

Merry Christmas from Power Retail

It's been a monster year in online retail in Australia, and the team behind Power Retail has been working feverishly to bring you the latest news, local and global insights, opinions, best practices and trends all year. Now it's time to celebrate...

From the GST fiasco that kicked off 2011 to the much-anticipated launch of [Harvey Norman's online store](#), 2011 has been a year to remember for online and multichannel retail in Australia. We've had a great time sharing with our readers all the ins and outs and ups and ups of what is by far the fastest-growing sector in retail.

In 2011 we've welcomed familiar names like [Target](#), and [Harvey Norman](#) to the e-commerce game, and seen the rapid ascension of new players like [StyleTread](#), [OHKI](#) and [Crackawines](#) taking on established retailers. Mass customisation has continued to attract new participants, with new customised product sites emerging like [Sneaking Duck](#), [Joe Button](#) and the latest, [Vinspi](#) to join existing success stories like [Shoes of Prey](#) and [Mooo](#).

Grocery wars hotted up in cyberspace, with [Grocery Run](#) (launched by the Leibovich brothers behind Catch of the Day and Scoopon), [Supermarket Deals](#) (by DealsDirect) and [Off Your Trolley](#) all clamouring for their slice of the everyday home shopping market dominated by the Woolworths/Coles duopoly.

Bricks and mortar failures continue to attract headlines, most notably Borders and most recently the institutional Fletcher Jones Menswear chain. The majority of major retailers have been crying poor all year, citing brutal retail conditions, but in cyberspace the champagne has been flowing throughout 2011 as online retail

enjoyed an unprecedented surge. It has forced a rethink for all traditional retail businesses – online retail's greatest critic in Australia, Gerry Harvey, bowed to the inevitable in November with the opening of Harvey Norman's online store. Make no mistake, Gerry's still having a crack at online retail but in spite of himself the online store is delivering for Christmas.

What will 2012 hold? Tune in for some predictions early in the New Year, as we sign off with this, our final newsletter for 2011, and say thank you to all our avid Power Retail readers.

Have a safe and happy Christmas, and we look forward to bringing you the Playbook, more of Power Retail's finest and a host of new initiatives we have in store for 2012.

The Power Retail Team