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AMAZON AUSTRALIA
CONSUMER TRENDS REPORT
2020

— **Welcome to the 2020 Trends Report, a chance to look back on the way Aussies shopped and what they were buying in 2020.**



Matt Furlong
Country Manager
Amazon Australia

Unprecedented has been a word we have heard frequently in 2020, and it goes without saying that it has been a year that none of us could have predicted. From the devastating bushfires through to the pandemic, 2020 has presented Australians across the country with challenges. Undeniably, some communities have been particularly impacted and the response from Australians to support each other during this time has been humbling. There is much incredible work being led by individuals and groups across Australia, and we are proud to have partnered with a number of organisations including Foodbank Australia, the Australian Red Cross, Blaze Aid, Drought Angels, and The Smith Family, as well as government departments and local councils, to source and donate much needed products including priority food supplies and personal hygiene products to the people who need them.

In the run up to the holidays this year, we also partnered with the Starlight Children's Foundation to appoint 12 children from across the country to act as our official toy testers. The Amazon Playmakers have helped review this year's top 100 toys, giving their expert toy opinions to help Aussies with their holiday shopping, while enabling customers to give back to the Starlight Children's Foundation in the process. For every toy purchased that features in the Amazon Playmakers toy catalogue over the Black

Friday and Cyber Monday Shopping Events, we committed to donating \$5 to Starlight Children's Foundation, in addition to \$40,000 worth of toys, games, crafts and gift cards.

As the year has evolved in so many unexpected ways, we have also remained focused on serving Australian customers, so that they can access the more than 125 million products available on Amazon.com.au from the safety and comfort of their own homes. Our top concern throughout the year has been the health and safety of all Amazon employees, and Amazon globally has invested approximately \$4 billion from April to June on COVID-related initiatives to ensure we can continue getting products to customers while keeping employees safe. We are proud of our teams who have continued to serve Australian customers during this time, delivering everything from household essentials to fun and entertaining products to keep families occupied, direct to their door.

In order to meet customer demand and get needed items to customers faster, we have also expanded our Australian operations network, opening a new fulfilment centre in Brisbane and expanding our delivery network with nine new logistics sites that enable us to speed up deliveries to customers. We also announced a second fulfilment centre to open in Melbourne next year, alongside our first Amazon Robotics fulfilment centre in

Western Sydney, building on the existing network in Sydney, Melbourne and Perth. Opening these fulfilment centres has meant that we have been able to create thousands of job opportunities within the local economy – both through the construction of the sites and for the associates who will work in them once they are operational, while continuing to improve available selection and delivery speed for customers around the country.

But we couldn't do it alone. More than half of everything sold on Amazon's stores comes from our third party Selling Partners, including the more than 10,000 local Australian businesses who sell on Amazon.com.au. After almost three years in Australia, we continue to look for ways to help our Selling Partners serve more customers. Since January of 2019, we have launched more than 80 new features, services and tools to help Selling Partners in this regard. One of those was Launchpad, a program to help Aussie startups and entrepreneurs bring innovative products to local customers looking for unique items, with a homegrown twist. With Amazon Launchpad, local startups and entrepreneurs can use Amazon's retail expertise and infrastructure to share their stories and grow their businesses, overcoming many of the challenges associated with bringing products to market. In July of 2020 we announced our Amazon Launchpad Innovation Grants for five businesses that had demonstrated outstanding innovation, and we went on to give away \$400,000 in grants to small businesses across the country, including Crock'd from Burleigh Heads, Queensland and Niki's Natural Wipes from Burwood East, Victoria.

We know that Aussies are always keen to support local businesses, and in 2020 this has been more important than ever. To put small Australian businesses front and centre with customers, we launched our 'Shop Local' Store, featuring local brands from across the country selling everything from bath salts to organic baby balm. This year's Prime Day took place on the 13 and 14 October and marked the two biggest days ever for small Australian businesses in Amazon's Australian store, and we are excited to see what the rest of the Holiday season brings for them.

Looking back on some of the best-selling products of 2020 has been a reminder of the year this has been - with trends including an increasing attention on new hobbies such as baking and arts and crafts, a renewed focus on health and wellbeing, and a passion for home improvement as many of us spent more time at home.

As we move into the holidays, Australians will be looking to spend time with loved ones where possible. We look forward to delivering a range of products to Aussies over the coming months from camping equipment, to pool inflatables, to barbeque accessories. We were also excited to launch our new Wine, Beer and Spirits store earlier on this year bringing a range of much loved local and international brands to Australian customers who can now experience the convenience of ordering their favourite wine, beer or spirits alongside all of these Holiday and summer products.

2020 has been a year that we will all remember for years to come and that has changed so much for so many of us. For our part, we will continue to work hard to support Australian customers, communities and local businesses and, on behalf of all of us at Amazon Australia, I would like to wish you Happy Holidays and a great 2021.

Matt

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Home is where the Heart is

If 2020 has taught us anything, it is the value of family, security, and health. This year, more than ever, we have seen shoppers choosing reliability and dependability over anything else.

The difference between 2019 versus 2020 search trends on Amazon.com.au have been apparent, but, of course, not surprising. While in 2019 Aussies searched Nintendo Switches, AirPods, books, Kindles, and Lego, a mere 12 months (and a global pandemic) later we turned our searches to toilet paper, face masks, Lego, Nintendo Switches, and more masks.

Retail expert and self-confessed bargain hunter and founder of Addicted to Bargains, Samantha Tolley said, "This year, our shopping habits have changed from previous years. Stocking up on the essentials was a high priority for a lot of people but we still need some enjoyment in life. Even though we are at home a lot more, we can do small affordable things such as self-care, staying active or keeping your mind occupied with games or books. Amazon Australia has well-known brands that you can shop from the safety of your home."



