



2020 WINNERS

An all-in-one list of the fastest-growing
brands Across the internet



#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	youandall.com.au	1,411,130	5042%	1:14	40,173	43.06%
2	sportspowergeelong.com.au	2,278,876	1675%	0:58	101,495	57.32%
3	whitefoxboutique.com.au	2,440,587	1550%	2:51	79,821	26.57%
4	mossman.com.au	1,552,036	1306%	1:46	32,137	45.52%
5	lskd.co	1,326,722	1093%	2:12	37,900	53.93%
6	vineapparel.com	1,718,299	930%	0:56	44,852	33.01%
7	neweracap.com.au	1,232,098	914%	4:48	30,780	42.95%
8	motelrocks.com	1,324,316	882%	3:11	33,190	6.15%
9	katespade.com.au	1,344,996	870%	1:40	38,692	38.86%
10	theoodie.com	2,343,171	751%	1:34	109,703	41.80%

METHODOLOGY

This report includes analysis from the fastest growing websites, with over 100K visits, in the Australian market. The growth rate is determined by looking at websites with the largest year-over-year change (2019 vs. 2020) in total website visitors on desktop and mobile-web devices.



1501%

Avg. Growth of the
top 10 sites

54K

Avg. Monthly Visitors of
the top 10 sites

★ **Insight I: Fashion Trends : Cult branding | Product Differentiation | Focus on Athleisure.**

With 1550% YoY growth, White Fox is becoming an Aussie cult fashion brand; their website has the highest traffic share from the 18 - 24 age group. youandall, with 5042% YoY growth, is using a differentiation strategy by targeting the plus-size market segment. While Local Athleisure and streetwear brands like Sportswear Geelong and LSKD from Queensland are rising, indicating increasing demand for casual and comfortable clothing in the market during the lockdowns.

★ **Insight II: Growth hacking Strategies - Focus on Social and Paid Search.**

These fast fashion brands are growing in the extremely competitive apparel industry by continuously bringing new and inexpensive designs to their customers. They acquire customers with aggressive price cuts and high-impact online marketing campaigns on social networking platforms; for instance, Facebook was the 2nd biggest channel driving traffic to these websites after Search engines. Channel analysis shows these websites are 3x more reliant on social channels for traffic acquisition than the apparel industry average. Paid keyword analysis shows these websites actively target transactional keywords like Discounts, Cheap and Sale to acquire new customers.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 mycar.com.au	1,799,676	312%	1:51	96,138	39.84%
2	 pricemycar.com.au	1,423,588	198%	1:29	79,584	52.19%
3	 mgmotor.com.au	1,451,186	177%	1:48	53,492	57.16%
4	 autotrader.com.au	16,670,640	156%	5:19	489,130	42.66%
5	 isuzuute.com.au	2,039,970	136%	1:51	102,374	63.76%
6	 outbackequipment.com.au	2,083,406	135%	1:28	97,498	61.24%
7	 justcars.com.au	4,533,909	129%	4:35	178,449	45.41%
8	 tradervs.com.au	1,383,196	112%	3:44	59,570	39.58%
9	 burson.com.au	4,756,411	97%	10:54	55,407	16.62%
10	 westsideauto.com.au	1,460,337	92%	4:17	55,604	42.83%

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154%

Avg. Growth of the
top 10 sites

126K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: Increasing demand for Used Cars and its spillover effect

As commuters shun public transport in the age of social distancing, there is an increasing demand for buying and selling “used cars”. Four out of the top ten fastest-growing websites in this category are the “Car marketplace websites” where Autotrader recorded the largest 156% YoY growth in the visitation. Only two OEMs made it in the top ten list - MG motors recorded 177% YoY growth, while isuzuute recorded a remarkable 136% YoY growth in online traffic. Sales of used cars are also driving the growth of car parts and accessories - mycar (Tyre website) saw 312% YoY growth and while Burson (Car parts) recorded 97% growth in visits during 2020.

