



Good360 Australia: Redirecting unsold household goods to charities and disadvantaged schools – 2025 update

Deloitte Access Economics
Prepared for Good360 Australia
May 2025

Foreword

As we mark Good360 Australia's ten-year anniversary it is timely that we reflect, not just on what we have achieved, but on the even greater need and opportunity in front of us.

From 2015 - 2025, Good360 has connected over \$500 million worth of unsold goods to people doing it tough Australia-wide - everyday brand-new essentials that have restored dignity, brought relief and given hope to millions - while avoiding over 7,600 tonnes of waste.

Yet the challenge we set out to solve has only grown.

In 2021, the Good360 Australia Board commissioned Deloitte Access Economics to provide a critically important examination of the level of brand-new and valuable pre-consumer goods wasted in Australia. This new report is an update, which shows:

- that the **value of goods wasted in Australia in 2024 has risen by 17% since 2021**, and now sits at an **astonishing \$2.9 billion**
- wastage rates for online sales are also analysed and are likely to add an **additional \$1.5 billion of goods wasted because of online returns**

The rise of online shopping, returns and unsold stock is adding even more to the mountain of waste — taking the **total estimate for goods wasted each year in Australia to a staggering \$4.5 billion**.

These items are urgently needed by families, communities and charities across the country, with recent Good360 research of charities and disadvantaged schools across Australia revealing that 82% say that community demand for essential items like hygiene products, clothing, furniture, and education supplies has never been higher.

With more than 1 in 8 Australians living in poverty, we must connect these goods with people in need – and reduce both need and waste in our communities.

This is our call to action.



Looking ahead, Good360's ambition is clear: to take what we have built over our first ten years and scale it dramatically.

We need to invest in our capability, our technology, and our network to match the scale of the problem - and the scale of the opportunity.

Our goal is to grow from delivering \$500 million of impact over a decade, to delivering \$500 million worth of goods to people in need every single year by 2030.

This is not just about reducing landfill. It's about lifting lives. It's about making sure that people and families have the essential items needed to thrive, including for a safe home, for hygiene and dignity, for education and work, and for play, sport and creativity.

It's about making sure that a mother fleeing domestic violence has bedding for her children. That a young person starting school has the digital tools they need to succeed. That families rebuilding after disaster have the essential household goods that enable them to begin again.

We know how to do this. We have the partnerships, the model, and the proof. Now, with collective action and renewed investment, we can step up to meet this moment — and ensure that Australia's surplus serves its highest purpose: supporting people in need, Australia wide.

Thank you for being part of this journey. Together, we can turn waste into real, lasting good.

James Atkins

Chair

Good360 Australia

Summary and background

1 The value of wasted goods from the previous report¹ has increased by 17% since 2021 from \$2.5 billion to \$2.9 billion

2 While there is limited evidence on return and wastage rates for online sales, it is likely that at least a further 1% of total sales is wasted through this channel

3 The value of goods wasted in categories addressable by Good360 Australia as a result of online returns is estimated at \$1.5 billion in 2024

4 In total, the value of wasted goods addressable by Good360 Australia is now estimated at around \$4.5 billion

Background

Unsold household goods are a significant yet often overlooked waste issue in Australia. Retail categories, particularly seasonal items like toys, cosmetics, toiletries, and clothing, frequently end up being wasted if unsold by season's end, contributing to landfill waste - an unsustainable and costly practice for both the industry and government. Despite their inherent value, reselling these goods poses challenges. However, Australians could benefit from them, even if they are out-of-season.

Charities, supported by government funding, often use donated funds to purchase and distribute these goods to families in need. This creates an opportunity to repurpose unsold goods rather than buying new items for charity distribution. Such a strategy would help industries reduce waste, enable governments to cut costs, and empower charities to support more people. Organisations like Good360 Australia are crucial in bridging the gap between industry and charities, promoting the repurposing of unsold goods.

Key findings

This waste issue is only worsening, with the value of goods wasted estimated to have increased by 17% since 2021. In this report update, wastage rates for online sales are also analysed and are likely to lead to a further 1% of total wasted sales, resulting in an additional \$1.5 billion of goods wasted as a result of online returns that are addressable by Good360 Australia. In total, the value of wasted goods addressable by Good360 Australia is estimated to be \$4.5 billion in calendar year 2024, measured in 2024 real dollars.

This report is an update of the 2022 report for Good360 Australia by Deloitte Access Economics titled *Good360: Redirecting unsold household goods to charities and disadvantaged schools*. Further technical details regarding approaches to results and other details can be found [here](https://good360.org.au/wp-content/uploads/2023/04/Deloitte-Access-Economics-Report.pdf).

