



eBook

Australian Marketplaces You Should Know

Amplify your online presence where
consumers are shopping



Online marketplaces are growing rapidly in Australia, as e-commerce in the country continues to capture a greater portion of retail sales. These channels have a role in setting customer expectations across all aspects of the shopper journey, from inspiration to search, purchase, delivery and returns. Take a closer look at several marketplaces Australian consumers are visiting to purchase products and discover new trends.



eBay Australia

eBay has a huge global presence, with **132 million** active buyers worldwide. Australia has had eBay since 1999 and it's by far the biggest marketplace in the country. With nearly **11 million** unique visitors per month — 70% of which are through the eBay app — it is ranked as one of most trafficked websites in Australia. Thousands of Australian retailers operate on eBay Australia, where a car or truck part is sold every four seconds, a trading card is sold every 35 seconds, a preloved toy is sold every minute, a sneaker is sold every 82 seconds and a handbag is sold every two minutes!

Categories

Sellers can list everything from electronics and apparel to collectibles, sports and baby items — recently trending are mobile phones and accessories, electronics and sportswear.

Considerations

- If your business is not based in Australia, check out information from [Australia Post](#) 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 Programme (GSP) to fulfil orders quickly and easily

Want to learn more about selling on eBay Australia?

[Learn more](#)

Amazon Australia

The e-commerce giant Amazon quickly rose to popularity in Australia after entering the country in 2017. Its online sales soared from 883.3 million in 2021 to **\$1.29 billion** in 2022 and the e-commerce giant reported **50% growth** in its local advertising business for 2023. Amazon is reportedly the leading e-commerce retailer in the US, consistently capturing **37%-38% of all US e-commerce retail sales** in recent years. During 2022, Amazon doubled its distribution space to over 330,000 square metres, and launched free one-day delivery for Prime members.

Categories

From pet supplies, health & personal care, home improvement and automotive, multiple categories are available to sellers on the platform.

Considerations

- Amazon sellers can take advantage of Amazon's award-winning FBA program which offers warehousing as well as picking, packing and shipping products
- Rithum can help sellers attain the Buy Box 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)



**Want to learn more about
selling on Amazon Australia?**

[Learn more](#)



Catch

Catch.com is one of Australia's top e-commerce organisations, synonymous with leading household names for over 15 years. With over 30,000 new customers every week and over 20,000 parcels sent daily, Catch was one of the first platforms in Australia to introduce robotic automated picking. Impressively, an item is sold every 1.2 seconds on the platform.

Categories

Catch.com's top categories include fashion, home décor, health & lifestyle, sportswear, electronics & appliances, furniture, groceries and more.

Considerations

- Catch's core target audience is middle-income women aged 25-45 with school-aged children; this customer group represents the segment with the highest lifetime value and propensity to shop online.
- Retailers can take advantage of Catch's daily promotions and events through EDMs, push notifications and website product positioning
- Catch.com.au is part of the Wesfarmers Group, placing the marketplace in good company alongside other top Australian retailers such as Kmart, Target, Bunnings & Officeworks — all of which are also in the OnePass network
- OnePass members who purchase from Catch.com receive free delivery across Australia for eligible orders, discounted express shipping, member-only prices on select items, access to weekly exclusive member-only deals and more.

**Want to learn more about
selling on Catch?**

[Learn more](#)

MyDeal

MyDeal is a leading Australian e-commerce marketplace that allows customers to buy goods from a wide range of retailers and brands. Unlike some marketplaces, MyDeal doesn't sell its own products; it operates as a platform that allows independent, third-party sellers to list their products on the site. MyDeal customers also enjoy Everyday Rewards points on eligible orders.

Categories

MyDeal.com.au launched in 2011 as a leading online marketplace, providing Australian consumers with over 2 million lifestyle products across 2,000+ categories and subcategories.

Considerations

- MyDeal has many benefits including simple integration and a low fee structure
- Take advantage of exposure to over 5 million monthly visitors as well as ongoing marketing and promotional opportunities
- MyDeal also has sophisticated fraud prevention processes
- Over 2 million customers subscribe to MyDeal emails
- The MyDeal platform won awards for [Top Australian Marketplace](#) at Power Retail All Star Bash 2023 and [Best Marketplace](#) at the National Online Retail Association Solution Partner Awards 2023



Want to learn more about
selling on MyDeal?