★ Insight II: Movers and Shakers in Car buyer Journey

Search is a critical customer touchpoint for automotive websites that allows them to engage with used or new car buyers. Channel analysis shows approximately 60% of all traffic to automotive websites comes from search engines. Fast-growing websites like "Autotrader" is taking on category leader carsales.com.au on search engines - Autotrader had the highest 21.37% Paid Share of voice form "Used Car" searches during 2020. Keyword analysis shows sell cars or car selling searches increased by 7% YoY; also, traffic to sell section on marketplace websites increased by 2% YoY. "Pricemycar" (Content & Review aggregator website), with 198% YoY growth, is transforming the car buyer journey. It is an emerging affiliate in the automotive category website that connects car buyers with car dealers.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 budgetdirect.com.au	14,899,803	47%	5:10	653,356	37.82%
2	 insurance.woolworths.com.au	3,282,049	44%	3:21	141,865	52.66%
3	 hbf.com.au	2,909,460	41%	3:36	127,758	44.47%
4	 realinsurance.com.au	1,361,803	36%	2:06	70,797	63.89%
5	 youi.com.au	3,648,749	28%	3:21	195,546	38.96%
6	 rac.com.au	6,464,238	22%	4:35	298,614	41.43%
7	 aami.com.au	9,136,022	11%	5:14	464,087	28.44%
8	 racv.com.au	11,380,623	4%	3:22	548,582	50.63%
9	 comparethemarket.com.au	7,432,563	4%	4:07	420,009	32.38%
10	 nrma.com.au	10,005,853	3%	4:01	479,671	28.54%

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24%

Avg. Growth of the
top 10 sites

340K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: The changing landscape of Insurance

Budget direct continues to dominate the Australian market's insurance category with 47% YoY growth in traffic; Woolworths insurance emerges as a challenger in the insurance category with the 2nd largest 44% increase in traffic as its website is receiving impressive traction for the pet-insurance product. Insurance providers must monitor the growth of fast-movers like Real Insurance & Youi. HBF was the only Health insurance provider that made it in the top ten list, while Compare the market (Price comparison Website) showed impressive YoY growth.

★ Insight II: Product demand with Search behavioural insights

Insurance websites remained highly reliant on Search engines for traffic acquisition - approximately 55% of all traffic to these websites comes from searches, which means gaining visibility on SERP for in-demand insurance products is critical to new customer acquisition. Keyword analysis shows Motorcycle insurance saw the largest 120% increase in search clicks, professional indemnity insurance, due to pandemic, saw a 97% increase in search demand, while home insurance and pet insurance saw 39-46% increase in search clicks. In contrast, Travel insurance -91% and Green slip/Ctp searches with -45% recorded the largest decline in the search demand.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 sccu.com.au	1,672,579	195%	2:53	16,362	21.44%
2	 communityfirst.com.au	1,774,659	129%	3:05	19,173	29.68%
3	 mortgagechoice.com.au	1,611,588	102%	4:47	73,169	61.49%
4	 adelaidebank.com.au	2,642,725	97%	3:33	51,202	17.07%
5	 rabobank.com.au	1,428,667	66%	5:32	41,535	26.49%
6	 macquarie.com.au	11,339,868	55%	6:40	218,889	21.11%
7	 bankaust.com.au	7,604,855	41%	4:54	120,351	15.32%
8	 westpac.com.au	214,569,768	28%	4:33	3,015,636	18.23%
9	 bankofmelbourne.com.au	6,432,749	19%	3:59	139,409	17.23%
10	 stgeorge.com.au	55,136,311	18%	4:41	862,522	18.50%

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75%

Avg. Growth of the
top 10 sites

455K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: Rise of the Credit union and Mid-tier banks.

Customer-owned and community-focused credit unions emerged as the fastest-growing websites in the banking and lending category. Both credit unions - Southern cross-credit union +195% and Community first with +129% recorded the largest Year on Year growth in visits. BankAust (Credit union) made it into the top ten websites recording 41% growth in visits. Mid-tier banks like Adelaide bank | Bank of Melbourne also recorded an increase in visitation. Westpac was the only Big4 that made it into the Top 10 list. It would be interesting to see if the mid-tier banks can carry this momentum in 2021.

★ Insight II: Cash rate cuts and its impact on Home loan categories.

