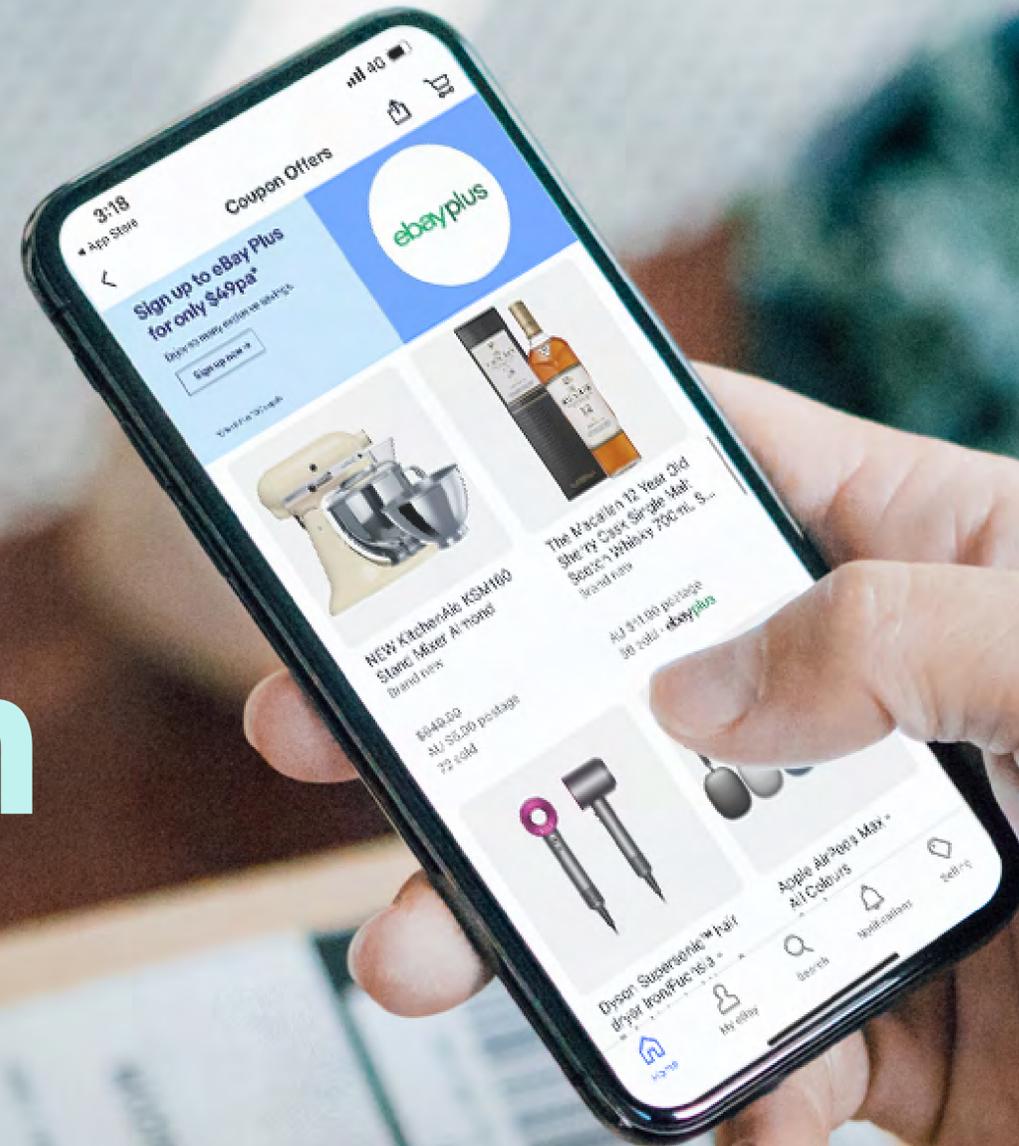


# Lockdown: One Year On

What COVID-19 means for  
the future of online retail



**“It’s hard to believe it’s been a year since the COVID-19 pandemic sent parts of Australia into lockdown. Nobody knew how consumers would respond when we first entered this crisis but one year on we’ve seen a rapid acceleration in e-commerce, which is a trend that’s here to stay.”**

**Tim MacKinnon**

Managing Director, eBay Australia & New Zealand



# Foreword

In the face of adversity, the strength of Australian consumer spending during the past year has been fuelled by government support packages, record-low interest rates, mortgage payment deferrals and rising share and property prices. Australians have also changed their spending patterns with less money going towards experiences and more on goods. For example, Tourism Australia research estimates Australians spent \$65-billion on overseas trips in 2019<sup>1</sup>.

And people changed the way they shop. eBay saw an extra million people visiting the site each month<sup>2</sup>. Those who were already shopping online before the pandemic are now doing it more often across a greater number of categories. And as regional lockdowns occur, we continue to see spending surge in these areas. For example in February 2021, video game consoles were up 342 per cent<sup>3</sup> during the five day West Australian lockdown and kitchen gadgets increased by 60 per cent during the five day Victorian lockdown<sup>3</sup>.

Consumer expectations are also on the rise. Buyers are aware of the supply chain issues created by increased volumes – with fewer flights coming in and ships taking longer to dock due to strict health and safety procedures – yet they still expect sellers to deliver on time. As a result, more merchants are offering tracking so shoppers can see when goods will arrive. We've also seen accelerated take up of our membership program, eBay Plus, due to us introducing express delivery.

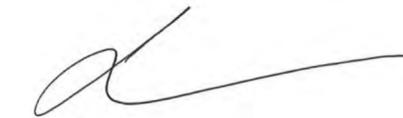
Australians are also increasingly buying local, partly because they want to support Aussie businesses but also because of long wait times for popular international products. And we've seen more buyers becoming sellers as they start side hustles, strike out on their own, or simply look to declutter their homes. This has driven renewed interest in eBay as the only platform that allows fully contactless delivery, rather than having people coming to their home for pick up.

Looking at the year ahead and beyond, we will continue to see e-commerce grow given the change in consumer behaviour. We also will see continued domestic retail spending, given the likelihood that international travel will not resume immediately. The buying local trend will also stick around as a result of the pressures on global and interstate supply chains.