¹ Deloitte Access Economics, Good360: Redirecting unsold household goods to charities and disadvantaged schools, <https://good360.org.au/wp-content/uploads/2023/04/Deloitte-Access-Economics-Report.pdf>

Updated retail sales information

Consumable categories that have experienced the greatest increases include toiletries, cleaning supplies and infant supplies

Consumable/Durable Category	Total Value in CY2024 (\$B)	% of total	2021 Value	% Change
Electronics & Whitegoods	\$38.9	26.6%	\$38.6	1%
Clothing	\$39.8	27.2%	\$30.9	29%
Toiletries	\$32.4	22.1%	\$24.0	35%
Homewares	\$22.2	15.2%	\$20.8	7%
Sporting Equipment	\$4.8	3.3%	\$4.4	9%
Infant Supplies	\$2.9	2.0%	\$2.2	32%
Cleaning Supplies	\$2.0	1.4%	\$1.5	33%
Office/School Supplies	\$1.8	1.2%	\$1.5	20%
Toys	\$1.5	1.0%	\$1.4	7%
Total	\$146.3	100.00%	\$125.3	17%

The total value of household goods sold in Australia in 2024 is estimated to be \$146.3 billion, a 17% increase from 2021. The two largest categories – Electronics, Whitegoods, and Clothing - comprise over 50% of the total value of household goods in 2024.

Meanwhile, Toiletries, Cleaning Supplies and Infant Supplies have seen the most significant growth, averaging a 33% increase from 2021 to 2024 in nominal terms. This is notable as these categories are also in high demand from charities, highlighting a growing community need for these essentials.

To evaluate current wastage levels of household goods, Deloitte Access Economics has used the same approach as in the previous 2022 report and has included the following categories of household goods:



Toys
Like board games, action figures, building blocks and dolls



Toiletries
Like shampoo, deodorant, soap, hygiene products, toilet paper and make-up



Homewares
Like bedding, blankets, kitchen appliances, utensils, crockery and furniture



Clothing
Like shoes, work clothes, coats, underwear, hats and accessories



PPE
Like masks, gloves, hand sanitiser and RATs



Electronics & Whitegoods
Like computers, phones, headphones, fridges and microwaves



Office/School Supplies
Like notebooks, pencils, backpacks, markers, pens, art and craft supplies



Infant Supplies
Like nappies, prams, car seats, bottles and feeding equipment



Sporting Equipment
Like tents, sleeping bags, balls, bats, clothing and sneakers



Cleaning Supplies
Like detergent, wipes, multi-purpose cleaners, sprays, mops and tissues.

Updated estimate of wasted goods

The value of goods wasted is estimated to have increased by 17% since 2021

Consumable/Durable Category	Total Value Wasted 2021 (\$M)	Total Value Wasted 2024 (\$M)	Percentage Change
Electronics & Whitegoods	\$772	\$779	1%
Clothing	\$618	\$797	29%
Toiletries	\$480	\$648	35%
Homewares	\$415	\$444	7%
Sporting Equipment	\$87	\$96	10%
Infant Supplies	\$45	\$58	29%
Cleaning Supplies	\$30	\$40	33%
Office/School Supplies	\$29	\$37	22%
Toys	\$28	\$31	11%
Total	\$2,504	\$2,930	17%



It is estimated that the total value of goods wasted in 2024 was \$2.9 billion, marking a 17% increase since 2021. This trend highlights an escalating waste issue within the retailer sector. A 2% wastage assumption has been maintained from the previous report. This assumption was developed in the previous report through consultation with major retailers in Australia, as well as through comparison to similar social enterprises overseas. Although 2% is not a significant proportion and highlights that retailers and manufacturers are generating little excess, when it is applied to the total value of household consumables and durables, the resulting value is a substantial \$2.9 billion per year, highlighting the need for waste reduction strategies.

The categories with the highest increases in waste since 2021 are Toiletries, Infant Supplies and Cleaning Supplies. These are the same categories that have also seen substantial demand growth, presenting the challenge of rising community needs for these essentials alongside increased waste. This situation offers an opportunity for Good360 Australia who can address both the waste problem and meet community demands, ensuring surplus goods are channeled to where they are needed most.

Categories with the highest increases in waste since 2021:



Toiletries (35%)



Infant Supplies (29%)

