



B2B Markets

and Potential Market Size

PandaSearchAdvertising.com.au



Website Families

By Market or Business Type (With Premises)

- SuppliersOnline.com.au
- HealthSuppliers.com.au

By Specialisation

- ProductSuppliers.com.au
- ServiceSuppliers.com.au

Source: Potential Market Size –
businesses across Australia:
Perplexity AI with cited references.
Figures accurate as of June 2025

Which PODs To choose?

SUPPLIERS ONLINE

Personalised Online Directory Name	Market	Potential Market Size
EDUCATION		
ChildcareCentreSuppliers.com.au	Early Learning Centres & Preschools	14,000
ChurchSuppliers.com.au	Churches, Mosques, Synagogues & Temples	9,500
LibrarySuppliers.com.au	Public and private libraries	13,000
SchoolSuppliers.com.au	Schools	9653
UniversitySuppliers.com.au	Universities, TAFEs and Colleges	43 Universities 45 TAFEs
TOTAL EDUCATION	5	46,241

Which PODs To choose?

SUPPLIERS ONLINE

Personalised Online Directory Name	Market	Potential Market Size
HOSPITALITY & FOOD		
BakerySuppliers.com.au	Bakeries & Patisseries	5,000
BottleShopSuppliers.com.au	Liquor Outlets	3,100
CafeSuppliers.com.au	Cafes & Coffee Shops	27,193
ClubSuppliers.com.au	RSL, Leagues, Sports & Entertainment Clubs	Several thousand – exact figure N/A
HotelSuppliers.com.au	Hotels, Motels & Holiday Rentals	2,800 hotels/motels
PubSuppliers.com.au	Pubs & Taverns	7,000
RestaurantSuppliers.com.au	Restaurants	36,149
TOTAL HOSPITALITY & FOOD		81,242 + Clubs

Which PODs To choose?

SUPPLIERS ONLINE

Personalised Online Directory Name	Market	Potential Market Size
SMALL BUSINESS		
AccountantSuppliers.com.au	Accounting Practices & Financial Planners	36,700 businesses + FPs
BeautySalonSuppliers.com.au	Beauty Salons & Day Spas	26,664 (beauty + hairdressers)
HairdresserSuppliers.com.au	Hairdressing Salons & Barbers	
LawyerSuppliers.com.au	Lawyers, Attorneys & Solicitors	23,699 law practices
MechanicSuppliers.com.au	Mechanics & Tyre Fitters	61,046
NewsagentSuppliers.com.au	Newsagents	2,600
NurserySuppliers.com.au	Nurseries (Plants)	1,094
RealEstateAgentSuppliers.com.au	Real Estate Agencies	46,520
RetailSuppliers.com.au	Retail Stores & Outlets	145,000
TOTAL SMALL BUSINESS	9	343,323

Which PODs To choose?

SUPPLIERS ONLINE

Personalised Online Directory Name	Market	Potential Market Size
LARGE BUSINESS		
BankSuppliers.com.au	Banks	3,360 branches
CarDealerSuppliers.com.au	Car Dealerships	3,798 premises
CorporateSuppliers.com.au	Corporate Businesses	N/A
CouncilSuppliers.com.au	Local Councils	537
HardwareStoreSuppliers.com.au	Hardware Stores	1,627 premises
MiningSuppliers.com.au	Mining Companies	7,406 companies
ServiceStationSuppliers.com.au	Service Stations & Petrol stations	6,500 premises
ShoppingCentreSuppliers.com.au	Shopping Centres & Malls	1,630
SupermarketSuppliers.com.au	Supermarkets & Food Outlets	9,640 premises
TheatreSuppliers.com.au	Theatres & Cinemas	500 premises
TOTAL LARGE BUSINESS	10	34,998 + Corporate

Which PODs To choose?

HEALTH SUPPLIERS

Personalised Online Directory Name	Market	Potential Market Size
MEDICAL SERVICES		
DoctorSuppliers.com.au	Doctors, Specialists & Medical Centres	14,300 premises
DentistSuppliers.com.au	Dentists & Orthodontists	20,347 premises
OptometristSuppliers.com.au	Optometrists & Opthamologists	4,800 practices
HospitalSuppliers.au	Hospitals – Public & Private	1,357 premises
VetSuppliers.com.au	Veterinarians	3,793 practices
TOTAL MEDICAL SERVICES	10	44,597

Which PODs To choose?