Some people are worried about ongoing consumer confidence but many Australians have saved a lot in the past year despite doing more online shopping. House prices are going up, interest rates are still very low and large government infrastructure projects continue to provide an economic boost. The lack of population growth and the debt burden loom as longer term issues but we expect to see elevated e-commerce levels for the foreseeable future.

This will see more people launching online businesses and existing companies shifting

more business online. This in turn will create more competition and more choice, which ultimately drives lower prices and better experiences. With 12-million people now visiting the every month<sup>2</sup>, eBay Australia will continue to be at the forefront of these consumer behaviour trends.



**Tim MacKinnon**

Managing Director, eBay Australia & New Zealand

<b>Shopping in a pandemic</b>	<b>7</b>
<b>Australian buying behaviour</b>	<b>11</b>
<b>The cultural barometer</b>	<b>15</b>
<b>Buying local and starting to sell</b>	<b>18</b>
<b>Global lockdown comparisons</b>	<b>24</b>
<b>The future of online shopping</b>	<b>27</b>

## Introduction

**2020 was a year like no other. As many of us shifted to working from home, others were on the front line responding to the COVID-19 crisis. Schools, shops and restaurants were closed for weeks or months on end, interstate and international borders shut and there were strict limits on social gatherings in public places and our homes.**

As Australia's largest and most visited online marketplace, eBay saw the behavioural and business changes the pandemic brought to the retail sector first hand. With 40,000 Australian businesses using eBay to sell everything from appliances and fashion to toys and homewares, and with 12-million unique visitors every month, eBay was able to monitor the changing needs of the nation through the goods they were purchasing.

eBay's long history as the home of online consumer selling also meant it could see changes in people looking to sell goods online during a period of economic uncertainty. eBay's wealth of behavioural data has been used to generate the insights uncovered in this report and to forecast what these trends mean for the future.

**“The past 12 months has been an incredibly volatile period for Australian retail with state lockdowns, ‘panic buying’ and higher levels of discretionary spending.**

**“Early trends in 2021 include strong jewellery sales and continued investment in home renovations, mostly due to consumers saving during lockdown and being unable to travel overseas. But the absence of short-term Chinese tourists in February 2021 caused a \$1.4-billion decline in sales.”**

**Dominique Lamb**  
CEO, National Retail Association



“The COVID-19 pandemic triggered a seismic shift in the way Australians shop, with online participation at record highs as more than four in five households made online purchases during 2020.

“So far this year online shopper engagement has remained high, and while we don’t expect to see the same extreme peaks we saw during 2020, the industry will stabilise above the pre-pandemic level.

“The year is off to a strong start with January, typically a quieter month, recording year-on-year growth of 44

per cent so it is clear online remains a critical channel for shoppers.

“Online shopper engagement remains high, and while we don’t expect to see the same extreme peaks we saw during 2020, online shopping participation is expected to stabilise well above pre-COVID levels. Recent events show the industry is likely to still face challenges due to potential outbreaks and ongoing restrictions, but it is clear online will remain a critical shopping channel for buyers and sellers as we head into 2021.”

## Gary Starr

Executive General Manager, Business, Government & International, Australia Post



# Shopping in a pandemic



## Shopping in a pandemic

In March 2020, government measures were implemented to help stop the spread of COVID-19.

Research commissioned by eBay<sup>4</sup> identified a generational shift in shopping behaviour due to these restrictions. During lockdown periods Generation Z (18-24 years old) did more than half of their shopping online (57 per cent)<sup>4</sup>, while Baby Boomers (60+ years old) posted the biggest increase on their pre-pandemic online shopping figures (69 per cent)<sup>4</sup>.

At a time of uncertainty, Australians were relying on online marketplaces like eBay to get what they needed. Buyers were also looking for more flexibility in the way they were paying for items. In April 2020 eBay enabled Afterpay as a payment option, giving buyers more flexibility and supporting sellers by providing Afterpay as an additional revenue stream.

Monday was the most popular shopping day as many Australians snuck product research

into business hours. With a steep rise in agile working, eBay research shows the increase in online shopping was largely driven by people having more time to browse (75 per cent)<sup>4</sup> and at home to collect deliveries (75 per cent)<sup>4</sup>. More than half felt safer shopping online than in-store (58 per cent)<sup>4</sup>. Women (54 per cent)<sup>4</sup>

♂ **56% Men**<sup>4</sup>

were happier not having to hide deliveries from colleagues than

♀ **44% Women**<sup>4</sup>

in particular found the idea of not having to physically visit stores much more attractive than men (34 per cent)<sup>4</sup>. Australians also noted the financial benefits of online shopping, with 80 per cent<sup>4</sup> saying they can find better deals and save money.



**“We’ve seen a clear shift in Australian spending behaviour, which was led by young people but accelerated across all age groups during the COVID-19 pandemic.**

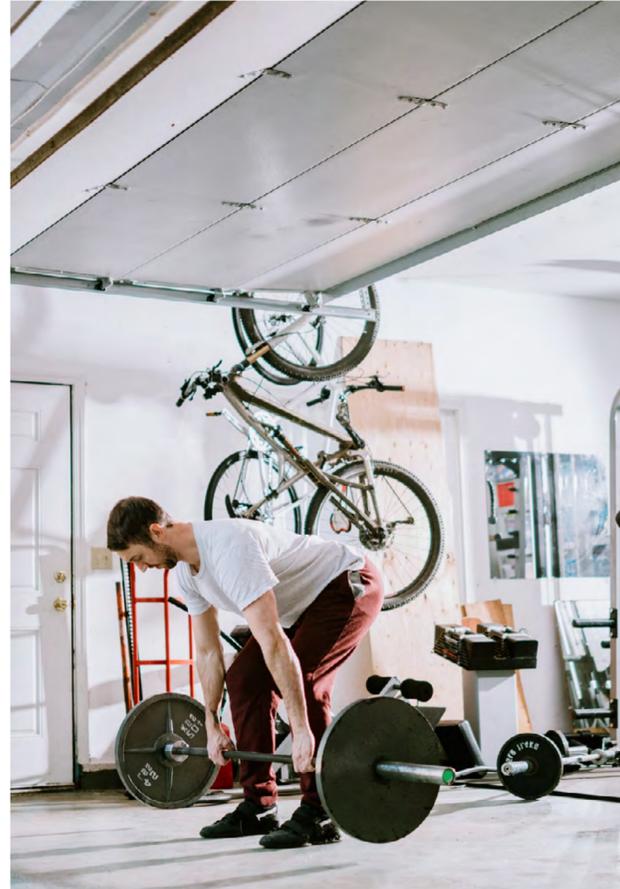
**“Online commerce continues to grow and there has been a significant rise in debit and digital products like Afterpay. In contrast, the Reserve Bank of Australia reports that credit card purchases fell by more than six per cent in 2020.”**

**Nick Molnar**  
Co-Founder, Afterpay

When COVID-19 was declared as a global pandemic in March, eBay quickly experienced spikes in visitor levels normally reserved for the weeks leading up to Christmas. While Black Friday, which happens in late November, was the busiest day in 2019, the busiest day of 2020 occurred in April. eBay saw another significant rise in visitors during July when Melbourne went into its second lockdown. Smaller increases were also seen as a result of snap lockdowns in New South Wales, South Australia, Queensland and Western Australia.

