

AUSTRALIAN MARKETPLACES YOU SHOULD KNOW ABOUT

Australia is fast becoming online shopping-oriented, with eMarketer predicting that the country's online sales are forecast to exceed \$32 billion by the end of 2017.¹ This puts the country's online sales in the top ten worldwide. With a good infrastructure and few bureaucratic hurdles and barriers to entry, Australia is becoming an interesting destination for many foreign retailers, and marketplaces are a great place to start.

1. EBAY AUSTRALIA

eBay has a huge global presence, with 167 million shoppers worldwide. Australia's had eBay for 15 years and it's by far the biggest marketplace in the country, with 11.3 million unique visitors per month. An impressive one in two Australian online shoppers bought from eBay AU in 2016, so little wonder 80 of the top 100 retailers in Australia have a presence on eBay AU.



CATEGORIES

90% of the listings on the platform are for new products. Sellers can list everything from electronics and apparel to collectibles, sports goods and baby items – recently trending are mobile phone holders, formal dresses, tool kits and clocks.²

CONSIDERATIONS

- Check out the Australia Post website before specifying international postage to learn more about sending mail to Australia – also to find out delivery options, customs and postal regulations.
- Remember language differences when listing –e.g. pants rather than trousers
- You can make use of eBay's Global Shipping Program (GSP) to fulfil orders quickly and easily

2. CATCH (FORMERLY CATCH OF THE DAY)

Catch.com is one of Australia's top e-commerce organisations synonymous with leading household names for over 10 years. With over 4 million customers and 450,000 visits a day, Catch was one of the first platforms in Australia to introduce robotic automated picking. Impressively, an item is sold every 2.8 seconds on the platform while Catch also has a strong social media presence with 900k followers on Facebook.



CATEGORIES

Fashion, accessories, home décor, health & lifestyle, sportswear, groceries and many more. New categories will include books, lighting, homewares, outdoors, furniture and white goods.

¹ <https://www.webalive.com.au/future-of-australian-ecommerce/>

² <https://www.ebay.com.au/trending>

CONSIDERATIONS

- Catch recently re-launched itself from being a marketplace dealing solely in brands to one that is keen to welcome other retailers to sell on there. This is a direct move to go head-to-head with Amazon. Catch wants to increase their current range of about 30,000 products to two million by December this year³
- Catch is primarily a price discounter – but rather than inviting hundreds of sellers to sell an iPhone case they'll only invite one or two offering great prices – that's unlike Amazon and eBay who offer the same product from multiple retailers
- Club Catch is a paid membership programme akin to Amazon Prime, offering free shipping on orders over \$50 and access to discounts. This programme now has over 70,000 members
- Retailers can take advantage of Catch's daily promotions and events through EDMs, push notifications and website product positioning

3. AMAZON AUSTRALIA

Amazon has already secured its first fulfilment centre outside Melbourne and the marketplace giant is all set to be a big disrupter. With a loyal audience of 310 million Amazon operates in 11 online marketplaces and has customers buying in 180 countries. Amazon Prime membership is in excess of 80 million in the US and 55% of all product searches start on Amazon in the US.⁴ Amazon is also the largest e-commerce site in Europe.



Amazon is already calling for sellers who will finally be able to access their award-winning logistics service. They're predicted to be bringing Amazon Marketplace, Amazon Prime - and eventually Amazon Pantry and Amazon Fresh to Australia.

CATEGORIES

Third party sellers on Amazon currently make up around 50% of all retail for the company. From baby and beauty to electronics, home & garden, fine arts and jewellery, there are multiple categories to list in.

CONSIDERATIONS

- Amazon are predicted to take upwards of 15% of all online spend in Australia in the next five years
- When questioned three out of four Australians said they were interested in Amazon's arrival in the country, and 56% of Australian adults told Nielsen they plan to buy from Amazon when they're launched
- Amazon sellers will be able to take advantage of Amazon's award-winning FBA program which offers warehousing as well as picking, packing and shipping products
- ChannelAdvisor can help sellers attain the BuyBox, via dynamic repricing as well as ensure product listings are optimised and managed at a granular level
- Amazon also offers other promotional opportunities to take advantage of, e.g. PPC Sponsored Products

We hope you've found this tip sheet enlightening in terms of the rapidly changing Australian marketplace landscape. If you think your products could appeal to people 'down-under' then contact ChannelAdvisor to discuss how to get started. Email the ukteam@channeladvisor.com or drop us a line on 0203 014 2700.

³ <http://www.news.com.au/finance/business/retail/catch-relaunches-as-marketplace-to-take-on-amazon/news-story/c64e100bae9e9051aa5d75d8de750fe2>

⁴ <https://www.youtube.com/watch?v=7D9h2hFjOZE>