HEALTH SUPPLIERS

Personalised Online Directory Name	Market	Potential Market Size
HEALTH SERVICES		
AgedCareSuppliers.com.au	Aged Care Facilities & Seniors Centres	2617 Aged Care Facilities
DisabilityCareSuppliers.com.au	Disability Care Facilities and Carers	7,000 specialist disability centres
PhysiotherapistSuppliers.com.au	Physiotherapists & Chiropractors	13,471 practices
PsychologistSuppliers.com.au	Psychologists	9,000
TOTAL HEALTH SERVICES	4	32,008

MEDICAL & HEALTH PRODUCTS		
ChemistSuppliers.com.au	Chemist Stores & Pharmacies	5,935
TOTAL MEDICAL & HEALTH PRODUCTS	1	5,935

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
PREMISES Products to enhance your premises & office environment.	
SignSuppliers.com.au Businesses with premises requiring signage: Estimated in the hundreds of thousands to over one million, but no exact published figure.	Businesses with premises requiring signage
FurnitureSuppliers.com.au Estimate: Industry analysis suggests that hundreds of thousands to over one million businesses in Australia have physical premises where purchasing furniture is necessary. This includes: Corporate offices and workplaces Retail stores and showrooms Restaurants, cafes, and hospitality venues Medical, dental, and allied health clinics Educational institutions Industrial and warehouse facilities Community and service centres Summary: Estimated businesses in Australia requiring furniture for premises: Hundreds of thousands to over one million (out of 2.66 million total businesses), but no precise published figure. This estimate is based on the size and segmentation of the Australian office furniture market and the known distribution of business types in the country.	Businesses sourcing suppliers that sell wholesale furniture
BuyFromArtist.com.au Estimated businesses interested in sourcing artwork: Hundreds of thousands (out of 2.66 million total businesses), primarily those with physical premises in sectors where artwork is a common feature.	Businesses sourcing artists that sell their artwork directly to businesses
TOTAL PREMISES	3

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
TECHNOLOGY New technology products to enhance your business	
SecuritySuppliers.com.au Estimated businesses purchasing security products and services in Australia: Hundreds of thousands to over one million (out of 2.66 million total businesses), especially those with physical premises or asset protection needs. This estimate is supported by the scale of the security industry, the breadth of business sectors served, and the widespread use of security solutions across commercial, industrial, and public sectors in Australia	Businesses sourcing suppliers that sell wholesale security products and services
TechnologySuppliers.com.au Estimated businesses sourcing technology products (beyond Google/Microsoft and big tech): Hundreds of thousands to over one million (out of 2.66 million total), spanning all sectors—corporate, retail, healthcare, hospitality, education, industrial, and more. This estimate is supported by the scale of national IT spending, the breadth of technology adoption, and the diversity of business needs across Australia.	Businesses sourcing suppliers that sell wholesale technology products or B2B tech products
TOTAL TECHNOLOGY	2

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
FOOD & HOSPITALITY Wholesale food, wine and hospitality products	
FoodSuppliers.com.au Estimated number of businesses sourcing wholesale food products in Australia: Well over 100,000, including all supermarkets, food retailers, hospitality venues, caterers, and institutions. This estimate is based on the size and structure of the food retail, foodservice, and institutional markets, as well as the number of wholesalers serving these sectors.	Businesses sourcing suppliers that sell wholesale food products
BeerSuppliers.com.au Estimated businesses sourcing wholesale beer and lager in Australia: 15,000-20,000, including liquor retailers, pubs, clubs, bars, restaurants, and hotels. This estimate is based on the size of the independent retail and hospitality sectors and the distribution reach of major wholesalers	Businesses sourcing suppliers that sell wholesale beer and lager products
WineSuppliers.com.au Estimated number of businesses sourcing wholesale wine products in Australia: 15,000-20,000, including liquor retailers, bottle shops, supermarkets with alcohol sections, specialist wine retailers, restaurants, pubs, bars, and hotels. This estimate reflects the size and structure of the wine distribution and retail market in Australia.	Businesses sourcing suppliers that sell wholesale wine products
TOTAL FOOD & HOSPITALITY	3