Victorian postcodes have seen the greatest growth year-on-year with three Melbourne postcodes making it into the top five buying postcodes of 2020 – most likely due to the state spending the longest time in lockdown. Metro Sydney saw a slight decline as people working from home diverted their parcels to their residential addresses.

What people bought during the pandemic differed depending on their location. The Melbourne suburb of Werribee was the biggest spending postcode on eBay<sup>5</sup>. Werribee shoppers have been smartening up their backyards, buying furniture, or getting fit with strength training equipment topping their purchases<sup>5</sup>.



When lockdown restrictions eased, trading volumes remained high. Australia Post estimates 5.6-million<sup>6</sup> households shopped online during December 2020, which is 21.3 per cent<sup>6</sup> higher than December 2019 and on average, an additional 1-million<sup>6</sup> households shopped online each month.

## Top buying postcodes on eBay

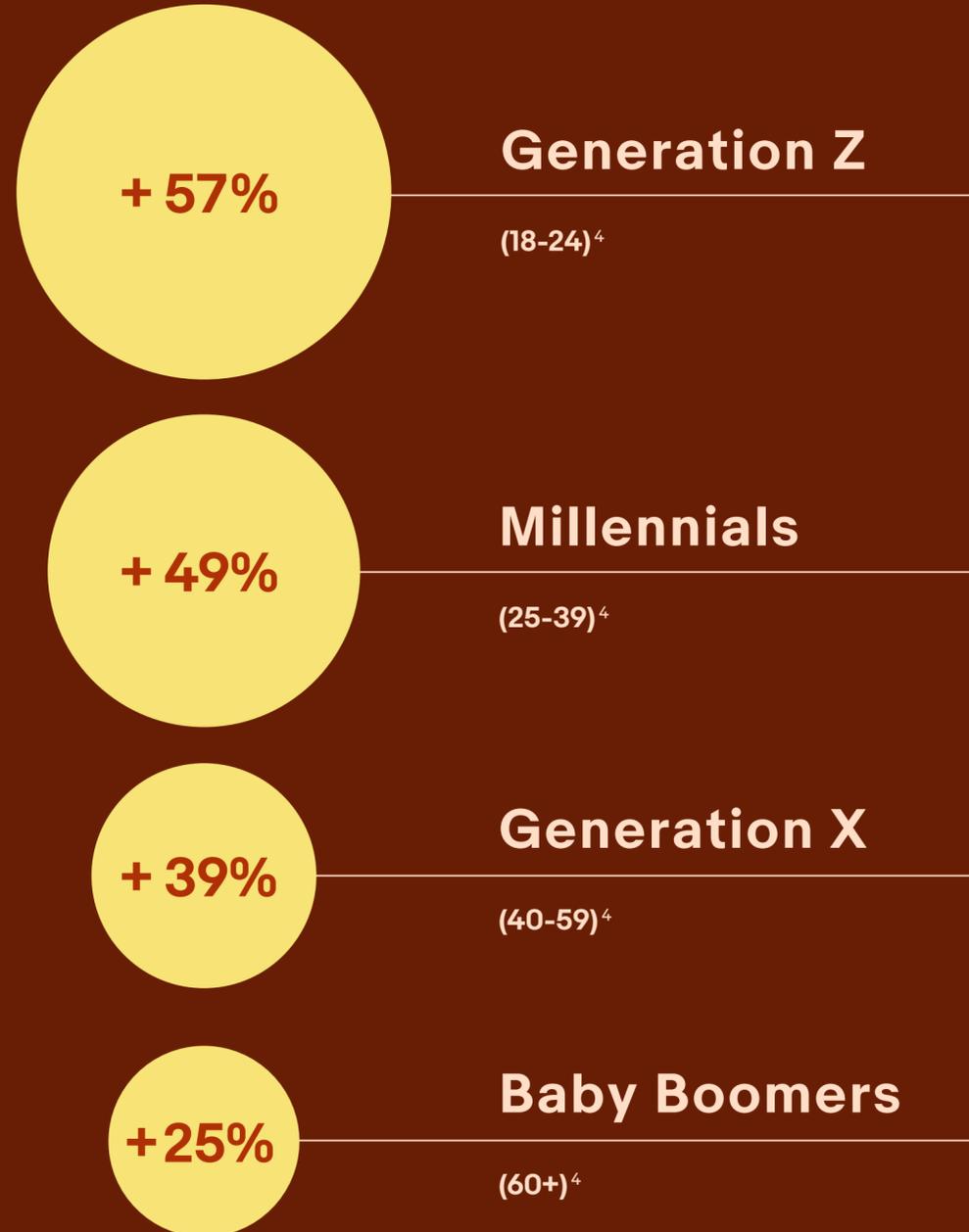
Year-on-year



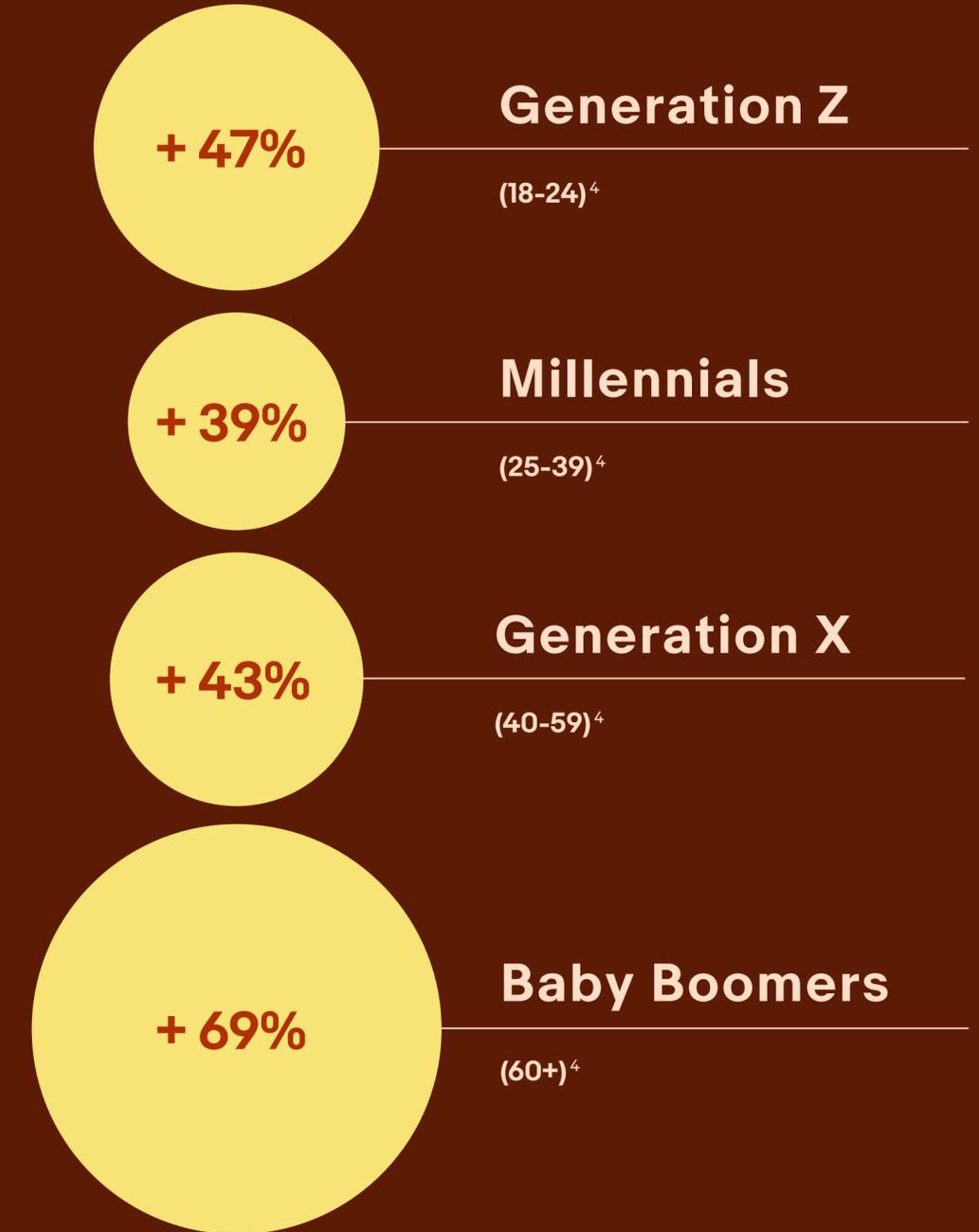
# Online shopping during lockdown by generation



## Volume of shopping done online



## Increase on pre-pandemic levels



# Australian buying behaviour



## Australian buying behaviour

Shopping behaviour during COVID-19 reflects how Australians were feeling through the different phases of the pandemic. As the nation went into panic mode, face mask sales were up more than 700,000 per cent<sup>7</sup> in March (no, that's not a typo), spiking again in July when Melbourne went back into lockdown. Hand wash also increased almost 4,000 per cent<sup>7</sup>.

