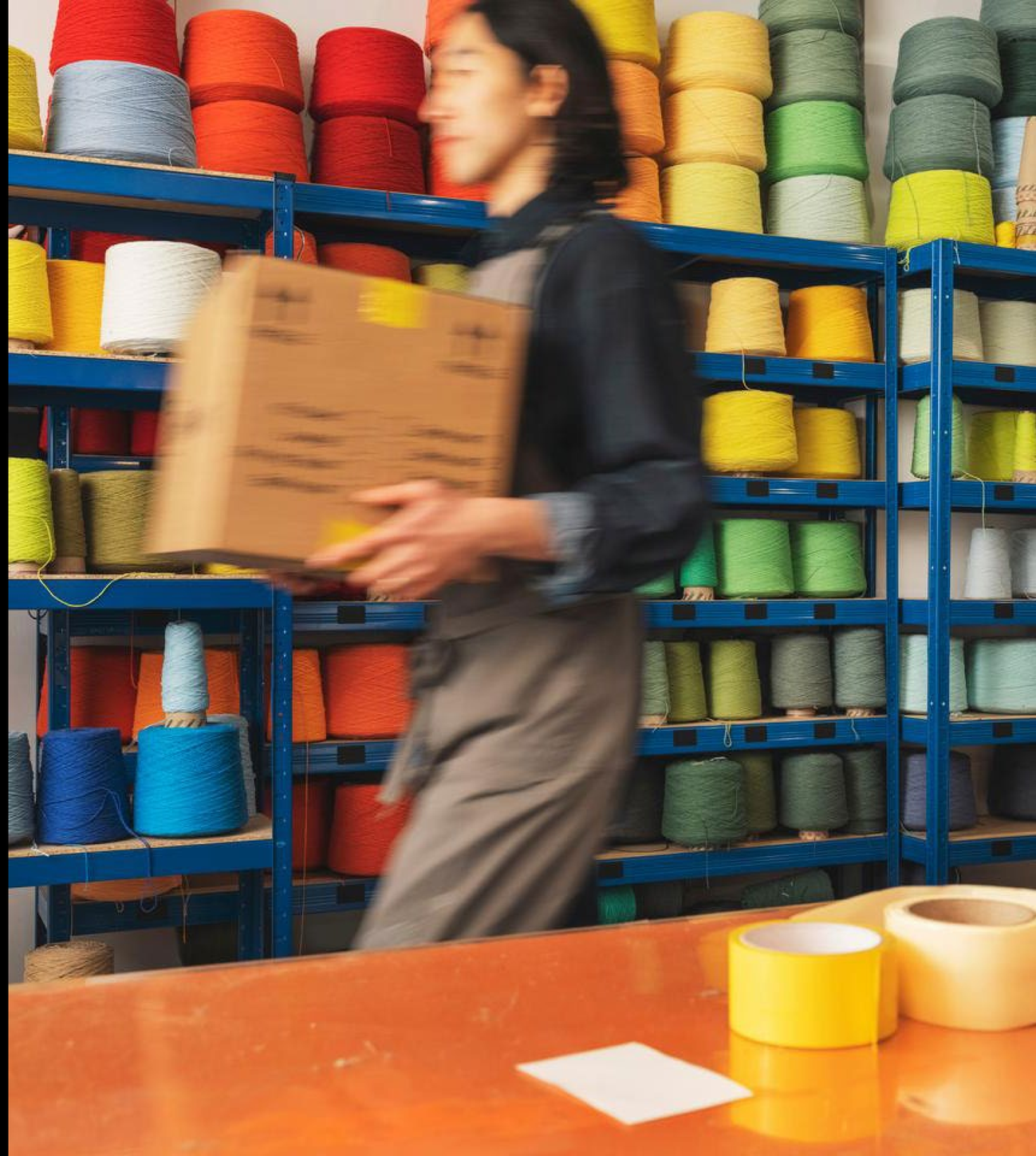

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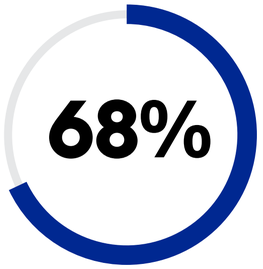
Checkout Experience

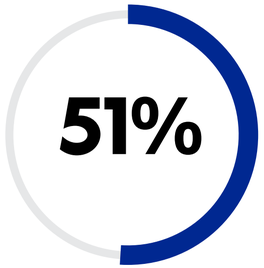
Security and trust concerns (68%) are the most significant barrier to online checkout completion while having preferred payment types (59%) or simple navigation (54%) are the top drivers for conversion

Checkout Barriers

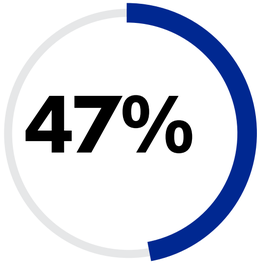
(All Australians 18-75 years)



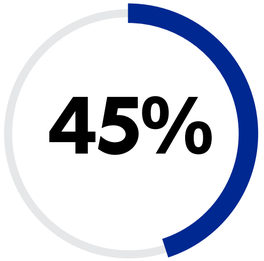
Security or trust issues at checkout



Does not offer my preferred payment type



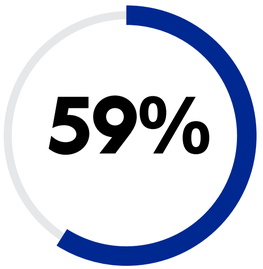
Long and confusing check out



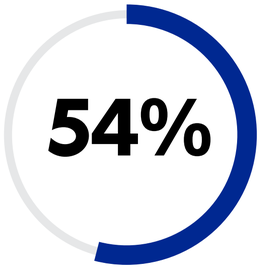
Having to create a new user account first/ guest checkout not available out

Online Checkout Drivers

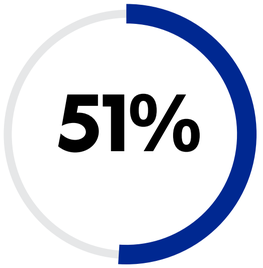
(All Australians 18-75 years)



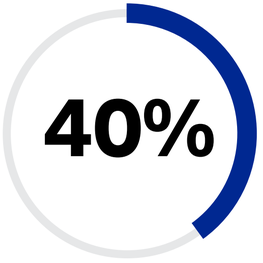
Offers my preferred payment type



Easy navigation



Product reviews / star ratings visible on the store



PayPal branding visible on product pages, so I know it's available at checkout

CQ12. Which, if any, of the following would lead to you being less likely to make an online purchase or payment?
CQ13. And, which of the following would lead to you being more likely to make an online purchase?
BASE: All Australians 18-75 n= 1022

Drivers & Barriers

Trust and security is the top checkout barrier with over two-thirds of Australians (68%) across all age demographics showing a level of concern.

Other barriers include preferred payment types not being offered (51%) and difficulty with checkout such as it being too long and confusing (47%), or having to make a user account when guest checkout is not available (45%).

On the flip side, the key checkout drivers include offering preferred payment methods (59%), easy navigation (54%), including product reviews (51%).

Further, the research shows online businesses can benefit from making PayPal branding visible on their product pages with 40% of Australians saying the PayPal brand makes them more likely to make an online purchase.

Abandonment

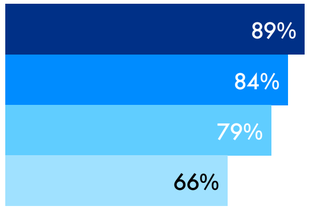
Over three-quarters of Australians (78%) have abandoned a purchase or payment online, due to security concerns (44%), preferred payment method not available (38%), or surcharges (36%)

Abandonment

(All Australians 18-75 years)

78%

Almost 4-in-5 Australians users have abandoned a purchase or payment online

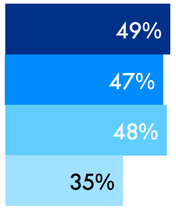


31% Of Australian eCommerce consumers have added items to their card and abandoned it in the hope of being sent an offer

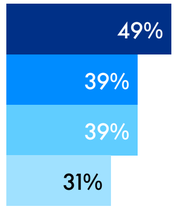
Top Reasons for Abandonment

(All Australians 18-75 years)

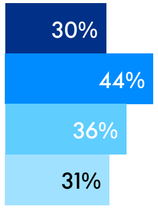
44% Security concerns



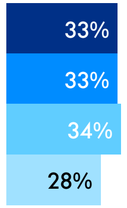
38% Preferred payment method wasn't available



36% Not completed because of a surcharge



32% Too difficult



GEN Z | MILLS | GEN X | BOOMER

CQ11. Which, if any, of the following have you ever done when making a payment or purchase online?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Drivers & Barriers

It is important that online businesses get the checkout experience right for consumers.

Over three-quarters of Australians (78%) have abandoned a purchase or payment online, particularly younger consumers (Gen Z: 89%, Millennials: 84%).

The top reasons why consumers abandon their carts are:

- Security concerns at checkout (44%)
- Preferred payment method not being available (38%)
- Didn't complete because of a surcharge (36%)
- Checkout was too difficult (32%)

Trust and Security

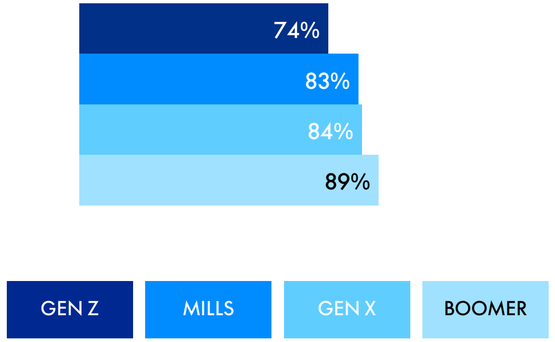
Three-quarters of Australians (73%) trust PayPal for secure online payments, with almost half (44%) calling it their most trusted option. Furthermore, 84% are concerned when PayPal is not available.

Consumer Concern

(All Australians 18-75 years)

84%

Concerned to make a payment where PayPal is not available

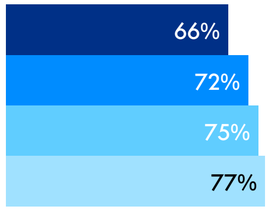


Consumer Trust

(All Australians 18-75 years)

73%

Trust PayPal to keep payments secure

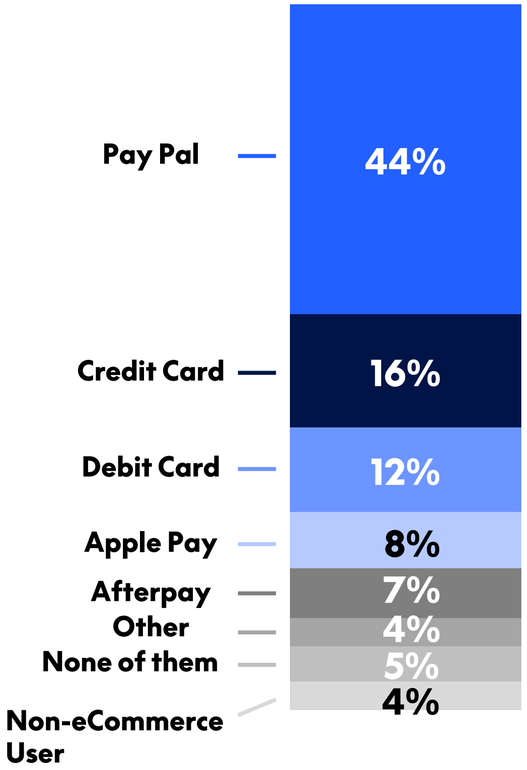


55% Debit Card

53% Credit Card

Most Trusted Payment Options

(All Australians 18-75 years)



CQ21. 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?
CQ22. Which payment option do you trust the most when purchasing or transacting online? [Select one only]
CQ24. Thinking about these, how has your level of concern about the following changed over the past 12 months?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322
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

Drivers & Barriers

The research shows that almost three-quarters (73%) of Australians trust PayPal to keep their online payments secure, with Boomers (77%) placing the most trust in it. Trust is also high amongst other generations.