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
PRODUCTS IN COLOUR ProductsinColour.com.au Explore and source suppliers of wholesale products in different colours	
ProductsinBlack.com.au While it is certain that thousands of Australian businesses source products in black due to its popularity and ubiquity across apparel, electronics, furniture, and more, there is no official or estimated figure for businesses sourcing specifically black-colored wholesale products	Businesses sourcing wholesale products in the colour black
ProductsinBlue.com.au While it is certain that many businesses across various industries (such as apparel, homewares, electronics, and more) source blue-colored products due to the color's popularity and ubiquity, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour blue in Australia	Businesses sourcing wholesale products in the colour blue
ProductsinBrown.com.au While it is certain that many businesses across sectors such as furniture, apparel, packaging, and homewares source brown-colored products due to their prevalence, no published figure or estimate exists for the number of businesses sourcing wholesale products specifically in the colour brown in Australia	Businesses sourcing wholesale products in the colour brown
ProductsinGold.com.au While thousands of Australian businesses in jewellery, manufacturing, and other sectors source gold or gold-colored products, there is no official or estimated count for businesses sourcing wholesale products specifically in the colour gold	Businesses sourcing wholesale products in the colour gold

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
PRODUCTS IN COLOUR ProductsinColour.com.au Explore and source suppliers of wholesale products in different colours	
ProductsinGreen.com.au Estimated businesses sourcing wholesale green products: Tens of thousands (out of 2.66 million total businesses), spanning retail, events, floristry, eco-stores, food, and more. There is no exact published figure, but the demand is significant across multiple sectors.	Businesses sourcing wholesale products in the colour green
ProductsinGrey.com.au Given the size and diversity of the Australian business landscape (2.66 million businesses as of 2024), and the widespread use of grey in commercial, industrial, and retail settings, it is reasonable to estimate that tens of thousands of businesses across Australia would source wholesale products in the colour grey.	Businesses sourcing wholesale products in the colour grey
ProductsinOrange.com.au Businesses across sectors such as apparel, promotional goods, safety equipment, and homewares likely source orange-colored products, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour orange in Australia.	Businesses sourcing wholesale products in the colour orange
ProductsinPink.com.au While industries such as cosmetics and toiletry wholesaling and retail sectors likely include businesses sourcing pink-colored products due to their popularity in branding and packaging, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour pink in Australia.	Businesses sourcing wholesale products in the colour pink

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
PRODUCTS IN COLOUR ProductsinColour.com.au Explore and source suppliers of wholesale products in different colours	
ProductsinPurple.com.au While it is likely that many businesses across sectors such as apparel, homewares, and promotional goods source purple-colored products, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour purple in Australia.	Businesses sourcing wholesale products in the colour purple
ProductsinRed.com.au While it is certain that many businesses across sectors such as apparel, homewares, packaging, and food and beverage source red-colored products due to their popularity and significance (e.g., red wine in liquor wholesaling), there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour red in Australia.	Businesses sourcing wholesale products in the colour red
ProductsinSilver.com.au A considerable number of businesses are involved in wholesaling silver as a material or product, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour silver in Australia. The available data focuses on silver as a commodity or material, not as a product color.	Businesses sourcing wholesale products in the colour silver
ProductsinWhite.com.au While thousands of businesses across sectors such as appliances, homewares, apparel, and packaging source white-colored products due to their prevalence, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour white in Australia.	Businesses sourcing wholesale products in the colour white

Which PODs To choose?

PRODUCT SUPPLIERS

Personalised Online Directory Name	Market
PRODUCTS IN COLOUR	
ProductsInYellow.com.au While "yellow" is a significant descriptor in some product categories (such as yellow spreads in food retailing), and many businesses across sectors like apparel, promotional goods, safety equipment, and homewares likely source yellow-colored products, there is no published figure or estimate for the number of businesses sourcing wholesale products specifically in the colour yellow in Australia.	Businesses sourcing wholesale products in the colour yellow
TOTAL PRODUCTS IN COLOUR	13

Which PODs To choose?

SERVICE SUPPLIERS

Personalised Online Directory Name

PEOPLE & TALENT

IWanttoOutsource.com.au

Market - Businesses using Outsourcing Services

While there is no exact published figure for how many Australian businesses use outsourcing services (i.e., are clients of BPO providers), industry analysis indicates that outsourcing is widely adopted across sectors, especially among small and medium-sized enterprises seeking to reduce costs and improve efficiency. The number of client businesses using outsourcing is therefore significantly higher than the number of outsourcing providers themselves, likely encompassing tens or even hundreds of thousands of businesses nationwide.