As demand for certain products like face masks and toilet paper soared, eBay worked quickly to take action on price gouging to ensure buyers were able to find essential items at reasonable prices. Stricter measures were introduced on the platform with only approved sellers able to list key items. By the end of 2020, eBay had removed or blocked more than 50-million listings globally that breached its policies.

With everyone spending more time at home, eBay saw a significant rise in sales of puzzles and video games<sup>7</sup>. The closure of gyms and extra time at home drove people to get outdoors and get into shape, as shoppers bought four times as much running, yoga and training equipment than they had the previous March<sup>7</sup>.

Other sporting pursuits saw jumps in sales at different times of the year. After periods of

lockdown, Aussies got outdoors with sales of fishing equipment increasing by 1,500 per cent<sup>8</sup> and bike accessories more than doubling<sup>9</sup> mid-year before spiking again in November<sup>17</sup>.

Many people started new hobbies during the pandemic or spent more time on existing interests. Needlecraft was popular during the winter months with sewing up almost 800 per cent<sup>8</sup> in July. Meanwhile, sales of collectible card games such as Pokémon and Magic: The Gathering were up more than 12,000 per cent<sup>10</sup> in October and November.

Australians also got their DIY on as they spent more time at home. Cabinet hardware was up more than 480 per cent<sup>11</sup> in May, while power tools and leaf blowers jumped more than 320 per cent<sup>12</sup> in April and maintained that run all the way through September<sup>16</sup>.

Attention turned to gardens towards the end of the year, as the weather improved and home renovations moved outdoors. Plants, seeds and bulbs saw spikes of 735 per cent<sup>13</sup> or higher in the final three months with sales of weed and pest control more than doubling<sup>14</sup> in November and December.

