

december

20
25

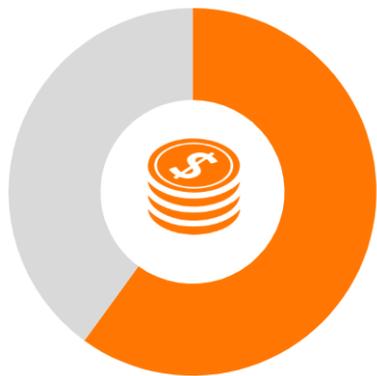
retail and commerce

nickable charts

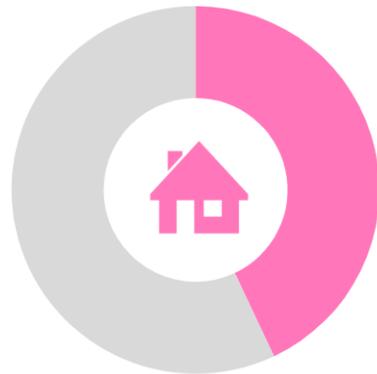
while cost of living remains a concern for Australians, there are signs of improving consumer confidence

Top 5 issues – December 2025

In 2024 and early 2025, 65% of Australians rated cost of living as their #1 issue, declining through the year to 59% in November 2025 and 61% in December 2025.