IWantaGig.com.au

Market - Businesses searching for live performers

Businesses in Australia likely to be searching for live performers span a wide range of sectors, reflecting the country's vibrant live arts and entertainment industry. The main types include:

- Hospitality Venues: Pubs, clubs, bars, hotels, and restaurants frequently hire live musicians, bands, DJs, and other entertainers to attract patrons and enhance the customer experience.
- Event and Festival Organisers: Companies and agencies that produce music festivals, arts festivals, food and wine festivals, and community events regularly engage live performers, including musicians, dancers, comedians, and specialty acts.
- Theatres and Performing Arts Centres: These venues host live theatre, dance, opera, classical music, and other performing arts, requiring a variety of live performers.
- Corporate and Private Event Planners: Businesses specializing in corporate functions, product launches, gala dinners, weddings, and private parties often hire live acts to entertain guests.
- Cruise Lines and Resorts: Entertainment is a core offering for cruise ships and holiday resorts, which frequently engage musicians, comedians, magicians, and specialty performers for guest enjoyment.
- Casinos and Large Entertainment Complexes: These venues regularly book headline acts and a variety of live performers to attract visitors.
- Government and Community Organisations: Local councils, government agencies, and community groups often organize public events, festivals, and celebrations that feature live entertainment.
- Schools and Educational Institutions: These may hire performers for special events, workshops, or educational programs.
- Shopping Centres and Retail Precincts: To increase foot traffic and create a lively atmosphere, shopping centres sometimes book live performers for in-centre events and promotions.

These businesses are part of Australia's \$64 billion cultural and creative industries, which collectively contribute around 2.5% of national GDP and support a broad ecosystem of live performers and event professionals.

Which PODs To choose?

SERVICE SUPPLIERS

Personalised Online Directory Name

SYSTEMS

IWantanAccountant.com.au

Market - Businesses using Accounting Services

Given the regulatory environment and business practices in Australia, it is reasonable to estimate that well over 2 million businesses—the majority of all actively trading businesses—use the services of an accountant in some capacity each year. This includes sole traders, small and medium enterprises, and large corporations.

In summary:

- There are 36,717 accounting services businesses in Australia.
- The majority of Australia's 2.66 million businesses use accounting services, making the number of users likely in the millions

IWantaLawyer.com.au

Market - Businesses using Law Services

There is no exact published figure for how many businesses across Australia use the services of a lawyer. However, several indicators provide a reliable estimate: There are 23,699 legal services businesses operating in Australia as of 2025, serving both individuals and businesses. Australia had 2,662,998 actively trading businesses as of June 2024. Commercial law services, which are the largest segment of the legal industry, are primarily provided to businesses for matters such as contracts, compliance, transactions, employment law, and dispute resolution.

The complexity of Australian business regulations and the prevalence of legal requirements (e.g., contracts, employment, intellectual property, mergers and acquisitions, and regulatory compliance) mean that the majority of medium and large businesses, and a substantial proportion of small businesses, use legal services at least occasionally.

Estimate:

Given these factors, it is reasonable to estimate that hundreds of thousands to over a million businesses in Australia use the services of a lawyer each year. This includes ongoing legal retainers, one-off consultations, and transactional or compliance-related legal work. The actual number is likely closer to the higher end of this range, as legal services are a core requirement for most businesses at some point in their operations.

Which PODs To choose?

PODS – COMING SOON

Personalised Online Directory Name

HEALTH SUPPLIERS

MedicalEquipmentSuppliers.com.au

Market - Medical & Health organisations sourcing medical equipment

The number of organisations sourcing medical equipment in Australia is likely in the tens of thousands, spanning hospitals, clinics, medical and dental practices, laboratories, aged care, and research institutions. The supply chain is supported by a large wholesaling and manufacturing sector, indicating widespread and ongoing demand.

HEALTH SUPPLIERS

PharmaceuticalSuppliers.com.au

Market - Medical & Health organisations sourcing pharmaceutical products

Estimate:

Given the number of hospitals, clinics, pharmacies, aged care providers, and research institutions, it is reasonable to estimate that tens of thousands of businesses and organisations across Australia regularly source medical pharmaceuticals. This includes nearly all healthcare delivery organisations and a significant number of research and public health entities.

Summary:

The number of businesses and organisations sourcing medical pharmaceuticals in Australia is likely in the tens of thousands, spanning hospitals, clinics, pharmacies, aged care, research, and government health services

Which PODs To choose?