2020 SEARCH TRENDS





MORE TIME AT HOME: HOW FAMILIES CONSUMED WITH CARE (AND SAVED)

With Australia spending more time at home in 2020, and many families together under one roof, customers sought ways to make their home a sanctuary in a time of stress and uncertainty.

As Alisa Latto, co-owner of Aussie-owned 123 Nourish Me, which produces all-natural, organic, and non-toxic children's products explains, "The global pandemic and the increased time spent at home with family has really sharpened people's values and reinforced the kinds of healthy decisions they want to make for the people they love."

During Amazon Australia's Prime Day event, which delivered big savings for Prime members, Aussies took advantage of savings in self-care, specifically purchasing ASAKUKI Aromatherapy Essential Oils. May we recommend the lavender to unwind and relax? You deserve it.

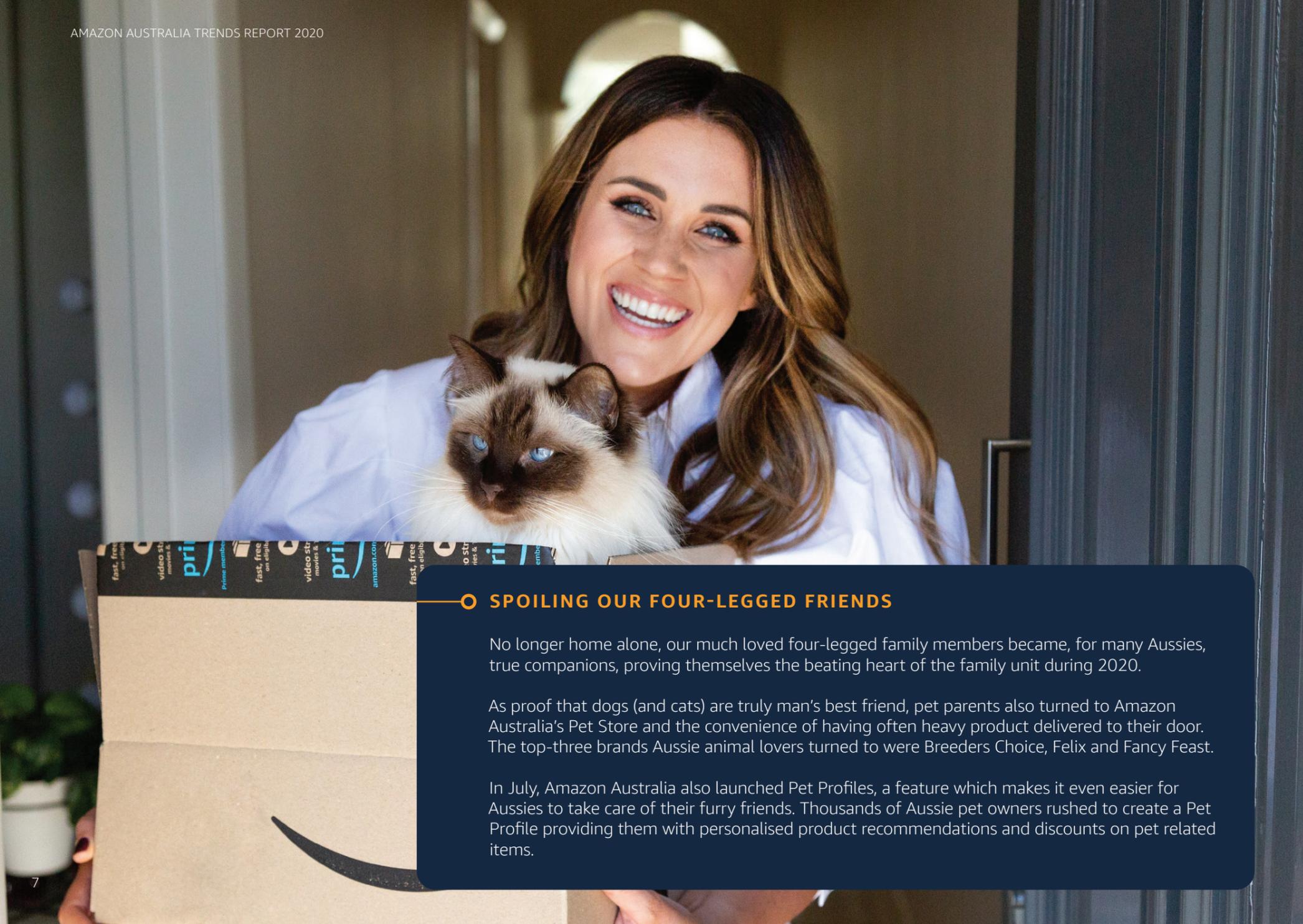
DEPENDABLES FOR OUR DEPENDENTS: BOOKS AND BABY CARE

Children's books were the best-selling category for books in 2020 with families finding more ways to keep the kids busy and maintain the peace. Charlie Mackesy's, 'The Boy, the Mole, the Fox and the Horse' was the best-selling children's book, which has been described as a book suitable for all ages proving that parents are perhaps looking for books they can read with their kids, closely followed by 'Bluey: Time to Play!: Sticker Activity Book'. We saw similar spikes in family usage of Alexa in 2020 also, with a 42% year-on-year increase in kids-related skills and a 96% year-on-year increase in the use of quiz and trivia related skills.

