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The official list of fastest-growing
digital companies



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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **APPAREL & ACCESSORIES**
COMPANIES



APPAREL & ACCESSORIES: A predefined list of clothing brands and contemporary lifestyle boutiques.

INSIGHT

In 2023, a staggering 18 out of Australia's top 20 Fashion & Accessories players were D2C brands, with nine being Australian. This highlights consumers are inclined to purchase from familiar, trusted brands. An impressive 61.6% of the winners' traffic was from customers who exclusively visited their sites, showcasing high audience loyalty vs. the category average (5.4%). Additionally, the leading sites had an average PPC spend of \$72.4K in November 2023, while the category average was almost four times that, at \$282K.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	crocs.com.au	169.8%	5.0M	208.5K
2	airrobe.com	139.0%	1.8M	64.4K
3	babyboofashion.com	122.6%	2.1M	74.5K
4	nudelucy.com.au	102.1%	1.7M	71.7K
5	ralphlauren.com.au	101.2%	4.2M	159.9K
6	billyj.com.au	94.1%	6.3M	194.6K
7	charleskeith.com	89.2%	2.5M	98.3K
8	lizjordan.com.au	79.0%	2.8M	70.3K
9	zorali.com	68.6%	1.5M	49.6K
10	williamsshoes.com.au	64.8%	6.6M	299.6K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	saltycrush.com	62.0%	1.9M	72.4K
12	lionessfashion.com	60.8%	1.4M	49.8K
13	champion.com.au	59.4%	1.6M	78.2K
14	camper.com	56.2%	1.4M	45.3K
15	lskd.co	54.7%	6.0M	198.7K
16	dissh.com.au	53.5%	12.4M	371.9K
17	eliteelevensporting.com	51.6%	3.0M	104.2K
18	sandroparis.com.au	51.1%	1.4M	25.3K
19	loewe.com	51.1%	1.9M	64.4K
20	bluebungalow.com.au	50.4%	3.3M	110.0K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in Australia in 2023 vs. 2022.

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **CONSUMER ELECTRONICS** COMPANIES



CONSUMER ELECTRONICS: A predefined list of high-tech DTC sites and retailers.

INSIGHT

Six of the top 20 sites in the Consumer Electronics category were DTC home security sites. The sudden surge in home security could be connected to a sudden surge in recorded crime stats released by the AU Bureau of Crime Statistics and Research (BOCSAR). In the first half of 2023, retail theft returned to but did not exceed pre-pandemic levels. From the past two years to June 2023, recorded incidents of retail theft recovered faster than any other property crime, increasing 48% from the previous year.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	webuy.com	94.3%	2.9M	120.3K
2	myeufy.com.au	64.0%	1.1M	49.3K
3	anker.com	55.5%	0.7M	30.3K
4	crazyparts.com.au	51.2%	1.5M	20.0K
5	imobilestore.com.au	41.8%	0.6M	5.5K
6	polartech.com.au	41.4%	0.6M	25.7K
7	minidisc.com.au	34.8%	1.0M	28.8K
8	ring.com	29.5%	3.3M	103.4K
9	prusa3d.com	27.0%	1.0M	34.9K
10	arlo.com	23.0%	1.8M	38.5K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	soundguys.com	23.0%	1.9M	104.7K
12	bluettipower.com.au	21.3%	0.7M	29.8K
13	digidirect.com.au	19.1%	5.1M	212.2K
14	selby.com.au	14.5%	1.3M	48.7K
15	teds.com.au	14.5%	3.7M	149.3K
16	oneplus.com	12.8%	0.6M	32.1K
17	reolink.com	11.0%	1.1M	46.0K
18	ecoflow.com	9.6%	1.0M	44.3K
19	swann.com	8.7%	1.0M	42.5K
20	hikvision.com	8.4%	0.8M	27.1K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **HOME & GARDEN** COMPANIES



HOME & GARDEN: A predefined list of marketplaces for essential household items and domestic goods.