Due to the cash rate cuts announced by RBA (Reserve bank of Australia) throughout 2020 these mid-tier banks saw 173% surge in search visits from Home Loan/mortgage and interest rate related search queries. Macquarie's home loan category recorded the most substantial 110% increase in category visits since March 20 compared to other banking websites, while St.george & Westpac recorded 75- 80% growth in visits to the home loan category since march.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	usc.edu.au	8,371,209	33%	9:28	98,019	22.04%
2	deakin.edu.au	48,021,242	26%	9:46	497,980	19.86%
3	canberra.edu.au	7,492,970	24%	9:01	83,938	20.36%
4	sydney.edu.au	62,025,531	24%	8:48	595,358	23.99%
5	nd.edu.au	6,577,742	23%	9:06	43,622	14.70%
6	vu.edu.au	18,040,398	21%	9:47	273,646	24.59%
7	murdoch.edu.au	10,964,833	20%	10:58	136,170	22.44%
8	newcastle.edu.au	17,594,602	20%	8:37	211,391	23.33%
9	mq.edu.au	35,421,204	19%	10:20	332,193	19.23%
10	unimelb.edu.au	84,791,249	18%	8:22	764,485	21.88%

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23%

Avg. Growth of the
top 10 sites

303K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: Covid Impact and State of Higher Education

International student enrollment fell due to the Pandemic, affecting the Australian education sector. Global traffic analysis for these fast-growing universities shows incoming traffic from key markets like China declined by 17% and India by 11% since Jan'20, while traffic from Hong Kong increased by 127%. Australia (Domestic traffic share) for the websites increased. The University of Sunshine coast recorded the most considerable 33% growth in visits. Only Two universities out Group of Eight (Go8) made it into the top ten list - University of Melbourne with the highest visitation recorded 18% growth while Sydney University saw a 24% growth in the online visits .

★ Insight II: Increasing interest in Health and Online courses

Organic search remained the second biggest traffic driver for the university websites after the Direct channel. Top keywords for the fastest growing websites show domestic students' increasing interest in Paramedic | Public Health | Oral health and Nursing courses. Another noticeable trend was "free online courses" as the search demand for online learning increased during lockdowns, especially during the 1st wave of Covid-19 in Australia.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	channelnewsasia.com	16,526,906	276%	1:53	398,403	71.10%
2	7news.com.au	175,615,846	235%	1:50	4,787,147	72.22%
3	skynews.com.au	20,766,524	172%	2:12	845,537	61.75%
4	hellomagazine.com	20,951,282	153%	2:33	613,295	48.96%
5	aljazeera.com	25,473,824	141%	1:51	968,345	62.74%
6	politico.com	15,393,898	120%	6:41	290,262	61.37%
7	scmp.com	36,267,265	105%	4:39	904,331	49.47%
8	nytimes.com	101,063,290	103%	1:55	3,482,486	64.28%
9	edition.cnn.com	81,107,399	101%	3:29	1,908,578	60.00%
10	afr.com	114,350,021	94%	1:53	3,119,698	69.63%

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150%

Avg. Growth of the
top 10 sites

1.73M

Avg. Monthly Visitors of
the top 10 sites

★ **Insight I: International Publications saw growth during the uncertain times**

Seven out of the Top ten fastest-growing publishers are international websites. Asian news publishing websites Channel News Asia recorded 276 % YoY growth in the Australian market; South China Morning Post saw 105% growth in visits. 7news with the largest addressable audience amongst the Top ten recorded 235% growth in visits. Australian Financial Review is the only business-focused publication that saw 94% growth in traffic. Growth of international publishers should be monitored closely by local Publishers.

★ **Insight II: Creating Content that resonates with audience**

Organic search was the biggest traffic driver for these websites during 2020; approximately 45% of all traffic to these websites came from search engines. The year-on-year analysis shows traffic from the organic search channel increased by 7%. This growth shows that gaining visibility on search engines for the right keywords is critical for traffic acquisition. Keyword analysis indicates "Coronavirus", "Wuhan", "Trump", "China", "Hong Kong news", "South China Sea", "BTS", "US elections", and "George Floyd" were the top searches driving traffic to these websites.