Additionally, 84% of Australians are concerned when PayPal is not available, this concern being highest among Boomers (89%) but prevalent across all age demographics.

Debit Card is trusted by over half (55%), followed by Credit Card (53%).

Results indicate that PayPal (44%) is also the most trusted online payment method in Australia, selected by more than 2-in-5 consumers. This puts PayPal well ahead of other online payment options, with Credit Card (16%) and Debit Card (12%), the next most-trusted options.

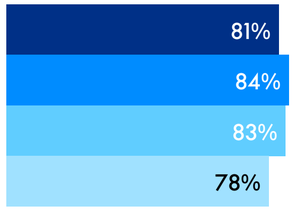
Shipping and Returns

Shipping costs & times, and return policies all play an important role in facilitating online purchases, with most Australians (81%) citing expensive shipping fees as a barrier to purchase

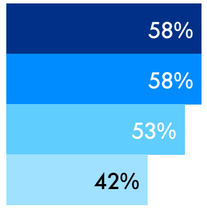
Shipping and Returns Barriers

(All Australians 18-75 years)

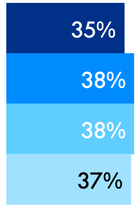
81%
Shipping fees being too expensive



52%
Shipping times being too long



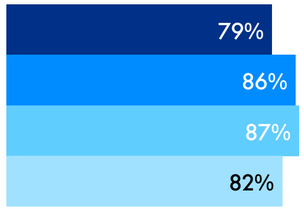
37%
Return shipping costs are too high



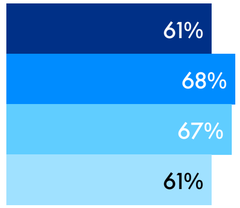
Shipping and Returns Drivers

(All Australians 18-75 years)

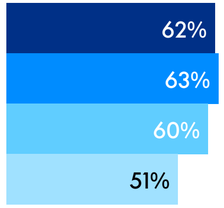
84%
Offers free shipping



65%
Offers free return shipping



59%
Shipping times are within the window I require



GEN Z | MILLS | GEN X | BOOMER

CQ12. Which, if any, of the following would lead to you being less likely to make an online purchase or payment?
CQ13. And, which of the following would lead to you being more likely to make an online purchase?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Drivers & Barriers

Shipping and return options are key elements Australian businesses should consider.

Shipping cost is a key barrier to purchase for 8-in-10 Australians (81%), with long shipping times (52%) and return shipping costs being too high (37%) also playing a role.

Conversely, shipping and returns can also increase likelihood to purchase. It's no surprise that free shipping is top of the list, with more than 8-in-10 (84%) saying this makes them more likely to make an online purchase or payment.

Consumers also respond well to free return shipping (65%) and shipping times being within the window required (59%).

Ethical Shopping

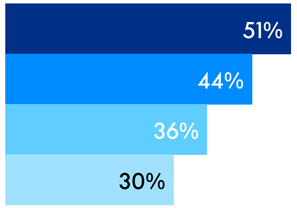
Despite cost-of-living pressures, ethical factors continue to play a role in purchasing decisions. Over a third of Australians (39%) have made a purchase decision based on ethical considerations; rising to half of Gen Z (51%)

Ethical Motivation

(All Australians 18-75 years)

39%

of Australians make online purchasing decisions based on ethical considerations



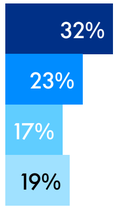
GEN Z | MILLS | GEN X | BOOMER

Ethical Considerations that Motivate Online Purchases

(All Australians 18-75 years)

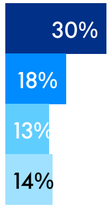
22%

Worker pay and conditions either locally or in supply chain



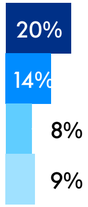
17%

Environmental impact



12%

Diversity and inclusion



CQ13. And, which of the following would lead to you being more likely to make an online purchase?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Drivers & Barriers

Ethical factors play a role in purchasing decisions for over a third of Australians (39%), with this being particularly important for Gen Z (51%).

Breaking this down further, nearly a quarter (22%) cite worker pay and conditions, either locally or in the supply chain, as a consideration, while for nearly 1-in-5 (17%) it is about the environmental impact of the online businesses they are looking to buy from.

One-in-ten consumers (12%) also cite the diversity and inclusion policies of the businesses they interact with as a factor.

On all fronts, Gen Z feel more strongly about ethical considerations, with a third citing worker pay and conditions (32%), and environmental impact (30%), and a fifth citing diversity and inclusion (20%).

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Consumer Security Attitudes

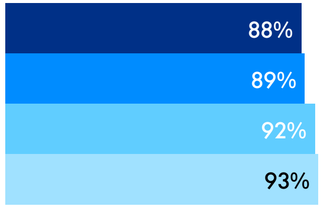
9-in-10 Australians (91%) have experienced contact from fraudsters, with three-quarters having received scam emails (77%), calls (72%), or texts (71%)

Consumer Security Experience

(All Australians 18-75 years)

91%

of Australians have personally experienced fraudulent activity



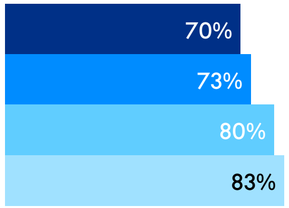
GEN Z | MILLS | GEN X | BOOMER

Consumer Security Components

(All Australians 18-75 years)

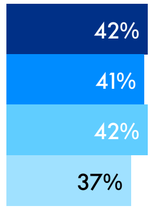
77%

Scam emails



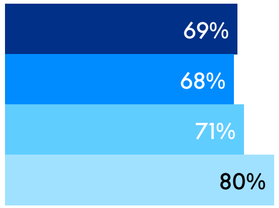
40%

Fake invoices or bills



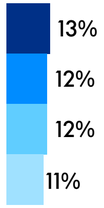
72%

Scam phone calls or voicemails



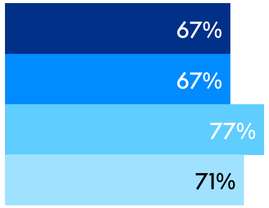
12%

Lost money as a result of a scam



71%

Scam texts (claiming to be from legitimate businesses or government)



CQ26.Which of the following types of scams have you received or experienced, even if you have not fallen victim?
CQ25. And which of the following, if any, have happened to you?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Security

Most Australians (91%) have personally experienced contact from fraudsters with younger generations reporting the experience of fraud and scam contacts at a higher rate than older generations.

This includes a range of fraudulent activity with around 3-in-4 four consumers having experienced:

- Scam emails: 77%
- Scam phone calls or voicemails: 72%
- Scam text messages: 71%

Alongside this, 2-in-5 consumers (40%) have received fake invoices or bills.

Around 1-in-10 Australians (12%) has lost money as a result of a scam.

Consumer Security: Total Concerns

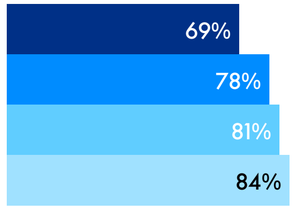
Most Australians (79%) are more concerned about the security of their personal data than they were 12 months ago

Security Concerns

(All Australians 18-75 years)

79%

Australian consumers more concerned about security of their data than 12 months ago

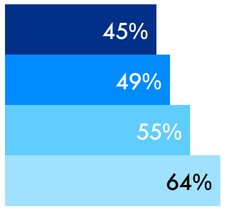


% of Australians are more concerned than 12 months ago about...

(All Australians 18-75 years)

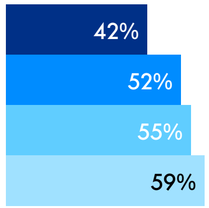
54%

My personal details being available to criminals on the dark web



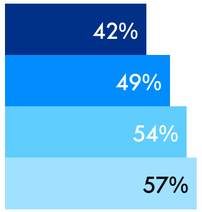
53%

Privacy of my personal data and control over how it is used



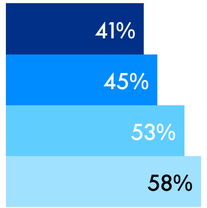
52%

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



50%

Sharing my financial details when I buy things online



GEN Z | MILLS | GEN X | BOOMER

CQ24. Thinking about these, how has your level of concern about the following changed over the past 12 months?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Security

Almost 4-in-5 Australians (79%) are more concerned about the security of their personal data than they were 12 months ago.

Specific areas of concern include:

- My personal details being available to criminals on the dark web (54%)
- Privacy of my personal data and control over how it is used (53%)
- Safety and security of personal data I've shared with businesses I deal with (52%)
- Sharing my financial details when I buy things online (50%)

The level of concern increases with age, with Boomers most likely to have grown more concerned about their personal data security than other generations.

Online Shopping Fraud

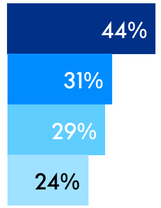
Almost a third of Australians (30%) have visited fake websites, with 1-in-3 of these saying they've also made a payment. Businesses are also affected, with 25% facing more payment fraud attempts than before.

Consumer Online Shopping Fraud Experience

(All Australians 18-75 years)

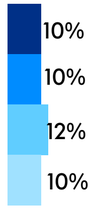
30%

Visited a fake website



10%

Made a purchase or payment through a fraudulent site



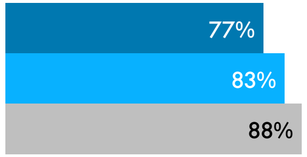
GEN Z | MILLS | GEN X | BOOMER

Business Concerns with Shopping Fraud

(All Businesses)

82%

Concerned about cyber criminals impersonating your business

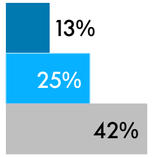


84%

Concerned about cost and complexity of staying ahead of cyber criminals

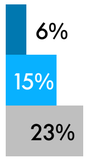
25%

Our business experiences more attempted payment fraud now than 3 years ago



15%

Our business experiences more chargeback fraud now than 3 years ago



MICRO | SMB | LARGE

CQ25. And which of the following, if any, have happened to you? CQ26. Which of the following types of scams have you received or experienced, even if you have not fallen victim?
MQ16. How has your level of concern about the following changed over the past 12 months? MQ20: Which of the following, if any, do you agree with?
BASE: C: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322
M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

Security

Almost a third of Australians (30%) have visited a fake website. And with 10% of Australians reporting that they've made a purchase through a fake website, it means that 1-in-3 of all the consumers that visit a fake website have actually gone all the way and made a purchase, potentially losing their money and exposing their details to cyber criminals.

Business concerns reflect the consumer experience, with 82% of businesses worried that online fraudsters will attempt to impersonate them, and 84% concerned about the cost and complexity of staying ahead of cyber criminals.