#1 - Cost of Living
61%



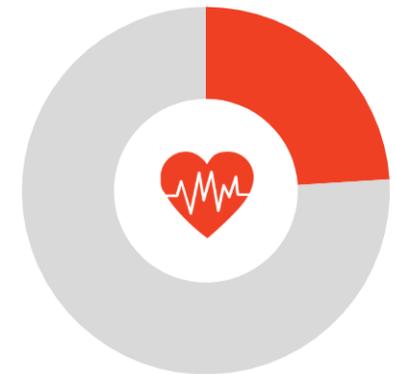
#2 - Housing
43%



#3 - Crime
29%



#4 - The Economy
26%



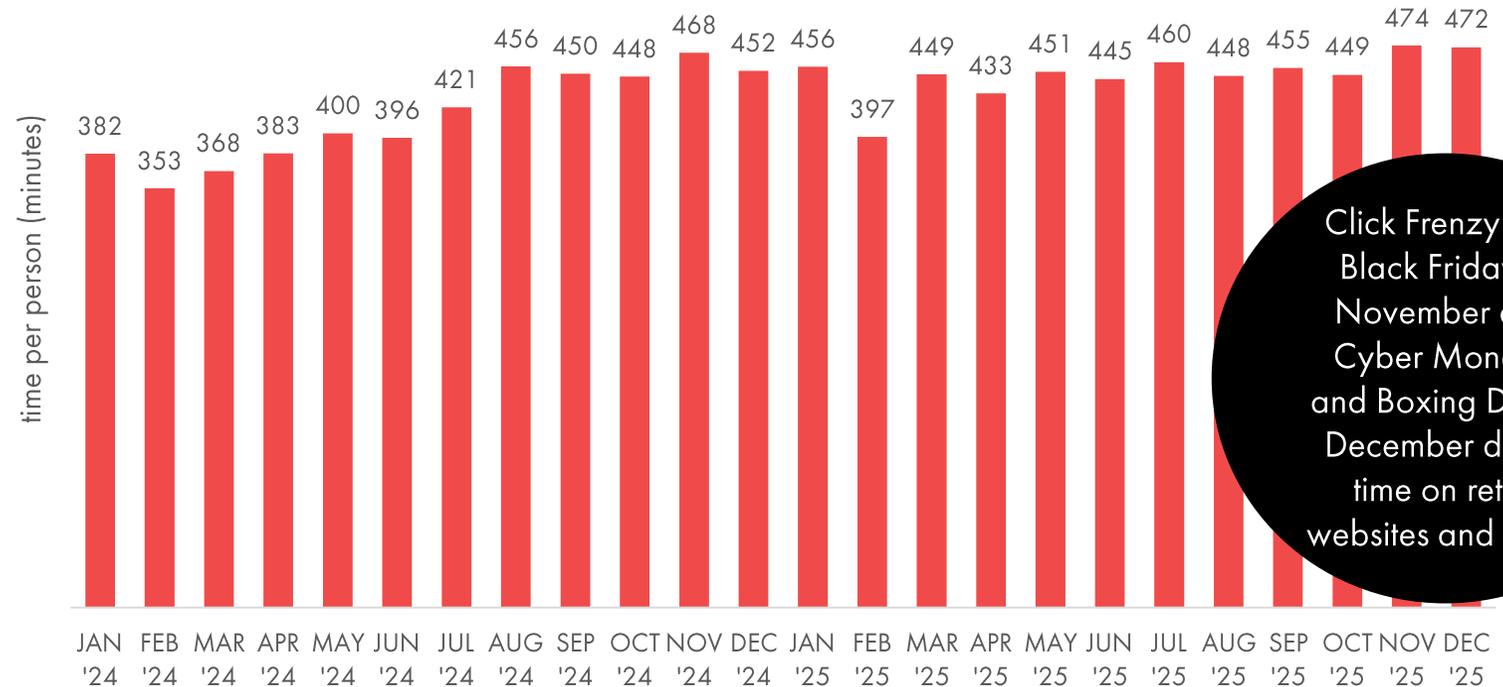
#5 - Healthcare
24%

over November and December 2025, Ipsos iris recorded the highest time spent per person on **retail and commerce** websites and apps



retail & commerce
21.8 million
australians aged 14+
accessed a retail or
commerce website or app
in December 2025,
98.5% of all online
Australians.

retail and commerce category
average time spent (minutes) per person per month



Click Frenzy and Black Friday in November and Cyber Monday and Boxing Day in December drove time on retail websites and apps.

nearly all online australians visited a retail website or app in December

21.8 million

98.5% of online australians aged 14+ visited a **retail** or **commerce** website or app on computer, smartphone or tablet in December 2025.

On average online retail visitors spent **7.9 hours** on retail or commerce websites and apps in December 2025.

most popular online retail and commerce subcategories in December 2025 australian audience aged 14+



consumer electronics
18.8 million



voucher/rewards
17.7 million



grocery/supermarkets
17.3 million



dept, discount stores
16.7 million



fashion & beauty
15.8 million



homes & gardens
15.0 million

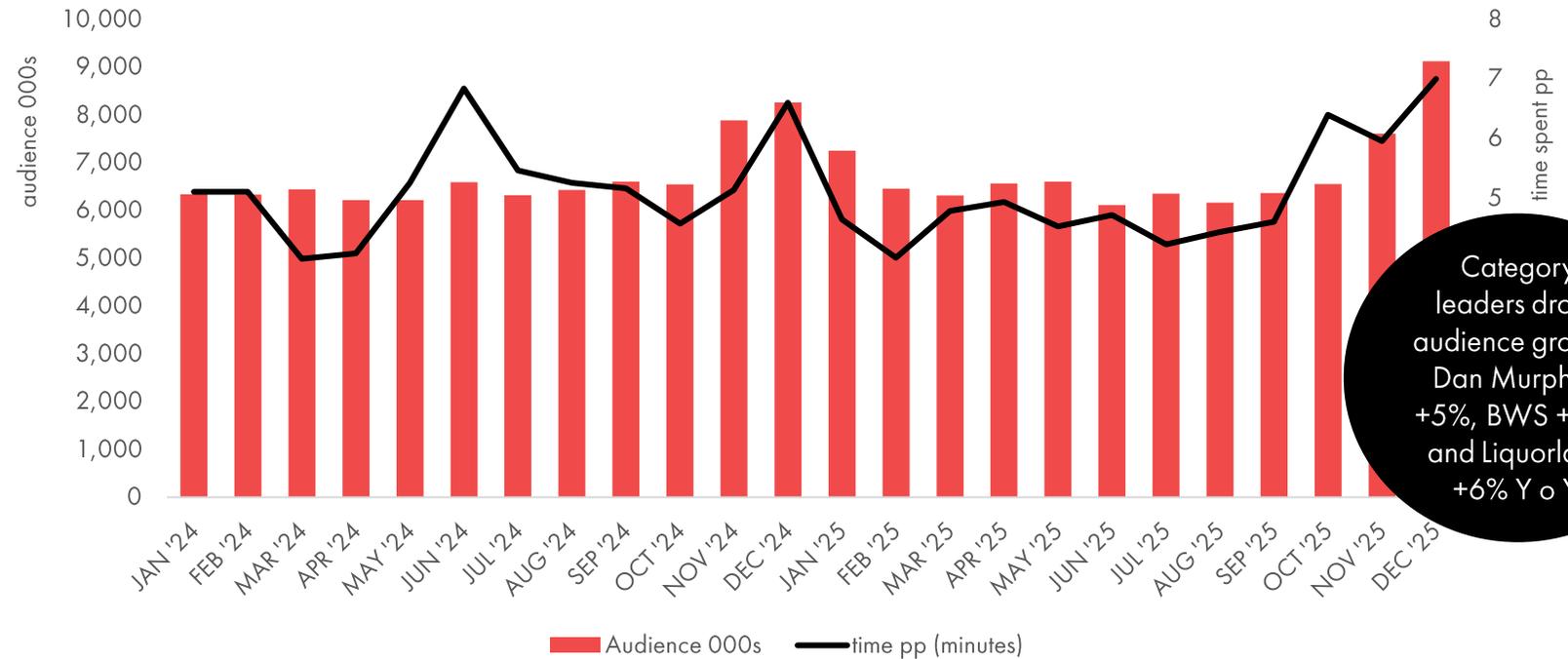
highest recorded audience to **beverages** retail websites and apps in December 2025



