



Capital
Canberra

Population
26.8M

Time zone
GMT +10

Currency
AUD
Australian dollar

AUSTRALIA

Top e-commerce industries



Electronics
(24.3%)



Fashion
(20.5%)



Furniture & Homeware
(15.0%)

Top 20 Websites include

Wikipedia, Youtube, Facebook, Instagram, Reddit, Amazon, IMDb, The New York Times, Kmart, Twitter, Bunnings, ABC, JB Hi-Fi, Tripadvisor, BIG W, LinkedIn, SEEK, Woolworths Supermarkets, RecipeTin Eats, Tik Tok

Top Categories



E-Commerce

6 out of top twenty are E-Commerce websites.
That's 47.7M search website per month.

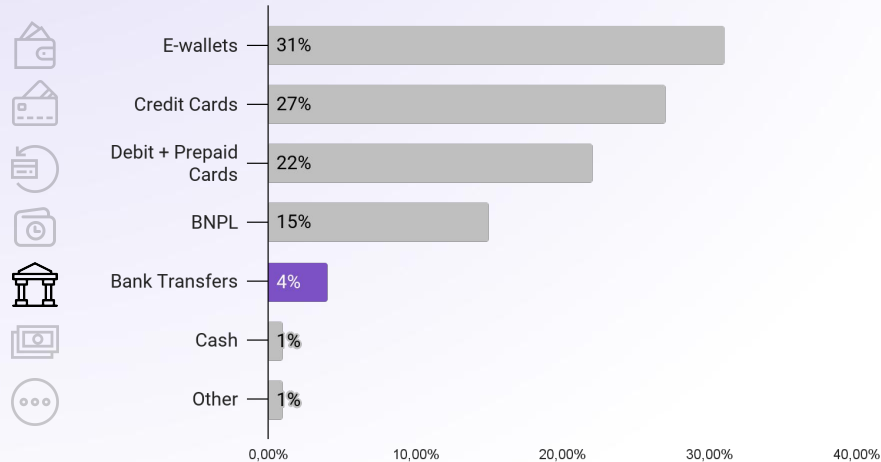


News & Media

3 out of top twenty are News & Media websites.
32M search website per month.

PAYMENTS METHODS. AUSTRALIA

Popularity of e-commerce payment methods



Market Projection

Australia, with one of the highest internet penetration rates globally, offers significant opportunities for fintech expansion. Its robust digital infrastructure and innovative payment systems like PayID support a thriving e-commerce ecosystem

21.2%

Annual CAGR growth rate of Digital Payments during 2024–2028

\$302.7B

Anticipated e-commerce transaction value in 2029 **compared to current \$115.7B**

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source: Statista, Oct 2024






LPM ADOPTION. AUSTRALIA



Method	PayID
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, e-commerce, government, utility bill payment platforms

PayID is an easy way to send and receive money from Australia. With PayID, only the recipient's unique mobile number, email address, or ABN need to be used.

Reasons for Popularity

-  **Widespread Adoption:** As of November 2022, over 12.7 million Australians have registered for PayID, reflecting its extensive reach and acceptance across the country.
-  **Instantaneous Transfers:** PayID facilitates near real-time payments, enabling users to send and receive funds almost instantly, enhancing the efficiency of personal and business transactions.
-  **Enhanced Security:** By using simple identifiers and operating within the secure environment of users' existing online banking platforms, PayID reduces the risk of errors and fraud associated with traditional bank transfers.



12.7M users