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Coles partners with eBay



Grocery retailer partners with global e-commerce giant offering fresh produce alongside household staples

In a world-first for online retailer eBay, the platform now offers Australian supermarket Coles' range of fresh produce, pantry and household items to its customers in certain cities.

Shoppers in metro Sydney, Melbourne and Brisbane can now access a range of Coles' products including packaged and loose fresh fruit and vegetable items at the same national in-store prices with delivery to their doors as per eBay's standard offering.

Members of eBay who have subscribed to the platform's eBay Plus programme will also receive free shipping on orders over A\$49 and double the number of fly buys points on all orders.

eBay managing director, Tim MacKinnon said the e-commerce giant is excited to welcome Coles to its platform.

"Both eBay and Coles share the vision of providing convenience, range and value to our customers and together we can make it even easier for Aussies to meet all their shopping needs in one place."

Currently, only three per cent of Australian shoppers purchase their groceries online, however Coles' online chief executive, Alister Jordan said the partnership helps Coles provide customers with another convenient way to access products.

The platform will initially offer one unattended delivery option, with further options provided throughout the year.

Coles joins the 40,000 other Australian retailers on the eBay platform which include Myer, The Good Guys and Target.