Many households also relied on Amazon's Subscribe & Save program - a program that enables customers to sign up for scheduled repeat deliveries on products they routinely shop for with the benefit of a 10% discount and free delivery - with an increased number of subscriptions in 2020. Home and Personal Care was the category with the most subscriptions, with Huggies nappies being one of the most subscribed to products of 2020, followed closely by baby wipes from brands like Waterwipes and Huggies, proving parents' focus on the essentials. Other products that parents have turned to in the baby products category include Infasecure car seats.

During Prime Day toy sales skyrocketed, with Play-Doh and Lego amongst the best-selling brands and Crayola Washable Sidewalk Chalk 48 Pack coming out as the best-selling toys over the two days. We just loved all those footpath messages of hope and encouragement!





SPOILING OUR FOUR-LEGGED FRIENDS

No longer home alone, our much loved four-legged family members became, for many Aussies, true companions, proving themselves the beating heart of the family unit during 2020.

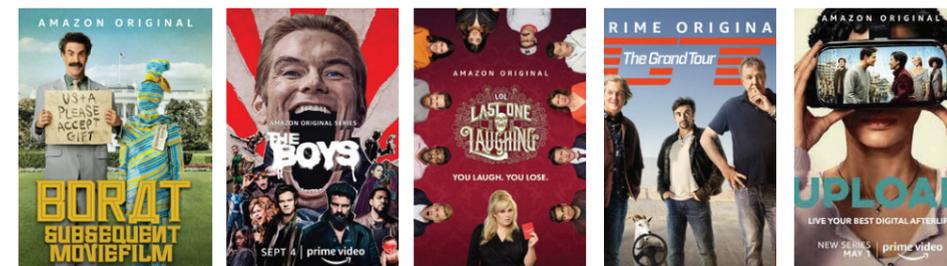
As proof that dogs (and cats) are truly man's best friend, pet parents also turned to Amazon Australia's Pet Store and the convenience of having often heavy product delivered to their door. The top-three brands Aussie animal lovers turned to were Breeders Choice, Felix and Fancy Feast.

In July, Amazon Australia also launched Pet Profiles, a feature which makes it even easier for Aussies to take care of their furry friends. Thousands of Aussie pet owners rushed to create a Pet Profile providing them with personalised product recommendations and discounts on pet related items.

Content is King

There's no doubt about it. 2020 has been the year even the busiest of Aussies has been able to sit back...and stream. Or read! Or lose themselves to some sweet beats.

Escapism has been the name of the game with Alexa customers using their smart devices to tap into pop culture more so than current affairs, with more of us asking for Taylor Swift and Adele tunes, more so than Trump or COVID related news. We see this trend continuing in to the summer as people look for their holiday entertainment.



**VACATIONS VIA VIDEO
PRIME VIDEO: ANYTIME, ANYWHERE (EVEN IN LOCKDOWN)**

Screen time rules went out the window as Aussies devoured the latest in TV shows, series, and movies on Prime Video. In fact, the year on year growth this year over last was by 270%, with the biggest streaming day of 2020 being Saturday, October 24, the day after Borat 2 was released.

Meanwhile the most watched Prime Video content was the following, in random order were Borat 2, The Boys S2, LOL: Australia, Upload S1 & The Grand Tour.

READING FOR IMPROVEMENT - AND MOTIVATION

The go-to genres and categories reflected our state of mind and our needs during a global pandemic; with 'Spirituality' and 'Humour and Entertainment' being the most popular genres in print books after Children's titles. Aussies turned to digital books as a means of escape with 'Romance', 'Mystery, Thriller and Suspense', 'Literature and Fiction', 'Science Fiction and Fantasy' and Children's and Young Adult' being the top five best performing genres.

Australian author Scott Pape proved his enduring appeal - topping both the print book and audiobook list - whilst demonstrating a focus on personal finance during 2020. Meanwhile, Delia Owens' debut novel and worldwide smash hit 'Where the Crawdads Sing', featured in the top ten lists for print, digital and audiobooks. This could be due to Reese Witherspoon's recent announcement that her production company, Hello Sunshine have the rights to turn the murder mystery into a movie.

ESCAPING TO FARAWAY LANDS FROM THE COMFORT OF HOME

Of course, multi-tasking and motivation weren't the only goals with reading (and listening) to books; Kindle's Top 5 Book Categories demonstrate just how important escapism was to Aussies stuck at home.



TOP 10 PRINT BOOKS OF 2020

- 1 The Barefoot Investor 2019 Update, by Scott Pape
- 2 Where the Crawdads Sing, by Delia Owens
- 3 Sapiens: A Brief History of Humankind, by Yuval Noah Harari
- 4 Untamed: Stop Pleasing, Start Living, by Glennon Doyle
- 5 12 Rules for Life: An Antidote to Chaos, by Jordan B. Peterson
- 6 The Intelligent Investor, by Benjamin Graham
- 7 Ottolenghi SIMPLE, by Yotam Ottolenghi
- 8 Atomic Habits, by James Clear
- 9 Dark Emu: Aboriginal Australia and the Birth of Agriculture, by Bruce Pascoe
- 10 Ottolenghi FLAVOUR, by Yotam Ottolenghi



TOP 10 KINDLE BOOKS OF 2020

- 1 Where the Crawdads Sing, by Delia Owens
- 2 Grown Ups, by Marian Keys
- 3 American Dirt, by Jeanine Cummins
- 4 Normal People, by Sally Rooney
- 5 The Survivors, by Jane Harper
- 6 The Dutch House, by Ann Patchett
- 7 The Boy in the Photo, by Nicole Trope
- 8 Five French Hens, by Judy Leigh
- 9 The Dressmaker's, Gift by Fiona Valpy
- 10 Boy Swallows Universe, by Trent Dalton