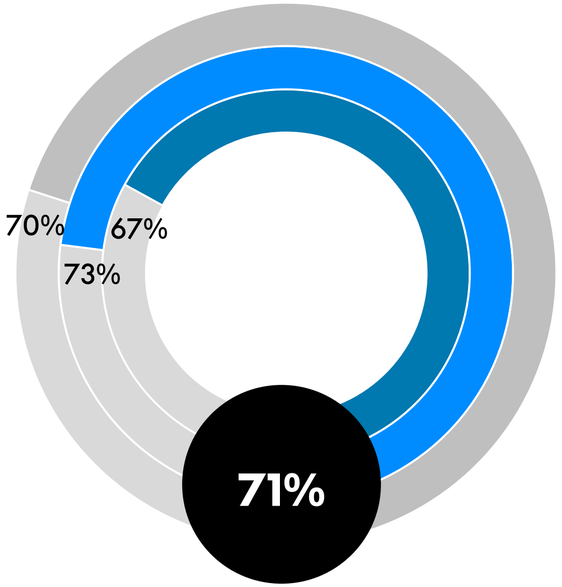
Additionally, 25% of businesses have experienced more attempted payment fraud, and 15% report an increase in chargeback fraud compared to three years ago.

Consumer Expectations & Business Readiness

The majority of businesses (71%) rate themselves as cybersecure, however only 29% of Australian consumers trust them to keep their details safe.

Business Security Evaluation

(All Businesses)



Australian Business rate at least one component of their Cybersecurity Capabilities "Very Good"

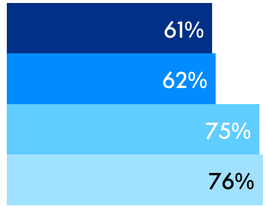
MICRO | SMB | LARGE

Consumer Security Expectations

(All Australians 18-75 years)

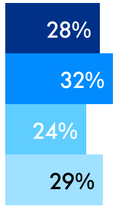
69%

Expect the business they interact with online to keep their details safe



29%

I trust Australian businesses to keep my details safe

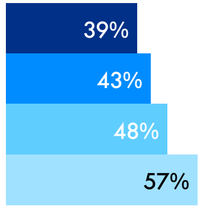


Consumer Concerns (vs. 12 Months Ago)

(All Australians 18-75 years)

48%

Australian businesses not doing enough to address this issue



GEN Z | MILLS | GEN X | BOOMER

MQ19. How would you rate the capabilities of your business when it comes to..
CQ27. Thinking about keeping your details safe and secure online, which, if any, of the following do you agree with?
CQ24. Thinking about these, how has your level of concern about the following changed over the past 12 months?
BASE: C: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322
M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

Security

Most Australian businesses (71%) rate themselves as 'very good' in at least one component of their cybersecurity capabilities.

However, consumer attitudes don't match up with business self-assessment. Only 29% of Australian consumers trust Australian businesses to keep their details safe.

Around two-thirds of consumers (69%) expect the businesses they deal with online to keep their details safe, and almost half (48%) are more concerned that Australian businesses are not doing enough to address data security.

Consumer Security Measures

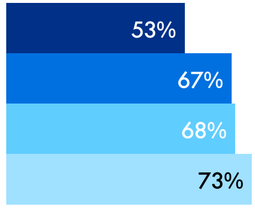
Australians are taking action to address online security, with most (98%) taking steps to protect themselves including two-thirds (67%) who report using PayPal for secure online purchases

PayPal Effect

(All Australians 18-75 years)

67%

of Australians use PayPal for secure online purchases

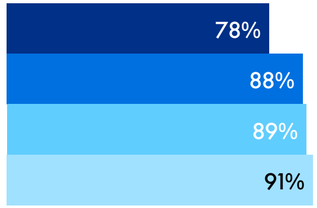


98% Of Australians have taken at least one step to strengthen their online security

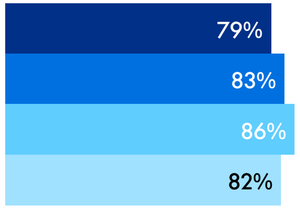
Actions Taken to Strengthen Security

(All Australians 18-75 years)

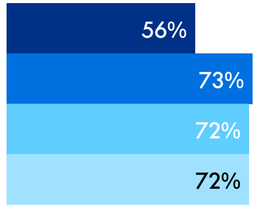
88% Treat calls, emails and texts with more suspicion



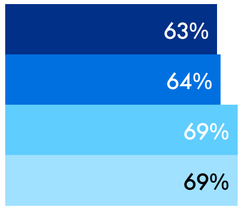
83% Enable two-factor authentication



70% Improve passwords



67% Learn more about how to identify scams and stay safe online



GEN Z | MILLS | GEN X | BOOMER

CQ28. Which of the following have you done, or do you plan to do to strengthen your online security?; CQ26.Which of the following types of scams have you received or experienced, even if you have not fallen victim?; CQ25. And which of the following, if any, have happened to you?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Security

Nearly all consumers (98%) have taken steps to protect themselves online, with the top actions being to treat calls, emails and texts with more suspicion (88%), enabling two-factor authentication (83%), improving their passwords (70%) and learning more about how to identify scams (67%)

Two-thirds of Australians (67%) agree that they use PayPal for secure online purchases as a means of strengthening their online security.

Business Security Concerns

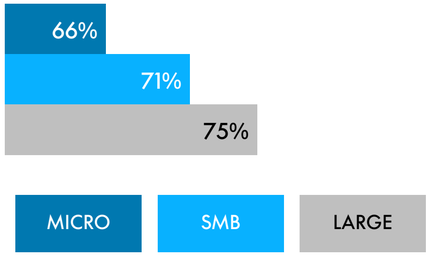
Most Australian businesses (71%) are more concerned than 12 months ago about data security, particularly impersonation (38%) and the cost of attacks (38%)

Security Concerns

(All businesses)

71%

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

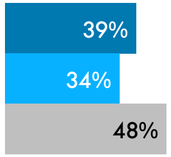


% of Australian businesses more concerned than 12 months ago about...

(All businesses)

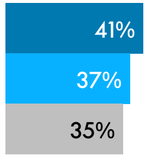
38%

Cyber criminals impersonating your business



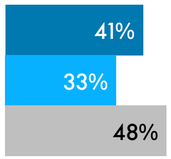
38%

The cost and complexity of staying ahead of cyber criminals



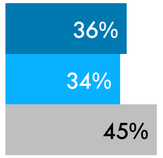
37%

Cyber criminals impersonating suppliers, vendors, service providers, business partners



36%

Keeping your customer's data safe and secure



MQ16. Thinking about the challenge of keeping sensitive information safe and secure, how has your level of concern about the following changed over the past 12 months?
M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

Security

Most Australian businesses (71%) are becoming more concerned about the security of their data and financial details. While this has changed the most over the past 12 months for Large Enterprises (75%), it holds true for two-thirds or more of businesses across all segments.

The top areas where businesses have increased concerns are around cyber criminals impersonating either their own business (38%) or suppliers, vendors, service providers or business partners (37%), as well as the cost of staying ahead of cyber criminals (38%).

Security Attitudes

Over half of Australian businesses (59%) agree that cyber criminals are becoming more sophisticated and that they have a duty to provide secure online services (56%)

Merchant Security Attitudes

(All Businesses)

MQ20. Which of the following, if any, do you agree with?
M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

Security

Almost 3-in-5 Australian businesses (59%) agree that cyber criminals are becoming more sophisticated in their attempts to defraud businesses, with this sentiment expressed consistently by businesses of all sizes.

As a result of this, just over half (55%) believe that businesses of all sizes will need more advanced cyber security in the future.

They accept this responsibility, with more than half (56%), regardless of size, agreeing that it's their duty to provide secure online payment processes.

Business Security Measures

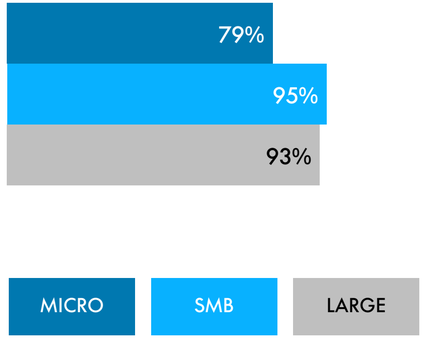
Most Australian businesses (91%) have also taken steps to safeguard themselves when it comes to their cyber security systems and processes

Taking Action

(All Businesses)

91%

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

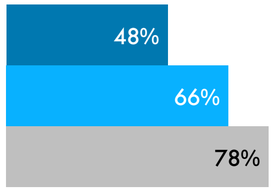


Actions Taken to Strengthen Security

(All Businesses)

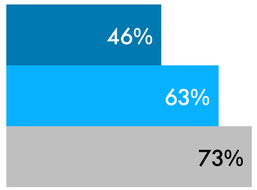
64%

Back-up our data and implement a recovery process



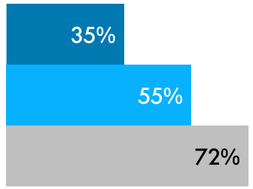
60%

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



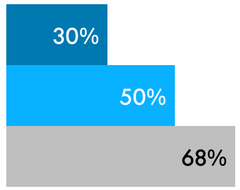
53%

Take additional steps to verify the authenticity of communication with customers, vendors, suppliers etc.



48%

Introduce or increase employee training



MQ17. Which of the following have you done, or do you plan to do to keep sensitive information safe and secure
M: Businesses that sell partially or wholly online n=413, Micro (<$99k) n=94, SMB ($100k - $10m) n=259, Large ($10m+) n=60

Security

Nearly all Australian businesses (91%) have taken steps to strengthen their cyber security capabilities, keeping information safe and secure.

The top actions that have been taken by businesses to strengthen their security have been backing up their data and implementing a recovery process (64%), encouraging employees to treat calls, emails and texts with more suspicion (60%) and taking additional steps to verify authenticity of communication with customers, vendors and suppliers (53%).

Recognising that human errors can be a prevalent attack vector for cyber crime, almost half (48%) have also introduced or increased employee training.