PODS – COMING SOON

Personalised Online Directory Name

PRODUCT SUPPLIERS

DecorSuppliers.com.au

Market - Businesses sourcing wholesale or B2B products to enhance their business or office decor

Estimate

Given that Australia had 2,662,998 actively trading businesses as of June 2024, and considering the scale and growth of the interior design and décor market, it is reasonable to estimate that hundreds of thousands of businesses—spanning retail, hospitality, offices, healthcare, education, and property development—regularly source products to improve their own décor or as wholesale.

This includes:

- Businesses investing in their own premises (offices, stores, restaurants, hotels, etc.)

- Businesses sourcing décor products for resale or as part of service offerings (e.g., interior designers, fit-out contractors, furniture retailers)

Summary:

While there is no precise figure, the available data suggests that a substantial proportion of Australia's nearly 2.7 million businesses—likely in the hundreds of thousands—source products to improve their own décor or as wholesale, reflecting the size and growth of the interior design and related wholesale markets.

PRODUCT SUPPLIERS

LightSuppliers.com.au

Market - Businesses sourcing wholesale or B2B products in the lighting category

The Australian lighting market is substantial and rapidly growing, valued at AUD 12.45 billion in 2024 and projected to reach AUD 28.15 billion by 2034. This market includes both commercial and residential sectors, with commercial applications (offices, retail, hospitality, industrial, healthcare, education, etc.) being a significant driver of demand.

The LED lighting segment dominates, driven by energy efficiency mandates, government incentives, and sustainability goals⁷⁴. Businesses are major adopters, upgrading lighting for cost savings, compliance, and workplace improvement.

Wholesale sourcing is critical for retailers, electrical contractors, building managers, property developers, and facility managers, all of whom purchase lighting products in bulk for resale, installation, or ongoing maintenance

Which PODs To choose?

PODs – COMING SOON

Personalised Online Directory Name

PRODUCT SUPPLIERS

OutdoorSuppliers.com.au

Market - Businesses sourcing wholesale or B2B products in the outdoors category

Types of Businesses Likely to Source Outdoor Products:

- Hospitality venues (cafés, restaurants, bars, hotels) upgrading or expanding outdoor dining and entertainment areas
- Retailers and wholesalers specializing in outdoor, garden, or leisure products
- Property developers, landscapers, and facility managers improving commercial or residential outdoor spaces
- Sports clubs, recreation centers, and tourism operators
- Schools, childcare centers, and aged care facilities enhancing outdoor environments
- Event companies and councils organizing outdoor events and festivals
- Estimate

With 2,662,998 actively trading businesses in Australia as of June 2024, and considering the scale and diversity of the outdoor products market, it is reasonable to estimate that hundreds of thousands of businesses—across hospitality, retail, property, education, recreation, and event sectors—regularly source products to improve their own outdoors or as wholesale.

Summary:

While there is no precise figure, the available data and sector trends indicate that a substantial proportion of Australia's nearly 2.7 million businesses—likely in the hundreds of thousands—source products to improve their own outdoor spaces or as wholesale, reflecting the size and growth of the outdoor equipment, fabric, and kitchen markets.

Which PODs To choose?

PODs – COMING SOON

Website Name

PRODUCT SUPPLIERS

LinenSuppliers.com.au

Market - Businesses sourcing wholesale or B2B linen products

Market Context:

The Australian bed linen market is substantial, valued at USD 420 million in 2024 for producers and importers, with broader estimates for the sector ranging from USD 828 million to over USD 10 billion depending on product scope and market definition.

The home textiles market, which includes bed, bath, and kitchen linen, reached approximately USD 4.92 billion in 2024 and is projected to grow to USD 7.57 billion by 2034.

The Textile Product Wholesaling industry in Australia, which covers bed linen, blankets, quilts, towels, and more, has a market size of \$2.8 billion in 2025 and includes a significant number of wholesalers serving both businesses and organizations.

Types of Businesses Likely to Source Linen Products:

- **Hospitality:** Hotels, motels, serviced apartments, and resorts require large volumes of bed and bath linen to maintain guest services.
- **Healthcare:** Hospitals, clinics, and aged care facilities source linen for patient care and hygiene.
- **Restaurants and Catering:** Table linen and kitchen textiles are essential for service and food preparation.
- **Retailers and Wholesalers:** Businesses specializing in homewares, bedding, and textiles source linen for resale.
- **Education and Childcare:** Schools, childcare centers, and boarding facilities use linen for dormitories and care environments.
- **Gyms, Spas, and Wellness Centers:** Towels and bath linen are core to their service offerings.

Which PODs To choose?