TOP 10 AUDIBLE AUDIOBOOKS OF 2020

- 1 The Barefoot Investor, by Scott Pape
- 2 The Resilience Project, By Hugh van Cuylenburg
- 3 Atomic Habits, by James Clear
- 4 The Subtle Art of Not Giving a F*ck, by Mark Manson
- 5 Can't Hurt Me, by David Goggins
- 6 Harry Potter and the Philosopher's Stone, Book 1, by J.K. Rowling
- 7 Becoming, by Michelle Obama
- 8 Where the Crawdads Sing, by Delia Owens
- 9 Untamed, by Glennon Doyle
- 10 Harry Potter and the Chamber of Secrets, Book 2, by J.K. Rowling



**LOCKDOWN LISTENING
THE MUSIC NEVER STOPS - EVEN IN LOCKDOWN**

The beat played on - even when the world was on pause - as Aussies streamed the Top 5 Amazon Prime Music playlists over four million times!

Chart-toppers Billie Eilish, Taylor Swift, and Harry Styles were three of the top-ten most popular artists by album plays... But no artist or album proved more popular than those dedicated to the little ones.

Yes, that's right. Parents - desperate to hear anything to soothe their kids ensured that - Baby Lullaby Academy's 'The Relaxing Piano', was the best performing album of 2020, with Lisa Loeb's 'Nursery Rhyme Parade!' taking the second spot.

**ALTERNATE REALITY: VIDEO GAMES GALORE
TOP 10 VIDEO GAME PRODUCTS OF 2020**

- 1 Animal Crossing New Horizons - Nintendo Switch
- 2 Nintendo Switch Console [Neon Blue/Red]
- 3 Ghost of Tsushima - PlayStation 4
- 4 Mario Kart 8 Deluxe - Nintendo Switch
- 5 Ring Fit Adventure - Nintendo Switch
- 6 Super Mario 3D All-Stars - Nintendo Switch
- 7 The Last of Us Part 2 - PlayStation 4
- 8 The Legend of Zelda Breath of the Wild - Nintendo Switch
- 9 Oculus Rift S PC-Powered VR Gaming Headset
- 10 Just Dance 2020 - Nintendo Switch



Focus on Fitness

In a year where so much has been out of our hands, many of us have found real power in reclaiming control of our own health and wellbeing. From wearables and at home gym gear, to active wear and supplements, Aussies have been focused on recalibrating their fitness in 2020.

FRONT ROOM FITNESS

In a global pandemic, it makes sense that consumers turned their focus to their health. Indeed, with staying healthy on everyone's mind, exercise equipment sales grew six fold in 2020 versus the same time in 2019.

With local gyms closed for some of the year, Aussies made do and set up their own home gyms; with foam rollers, massage balls, pull up bars and lightweight speed jump ropes among the top ten best-selling at home gym product. No matter how big your living room, there was equipment available to suit every workout-from-home need.

During the March-June period, Aussies with an Alexa device turned to Health & Fitness Skills, with an increase from the previous year of 172%. And to stay accountable, Aussie shoppers also purchased fitness wearables in droves, with Fitbit topping the list as the most popular wearable of 2020, with the Fitbit Versa 2 Health & Fitness Watch were the most popular products in the category.