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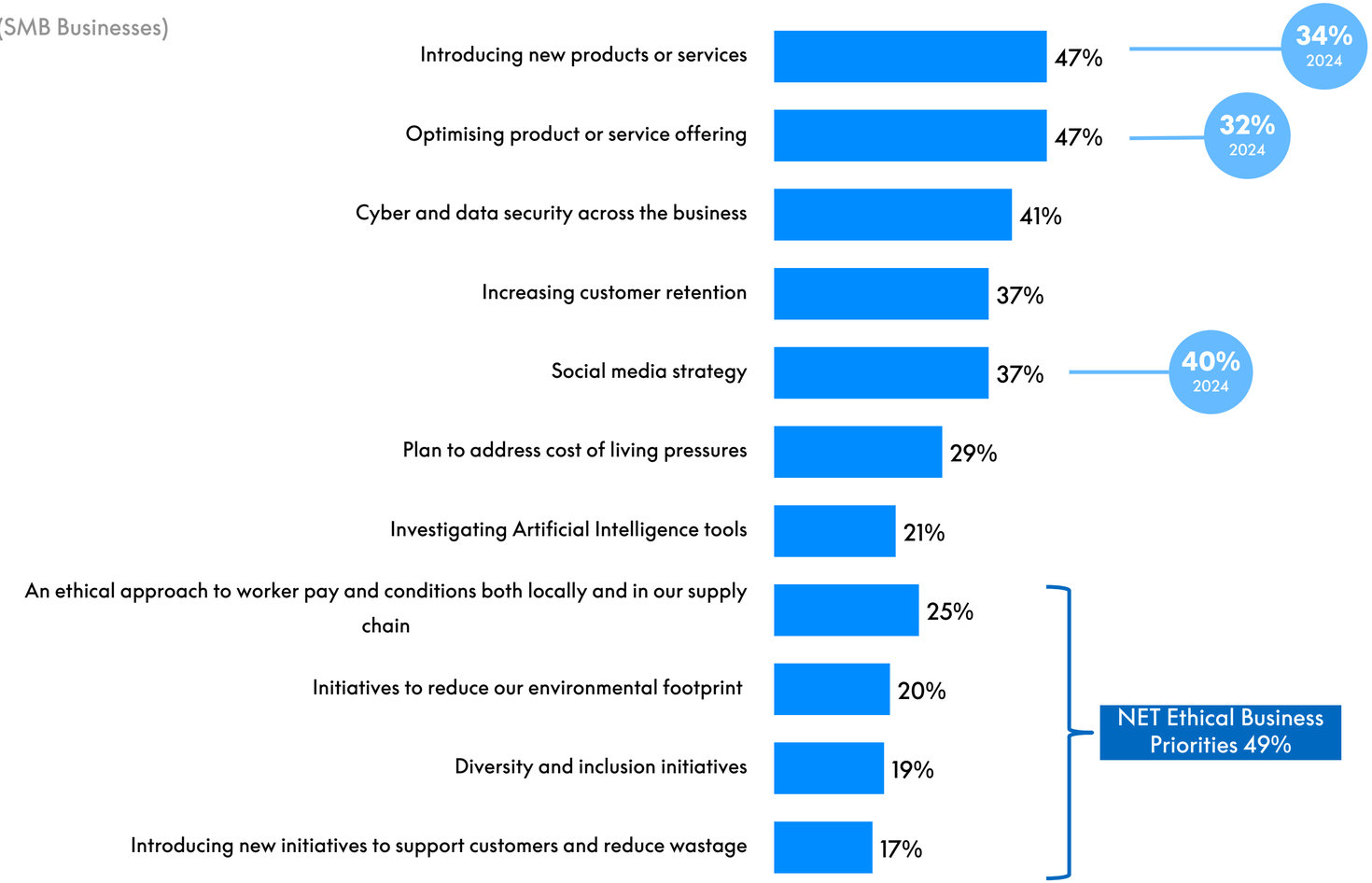
Small Business Priorities

Australian small and medium business have shifted priorities towards introducing or optimising their product and service offering (47%), and away from social media strategies that topped this list in 2024

Broader Business Priorities

(SMB Businesses)



MQ5. Thinking more broadly, which (if any) of the following business areas are important for your business' success
BASE: Small and Medium Businesses that sell partially or wholly online, (SMB) ($100k - $10m) n=259

SMB Landscape

The cost-of-living crisis and continued competitive pressures have led Australian SMBs to prioritise their efforts around introducing new products or services (47%) or optimising their existing product offering (47%).

This is a shift from last year, when social media strategy was the lead business priority for SMBs (40% in 2024).

Another important priority for Australian SMBs is cyber and data security (41%), to ensure customers and themselves are kept safe online.

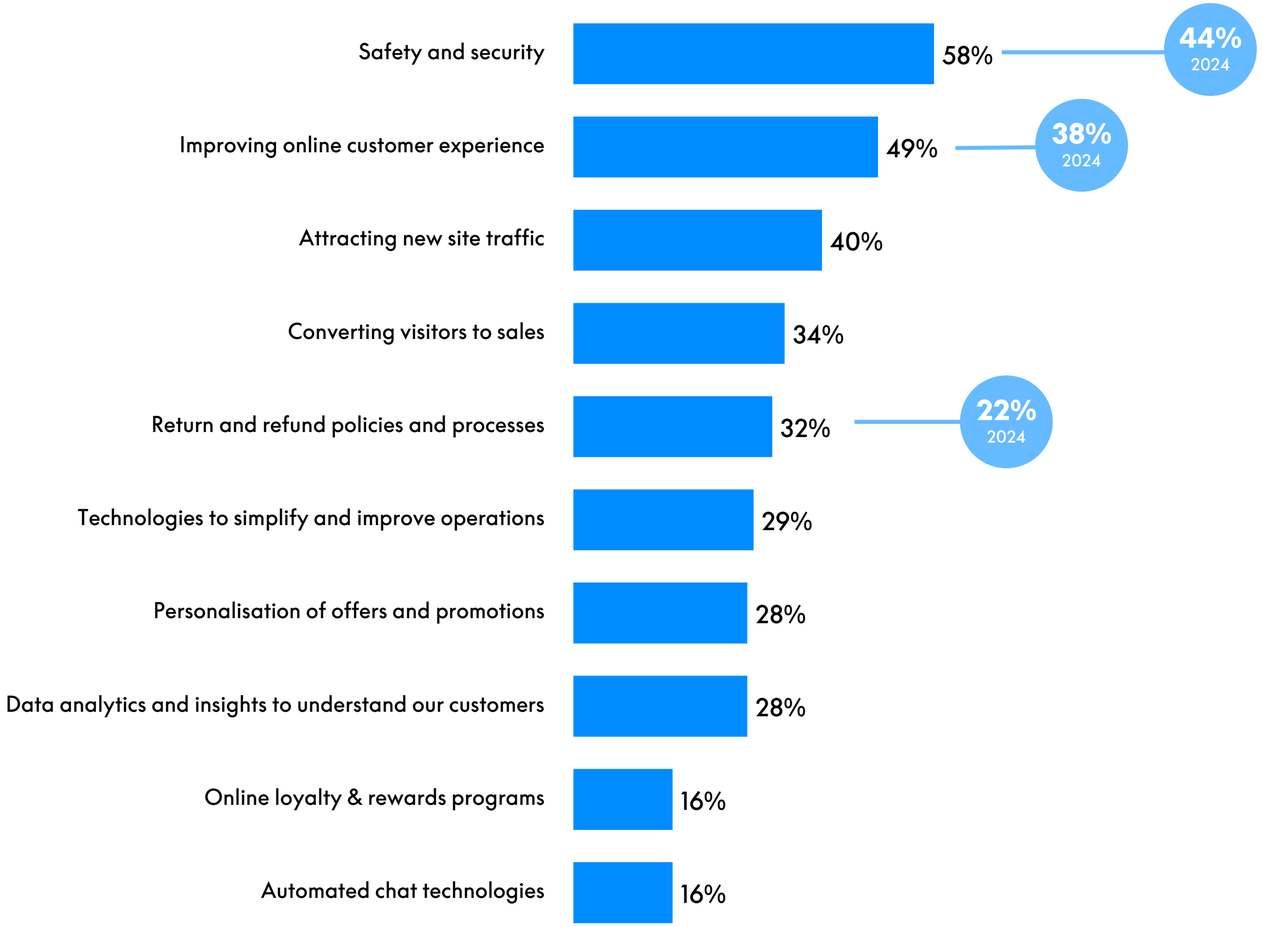
Around half of all Australian SMBs (49%) have at least one ethical concern as a priority, with the top ethical concern being to ensure worker pay and conditions, both locally and in their supply chain, are fair and equitable (25%).

eCommerce Priorities

The top eCommerce priority for Australian SMBs in 2025 is safety and security (58%, up 14% YoY), with improving customer experience (49%) and attracting new visitors (40%) also key priorities

SMB eCommerce Priorities

(SMB Businesses)



MQ4. Which (if any) of the following are important to the success of your eCommerce offering?
BASE: Small and Medium Businesses that sell partially or wholly online, (SMB) ($100k - $10m) n=259

SMB Landscape

Safety and security rank as the top eCommerce priority for Australian SMBs in 2025 (58%). This is up 14% YoY from 44% in 2024, in line with the increased concern from businesses regarding cyber security.

Another top priority that increased significantly YoY is improving customer experience (49%), up 11% from 38% last year. Attracting new customers rounds out the top three eCommerce priorities for Australian SMBs.

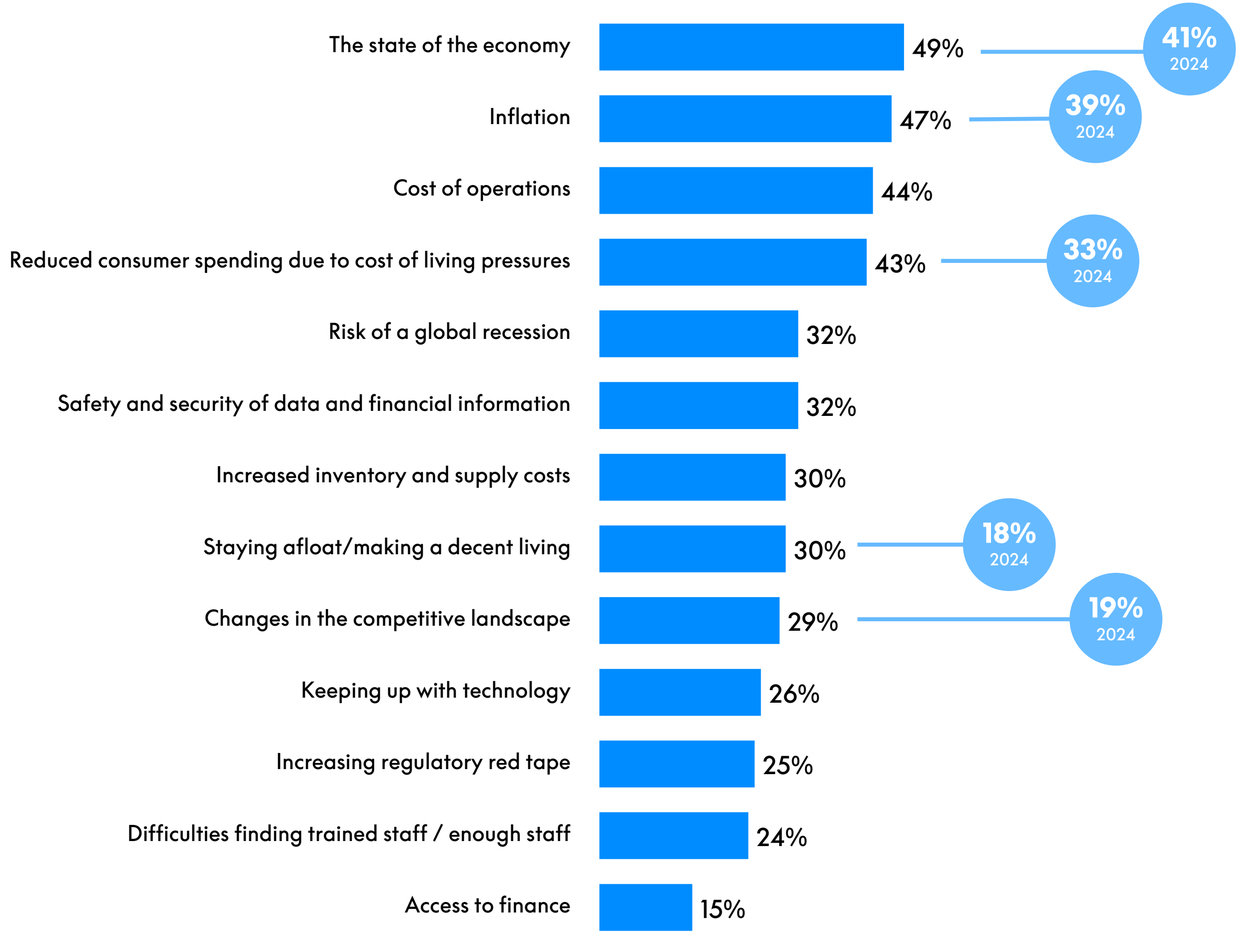
Return and refund policies (32%) and processes are also an increasing priority up 10% from last year (22%).