PODs – COMING SOON

Personalised Online Directory Name

SERVICE SUPPLIERS

IWantHRServices.com.au

Market - Businesses sourcing HR Services

Market Context:

The Australian HR services market is growing, driven by the need for workforce planning, recruitment, compliance, and adapting to changing employment regulations and expectations. Demand for in-person HR expertise is particularly strong among medium and large businesses, as well as smaller organisations without in-house HR teams.

In 2025, demand for experienced HR leaders and traditional HR services has sharply increased, with roles like Director of People and Culture among the fastest-growing, well-paid jobs in Australia.

Recruitment remains a core HR function: 64% of organisations planned to recruit staff in Q1 2025, and 30% reported recruitment difficulties, highlighting widespread engagement with external HR and recruitment services.

Many businesses, especially SMEs, rely on external HR consultants, recruiters, or outsourced HR providers for compliance, hiring, policy development, and workforce management.

Estimate:

With 2,662,998 actively trading businesses in Australia as of June 2024, and considering: The high proportion of businesses that recruit staff or face compliance requirements, The prevalence of external HR service use among organisations without dedicated HR teams, The widespread use of recruitment agencies and HR consultants, it is reasonable to estimate that hundreds of thousands of Australian businesses—across all sectors—source HR services in person or through traditional means, excluding technology and software platforms.

Summary:

While there is no precise figure, available data and sector trends indicate that a substantial proportion of Australia's nearly 2.7 million businesses—likely in the hundreds of thousands—engage external HR services (excluding software), particularly for recruitment, compliance, and workforce management needs.

Which PODs To choose?

PODs – COMING SOON

Personalised Online Directory Name

SERVICE SUPPLIERS

IWantSafetyCompliance.com.au

Market - Businesses sourcing safety compliance services

Estimate:

With 2,662,998 actively trading businesses in Australia as of June 2024, and considering that 70% of organisations use external compliance advisors (with the majority seeking traditional, non-software support):

It is reasonable to estimate that over 1.5 million Australian businesses (the majority of those with compliance obligations) source safety compliance services through in-person, advisory, or traditional means, excluding technology and software platforms¹.

Summary:

While there is no precise figure, the best available data indicates that well over a million businesses across Australia regularly source safety compliance services through external advisors, trainers, consultants, or auditors—excluding technology and software solutions. This reflects the critical importance and broad adoption of traditional safety compliance support in the Australian business landscape

Which PODs To choose?

PODs – COMING SOON

Website Name

SERVICE SUPPLIERS

IWanttheBestAdvertising.com.au

Market - Businesses sourcing advertising services

Estimation:

If approximately 68% of SMBs engage in advertising, and considering that SMBs make up the vast majority of Australian businesses, it is reasonable to estimate that well over 1 million businesses across Australia purchase advertising services in some form.

This figure includes not only those using advertising agencies but also businesses purchasing digital ads directly on platforms like Google, Meta, and TikTok.

Key Points

The majority of Australian businesses, especially SMBs, purchase advertising services—primarily through digital channels.

The number is likely in excess of one million businesses, given the high proportion of SMBs participating in advertising and the total number of businesses in Australia.

Digital advertising is the dominant channel, with most businesses favoring social media and online platforms for their ad spend.

In summary: Most Australian businesses—particularly SMBs—purchase advertising services, with estimates suggesting that more than one million businesses are active advertisers, primarily through digital channels.

Which Websites To choose?

PODs – COMING SOON

Personalised Online Directory Name

SERVICE SUPPLIERS

IWanttoIncreaseMySales.com.au

Market - Businesses sourcing services to increase their sales

Key Insights:

Australia had approximately 2,662,998 actively trading businesses as of June 2024.

The majority of these businesses, especially small and medium enterprises, are focused on growth and customer acquisition, which often involves purchasing services to increase sales.

Trends and Estimates:

Customer acquisition is the top goal for media investments in 2025, with 54% of buyers planning to increase their budgets for performance advertising and sales growth services.

Just over half (54%) of Australian businesses consider introducing new products/services or improving sales of existing ones as their primary growth strategy, often relying on external services to achieve these goals.

Many businesses also seek loans and external funding specifically to fuel growth and sales expansion, indicating a strong appetite for services that directly impact sales performance

Estimated Number:

Based on these trends, it is reasonable to estimate that over half of all Australian businesses—more than 1.3 million—purchase services aimed at increasing their sales. These services include marketing, advertising, sales consulting, technology solutions, and customer acquisition platforms