Leigh Campbell

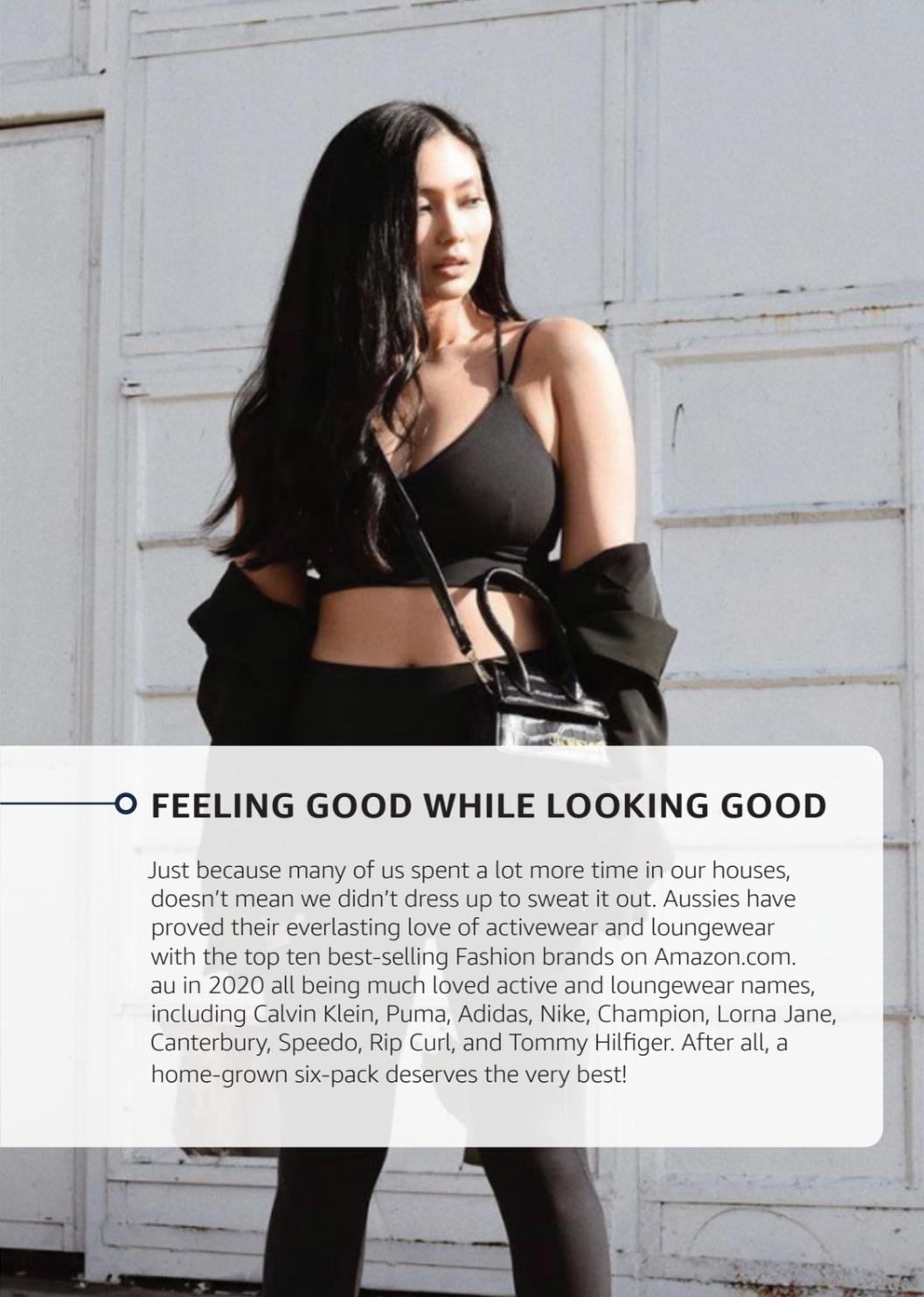


Women's Lifestyle Expert and Executive Editor of Mamamia

It used to be that women wore their gym clothes to work out, swiftly changing after, though in recent years activewear has become a burgeoning category of casual clothing in its own right. Busy mums wear leggings, tanks and crops to run errands and juggle kids while those who do exercise also demand that their activewear take them to coffee, brunch and a grocery run afterwards. The expectations are high - activewear needs to be comfortable, breathable and second-skin like - no riding up or falling down - and no sheer fabrics when stretched (AKA they need to pass the 'squat test'). We also demand our activewear wash well, even after frequent use, and be at an accessible price point where we can obtain several items to have on high-rotation.

2020 brought loungewear to the forefront, also giving it a chic upgrade. Working from home more meant the lines were blurred between what we wore at home and what we deemed acceptable outside of the house - and the result is casual, comfortable loungewear that still delivers on the style front. Cosy tracksuits were the highlight of winter, while spring and summer welcomed chic knit sets with fashion forward-details like bell sleeves and cropped shorts. The mix-and-matchability of these items increased the versatility and as such, I predict they're here to stay.

2020's pandemic lockdown also saw women turn to at-home beauty treatments as a form of self-care. Makeup took a back seat (understandably), while skin became the focus. Women took the opportunity to address skin concerns as masking and other complexion-enhancing skincare, including tools, became the focus of the beauty sector. Other DIY versions of traditional salon services, such as at home nails and hair colour, also increased.



FEELING GOOD WHILE LOOKING GOOD

Just because many of us spent a lot more time in our houses, doesn't mean we didn't dress up to sweat it out. Aussies have proved their everlasting love of activewear and loungewear with the top ten best-selling Fashion brands on Amazon.com.au in 2020 all being much loved active and loungewear names, including Calvin Klein, Puma, Adidas, Nike, Champion, Lorna Jane, Canterbury, Speedo, Rip Curl, and Tommy Hilfiger. After all, a home-grown six-pack deserves the very best!

THE INSIDE COUNTS (EVEN WHEN STUCK INSIDE)

Of course, in pursuit of optimal health, Aussies didn't just focus on cardio and leggings; taking care of ourselves from the inside out was also important.

The top-selling nutrition and wellness products of 2020 illustrated a commitment to our immune health and sense of wellbeing. Dettol Instant Liquid Hand Sanitizer was an obvious bestseller (in fact, number one), while Cenovis Vitamin C Tablets and Berocca Vitamin Tablets were also in the top-five bestsellers.

Meanwhile, Atkins Low Carb Crispbread and Atkins Keto Friendly Endulge Chocolate Break Bars also featured in the top-ten bestsellers, with Aussies looking for ways to curb their cravings while spending more time at home.

To monitor their health, consumers were also drawn to home-based health monitors with the top selling product in this category being the Withings BPM Connect Wireless Blood Pressure Monitor and the Withings Body Weight and BMI Wifi Scale also featuring in the top ten.

“The active, outdoors lifestyle is a key part of Australian culture,” explains Justin Babet, co-founder of North Bondi based Chief, who produce a range of genuinely healthy, all-natural, preservative-free snack bars for sale on Amazon Australia. “While getting outside wasn't always possible for all Australians at times this year, we are thrilled to have been able to provide a healthy snack, formulated by experts in nutrition and fitness, that they can eat every day and feel good about.” - Chief Nutrition

The Return of the Hobby

KITCHEN KREATIVES

Aussie kitchens have never seen so much action, with cookbooks and books related to food and wine seeing real growth when comparing 2019 and 2020. During Prime Day Prime Members further proved their love of cooking with both 'Ottolenghi Flavour' and 'Ottolenghi Simple' both making the top five best-selling books during the shopping event.

With a desire to finesse their culinary skills, consumers purchased a number of big-ticket kitchen items with sales of pasta makers and bread makers growing three fold when comparing 2019 and 2020.

Of course, not everyone had oodles of time on their hands. Stressed-out parents, suddenly working-from-home and home-schooling, turned to Instant Pot for their multi-tasking cooking needs, with the stainless-steel Duo Nova Electric Multi-Use Pressure Cooker proving the most popular purchase within the category.