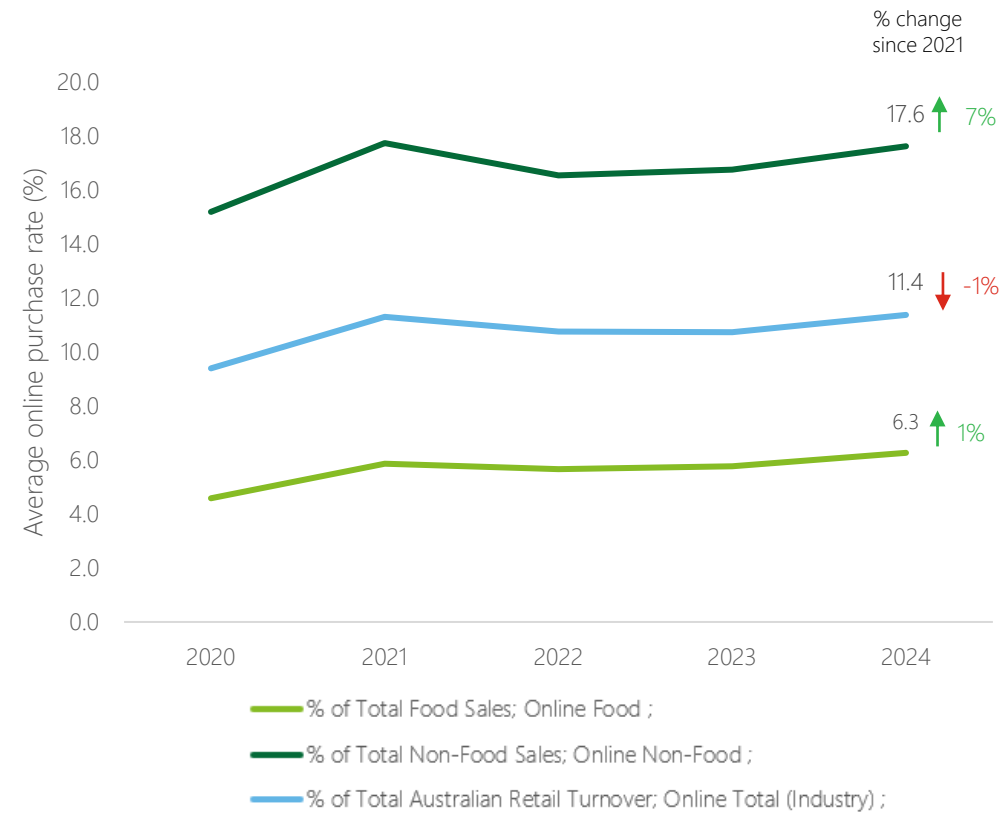


Cleaning Supplies (33%)

Online shopping

Wastage from online sales is a growing concern

Chart 1.1: Average online retail turnover by type of activity, 2020-25



Source: ABS (2025)

Channel wastage from online sales, particularly returned new products, is a growing concern. The Australian Bureau of Statistics publishes monthly experimental data on online goods purchase rates which is aggregated into the categories of food and non-food items.

As of 2024, online sales represent about 11.4% of total retail sales, showing a 1% decrease since a peak in 2021. However, previous analysis by Deloitte Access Economics did not include returned new products that end up in waste, as part of the overall industry wastage estimate. The original report focused just on unsold household goods. As a result, there is now a significant additional wastage channel that can be estimated based on returns of online orders.

In 2024, the average online purchase rate for non-food rose to 17.6%, a 7% increase since 2021, indicating these sales are far greater than those of food items. Good360 Australia’s mission to redistribute non-food items aligns with addressing this growing wastage area.

Wasted goods through online sales

It is estimated that 40% of returns from online sales are wasted

Product Category	Return Rate (%)	Returned Products Wasted (%)
Clothing & Fashion	~21% (AU online average) <i>(25–30% typical globally)</i>	~30% not resold <i>(Many estimates range ~20–40%)</i>
Consumer Electronics	~10% (online average)	<10% not resold most refurbished/resold
Furniture & Home Goods	~10–20% (varies by item)	No precise data; high wastage likely Many large returns are landfilled
Food & Groceries	~11% (online grocery delivery) <i>(<1% in-store)</i>	~100% not resold (virtually all wasted)

Sources: Retail Express, CleanHub, Ecommerce News, Loop Returns, Business Insider, CLOSO, Waste 360

Information on online return and wastage rates is limited, but by analysing return rates across categories such as clothing and fashion, consumer electronics, furniture and home goods and food and groceries, it seems reasonable to assume that around 15% of goods are returned. It also seems reasonable to assume that approximately 40% of these returns go to waste based on an average of wastage rates for returned goods across the same range of categories.

This contributed to an additional 1% to total retail sales wastage, increasing the total estimated wasted share from 2% to 3%, based on the 2% wastage assumption maintained from the previous report. This is estimated through multiplying the average online purchase rate of non-food of 17.6%, the 15% return rate and 40% wastage rate.

The high cost of processing returns for resale, such as the cost of cleaning and repackaging returns, as well as the associated risks of quality for new customers contribute significantly to this additional waste. Good360 Australia’s role is crucial in mitigating this by redistributing high-return categories such as clothing and home goods.

Estimated wastage rates

Putting the evidence together we have:

- \$146.3 billion** Total relevant retail sales
- 17.6%** Online purchase rate
- 15%** Online return rate
- 40%** Return wastage rate

This gives a total estimate of at least:



This analysis estimates total wastage from online retail sales in 2024. Total relevant retail sales, including household consumables and durables, are valued at \$146.3 billion. With a non-food online purchase rate of 17.6%, purchases amount to approximately \$25.7 billion. Given a 15% return rate, returned goods are valued at about \$3.9 billion. Applying a 40% wastage rate from these returned goods not being resold indicate that around \$1.5 billion worth of online orders will be wasted in 2024. This represents the value of goods wasted in categories addressable by Good360 and equates to at least an additional 1% of total sales lost through online channels.

To determine the overall value of wasted goods addressable by Good360 in 2024, the value of general wastage (\$2.9 billion) can be combined with the value of wasted online returns (\$1.5 billion), arriving at a total of approximately \$4.5 billion. This represents a significant 79% increase from \$2.5 billion in 2021, highlighting the urgent need for effective waste mitigation strategies.



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