beverages
9.1 million

australians accessed a beverages retail website or app in December 2025, up 10% year on year, with time spent up 6% year on year.

beverages retail and commerce subcategory
audience 000s and average time spent (minutes) per person per month



Category leaders drove audience growth: Dan Murphy's +5%, BWS +11% and Liquorland +6% Y o Y.

highest recorded audience to **fashion and beauty** retail websites and apps in November 2025 at 16.3 million

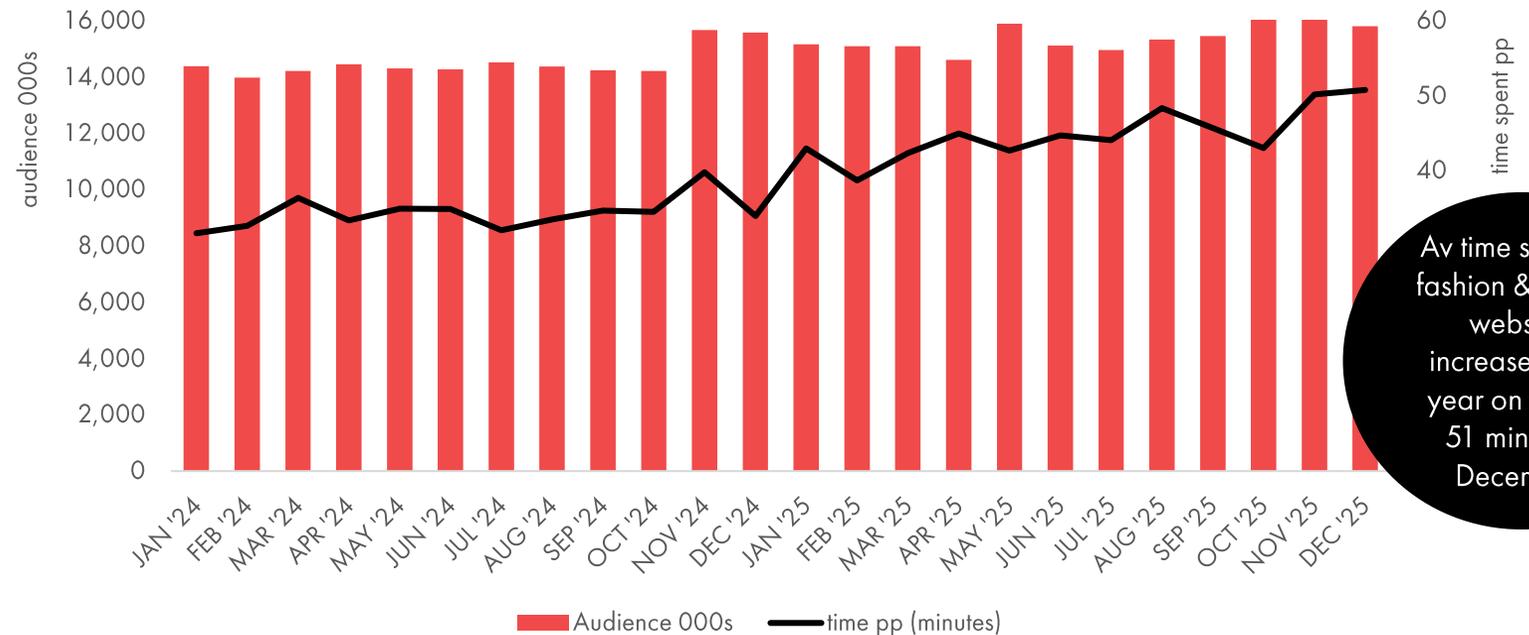


fashion & beauty 15.8 million

australians accessed a fashion and beauty retail website or app in December 2025.