And who can forget the cooking hacks we all ate up thanks to online influencers' genius and creative ways with an air fryer? One of the most popular products in the Kitchen store on Amazon Australia this year was the Air Fryer.



QUARANTINE CRAFTS & COUTURE

Folks didn't just get their creative juices flowing in the kitchen. **Sewing machines saw a huge growth and sales in arts and crafts for kids and kidults alike skyrocketed, growing nearly 6x in 2020 versus the same time in 2019.**

One such product is Crockd, the world's first DIY Pottery Kit, designed to stimulate the effects of art therapy at home and help millennials get out of their head and into their hands. With busy hands, a reflective state of mind and the use of carefully curated "Clay Breakers" conversation starters, Crocker are able to talk more openly about their mental health amongst friends, family and workmates.

"It's so great to see our kit benefit so many Australians through such a difficult time!" said Queensland-based Rosa-Clare Willis, co-founder of Crockd.



THE HOBBY HUMBLEBRAG

Being stuck at home for weeks on end this year, many Aussies found themselves suddenly with time on their hands and energy to burn. This has led to a new social media trend reported as "the hobby humblebrag."

Exactly what it sounds like, the hobby humblebrag is an innocent and fun celebration of a newfound love for indoor activities or a return to a favourite pastime; think baking, cooking, arts and crafts, language programs, even floristry!



Top Toy Trends

IT'S OFFICIAL. AUSSIE KIDS (AND KIDS AT HEART) LOVE THEIR TOYS!

It's official. Aussie kids (and kids at heart) love their toys! Be it old-school classics or the latest in STEM and tech, Amazon Australia saw an increase of more than 200% in toy purchases this year, compared to 2019.

PLAY, LEARN – AND CUDDLE!

Unsurprisingly, toys built for play and development have been popular this year, not just for kids but for their parents who were keen to make learning at home as enjoyable as possible! STEM and tech toys such as the Osmo Genius Start Kit and Great Explorations 3-D Solar Systems continued to grow in popularity.

Of course, parents (and kids!) need a break (and a cuddle!) and silver screen-icons come-to-life in the way of soft toys, with meme-icon Baby Yoda and Aussie favourite Bluey, proving particularly popular.

COMFORT IN CLASSICS

With stay at home orders ringing across the nation this year, Aussie families have proved themselves a resourceful and fun-loving bunch. 2020 has seen a return to old-school classics, confirming there is no boredom in boardgames, with the likes of Monopoly, Jenga and UNO topping the list of most popular toys for adults.



CREATIVE IN QUARANTINE

Hands-on toys that welcome creativity have this year provided kids and adults alike a way to not only unwind, but to feel engaged and accomplished at the end of days that can feel like groundhog days. In fact, nine out of the top ten toys for kids in 2020 were all about unleashing the creative spirit, with much-loved brands Lego and Crayola featuring prominently in the top toys list.

BIG KIDS UNLEASHED

Toys for adults saw a huge increase in popularity and kidults across the country absorbed themselves in thrilling games such as Unstable Unicorns, Exploding Kittens, and The Settlers of Catan.



SUPERHEROES AT STARLIGHT

Amazon Australia couldn't have chosen the top toys and toy trends of 2020 without the extraordinary help of our official toy testers: The Amazon Playmakers. These 12 superhero kids were chosen by the Starlight Children's Foundation and recruited by Amazon Australia to help gear Aussies up for the festive season.

"I'm inspired by our official toy testers," exclaimed Matt Furlong, Country Manager of Amazon.com.au. "I'm sure parents across the country will appreciate their expert recommendations these holidays!"

This year, Amazon Australia was proud to donate \$5 to the Starlight Children's Foundation for every toy featured in our toy catalogue purchased over Black Friday and Cyber Monday. In addition, Amazon Australia donated \$40,000 worth of toys, games, and crafts to Starlight Express rooms in children's hospitals nationwide.

The Power of Local

To support small Aussie businesses selling on Amazon.com.au, Amazon Australia launched its 'Shop Local' store featuring products from hundreds of local companies, and new curated collections to connect customers with Australian brands. The 'Shop Local' store was front and centre during this year's Prime Day with the event marking the two biggest days ever for small businesses on Amazon.com.au, with customers seeking out local products across all categories including Wine, Beer and Spirits, Toys & Hobbies, and Pet Supplies. Especially popular were local brands who gave back to the community.

LOCALS GIVING BACK

Just some of the brands featured in our Shop Local store include:



Zenify

A profits-for-purpose company in Sydney who contributes a portion of products produced to charitable causes with an aim toward bettering the planet. "We worked with the shelters to create an adoption pack with everything a new dog owner could need, in addition to donating 500 collapsible dog bowls for a fundraiser," Andonis Sakatis, Founder of Zenify explains. "We have purposely steered our development towards these products, so we are able to donate a surplus on an increasingly regular basis. We would rather sell products to our customers that are also needed by the causes we support."



123 Nourish Me

A Perth-based children's wellness brand creating products which are natural, organic and have non-toxic ingredients. Focused on helping families and mothers in particular, this business has chosen to employ an all-female team offering flexible working options to enable the much sought after work life harmony. Alisa Latto, Co-founder of the company said, "We found a gap in the market for family products with transparent ingredients that parents can trust and feel good about."



Gobe

Based in Byron Bay, Gobe plants five trees for each high-quality film or photography accessory sold.



WAW Handplanes

Wave After Wave, based in Sydney, make their handplanes out of sustainable, recycled and reclaimed materials collected from the Great Barrier Reef.