INSIGHT

This year, Australian Home & Garden consumers were focused on furniture, with over half of the top 20 devoted to furniture retailers. The leading furniture sites show around four times the YoY growth than the industry average. Customer loyalty also outpaces the industry average by earning almost three times more exclusive visitors. This all comes at a cost, as the winning sites spend around 5X more on advertising.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	litfad.com	91.5%	6.6M	278.8K
2	jameslane.com.au	87.4%	2.1M	67.8K
3	luxoliving.com.au	72.7%	3.5M	143.3K
4	schots.com.au	72.4%	1.2M	43.9K
5	ecovacs.com	48.4%	1.5M	59.2K
6	b2cfurniture.com.au	47.8%	3.4M	149.1K
7	eva.com.au	42.2%	1.4M	59.1K
8	milkcan.com.au	41.6%	1.2M	42.2K
9	buildmat.com.au	40.2%	1.4M	64.6K
10	hoselink.com.au	31.4%	1.6M	67.2K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	myhomeware.com.au	31.3%	1.4M	63.3K
12	australianplantsonline.com.au	24.2%	3.5M	153.0K
13	interiorsecrets.com.au	22.4%	1.9M	68.2K
14	focusonfurniture.com.au	19.9%	3.0M	116.1K
15	tesselaar.net.au	19.1%	1.2M	48.7K
16	castlery.com	18.4%	3.7M	167.0K
17	bedshed.com.au	18.0%	2.2M	108.4K
18	templeandwebster.com.au	17.1%	78.5M	2,528.0K
19	eands.com.au	16.1%	1.9M	74.5K
20	theseedcollection.com.au	15.7%	2.4M	99.1K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PERSONAL FINANCE** COMPANIES



PERSONAL FINANCE: A predefined list of financial services platforms and niche banking solutions targeted to consumers.

INSIGHT

In 2023, 6 of the 20 fastest-growing personal finance websites were insurance brokers. The top candidate was tickinsurance.com.au (123.4% YoY), offering travel insurance, and 3 of the top 6 were currency exchange sites, indicating Australians were eager to travel in 2023. The top 20 sites saw +24.9% YoY growth vs. +4.9% for the category. An impressive 71.4% of the winners' traffic was from customers who exclusively visited their sites, showcasing high audience loyalty vs. the category average (4.2%).

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	tickinsurance.com.au	123.4%	1.6M	63.8K
2	okx.com	114.4%	1.7M	47.5K
3	smoney.com.au	111.5%	1.3M	60.8K
4	rabobank.com.au	92.1%	2.2M	64.9K
5	driva.com.au	86.4%	1.4M	52.3K
6	travelex.com.au	83.2%	2.1M	105.7K
7	qantasmoney.com	70.0%	4.1M	158.2K
8	revolut.com	50.8%	1.4M	66.4K
9	bingle.com.au	48.0%	2.6M	95.1K
10	wise.com	44.1%	12.8M	453.1K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	beyondbank.com.au	39.4%	12.4M	137.5K
12	clearscore.com	39.1%	6.7M	334.5K
13	deferit.com	37.3%	1.3M	31.0K
14	youi.com	34.6%	2.8M	145.6K
15	policebank.com.au	32.3%	1.6M	36.8K
16	commbankawards.com.au	29.4%	1.8M	90.3K
17	apia.com.au	28.8%	1.8M	79.9K
18	aware.com.au	23.0%	4.2M	177.1K
19	aami.com.au	22.9%	14.3M	651.0K
20	australianunity.com.au	22.5%	2.7M	122.1K

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2024 WINNERS











THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **TRAVEL & TOURISM** COMPANIES



TRAVEL & TOURISM: A predefined list of global travel and experience providers.

INSIGHT

A remarkable triple-digit surge in the top 10 travel sites signals a strong rebound in the industry. Notably, 11 out of the 20 sites are in the Airlines or Tours segments, highlighting consumers' growing preference for direct booking with providers. Top winners include SeaLink (+188%) and CruiseGuru (120%), both cruise lines, as well as JRailPass, China Airlines, and Cathay Pacific, indicating that Australians are increasingly cost-conscious and are opting for relatively nearby Asian destinations or cruises for their travel.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 sealink.com.au	188.8%	2.9M	119.5K
2	 jrailpass.com	185.1%	1.8M	80.1K
3	 china-airlines.com	140.1%	1.5M	57.6K
4	 inspiringvacations.com	124.9%	2.3M	99.8K
5	 cruiseguru.com.au	120.5%	2.7M	119.6K
6	 holidaymax.com	119.0%	1.4M	69.1K
7	 cathaypacific.com	113.0%	5.3M	216.3K
8	 gadventures.com	109.2%	2.4M	67.6K
9	 klook.com	104.9%	10.6M	473.7K
10	 malindoair.com	102.5%	1.5M	60.4K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	raileurope.com	97.5%	1.2M	58.1K
12	eurail.com	94.8%	1.8M	66.1K
13	omio.com	88.5%	1.7M	75.8K
14	tripadeal.com.au	86.1%	6.9M	260.1K
15	airasia.com	82.3%	6.0M	273.0K
16	cebupacificair.com	79.4%	1.8M	63.8K
17	carnival.com.au	78.9%	6.6M	239.5K
18	directferries.com.au	78.7%	1.3M	65.4K
19	ana.co.jp	77.6%	2.1M	80.8K
20	trip.com	76.3%	12.1M	594.5K

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