Audience for online beauty peaked in December at 8.4 million, up 6% year on year.

fashion & beauty, retail and commerce subcategory
audience 000s and average time spent (minutes) per person per month



Av time spent on fashion & beauty websites increased 49% year on year to 51 min pp in December.

highest recorded audience to **homes & garden** retail websites and apps in December 2025 at nearly 15 million

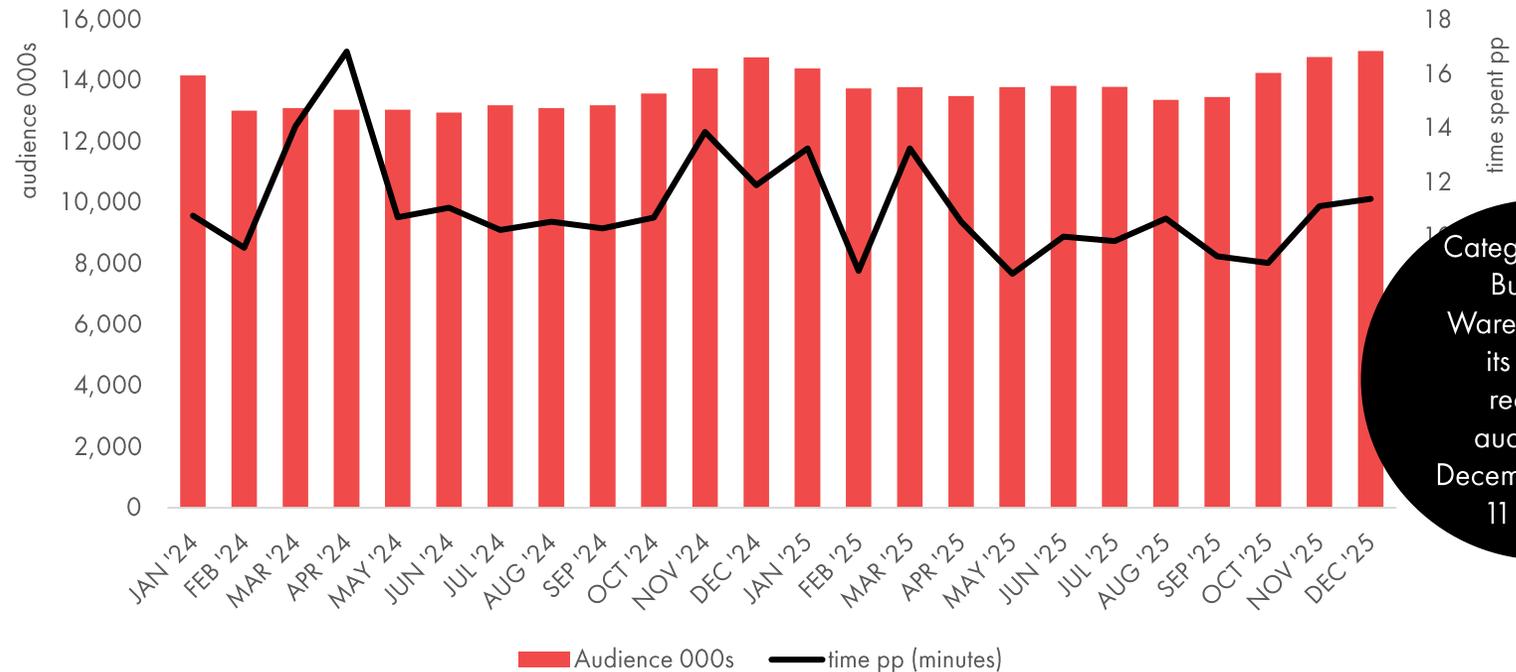


homes and garden

14.98 million

australians accessed a homes and garden retail website or app in December 2025.