**“We’ve seen an increase in a wide range of categories, from video games and computer accessories to board games, puzzles and toys. The pandemic brought about a sudden change to everyday lives and the nation was looking for ways to stay entertained.”**

**Daniel Cusumano**  
Manager, The Gamesmen



# Pandemic shopping trends from March 2020

Year-on-year

Australian buying behaviour

March 2020

Face masks

+ 713,477%<sup>12</sup>



Face mask sales explode as Australians react to health warnings

July 2020

Fishing gear

+ 1,588%<sup>8</sup>



Australia goes fishing to escape for a few hours

November 2020

Nutritional supplements

+ 215%<sup>17</sup>



Nutritional supplements in demand as people get ready for summer

April 2020

Puzzles

+ 639%<sup>12</sup>



Puzzle sales jump as people seek ways to pass time in lockdown

August 2020

Sewing

+ 654%<sup>15</sup>



Sewing is the fastest growing hobby as people hide from winter

December 2020

Card games

+ 7,699%<sup>18</sup>



Collectible card games trending in time for Christmas at home

May 2020

Hardware

+ 481%<sup>11</sup>



Cabinet hardware sales hit a high as homeowners get their DIY on

September 2020

Basketball cards

+ 301%<sup>16</sup>



Basketball cards surge as the world tunes into the NBA Finals

January 2021

Tennis balls

+ 116%<sup>19</sup>



Searches for tennis balls bounce during Australian Open hype

June 2020

Power tools

+ 351%<sup>9</sup>



Power tools and leaf blowers popular as the DIY trend continues

October 2020

Gardening

+ 735%<sup>13</sup>



Plants, seeds and bulbs are popular as spring is sprung

February 2021

Pop Its

+ 690%<sup>20</sup>



Kids get on the latest playground trend, Pop Its

**“Remember how much fun we had playing with bubble wrap as kids – and even as adults? Well this year’s latest craze offers that same popping fun without the waste. Pop Its are sensory toys designed to be popped, pulled, squeezed, folded and even collected.**

**“It follows the popularity of the fidget spinner in 2017 and is equally great for mindfulness and helping concentration.”**

**Sophie Onikul**  
Trendwatcher, eBay Australia



# The cultural barometer



## The cultural barometer

Life in lockdown saw plenty of people getting lost in the pages of a book. eBay data shows Australians have spent more than \$59-million<sup>21</sup> on books since lockdown began.

Scott Pape's updated best-seller, *The Barefoot Investor*, was the most popular title in March<sup>7</sup>, as Australians looked to take a tighter grip on their personal finances. Sales of children's



### The cultural barometer

books almost doubled<sup>12</sup> in April as families swapped screens for pages. Then things got a little steamy in May with romance publisher Mills & Boon and the *Fifty Shades of Grey* series helping to drive a fivefold<sup>12</sup> increase in sales of erotic fiction.

Shopping habits were also driven by TV. Chicago Bulls merchandise including jerseys, hats and basketball cards jumped in April<sup>22</sup>, following the release of the Michael Jordan documentary, *The Last Dance*. April also saw Australians buying more than three LEGO<sup>®</sup> items a minute<sup>23</sup> during the return of *LEGO<sup>®</sup> Masters*.

Sales of silver curb chains trebled<sup>24</sup> within two days of the jewellery being worn by *Normal People* heartthrob, Connell. The launch of *The Queen's Gambit* in October saw more people buying chess sets<sup>25</sup>, while Regency fashion including tiaras and shawls were hot when *Bridgerton* aired at Christmas<sup>26</sup>.



# The cultural barometer

The cultural barometer

March 2020

**The Barefoot Investor**

**+ 152%**<sup>7</sup>



Personal finance fears see many Australians reaching for the latest version of Scott Pape's bestseller

May 2020

**Chicago Bulls jerseys: The Last Dance**

**+ 283%**<sup>22</sup>



Bulls memorabilia is on fire as basketball fans relive the Michael Jordan glory days

December 2020

**Tiaras: Bridgerton**

**+ 357%**<sup>26</sup>



Regency fashion including tiaras and shawls prove popular as fans tune into this popular period drama

April 2020

**LEGO® sets: LEGO® Masters**

**+ 92%**<sup>23</sup>



Three sets sell every minute during first episode as people look for entertainment during lockdown

October 2020

**Chess sets: The Queen's Gambit**

**+ 75%**<sup>25</sup>



Chess was already popular during lockdown but this mini-series gave sales a boost

January 2021

**Silver bullion**

**+ 439%**<sup>27</sup>



Aussies head to eBay as silver is at an eight-year high following an upswell of interest on Reddit

**Silver curb chains: Normal People**

**+ 209%**<sup>24</sup>



Chain sales treble after lead character wears one in the series inspired by Sally Rooney's novel



# Buying local & starting to sell



**“A renewed focus on buying Australian and supporting local suppliers has seen consumers and business buyers exercising their preference for Aussie products. These products are made to the highest quality and safety standards, creating economic activity and employment opportunities.”**

**Ben Lazzaro**  
CEO, Australian Made



## Buying local & starting to sell

eBay Australia partnered with Australian Made in 2020 to help Australian manufacturers improve their online presence at a time when they needed it most. Searches for ‘Australian Made’ items on eBay were up significantly throughout the year, rising by more than 430 per cent<sup>28</sup> in July. And it opened up export opportunities as eBay connects sellers with 185-million active buyers around the world<sup>29</sup>. Only two per cent of Australian businesses export their wares, compared with 92 per cent<sup>29</sup> of those on eBay.

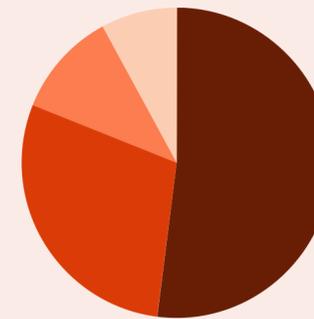
More than half of Australians surveyed by Roy Morgan last year said they had a higher preference for Australian-made products (52 per cent)<sup>30</sup>. Research commissioned by eBay shows Baby Boomers were twice as likely as Generation Z to factor this into buying decisions<sup>4</sup>.

Research also revealed more than one in five (22 per cent)<sup>4</sup> have been selling pre-owned items via online marketplaces. Others moved an existing business online or expanded their online offering (eight per cent)<sup>4</sup>, while six per cent<sup>4</sup> started a new online business. Half of those opening an online business did so through a marketplace (49 per cent)<sup>4</sup>.

Australians selling online during the pandemic made an average income of \$4,292<sup>4</sup> with almost one-third generating an extra \$1,000 or more through pre-owned items<sup>4</sup>. South Australians made an average of \$1,892<sup>4</sup> versus those in Victoria who made an average of \$5,961<sup>4</sup>. Generation X, who grew up with eBay, earned almost \$7,000<sup>4</sup> on average by selling pre-loved items. While more than half describe their online selling as a side hustle (52 per cent)<sup>4</sup>, 29 per cent<sup>4</sup> intend to make it their primary source of income and 11 per cent<sup>4</sup> are already there.

eBay is the only consumer selling platform that offers a fully contactless selling experience. Shoppers can sell, print a label on eBay, drop it in an Australia Post mail box or have Sendle pick it up from their doorstep. This has enabled the side hustle to grow in popularity with Sendle reporting exponential growth since COVID-19 began<sup>31</sup>.