Business Concerns

The state of the economy continues to be the top concern for SMBs (49%), closely followed by inflation (47%), these are both up 8% from last year

SMB Business Concerns

(SMB Businesses)



MQ6. Which (if any) of the following are concerns for your business?
BASE: Small and Medium Businesses that sell partially or wholly online, (SMB) ($100k - $10m) n=259

SMB Landscape

The state of the economy continues to be the top concern for small businesses (49% concerned up 8% YoY) with inflation a close second (47% also up 8% YoY).

Other key concerns are: Cost of operations (44%) and reduced consumer spending (43% up 10% YoY).

The area of concern that had the largest YoY increase for SMBs is "Staying afloat and making a decent living", with almost a third of SMBs (30%) now having this concern, up 12% YoY.

Cross Border

Almost two thirds (64%) of Australian SMBs sell internationally, with around 1-in-8 (12%) planning to sell internationally in the future

Selling Locations

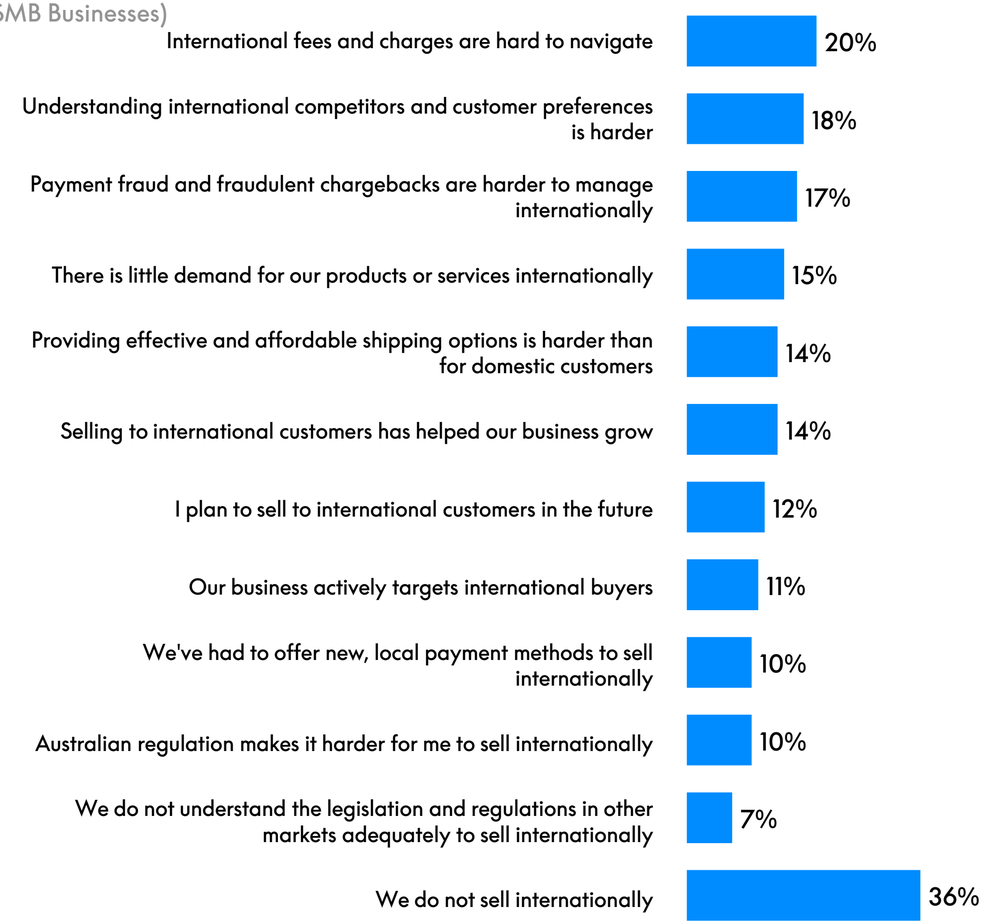
(SMB Businesses)

64%

of Australian SMBs sell internationally

Business International Online Selling

(SMB Businesses)



MQ21. Which, if any, of the following statements apply to your business with regard to selling online internationally?
BASE: Small and Medium Businesses that sell partially or wholly online, (SMB) ($100k - $10m) n=259

SMB Landscape

Almost two-thirds of Australian SMBs (64%) sell online internationally, with close to 1-in-8 (12%) planning to sell to international customers in the future.

The key barriers to selling internationally are the navigation of both international fees and charges (20%) and understanding international competition and customer preferences (18%).

There is also a concern around international fraud when selling outside the domestic market (17%).

One-in-ten Australian SMBs (11%) actively target international buyers.

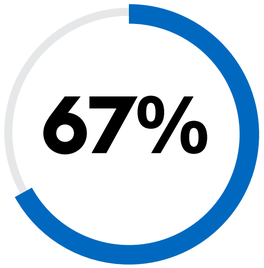
Around 1-in-7 seven SMBs (14%) report that selling to international customers has helped grow their business

Business Financing

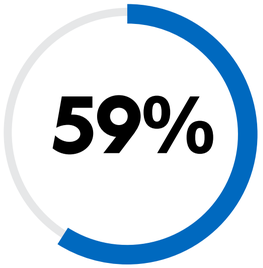
More than two-thirds of SMBs (67%) report missing out on potential revenue due to insufficient working capital, with the average revenue loss exceeding $20,000

Business Financing

(SMB Businesses)



of Australian SMBs have lost out on revenue due to insufficient working capital



of Australian SMBs have lost more than $10,000 in potential revenue due to insufficient working capital

$22,000

Average revenue lost by SMBs due to lack of working capital

MQ24. Consider if there have been times you have missed a business opportunity, or chance to expand, due to a lack of working capital. How much more revenue do you think your business could have generated if this opportunity was not missed?
BASE: Small and Medium Businesses that partially or wholly online, (SMB) ($100k - $10m) n=259

SMB Landscape

Small businesses report that accessing business loans can be difficult.

More than two-thirds of SMBs (67%) say they've lost out on potential revenue due to insufficient capital with more than half (59%) reporting they've more than $10,000 in revenue.

On average, Australian SMBs estimate they have lost $22,000 of revenue as a result of a lack of working capital.

Inability to access working capital not only affects revenue and current operations but may also hamper SMB's ability to invest in future growth opportunities, hire new employees or expand their services.

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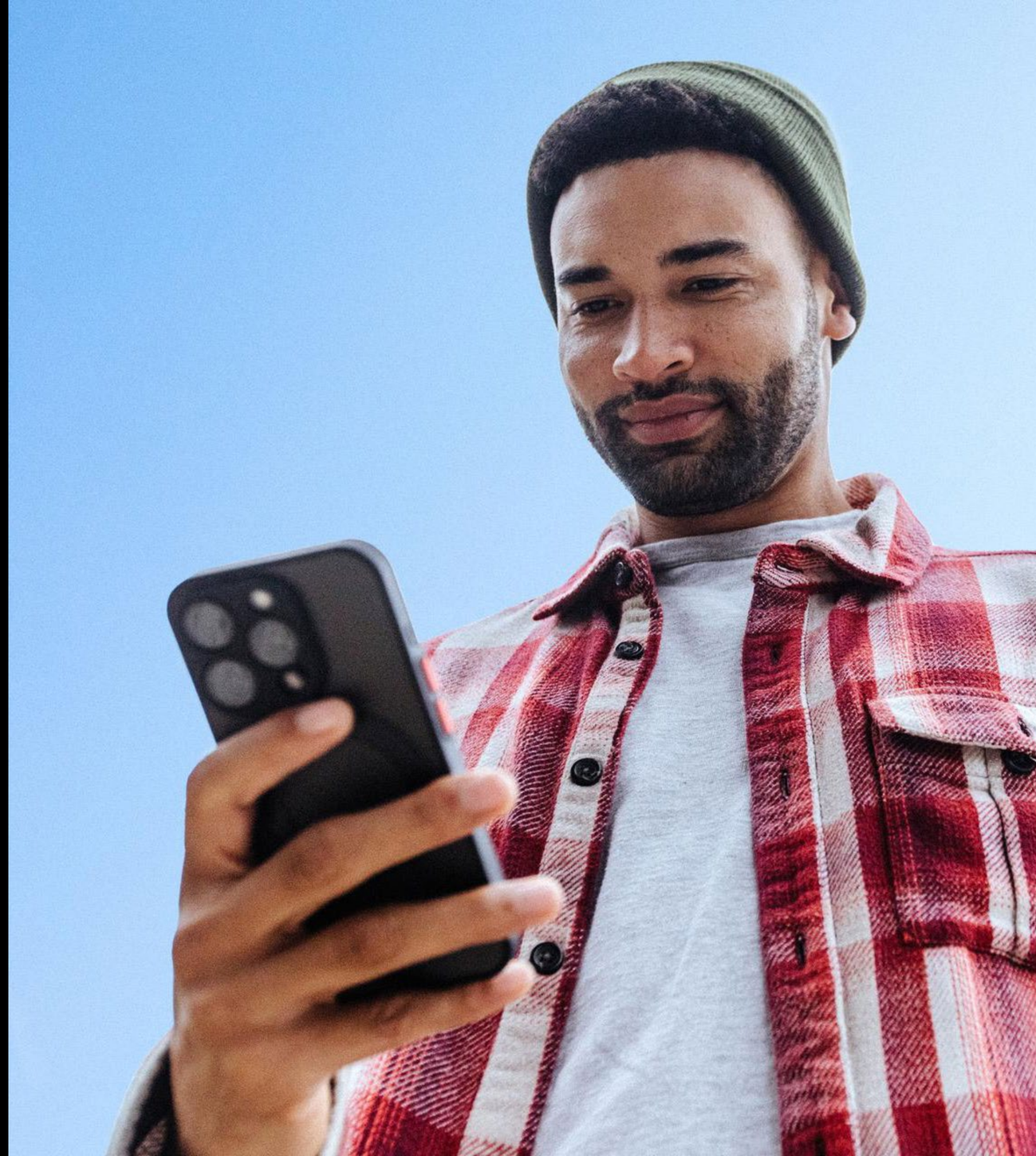

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Adoption and Usage

More than a third of Australians (37%) have used Buy Now Pay Later (BNPL) at least once in the last 6 months, an increase of 11% from last year

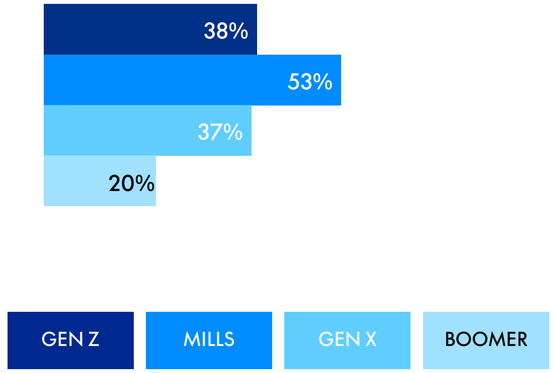
BNPL Adoption Status

(All Australians 18-75 years)

