

2018 Report

STATE OF
OMNI-CHANNEL
RETAIL & SHIPPING



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SCOPE OF STUDY

**2000
Retailers**

We sampled **2000** retailers, all with physical store locations and compared their omni-channel strategy.

Here's the breakdown of retailers by industry:

INDUSTRY	SAMPLE SIZE	PERCENTAGE
Fashion & Accessories	666	34%
Footwear	32	2%
Sports	124	7.70%
Health & Beauty	16	10.40%
Technology & Gaming	152	14%
Lifestyle & Homewares	48	3%
Department Stores	84	5.20%
Jewellery	132	8.20%
Food & Beverage	176	10.90%
Stationery & Books	28	1.70%

OVERVIEW

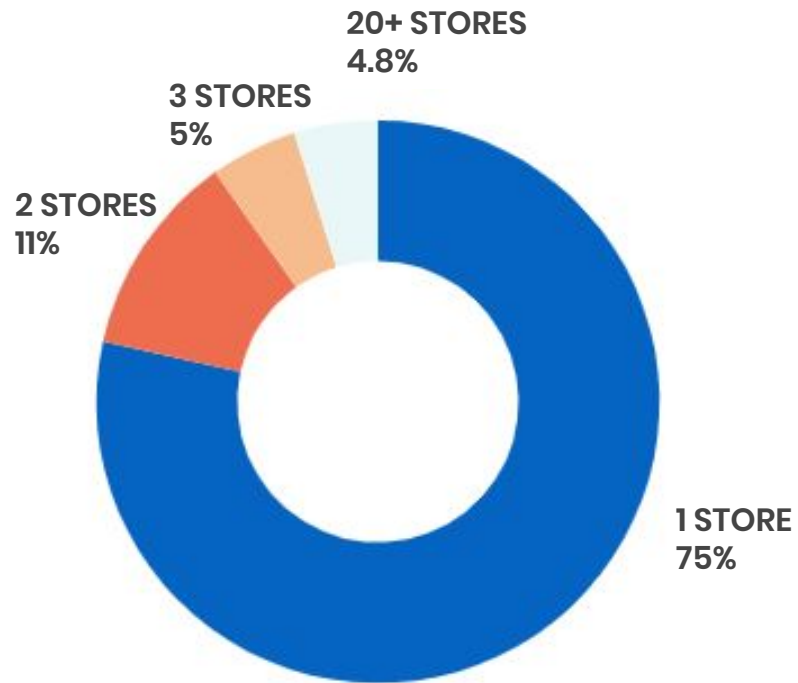
61% of people want flexible deliveries. But how many retailers are offering it?

Team Shippit wanted to understand the state of omni-channel retail in 2018. How many retailers with physical stores offer click-and-collect? How many leverage their physical assets to optimise online conversions?

Out of a sample of **2000** Australian retailers, we've synthesised our findings for our first State of Omni-Channel Retail & Shipping Report. In this report you'll gain an understanding of how many offline stores retailers in Australia own, what eCommerce platforms they use, and what shipping options they're offering customers in the modern retail landscape.



OMNI-CHANNEL RETAIL



OFFLINE RETAIL

1374 Retailers

HAVE 1 BRICK-AND-MORTAR
STORE

84 Retailers

HAVE 20+ BRICK-AND-MORTAR
STORES

How many stores
do Australian
retailers have on
average?

3.1



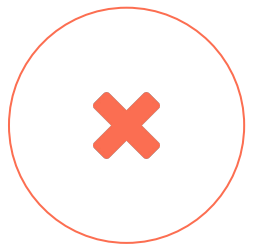


What is Click-and-Collect?

Click-and-Collect is the option for customers buy or order goods from a store's website and collect them from their closest store