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1	 manscaped.com	2,410,661	1376%	0:57	103,374	50.76%
2	 sony.com	4,414,652	339%	1:39	253,875	45.14%
3	 centrecom.com.au	13,712,465	163%	5:09	426,382	38.77%
4	 minidisc.com.au	1,303,842	132%	4:56	36,199	20.62%
5	 versus.com	1,788,533	128%	1:31	102,413	66.97%
6	 whathifi.com	4,299,217	111%	1:33	226,785	70.35%
7	 dicksmith.com.au	28,472,320	105%	2:03	1,462,504	60.34%
8	 selby.com.au	1,512,996	98%	4:50	57,334	43.11%
9	 hisense.com.au	2,167,795	95%	1:06	119,395	67.19%
10	 appliancesonline.com.au	26,704,493	86%	4:06	1,143,074	43.18%

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263%

Avg. Growth of the
top 10 sites

393K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: Challenger brands that may cause disruptions in the market landscape

Manscaped (Hair trimmer), made famous by shark tank, emerged as the fastest growing Consumer electronics brand with a remarkable 1376% YoY growth in the visits. The male grooming brand is now competing with traditional players like Remington, Whal, Philips and Braun in the men's grooming category. Centrecom is another highlight of this category, recording 163% growth in visits; the Online IT reseller saw Working and learning from home culture as an opportunity to grow sales of hardware products (Monitors, Laptops and webcams). Centrecom's Conversion rate increased by 54% YOY. Growth of Online Only DickSmith and Appliances online indicates the disruptions in the market landscape.

★ Insight II: Emerging affiliates in the consumer electronics category

Two product review websites (Versus and Whathif) emerged as the fastest-growing affiliates in the consumer electronics category. As we know, the Consumer Electronics category is highly reliant on referral channel for traffic acquisition and driving conversions; brands must monitor these affiliates' growth in the Australian market.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	toymate.com.au	2,438,385	318%	1:56	82,327	35.89%
2	globalshop.com.au	2,194,785	293%	2:03	92,689	63.35%
3	costco.com.au	18,527,066	198%	2:41	797,333	39.72%
4	dshop.com.au	6,860,735	192%	3:45	370,763	64.59%
5	toyuniverse.com.au	1,602,294	185%	2:12	59,833	58.65%
6	mydeal.com.au	45,369,582	185%	3:12	1,769,107	50.14%
7	factorybuys.com.au	1,865,439	132%	2:03	81,525	41.68%
8	itvsn.com.au	15,749,649	123%	7:50	121,436	34.37%
9	vidaxl.com.au	2,778,970	122%	1:54	112,539	55.70%
10	toyworld.com.au	2,917,269	119%	2:15	138,714	48.99%

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187%

Avg. Growth of the
top 10 sites

362K

Avg. Monthly Visitors of
the top 10 sites

★ **Insight I: Profound effects of lockdown on shopping behaviour**

Three out of ten fastest-growing retail websites in the Australian market are Toy stores. This is essentially a pandemic-driven growth as parents sought creative ways to keep youngsters entertained throughout the lockdowns. These multi-brand toy stores offer their consumers a wide variety of toys, from arts & crafts to educational and building toys for children of all ages. Toymate recorded the most considerable 318% growth in Online visits. Similarly, another noticeable trend in the retail category was driven by lifestyle changes due to lockdown as people spent more time in front of the TV. Trend analysis shows "As Seen on TV web stores" like Global shop direct and TVSN recorded an impressive 293% and 123% growth in the website's visits.

