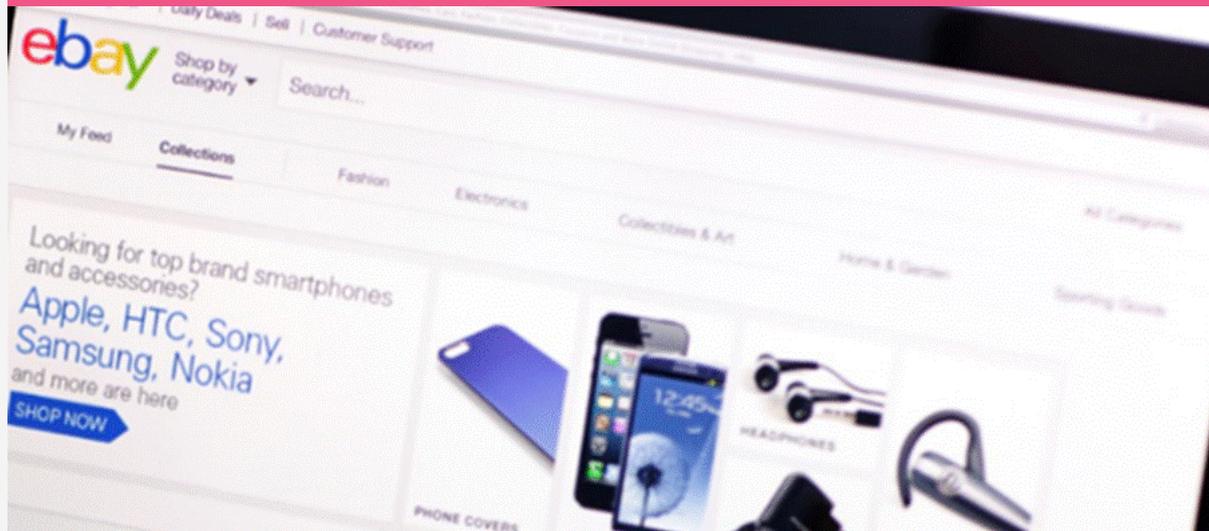




Online Marketplaces Industry News

February 2021



GS1 Australia Online Marketplaces Industry News is specially designed for businesses selling through online channels such as Amazon, eBay and Google. The newsletter contains useful and often authentic information sourced from trusted partners in the exciting world of digital retail.

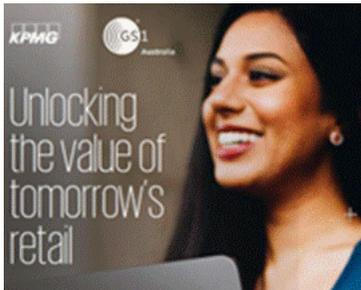
Amazon smashes \$1 billion

Online giant Amazon has just hit the \$1 billion revenue mark only three years



after launching in Australia. COVID has undoubtedly helped this milestone as sales doubled in Australia during 2020.

[Read more](#)



Unlocking the value of tomorrow's retail

KPMG together with GS1 Australia have released a report about how quality aligned master data enables business to thrive in retail's age of information. Retail trends of tomorrow will be unlocked by capability that is built today.

[Read feature in Food and Drink Business](#)

[Download report](#)



GS1 Amazon Product Photography

Our Product Photography team recently completed a comprehensive photo shoot for company Knick Knacks to showcase their products on Amazon. Photography included an assortment of different colour combinations, single and group shots with an array of background images.

[Find out more](#)



Supply Chain Award winner

Scan4Transport was the proud recipient of the ASCLA 2020 International Supply Chain Awards held late last year. This new standard enables improvements in efficiency, interoperability, visibility, and resilience in supply chains around the world. Specifically, global data standards for

encoding key information required to facilitate the transport process into a 2DBarcode.

[Find out more](#)



Just released: National data standard for freight

Australian Logistics Council releases a new freight data standard guideline for the Australian Freight sector

This data standard guideline provides the digital framework to enable true interoperability of information relating to the movement of freight along the supply chain. Leveraging GS1 standards, it provides the building blocks to enable the digitalisation of the freight and logistics industry.

[Read media release](#)

[Download guideline](#)



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[Watch video](#)



Tasmania brand store on Amazon

Tasmania is the first state in Australia to launch a dedicated Tasmanian Brand Store on Amazon.com.au, featuring high quality products to eager buyers around the nation.

[Find out more](#)

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