

In ecommerce, value speaks louder than trust

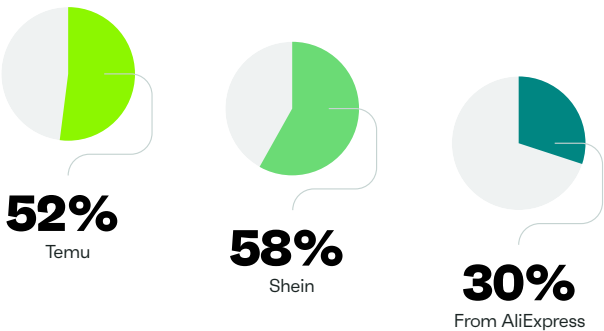
Australian shopper deep dive

We surveyed 1,000 Australians to learn more about how they shop online and what they think about major global and Chinese marketplaces like Amazon, Etsy, AliExpress, as well as newer Chinese players like Temu and Shein.

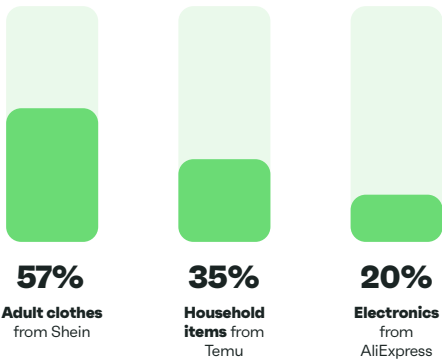
The data clearly indicates that Chinese marketplaces like Temu and Shein are becoming go-to destinations for Australian shoppers.

It's clear that they offer something that Aussies find valuable. Whether it's competitive pricing, unique product offerings, or both, these marketplaces are not just another option – Chinese marketplaces are becoming a mainstay in Australian online shopping.

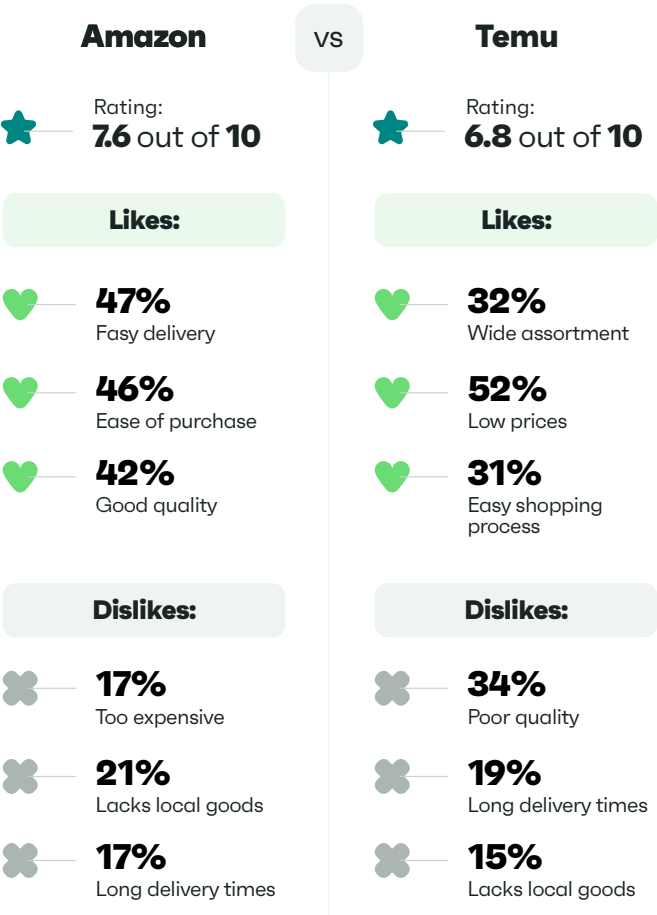
Which Chinese marketplaces do Aussies shop on?



What do Australians buy on Chinese marketplaces?



Aussie opinions:



The gender gap

Australian women consistently rate Chinese marketplaces more favorably than men.



How do Australians rate Chinese marketplaces?



Discover how online shopping trends are evolving globally

Explore the insights from our [global survey](#) and see how shopping behaviors are changing in the US, UK, Canada, and Australia. From the rise of Chinese marketplaces to the factors driving customer loyalty, our report offers a detailed look at the latest ecommerce trends.

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