Learn more



Kogan.com

Launched in 2006, Kogan.com has exploded in growth, offering products and services across a wide range of categories to become an iconic household name. It serves over 4 million active customers* and has delivered 9 million products in the last year. With innovation at the core of its mission, Kogan.com holds an unwavering commitment to providing Aussies with the best value through an unbeatable shopping experience.

Categories

The range of products and services is extensive, but the site's top categories include consumer electronics, appliances, home & garden, furniture, toys and more.

Considerations

- Kogan.com operates on an online-only business model
- Kogan.com gives sellers access to multiple marketplaces in Australia and New Zealand through one easy integration — you can sell on Kogan, Dick Smith and Matt Blatt in Australia, and Kogan NZ and Dick Smith NZ if you fulfil the New Zealand seller capabilities
- Customers receive benefits such as interest-free finance options and Qantas frequent flyer points
- Kogan.com is a **five-time winner** of the Australia Post Online Retail Industry Awards (ORIAS) People's Choice Award and won the **Top Online Only Award** at Power Retail All Star Bash 2023
- Sellers can also participate in the Kogan First program to generate extra sales

Want to learn more about
selling on Kogan.com?

[Learn more](#)

Bunnings Marketplace

Created by Australia and New Zealand's leading retailer of home improvement and lifestyle products, Bunnings Marketplace offers a broad range of products from **trusted third-party sellers** that extends and complements the in-store offerings at brick-and-mortar Bunnings stores.

Categories

Bunnings Marketplace offers a wide variety of items, especially in the areas of home improvement and lifestyle products. Its strongest categories include indoor furniture & living, kitchenware and health & fitness.

Considerations

- Brands and retailers selling on Bunnings Marketplace must provide prompt, **outstanding customer service and reliable logistics**, while maintaining an order cancellation rate below 2% and a dispute rate below 3%
- Bunnings offers dispatch within 2 business days and respond to customer queries within 1 business day
- Bunnings is among Australia's **most-visited national retailer websites**, with over 40 million visits per month
- Bunnings Marketplace was built to provide shoppers access to a wider range of options online
- Audience consists primarily of established, purchase-ready buyers
- As a partner in the OnePass network, Bunnings offers free delivery and express click & collect on eligible orders.



Want to learn more about selling on Bunnings Marketplace?

[Learn more](#)



OZSALE

OZSALE is one of Australia's premier online marketplace platforms for big-brand items at discounted prices. Working on a counter-seasonal basis, the platform offers designer labels the opportunity to breathe new life into off-season or overstock items. The platform has over **1 million monthly shoppers** across Australia, New Zealand and Southeast Asia.

Categories

OZSALE includes an array of categories ranging from home décor to beauty to apparel, footwear and bags.

Considerations

- OZSALE is part of the broader MYSALE Group ecosystem, which includes MYSALE Solutions, Fulfilment, Marketplace, Drop Ship and Own-Stock
- Flexible integration offered to partners, with the option to deliver direct to customer
- OZSALE is a daily discovery-based shopping destination which acts as the customer's doorway to affordable designer fashion and other products

**Want to learn more about
selling on OZSALE?**

[Learn more](#)

The Australian marketplace landscape — from consumer expectations and habits to platform developments — continues to advance and evolve. If you're a brand or retailer in Australia or overseas looking to expand your marketplace presence, Rithum can help you identify profitable opportunities, boost sales and sustain growth in this vital sector.

Let's find your next opportunity. [Contact us](#) today.



About Us

Rithum™ is the industry's most influential and trusted commerce network, helping brands, retailers, and suppliers work together to deliver connected e-commerce experiences.

The Rithum platform helps brands and retailers accelerate growth, optimise operations across channels, scale product offerings and enhance margins. Using our commerce, marketing, delivery and discovery solutions, our customers create optimised consumer shopping journeys from beginning to end. More than 40,000 companies trust Rithum to grow their business across hundreds of channels, representing over \$50 billion in annual GMV. Rithum is the heartbeat of commerce.

Learn more at rithum.com/au



[Check out the blog](#) | [Request a demo](#)