SHOP LOCAL OVER THE FESTIVE SEASON

Amazon Australia continued our commitment to supporting local business through the holiday season featuring the 'Shop Local' store prominently during one of our biggest shopping events, Black Friday and Cyber Monday. Amazon Australia also partnered with five small Aussie businesses to share tips to take the stress out of the holidays from top ideas to keep the kids occupied, to the best garnishes to accompany your festive cocktails.

THE AUSSIE BRAND TURNING WINE INTO WATER

Just one bottle of wine can make a big difference. That's the philosophy behind Little Ripples — a small Australian wine brand delivering one year of accessible, clean water for one person in a developing country with every bottle purchased.

Founded in September 2019 by Dustin Leonard, the business aims to parlay profit into access to safe water for those who need it — in addition to providing Aussies with a great drop.

Though only a year old, Little Ripples has already faced many challenges, from a bushfire that threatened to burn their winemaking facility in Port Macquarie, through to COVID-19, which forced many of the bars and restaurants which stocked Little Ripples to close their doors. However, Dustin quickly adapted Little Ripples' model to put online front and centre, pivoting to selling on Amazon Australia's Wine, Beer and Spirits store and using Fulfilment By Amazon (FBA), which allowed Australians to not only buy cases but single bottles too.

"We've been really pleased with the feedback from Amazon.com.au's customers and we're impressed with the sales," he says.

Since they launched, Little Ripples purchases have already facilitated the construction of four water wells in Uganda and in the next 12 months, the company is hoping sales aided by Amazon.com.au will help build another five to ensure that thousands more Africans have access to life-giving clean water.

"Doing good makes people feel good," says Dustin. "Plus, they get a great bottle of wine too!"



THE AUSSIE START-UP PROTECTING YOUR SKIN AND OUR OCEANS AT THE SAME TIME

The day that his daughter came home from daycare caked in thick, chemical-rich sunscreen, was a wake-up call for Christopher Matthews. As a young dad, he wanted his daughter to be protected from the sun's harmful rays, but without the harsh chemicals used in traditional sunscreens. He knew there must be a better way.

After six months spent experimenting with different formulas — with no background in chemistry but a passion for the cause — the result was Little Urchin. A sunscreen using essential oils and all-natural ingredients.

"We took the development as far as we could, and we got sunburned along the way testing it!" he laughs. "Then we got one of Australia's leading formulators in to perfect it."

Soon after launching in 2016, the entrepreneur decided to sell on Amazon Australia and phenomenal growth soon followed.

"Amazon Australia was an essential part of our business strategy," he says. "It provided us with access to a large customer base, paired with incredible customer service and great delivery options for our shoppers."

Sales aside, the most important hallmark of success for Christopher is that he's making a difference. "What makes me really proud is that by putting out a great product I've also been able to make a difference to people's health and the environment."



My Home, My Castle

EMBRACING THE SMART HOME

With Australians spending more time at home in 2020, it is only natural that they would look to kit out their home with the latest mod cons and that was reflected with an increase in sales of smart home products on Amazon.com.au. New South Wales, Victoria and Queensland were the states that purchased the most smart home products, showing these savvy Aussies were embracing the interconnectivity, ease, and control that comes with smart technology!

With Amazon's smart speakers Echo Dot (3rd Gen), Echo Show 8 and Echo Show 5, topping the list of the most popular smart home products in Australia based on Amazon.com.au sales volumes, it is clear that Aussies embraced Alexa more than ever this year.

Aussies also embraced smart home tech in the form of security and lighting with the Ring Video Doorbell 3 Plus, Eufy Cam Wire Free HD Security 3-Camera Set, Philips Hue Play Smart LED Bar Light and the Philips Hue Garnea 90mm White Ambiance Downlight featuring as some of the most popular products in this category.



TOP 10 SMARTEST AUSSIE CITIES

While Tasmanians had the Echo Dot (3rd Gen) in their top products purchased this year, here are the cities which saw the greatest increase in sales of smart home products overall:

1 | Mount Eliza | VIC

2 | Edmondson Park | NSW

3 | Riverstone | NSW

4 | Springvale South | VIC

5 | Terrey Hills | NSW

6 | Kedron | QLD

7 | Diamond Creek | VIC

8 | Taylors Lakes | VIC

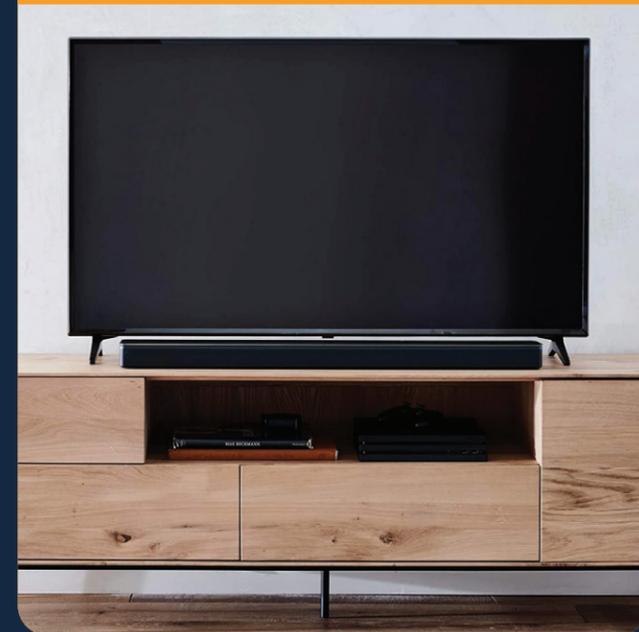
9 | Dandenong South | VIC

10 | Narangba | QLD

THE CINEMA EXPERIENCE AT HOME

We saw a massive growth in home entertainment sales during 2020, with brands like Bose and Sonos topping the most popular products list in the TV audio category, with the Yamaha Soundbar selling really well during Amazon Australia's Prime Day and Black Friday shopping events.