★ **Insight II: Online retail to watch in 2021**

Mydeal and Costco are the movers and shakers in the retail category; both websites have a decent audience size of 500k+ monthly unique visitors and recorded 2x growth in unique visitors YoY. However, their traffic acquisition is different - Costco's growth was organic due to high brand equity, while Paid channels(Social, Search and Display) drove Mydeal's online growth. Both websites can take the market share from category leaders; hence it would be interesting to see if they can carry this momentum in 2021.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 stylevana.com	1,460,131	92489%	2:02	39,632	68.77%
2	 beautopia.com.au	1,564,902	1077%	1:54	38,519	26.60%
3	 chloeting.com	4,457,924	963%	1:15	103,815	51.45%
4	 thinlizzy.com.au	1,884,275	647%	2:31	58,348	27.62%
5	 deciem.com	2,063,879	475%	3:30	78,618	31.16%
6	 bondiboost.com.au	2,293,780	366%	2:16	80,560	53.29%
7	 beautylish.com	3,644,522	334%	5:20	74,859	37.42%
8	 charlottetilbury.com	1,539,488	275%	2:28	43,815	52.03%
9	 nudieglow.com	2,636,396	264%	3:57	70,788	39.48%
10	 houseofbeautyworld.com	1,572,801	195%	2:42	55,689	40.76%

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9707%

Avg. Growth of the
top 10 sites

64K

Avg. Monthly Visitors of
the top 10 sites

★ **Insight I: K-beauty and the Deciem products dominate search engines**

Health and beauty category recorded tremendous growth in visits during this pandemic; lockdowns and strict social distancing regulations for Hairdressers and Beauty salons around the country drove consumers online to shop for hair and skin care products. K-beauty products were high in demand as stylevana recorded +5000%, while Australia's leading Korean beauty brand "Nudie glow" saw 264% growth in visits. While deciem's "The Ordinary" emerged as the most popular brand, its direct to consumer website saw 475% growth in the visits YoY.

★ **Insight II: Content is king**

Keyword analysis for the health and beauty websites shows that searches with keywords like "acid" and "vitamin" increased by 627% YoY, Question queries (Searches with How, What etc.) increased by 106% YoY. This evolving search behaviour during the shopper journey shows beauty consumers of today are more informed and engaged than ever before. Channel analysis for trending beauty websites shows "Youtube" was the 2nd biggest traffic driver for beauty websites as beauty tutorials continue to impact consumer decision-making process. Therefore, Brands must prioritise content creation to build authority on search engines and multimedia channels for traffic acquisition.

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#	Domain (Market Share)	2020 Traffic	YoY Change	Average Visit Duration	Unique Monthly Visitors	Bounce Rate
1	 elivingfurniture.com.au	1,612,104	1225%	3:59	62,155	54.41%
2	 sunshoweronline.com.au	2,051,010	931%	10:01	44,761	40.98%
3	 flowerpower.com.au	4,890,815	521%	2:39	181,564	59.09%
4	 b2cfurniture.com.au	1,869,772	501%	0:59	66,747	54.04%
5	 www.koalaliving.com.au	1,552,989	487%	1:41	57,724	45.57%
6	 lawnsolutionsaustralia.com.au	4,116,710	335%	0:16	158,690	74.00%
7	 loungelife.com.au	2,070,369	329%	2:56	58,664	39.57%
8	 scentsy.com	3,143,255	306%	7:06	18,846	20.63%
9	 interiorsonline.com.au	2,151,541	283%	1:17	78,904	61.09%
10	 mattblatt.com.au	10,893,853	248%	0:58	401,112	64.87%

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517%

Avg. Growth of the
top 10 sites

113K

Avg. Monthly Visitors of
the top 10 sites

★ Insight I: Home decor is booming in the age of Pandemic

Spending more time indoors during this pandemic led shoppers to reconsider their home decor. Gardening and lawn care websites; sunshower online +931%, flower power +521%, and lawn solutions recorded a +335% growth in the online traffic. Furniture store eliving furniture emerged as the fastest-growing furniture website with a 1225% growth in visits. The revival of Matt Blatt is a highlight of the furniture category - with an online-only offering Matt Blatt can disrupt traditional business models in this category.

★ Insight II: Top Product Searches that defined category growth

74% of all online traffic to the home and garden websites comes from search engines, indicating the increasing demand for furniture products; hence gaining visibility on search engines for the right products is critical for customer acquisition. Keyword analysis shows "Sofa", "Office Chairs", "Dining Chairs", "Plant pots" and "desk" were the top five product searches driving traffic to these websites. It would be interesting to see how furniture websites generate demand in the post pandemic world.

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