37%

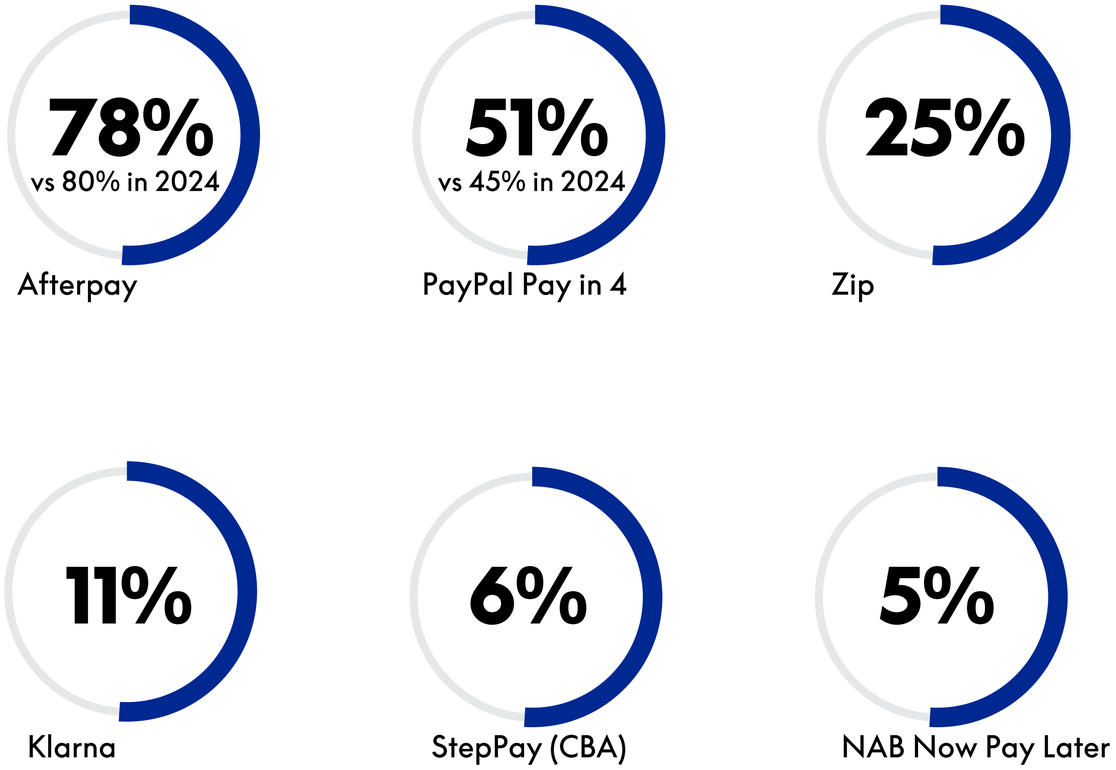
vs 26% last year

of Australians are BNPL users



Popular BNPL Brands by Usage

(BNPL users)



CQ3a. Thinking about when you make a purchase or pay online (exc. any payments physically in-store), which of the following payment options, if any, have you used in the last 6 months? 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=1022, BNPL Users n=377, Gen Z (18-27) n=89, Mills (Millennials) (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Buy Now Pay Later

BNPL has become more popular in Australia over the last 12 months.

More than 1-in-3 Australians (37%) are now BNPL users (up 11% from 26% in 2024. BNPL is most popular with Millennials with more than half (53%) using it to make purchases within the last 6 months.

The research indicates Afterpay (78%) is the most-commonly used BNPL service (relatively steady from 80% in 2024), ahead of PayPal Pay in 4 at 51%, up 6% YoY (45% in 2024).

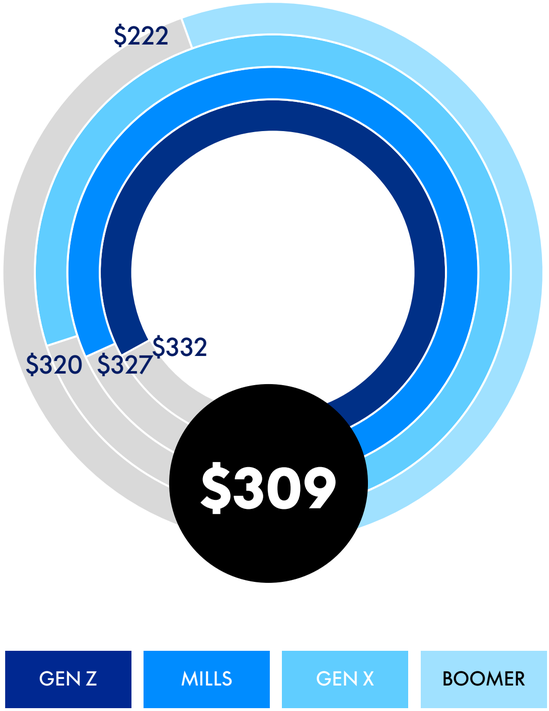
A quarter of Australian BNPL users have used Zip (25%), while Klarna, StepPay (CBA) and NAB Now Pay Later all capture less than one-fifth of BNPL users in the last 6 months (Respectively, 11%, 6% and 3%).

Spend and Transactions

BNPL users spend an average of $309 per month on purchases using these services, making an average of just over 3 BNPL purchases per month

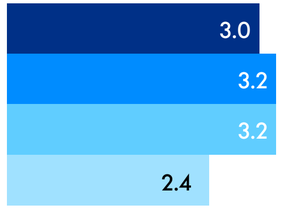
Average Spend per Month on BNPL Purchases

(BNPL users)



3.1

Average BNPL purchases in last Month (among BNPL users)

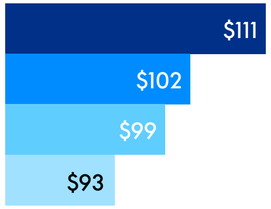


Average Spend Per Transaction

(BNPL users)

$101

Average spend per transaction



CQ16. How many times have you made an online purchase using a Buy Now Pay Later service in the past 3 months? CQ17. How much have you spent across all of your Buy Now Pay Later accounts in the last 3 months?
BASE: Buy Now Pay Later Users n=377; Gen Z n=39, Mills n=156, Gen X n=118, Boomer n=64

Buy Now Pay Later

Buy Now Pay Later users are spending $309 per month on purchases using these services.

BNPL spend is highest among consumers under 60 years of age, with Gen X, Millennials and Gen Z BNPL users spending upwards of $320 per month via BNPL services. Boomer BNPL users spend the least through these services ($222).

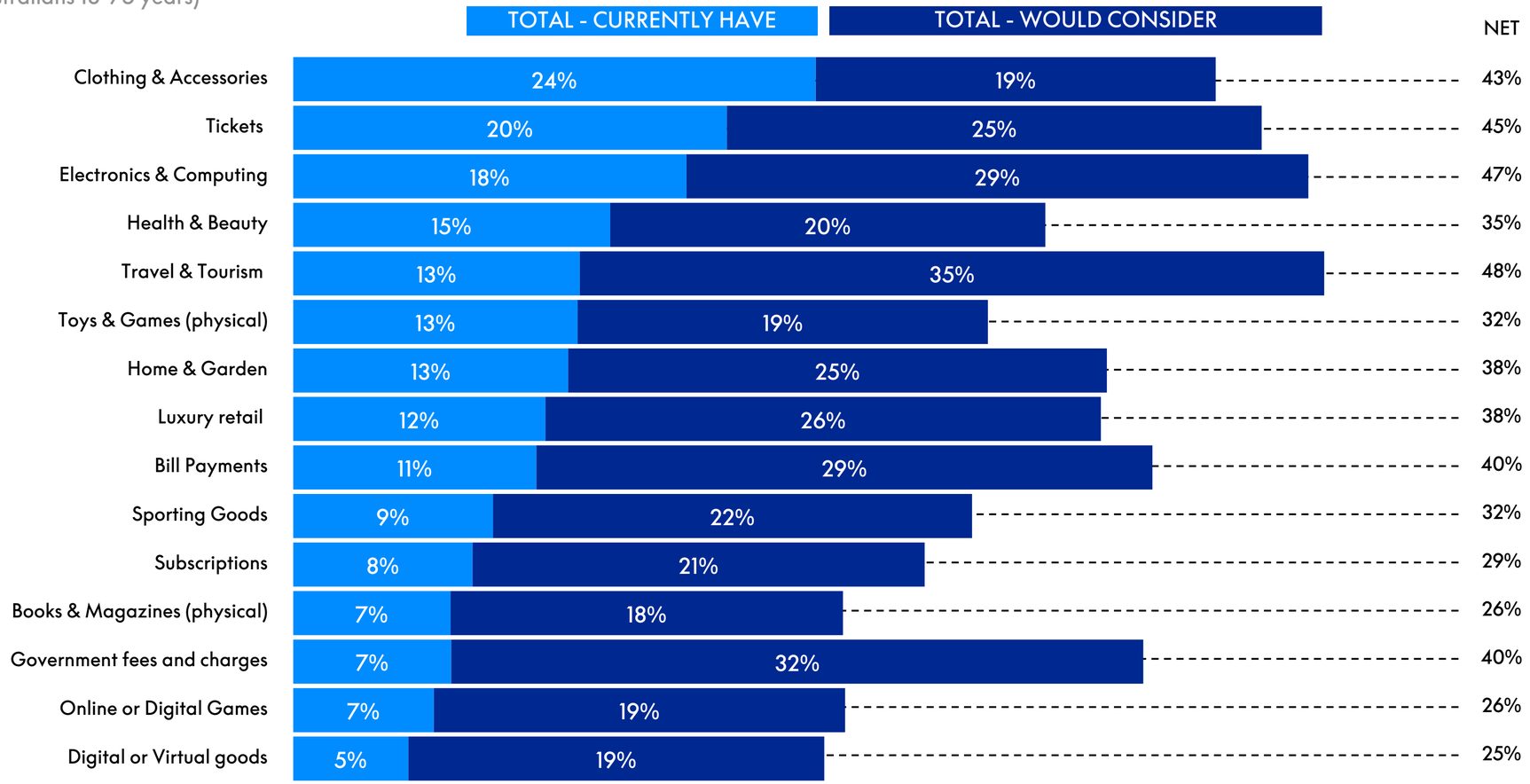
Australian BNPL users make an average of 3.1 BNPL transactions each month, which equates to an average spend of $101 per transaction. Gen Z ($111) leads the way here, ahead of Millennials ($102), with Gen X ($99) and Boomers ($93) both spending under $100 per BNPL transaction on average.

Purchase Categories

Consumers are more likely to consider using BNPL for 'big ticket items', such as travel & tourism (35%), and electronics & computing (29%)

Buy Now Pay Later Purchase Categories

(All Australians 18-75 years)



CQ15. Which of the following categories have/would you consider purchasing using Buy Now Pay Later services?
BASE: All Australians 18-75 n=1022

Buy Now Pay Later

Clothing and accessories remain the most common BNPL purchases, with almost a quarter (24%) of Australian consumers using BNPL for this category. This is followed by Tickets (20%), Electronics & Computing (18%), and Health & Beauty (15%).

Looking at potential growth categories, many Australians are open to considering BNPL for higher value purchases such as Travel & Tourism (35%), Electronics & Computing (29%) and Tickets (25%).