559 Retailers

DON'T OFFER
CLICK-AND-COLLECT



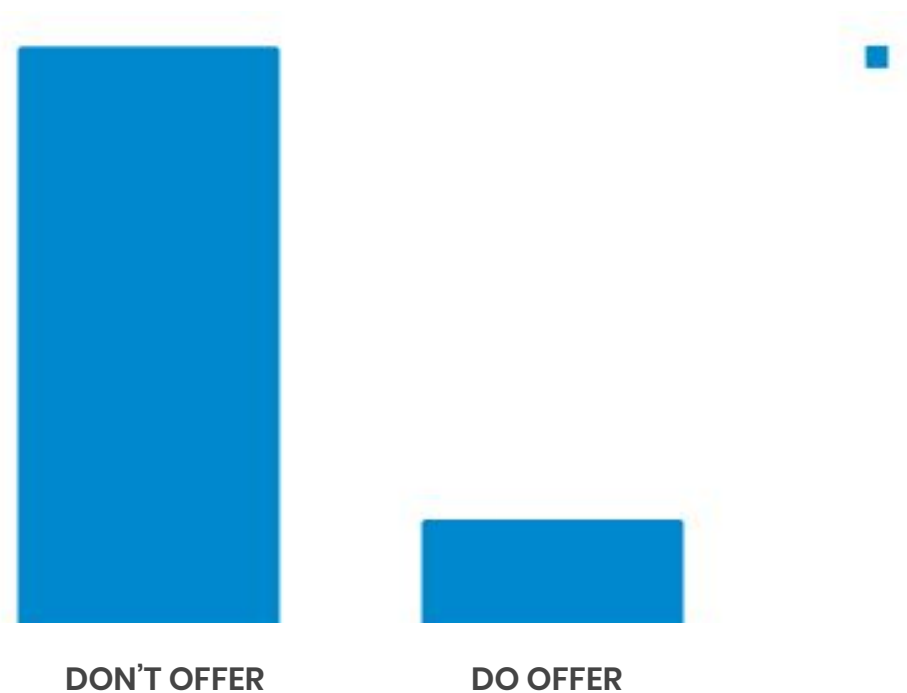
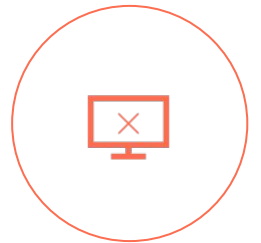
110 Retailers

DO OFFER CLICK-AND-COLLECT



1174 Retailers

DON'T HAVE A WEBSITE



What eCommerce platforms are we using?



129 RETAILERS



70 RETAILERS



51 RETAILERS



7 RETAILERS



3 RETAILERS



4 RETAILERS



38 RETAILERS



17 RETAILERS



SHIPPING

Shipping at a Glance

The number of retailers that offer:



Standard
Shipping

432



Express
Shipping

197



Same-day
Shipping

47



Free
Shipping

873

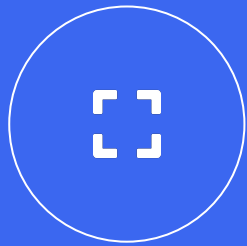


Hassle Free
Returns

720

Shipping at a Glance

The average shipping time and costs for:



Standard
Shipping

2 DAYS
\$9



Express
Shipping

1.4 DAYS
\$12



Same-day
Shipping

3 HRS
\$31

\$5



\$10



CHEAPEST FLAT
RATE SHIPPING

MOST EXPENSIVE FLAT
RATE SHIPPING

STANDARD SHIPPING

\$9.60

IS THE AVERAGE PRICE FOR FLAT
RATE STANDARD SHIPPING

28 Retailers

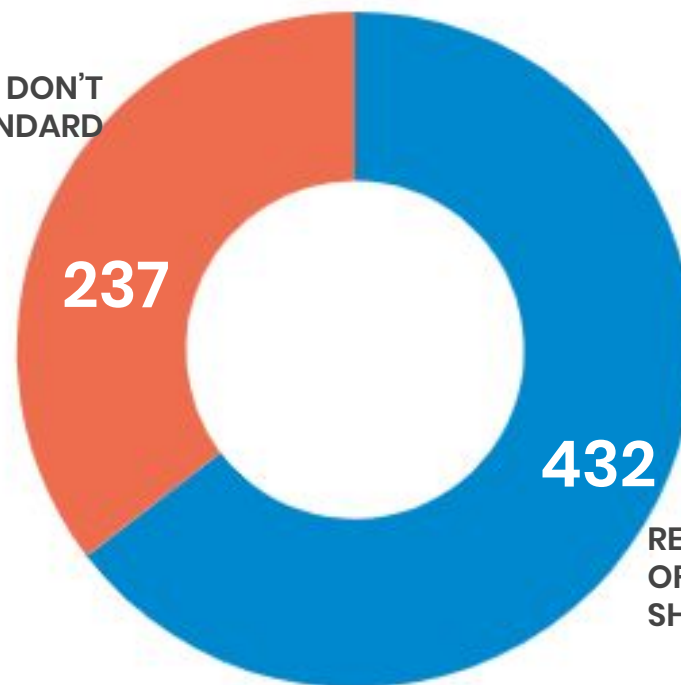
ADVERTISE FLAT RATE SHIPPING
ON THEIR HOMEPAGE

RETAILERS DON'T
OFFER STANDARD
SHIPPING

237

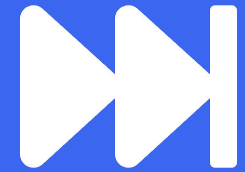
432

RETAILERS
OFFER STANDARD
SHIPPING



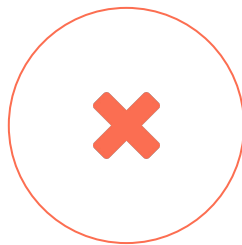
Express Shipping

Next day or overnight delivery



197

RETAILERS OFFER
EXPRESS SHIPPING



472

RETAILERS DON'T
OFFER EXPRESS
SHIPPING

\$9.95

CHEAPEST FLAT RATE EXPRESS
SHIPPING

\$24.95

MOST EXPENSIVE FLAT RATE
EXPRESS SHIPPING

PRIORITY (SAME-DAY) SHIPPING



47

RETAILERS OFFER
PRIORITY SHIPPING



622

RETAILERS DON'T
OFFER PRIORITY
SHIPPING



Expectation vs reality

While only **8%** of retailers sampled offer same-day shipping, an incredible **61%** of customers expect **1 – 3 hour shipping**

Free shipping threshold

With 81% of Australian retailers with an online store offering free shipping, see how much customers need to spend to qualify:

\$100

IS THE AVERAGE SPEND TO GET FREE SHIPPING

\$500

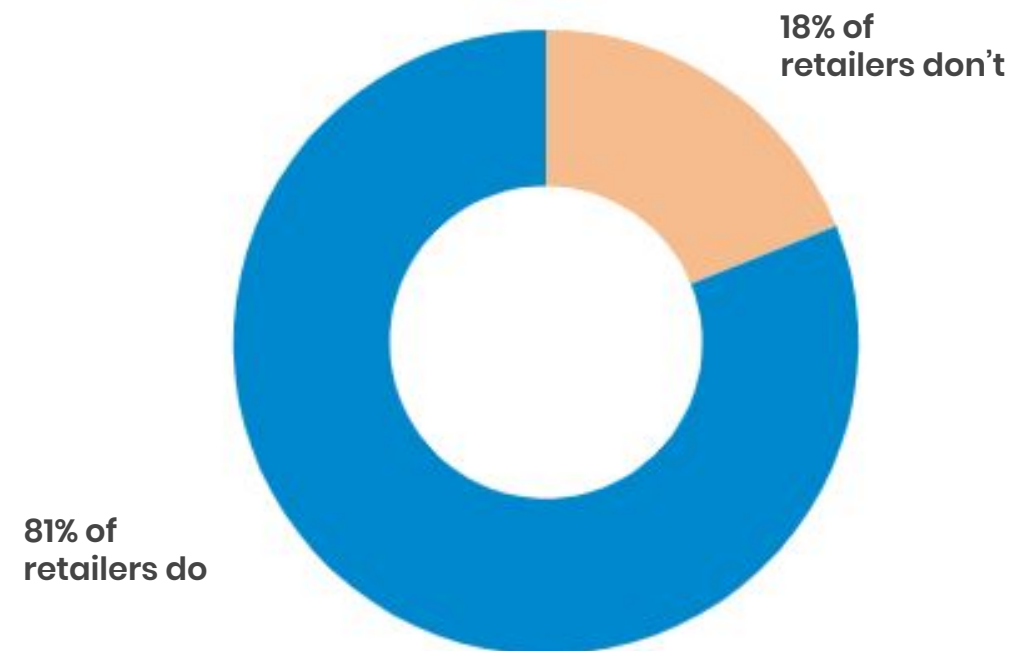
IS THE BIGGEST SPEND TO GET FREE SHIPPING

\$50

IS THE SMALLEST SPEND TO GET FREE SHIPPING

FREE SHIPPING

How many retailers offer free shipping?



RETURNS



92% of customers return to retailers with an easy return process, proving to be an easy win
For retailers looking to retain happy customers



97%

RETAILERS OFFER
EASY RETURNS



49%

RETAILERS THAT
ALSO OFFER FREE
RETURN SHIPPING



Key takeaways

There is no doubt omni-channel retail is growing in Australia, and is only set to double in the coming years. Australia's retailers have shown strengths in offering free shipping, flat rate and standard shipping at competitive rates, as well as nailing hassle free returns.

However, there is only a small portion of Australian retailers making use of the omni-channel advantages in today's landscape, including:

- Express and priority shipping services
- Free click-and-collect options for online customers

Retailers looking to remain competitive in 2019 will need to look at flexible shipping options at a range of price-points, while also setting up the right infrastructure and tools so that customers can shop anywhere they like.



Shipping
Made
Simple.

Turn shipping into your advantage

Shippit is an award-winning shipping solution built for modern retail. Start offering more flexible shipping options, save time, money and keep your customers happy.

Get in touch with our team to see how Shippit can take the headache out of omni-channel shipping for you.

START SHIPPING SMARTER TODAY