## The future of online businesses started during the COVID-19 pandemic



**+ 52%**<sup>4</sup>  
It's a side hustle

**+ 29%**<sup>4</sup>  
I intend to make it my primary job

**+ 11%**<sup>4</sup>  
It's become my primary source of income

**+ 8%**<sup>4</sup>  
It's still my primary source of income

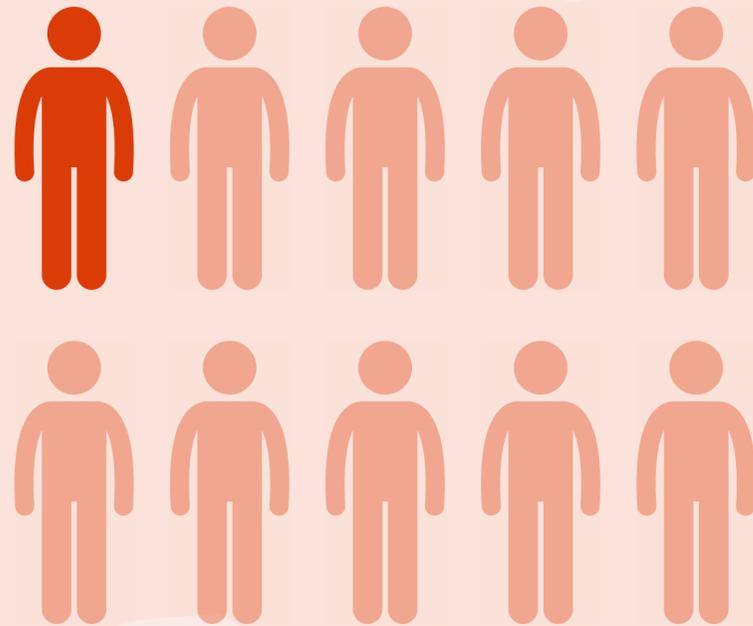
“The Victorian lockdown created a challenging environment for us as a traditional bricks and mortar retailer, especially given that it coincided with peak season for our Australian-made sheepskin products. Having an eBay presence helped us tap into a whole new group of consumers and kept us busy.”

**Matthew Liu**

Operations Manager, Yellow Earth Australia



# 1 in 10 Australians made more than \$10,000 selling pre- owned items online



**\$50,000 +**  
(3%)<sup>4</sup>

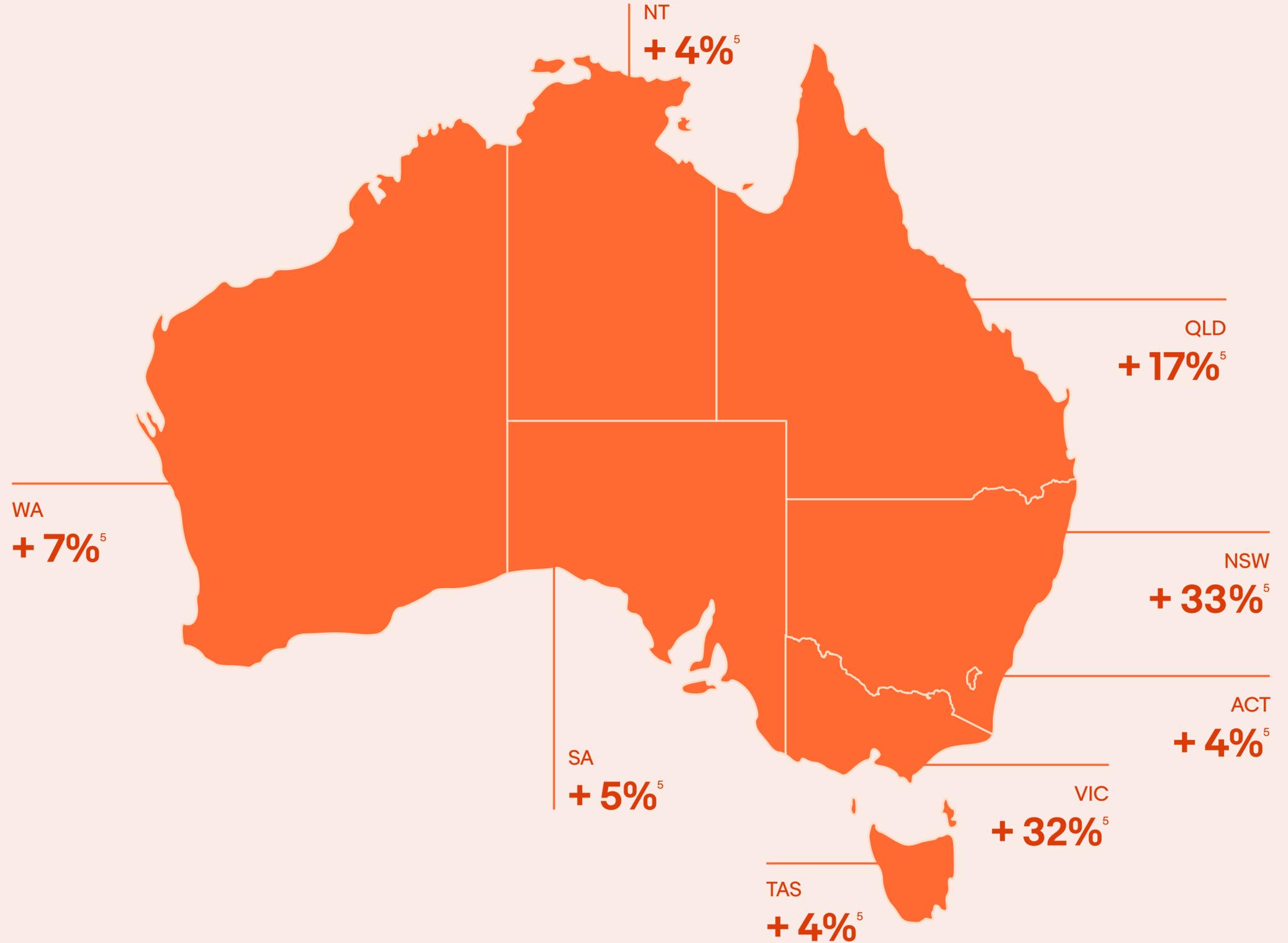
**+\$20,000 –  
\$49,999**  
(2%)<sup>4</sup>

**+\$15,000 –  
\$19,999**  
(2%)<sup>4</sup>

**+\$10,000 –  
\$14,999**  
(3%)<sup>4</sup>

# Increases in consumer to consumer selling on eBay per state

Year-on-year



## Making millionaires

Almost 5,000 sellers have exceeded \$1-million in sales since eBay Australia opened for business in 1999, a rate of 20 people per month<sup>32</sup>. Among these is Afterpay co-founder, Nick Molnar. This relationship has now come full circle, with Afterpay now offered as a payment method on eBay Australia.