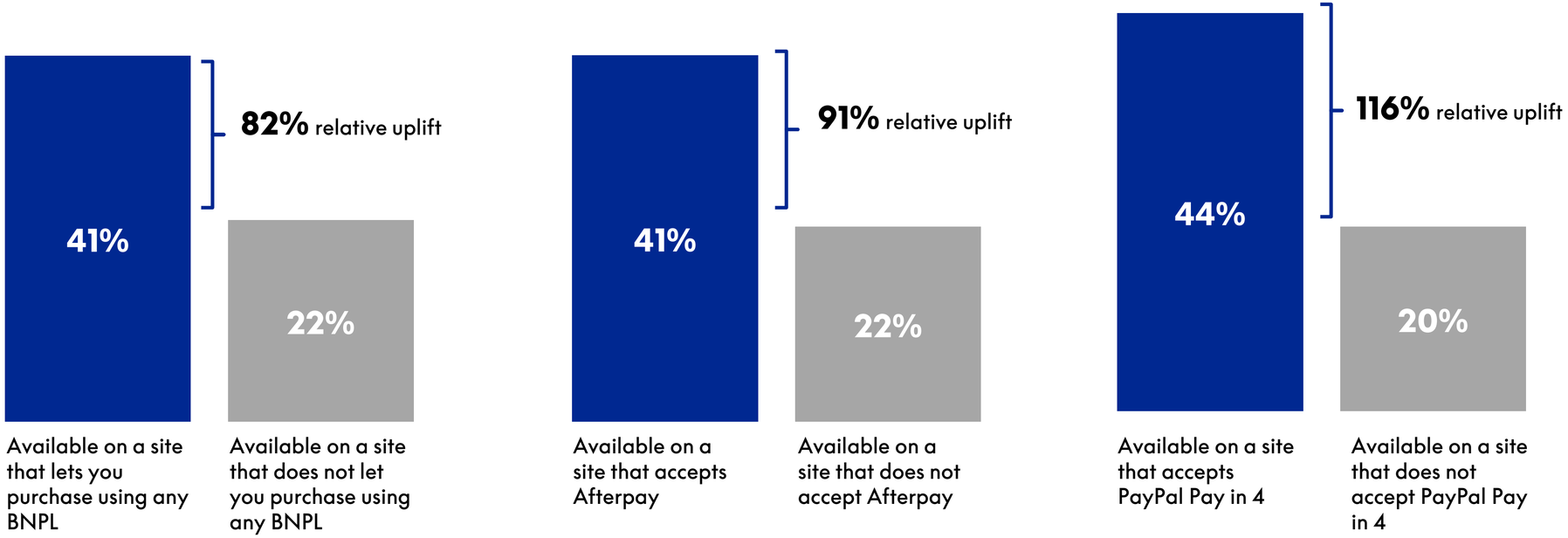
There is also a significant cohort who would consider paying Government Fees & Charges using a BNPL service (32%).

Impact on purchase behaviours

Australian eCommerce users are 82% more likely to purchase from a website that accepts BNPL than one that doesn't, with PayPal Pay in 4 driving a 119% relative uplift in purchase likelihood

Likelihood to purchase if a product is ...

(All Australians 18-75 years)



CQ23. If you find a product that you want on two separate sites, both of which are offering it for the same price (including any shipping costs), how likely would you be to buy the product if it...?
BASE: All Australians 18-75 n=1022, 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

Buy Now Pay Later

The research indicates there's a strong benefit for businesses in offering Buy Now Pay Later on their eCommerce platforms.

If two websites were offering a product for the same price, Australians would be 82% more likely to buy that product from the website that offers a BNPL option.

PayPal's BNPL service, PayPal Pay in 4, has an even greater impact on likelihood to purchase as shown by the research. Australians would be 116% more likely to make a purchase on a website which offers PayPal Pay in 4, than one that does not. This is higher than another popular BNPL option Afterpay, which drives a 91% increase in purchase likelihood.

BNPL Behaviours

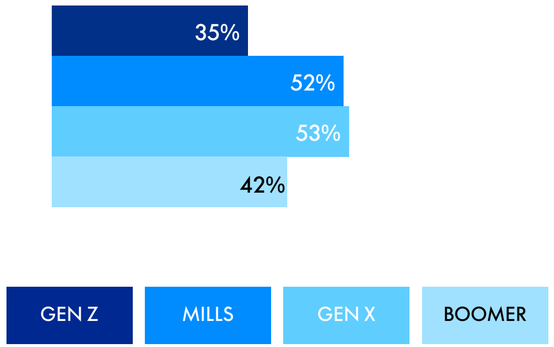
Almost half of Australian BNPL users (48%) say they've switched to using PayPal Pay in 4 because it has no late fees

BNPL Usage

(BNPL users)

48%

of BNPL users switched to PayPal Pay in 4 because it has no late fees



Buy Now Pay Later Experience

(BNPL users)

65%

I use Buy Now Pay Later to spread out the cost of larger purchases or payments

51%

BNPL helps me manage cost-of-living pressures

51%

I use Buy Now Pay Later to help manage my budget and cashflow

50%

It has no, or lower, interest rates than other forms of credit

48%

It provides more flexibility than other forms of credit

CQ19. Thinking specifically about BNPL, which of the following, if any, do you feel apply to you?
BASE: Buy Now Pay Later users n=377, Gen Z (18-27) n=39, Millennials (28-43) n=156, Gen X (44-59) n=118, Boomer (60-75) n=64

Buy Now Pay Later

Results show nearly half of BNPL users (48%) have switched to using PayPal Pay in 4 due to it having no late fees, including more than half of Gen X (53%) and Millennial (52%) BNPL users

Almost two-thirds of BNPL users (65%) agreed that they use these services to spread out the cost of larger purchases or payments, helping them more effectively manage their finances in the current challenging environment.

Building on this, more than half of BNPL users agreed that it helps them manage cost-of-living pressures (51%) and their household budget and cashflow (51%).

When compared to other forms of credit, half of BNPL users (50%) reported the services have no or lower interest rates, and nearly half (48%) agreed it provides more flexibility than other forms of credit.

Business BNPL Sentiment

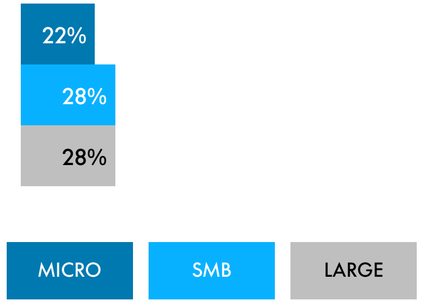
Over a quarter of businesses (27%) offer Buy Now Pay Later as a payment option, with more than half of those that do (53%) agreeing that it brings in new customers

Business Buy Now Pay Later Adoption

(All Businesses)

27%

of businesses currently offer Buy Now Pay Later

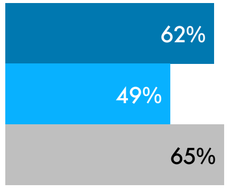


Business Buy Now Pay Later Benefits

(Businesses Offering Buy Now Pay Later)

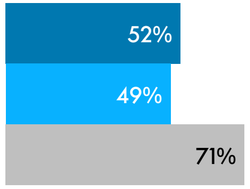
54%

Buy Now Pay Later meets customer expectations/ demands for choice of payment options



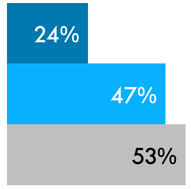
53%

Buy Now Pay Later brings in new customers



44%

Buy Now Pay Later brings in younger customers



MQ3. Which of the following online payment options do you offer your customers? MQ12. What are the benefits for businesses of offering Buy Now Pay Later?
BASE: Businesses that sell partially or wholly online n=413, Businesses offering Buy Now Pay Later n=110, Micro n=21, SMB n=72 and Large n=17

Buy Now Pay Later

Currently, over a quarter of Australian businesses (27%) offer Buy Now, Pay Later (BNPL) services to customers. For over half of these businesses (53%), BNPL is a strategy to attract new customers, a benefit most notable among large enterprises (71%) compared to micro (52%) and SMBs (49%).

Additionally, 54% report that offering BNPL meets customer expectations around having a choice of payment options, especially among large enterprises (65%) and micro businesses (62%).

Just under half (44%) of businesses offering BNPL find that it helps bring in younger customers, with this view more common among large businesses (53%).

Business BNPL Impact

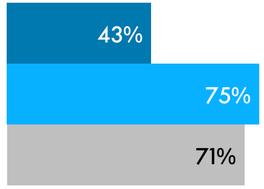
Implementing BNPL delivers double-digital increases in both average order value and conversion rates, with businesses that offer BNPL receiving a quarter of their revenue through these services

Business Buy Now Pay Later Impact

(Businesses Offering Buy Now Pay Later)

68%

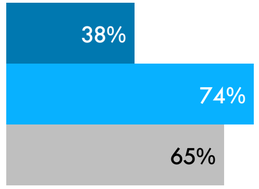
have seen an increase on the average order value



15% Average Order Value increase

65%

have seen an increase on the average conversion

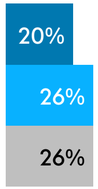


11% Average Conversion Increase

MICRO SMB LARGE

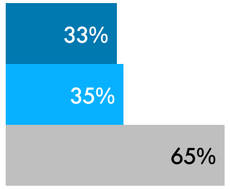
25%

of online turnover comes from Buy Now Pay Later services



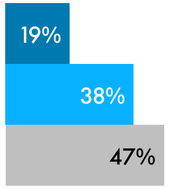
39%

Helps my business compete with bigger businesses



35%

Promoting BNPL on our website helps drive increased customer conversion



MQ11. Approximately what percentage of your current online turnover, results from sales using a BNPL service? MQ13c. What impact has offering BNPL had / do you think offering BNPL would have on the Average checkout value / conversion? MQ14. Which of the following statements regarding BNPL do you agree with?
BASE: Businesses offering Buy Now Pay Later n=110, Micro n=21, SMB n=72 and Large n=17

Business BNPL Impact

Transactions using Buy Now, Pay Later (BNPL) services account for a quarter (25%) of online turnover among businesses that offer BNPL services.

More than two-thirds of businesses (68%) offering BNPL services report seeing an increase in average order value (AOV). On average the increase in AOV is 15%.

Similarly, 65% of businesses providing BNPL services report an increase in conversion rates, with the average uplift on conversion being 11% as a result of offering a BNPL payment option.

Additionally, 39% of businesses that offer BNPL agree it enhances their competitiveness with larger companies—a benefit particularly noted among large enterprises (65%).

More than a third of businesses (35%) have observed that actively promoting BNPL services on their website also boosts customer conversion rates.

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Secondhand Shopping

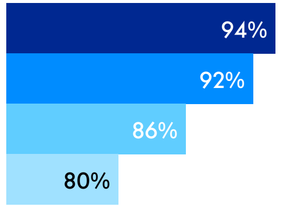
Near 9-in-10 Australians (87%) have bought secondhand products, typically looking to save money (64%) and give products a second life (40%)

Secondhand popularity

(All Australians 18-75 years)

87%

of Australians have bought secondhand

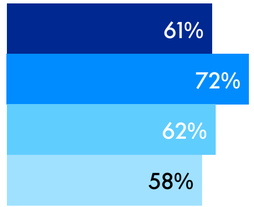


Reasons for buying secondhand

(All Australians 18-75 years)

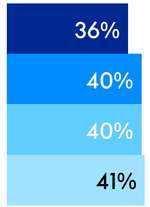
64%

To save money



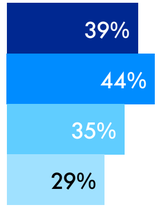
40%

To give products a second life



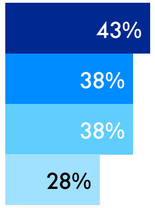
37%

I can save 50% or more when compared to the price of new items



36%

Access to higher quality items at a lower cost



GEN Z | MILLS | GEN X | BOOMER

CQ35. Why do you buy secondhand?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Circular Economy

Nearly 9-in-10 (87%) of Australians have bought secondhand. While this is led by Gen Z (94%), it's also a common behaviour across other generations.