Bose and Sonos topped the list of favourites.



THE HOME OFFICE EDITION

Forget houseplants and paperweights; the 2020 home office was next level! With work-from-home orders in place in each and every state, the Office Products category saw incredible growth in 2020 nation-wide. Interestingly, the largest peaks were actually before the pandemic was declared with massive growth in January, followed by another peak in March and April. As Aussies became accustomed to the WFH lifestyle, we saw purchases in the office products category return to more normal levels.



SMART SPEAKERS: 2020 & BEYOND

While the majority (a solid 76%) of Aussies in 2020 made use of their smart speaker to lose themselves in music, nearly half (48%) of us used them to listen to the daily news and weather reports. With over a third of us (36%) having used our speakers to help manage our routines, more than half of us (58%) made use of chatting with Alexa daily, 41% of us a few times a day.

Looking ahead - say, five years - we asked Aussies how important to the typical Australian household a smart speaker like Alexa will be and a resounding 76% agreed she will be a key feature within the home.



ASK ALEXA ANYTHING

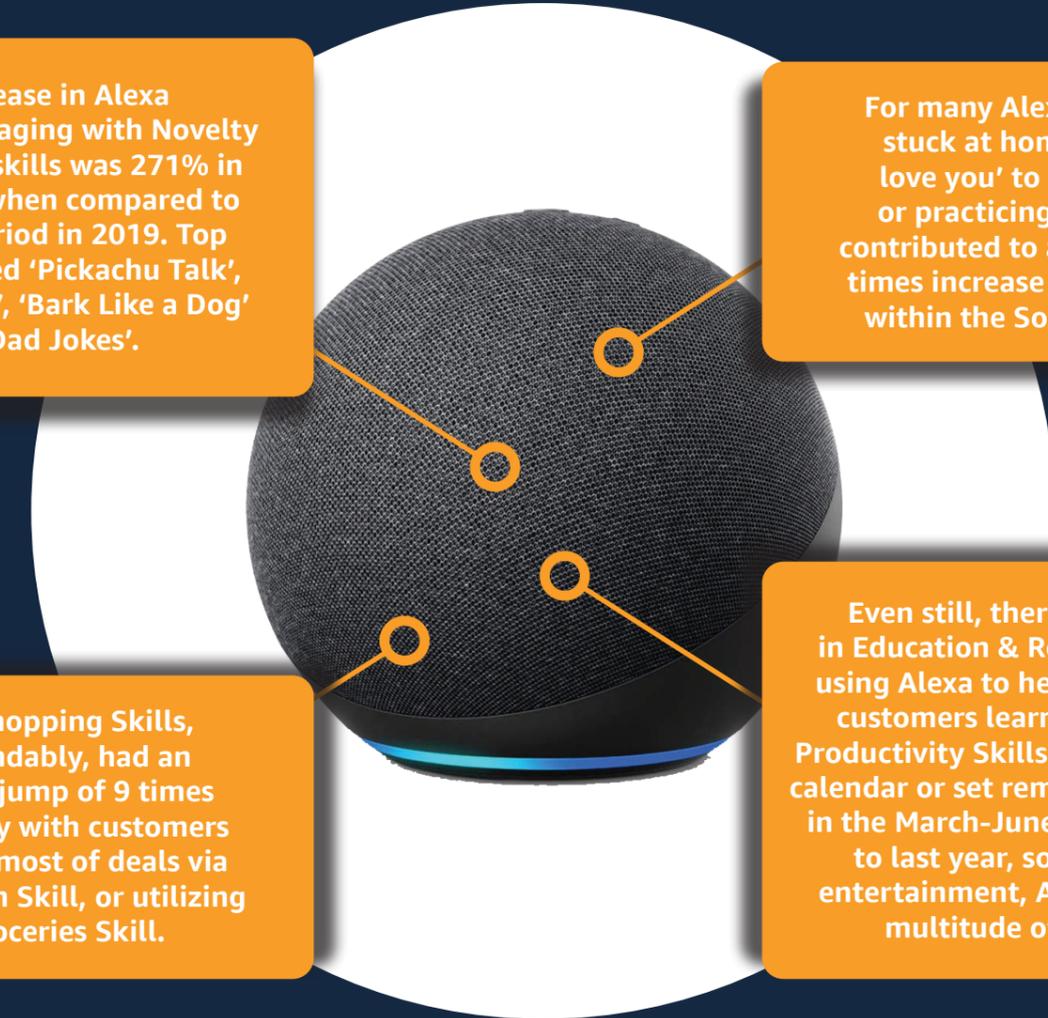
It was a rough year for many of us, and it's fair to say Alexa was turned to on more than one occasion by home-bound Aussies curious or in need of some light-hearted entertainment.

The increase in Alexa customers engaging with Novelty and Humour skills was 271% in March-June when compared to the same period in 2019. Top Skills included 'Pickachu Talk', 'Ask for a Fart', 'Bark Like a Dog' and 'Dad Jokes'.

For many Alexa customers stuck at home, saying 'I love you' to their device, or practicing 'Small talk' contributed to a whopping 20 times increase on Skills used within the Social category.

Online Shopping Skills, understandably, had an impressive jump of 9 times more activity with customers making the most of deals via the OzBargain Skill, or utilizing Our Groceries Skill.

Even still, there was a 200% jump in Education & Reference with parents using Alexa to help with homework, or customers learning a new language. Productivity Skills that help manage your calendar or set reminders, increased 169% in the March-June period in comparison to last year, so it wasn't all about entertainment, Alexa helped us with a multitude of things this year.



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