“The pandemic has created economic uncertainty and led to job losses, creating the conditions for people to take up a side hustle in order to supplement their incomes. More than 50 per cent of customers that ship with Sendle in Australia are side hustlers.

“The proliferation of popular e-commerce marketplaces like eBay has made it easier for people to turn a long-held hobby or passion into a small side business. For example, over the past year Sendle has on-boarded a couple that launched an online gift hamper business to help promote Australian made products during COVID-19 and a banker who started selling reusable bubble tea tumblers in her spare time.”

**James Chin Moody**  
CEO & Co-Founder, Sendle



# Global lockdown comparisons



## Global lockdown comparisons

This section compares popular Australian categories during lockdown with the UK and US markets, highlighting similarities and differences in what people bought on eBay following the announcement of the global pandemic in March.

From a healthcare perspective, personal hygiene categories and thermometers saw large sales spikes in all markets<sup>36</sup>. Sales of face masks recorded steep increases in Australia, up more than 700,000 per cent<sup>7</sup>. In the US face masks were up more than 5,000 per cent<sup>33</sup>, but the nation was more concerned for its education with adult learning and university textbooks up 113,790 per cent<sup>33</sup>.

Face masks saw an increase of:

↑ **AU 700,000%**

↑ **US 5,000%**

Webcams also saw significant growth in both US<sup>34</sup> and UK<sup>35</sup> markets as people spent more time working from home and catching up with friends or family on video calls. This category grew almost 1,500 per cent<sup>34</sup> in the US and more than 900 per cent<sup>35</sup> in the UK during April 2020.

But there were some big differences in entertainment and hobbies. Australians saw an increase in fitness equipment<sup>7</sup> as the nation turned to home workouts. While the US saw a spike in both fishing and video game accessories<sup>34</sup>. All three markets saw significant jumps in puzzles and crafts<sup>36</sup>, but table tennis tables and accessories were largely popular in the UK<sup>37</sup>. Brits also spent much more on cat food, dog food and pet toys during lockdown<sup>38</sup>, while pantries in the US were well stocked with food.



# Major shopping categories

March 2020

## Australia



#1



Health

**+ 713,477%<sup>7</sup>**

Face masks

#2



Entertainment

**+ 378%<sup>7</sup>**

Puzzles

#3



Fitness

**+ 323%<sup>7</sup>**

Running, yoga & strength training

#4



Working from home

**+ 111%<sup>7</sup>**

Computer monitors

## United Kingdom



#1



Home upgrades

**+ 162,623%<sup>37</sup>**

Home fragrances

#2



Food

**+ 928%<sup>37</sup>**

Pantry items

#3



Beauty

**+ 495%<sup>37</sup>**

Hair dyes

#4

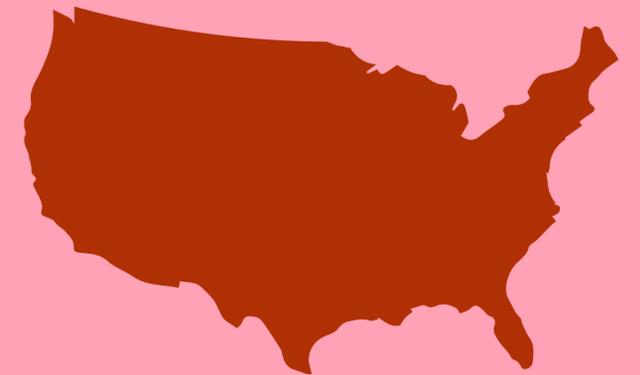


Entertainment

**+ 311%<sup>37</sup>**

Table tennis tables & accessories

## United States



#1



Home upgrades

**+ 496,592%<sup>33</sup>**

Home fragrances

#2



Education

**+ 113,790%<sup>33</sup>**

Adult learning & university textbooks

#3



Health

**+ 5,041%<sup>33</sup>**

Face masks

#4



Food

**+ 870%<sup>33</sup>**

Pantry items

# The future of online shopping



## The future of online shopping

There are reasons for retail to be optimistic about the year ahead as vaccination programs get underway and consumer confidence increases. This is tempered to some extent by ongoing economic uncertainty.

Whatever the post-COVID-19 future holds, eBay research shows online shopping will continue to play a central role in consumer behaviour<sup>4</sup>. Although 78 per cent<sup>4</sup> of

respondents will feel more comfortable returning to shopping centres once the COVID-19 vaccine is rolled out, 83 per cent<sup>4</sup> say they will continue to shop online as much as they are now.

Australians expect to do 40 per cent<sup>4</sup> of shopping online within two or three years. This would be on par with the levels seen during COVID-19 lockdown periods (41 per cent<sup>4</sup>).



**“COVID-19 has brought the growth of e-commerce forward several years. Many consumers discovered the convenience of shopping online during 2020 and they aren’t looking back.”**

**Jethro Marks**  
Co-Founder, The Nile

**“Normal has gone forever. This is, without a doubt, the most extraordinary time to be a consumer. Over the next five years alone we will experience more innovation than we’ve seen in the last 50 years.**

**“The future will be led by those who thrive in a world of extreme volatility, uncertainty and constant change. History will prove that this was the time to be different.”**

**Chris Riddell**

Human Futurist, Forensic Optimist, Energising Catalyst



## The new never normal trends by Chris Riddell

### 1. Real retail reinvention

The last 12 months have seen the fastest and most significant transformation to how we shop in over 100 years. Much of what we are seeing today is the beginning of the next reinvention of retail. Cashless payments and an explosion of cryptocurrencies will dominate the near term future. Innovative retail brands will work hard to create a digital-first attitude with customer experiences. This will include creating pre-shopping experiences online through an app or website. Many retailers will then use their physical stores as a 'last mile' point for curbside click and collect. Expect to see augmented reality (AR) technology fused with gaming platforms to create virtual stores. These online stores will use extraordinary amounts of data to create highly personalised experiences that are individual to each visitor.