The top reasons that drive Australians to buy secondhand are to:

- Save money (64%)
- Give products a second life (40%)
- Save more than 50% (37%)
- Access higher quality items at a lower cost (36%)

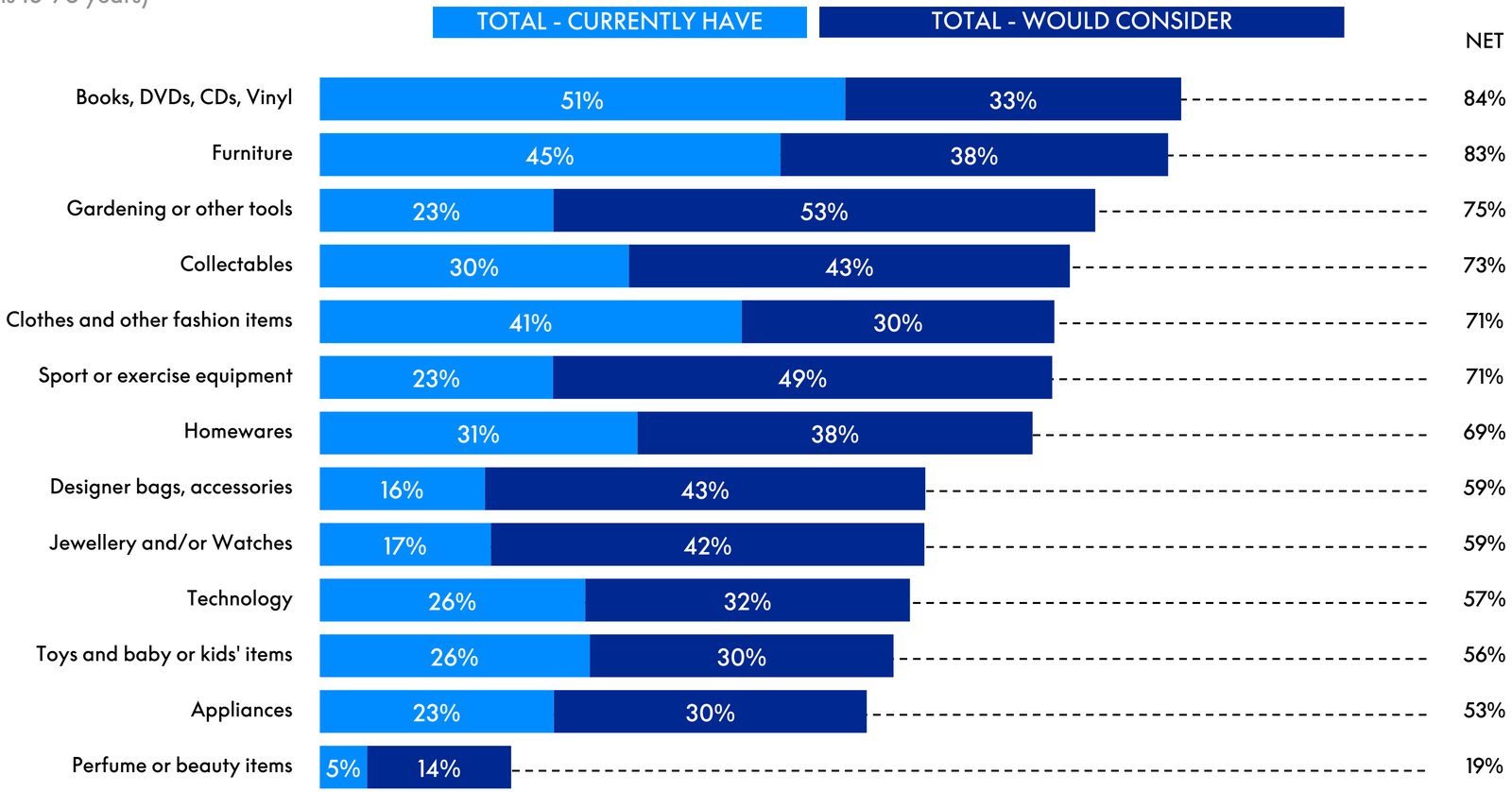
We can see a greater emphasis among Millennials on saving money (72% vs. 64% overall), likely reflecting the cost-of-living pressures they are facing.

Buying Secondhand

Everyday items such as books, DVDs, CDs and vinyl (51%) are the most popular secondhand items, followed by furniture (45%), clothing (41%), and homewares (31%)

Purchasing secondhand

(All Australians 18-75 years)



CQ36. Which of the following have you bought, or would you consider buying secondhand?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Circular Economy

Australians are open to buying a wide range of items secondhand, with over half (51%) having bought books, DVDs, CDs and vinyl, with a further 33% claiming they would consider buying these products secondhand.

Moving down the list, we can see many Australians have bought secondhand items for their homes, with almost half (45%) having bought furniture, and a third (31%) having bought homewares.

While not many Australians have bought gardening or other tools (23%) and sports or exercise equipment (23%), there is a high level of consideration when looking to buy those items secondhand (53% and 49% respectively)

Additionally, while not many Australians have bought luxury items such as designer bags or accessories (16%) or jewellery or watches (17%), around 2-in-5 Australians would consider buying these items secondhand.

Unwanted Item Value

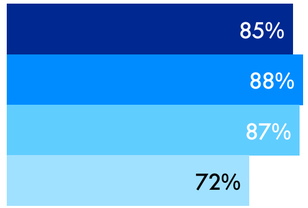
Most Australians (83%) have unused items they are willing to sell; on average, Australian households estimate they could make $1,468 by selling their unwanted items

Secondhand popularity

(All Australians 18-75 years)

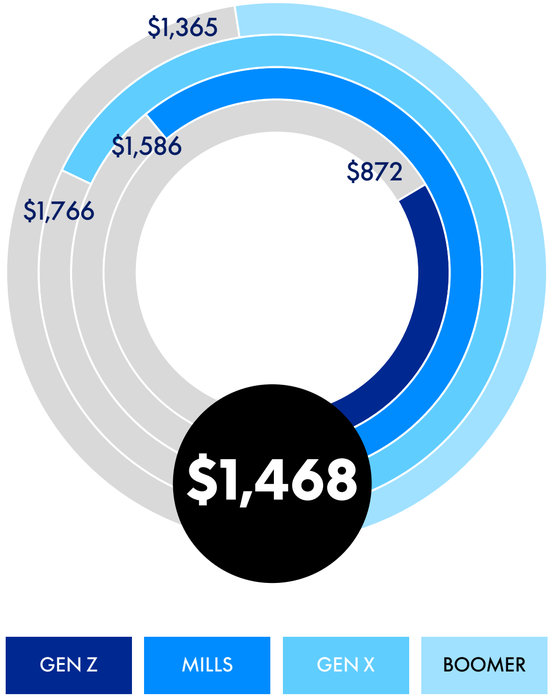
83%

of Australians have unused or unwanted items in their household they are willing to sell



Secondhand items value

(All Australians 18-75 years)



Circular Economy

Around 8-in-10 Australian households (83%) say they have unused or unwanted items that they could sell. This is largely consistent across generations – while Boomers (72%) are slightly lower.

Looking specifically at the value of the items per household they could sell, Gen X claims an average of $1,766 of unwanted goods, with Millennials not too far behind at $1,586.

Gen Z is the only group to have less than $1,000 of unneeded goods, with an average value across this generation of $872.

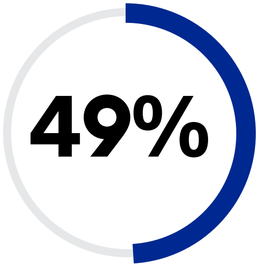
CQ34. If you sold all the unused and unwanted items in your household, how much money do you estimate you would make?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Secondhand Shopping Behaviours

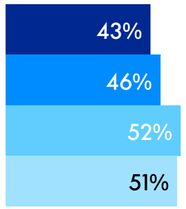
Almost half of Australians (49%) believe there's too much waste in our society and that we should look to resell and reuse, with a similar proportion (45%) preferring quality used items to lower-quality new ones

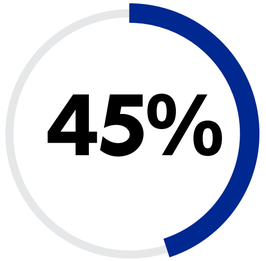
Secondhand attitudes

(All Australians 18-75 years)

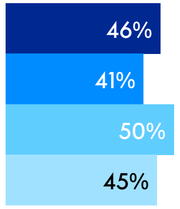


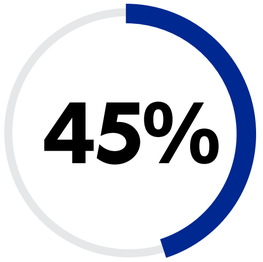
There is too much waste in our society and we should all look to resell and reuse



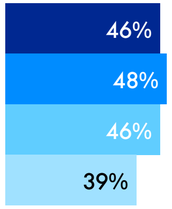


I'd rather have a quality secondhand item than a low-quality, poorly made new item





I have bought something secondhand within the last year



GEN Z | MILLS | GEN X | BOOMER

CQ33. Which of these statements do you agree with in relation to buying or selling goods?
BASE: All Australians 18-75 n=1022, Gen Z (18-27) n=89, Millennials (28-43) n=298, Gen X (44-59) n=313, Boomer (60-75) n=322

Circular Economy

Australians see the potential for secondhand shopping to help them live a more sustainable life, with half of Australians (49%) thinking there is too much waste in society and we should look to resell and reuse. Similarly, close to half (45%) would rather have a quality secondhand item than a low-quality, poorly made new item.

Importantly, this is not just a stated attitude, with almost half of Australians (45%) putting their money where their mouth is, having bought something secondhand within the last year.

About PayPal

For over 25 years, PayPal has been transforming commerce for businesses worldwide. By providing innovative, secure, and personalised solutions for payments, sales, and shopping, PayPal empowers businesses across nearly 200 markets to grow and succeed in the global economy.

For many businesses in Australia, PayPal is their end-to-end payments partner, helping to deliver growth and efficiencies. With just one integration, PayPal offers your customers the payment methods they're looking for including PayPal, PayPal Pay in 4, credit and debit cards, and Apple Pay® and Google Pay™.

To learn more about how PayPal can help you future-proof and simplify your business, visit: paypal.com/au/business

The content of this report is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

PayPal Pay in 4 is a continuing credit contract provided by PayPal Credit Pty Limited (ABN 66 600 629 258) to Australian residents and is subject to eligibility criteria, credit application and suitability assessment. PayPal Pay in 4 is available on eligible transactions under AU$2,000 and application and use may impact a customer's credit score. The PayPal Credit Guide must be considered before entering into the PayPal Pay in 4 Facility Agreement (see link for full terms and details) and for more information about how PayPal handles personal information, please refer to our Privacy Statement. PayPal may disclose personal information to a credit reporting body. To find out more about our credit reporting practices, please see our Statement of Notifiable Matters. To view the Target Market Determination for this product, see here.

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