home and garden, retail and commerce subcategory
audience 000s and average time spent (minutes) per person per month



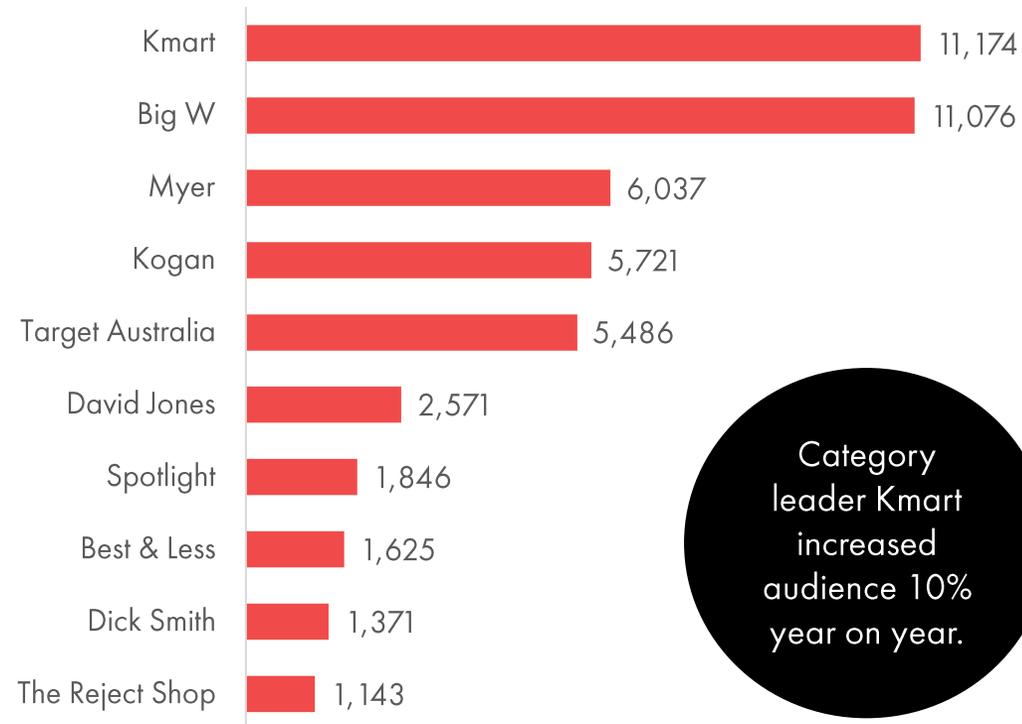
Category leader Bunnings Warehouse had its highest recorded audience in December at over 11 million.

highest recorded audience to online **department and discount store** websites and apps in December 2025 at over 16.7 million



**Department,
Discount Store or
Multi-category
retailer**
16.7 million
australians accessed a
website or app in
December 2025.

Top 10 Department, Discount Store or Multi-category retailer subcategory audience 000s December 2025



Category leader Kmart increased audience 10% year on year.

Ipsos iris, IAB endorsed digital audience measurement currency

Endorsed by the IAB as the sole and exclusive preferred supplier of digital audience data, Ipsos iris has been delivering market-leading insights from January 2023.

Ipsos iris serves as an inclusive, standardised industry currency, offering consistent and comparable digital audience insights for over 10,000 websites and more than 2,200 apps, capturing the online behaviours of more than 22 million Australians aged 14+ across Smartphone, Computer and Tablet devices.

Key data integrations with OzTAM for BVOD and Google for YouTube have extended the most complete view of Australians' digital behaviour into the coverage of audiences on Connected TV to empower agencies, marketers and publishers to plan with confidence.

Ipsos iris integrates a range of data inputs to create a data set of around 500,000 synthetic respondents. Ipsos iris data inputs include an ongoing establishment survey of 12,000 per year, a single source, passive panel of 4,000 across 8,500 devices, census data from comprehensive tagging coverage of content owners and data integrations from Apple, Google and OzTAM.

Governance of Ipsos iris includes close and continuous oversight by the IAB Audience Measurement Council (made up of research professionals from 12 media owners) who regularly review KPI's, panel health and methodology, along with data integrity, availability, delivery and usage.

Further insights and information on Ipsos iris is available in [IAB Australia nickable charts](#) and at iris-au.ipsos.com