### 2. Hyper speed influencing

Distinguishing between real and fabricated content has become almost impossible. In 2017 we saw how video and audio could be manipulated to create 'deepfakes'. Online retail is the sector poised to take this same technology and use it for a more positive purpose. By 2025 we will see a second wave of artificial intelligence called generative AI reinventing how influencers influence. Influencers will send brands samples of up to 30 minutes of pre-recorded video and audio, along with around 50 photos of themselves. Using this generative AI technology, brands will then transform content into millions of hyper-targeted ads. Imagine brands being able to choose not only the language but also the pose of the influencer delivering the message!

### 3. The science of intelligent love

As we continue to funnel all of our personal data into technology devices such as televisions, phones, credit cards and loyalty programs, things have been quietly changing behind the scenes. Super-platforms that aggregate huge amounts of information will soon be able to create virtual dating AI partners. Whether your virtual partner helps find your next love or becomes your new BFF, this is a new frontier for what relationships will hold. Expect to even see online retailers become 'super matchers', as data is used to connect shoppers together for love, friendship and who knows what else. The next decade will see ethics and laws being fiercely debated as we see the rise of human-robot relationships in the physical world.

## 4. The invisible CEO

The future of work in a post-pandemic world is vastly different from the one we have come from. Imagine your next boss being a computer. History proves that humans are notoriously bad at making the best decisions. Among many things we have strong tendencies towards bias and the majority of us are inconsistent from one day to the next. Organisations that want to be performance leaders will use artificial intelligence systems to make the most important decisions and to lead teams of human beings on a daily basis.

## 5. Experience sports immersion

The demand for sports entertainment is stronger than ever and with the launch of the hyper-speed 5G mobile in 2020 things are changing faster than ever. With contactless being a mainstay of the post-pandemic world we'll see brand new ways of bringing fans and stars closer together for more realistic and intimate ways of connecting. Generative AI will be the enabler to bringing humans into this previously undiscovered world where the barriers of language and time zones are dissolved. Expect to choose the precise camera angles to watch the game and then dine with your favourite star in your living room. Expect to see the online super-platforms integrate themselves into this new world of intelligent experiences.

**“Computers as CEOs, digital storefronts, virtual dating assistants and immersive sporting matches. Yes, the future will be different. But, the future will also be amazing.”**

**Chris Riddell**

Human Futurist, Forensic Optimist, Energising Catalyst

## About this report

This report is based on eBay Australia sales data and commissioned third-party research. Lonergan Research surveyed 2,131 Australians aged 18+ between 25 January and 1 February 2021. Data was weighted post-interview to latest population estimates sourced from the Australian Bureau of Statistics.

## Footnotes

- <sup>1</sup>Deloitte – Tourism Australia webinar series, April 2020
- <sup>2</sup>Similarweb, December 2019 – December 2020
- <sup>3</sup>ebay.com.au data, February 2020 vs February 2021
- <sup>4</sup>Lonergan Research surveyed 2,131 Australians aged 18+, 25 January 2021 – 1 February 2021
- <sup>5</sup>ebay.com.au data, January 2020 – December 2020
- <sup>6</sup>Australia Post – Inside Australian Online Shopping update, December 2020
- <sup>7</sup>ebay.com.au data, March 2020 vs March 2019
- <sup>8</sup>ebay.com.au data, July 2020 vs July 2019
- <sup>9</sup>ebay.com.au data, June 2020 vs June 2019
- <sup>10</sup>ebay.com.au data, October 2020 – November 2020 vs October 2019 – November 2019
- <sup>11</sup>ebay.com.au data, May 2020 vs May 2019
- <sup>12</sup>ebay.com.au data, April 2020 vs April 2019
- <sup>13</sup>ebay.com.au data, October 2020 vs October 2019
- <sup>14</sup>ebay.com.au data, November 2020 – December 2020 vs November 2019 – December 2019
- <sup>15</sup>ebay.com.au data, August 2020 vs August 2019
- <sup>16</sup>ebay.com.au data, September 2020 vs September 2019
- <sup>17</sup>ebay.com.au data, November 2020 vs November 2019
- <sup>18</sup>ebay.com.au data, December 2020 vs December 2019
- <sup>19</sup>ebay.com.au search data, 24 January 2021 vs 6 February 2021
- <sup>20</sup>ebay.com.au data, 23 November 2020 – 16 February 2021 vs Aug 31, 2020 – Nov, 22, 2020
- <sup>21</sup>ebay.com.au data, March 2020 – 25 February 2021
- <sup>22</sup>ebay.com.au data, 19 April 2020 – 12 May 2020
- <sup>23</sup>ebay.com.au data, 9 – 23 April 2020
- <sup>24</sup>ebay.com.au data, 22 April 2020 – 6 May 2020
- <sup>25</sup>ebay.com.au data, October 2020 vs November 2020
- <sup>26</sup>ebay.com.au data, December 2020 vs January 2021
- <sup>27</sup>ebay.com.au data, 29 January 2021 – 2 February 2021 vs 23 – 28 January 2021
- <sup>28</sup>ebay.com.au search data, January 2020 vs July 2020
- <sup>29</sup>ebay.com.au data, January 2019 – December 2019
- <sup>30</sup>Roy Morgan 2020
- <sup>31</sup>Sendle data, 2020
- <sup>32</sup>ebay.com.au data, 1999 – present
- <sup>33</sup>ebay.com data, March 2020 vs March 2019
- <sup>34</sup>ebay.com data, April 2020 vs April 2019
- <sup>35</sup>ebay.co.uk data, April 2020 vs April 2019
- <sup>36</sup>ebay.com.au, ebay.com, ebay.co.uk data, March 2020 – April 2020 vs March 2019 – April 2019
- <sup>37</sup>ebay.co.uk, March 2020 vs March 2019
- <sup>38</sup>ebay.co.uk, March 2020 – April 2020 vs March 2019 – April 2019

# Lockdown: One Year On

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the future of online retail

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