

Fuel Retailing in Australia

Key Statistics 2014-15 (IBISWorld 2015)

Revenue: **\$37,202.9 million**

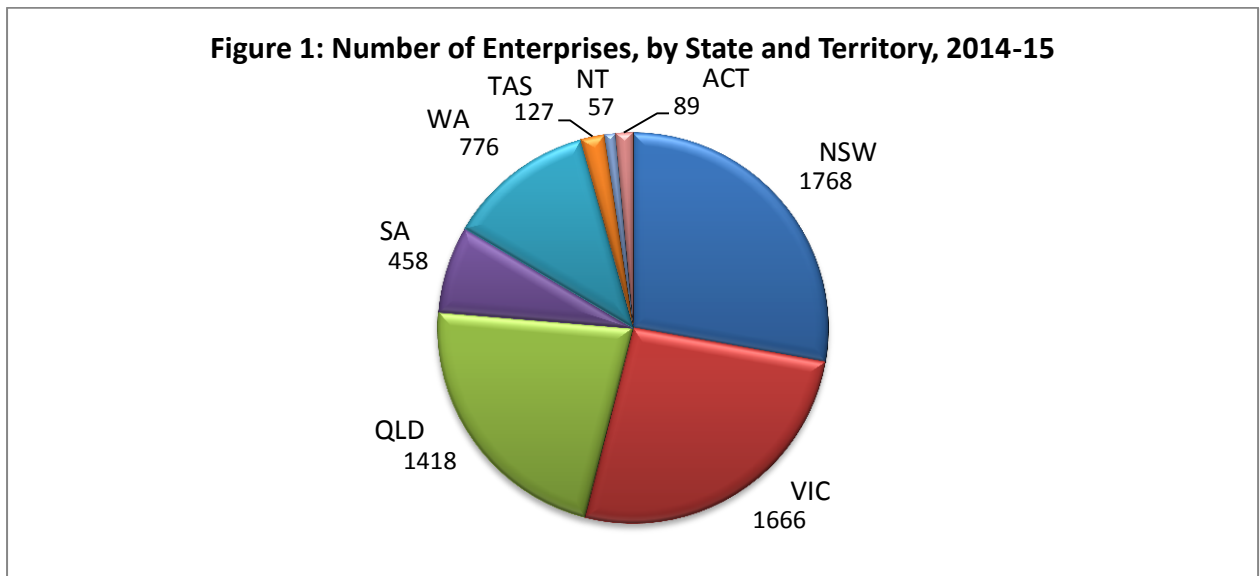
Establishments: **6,358**

Businesses: **3,756**

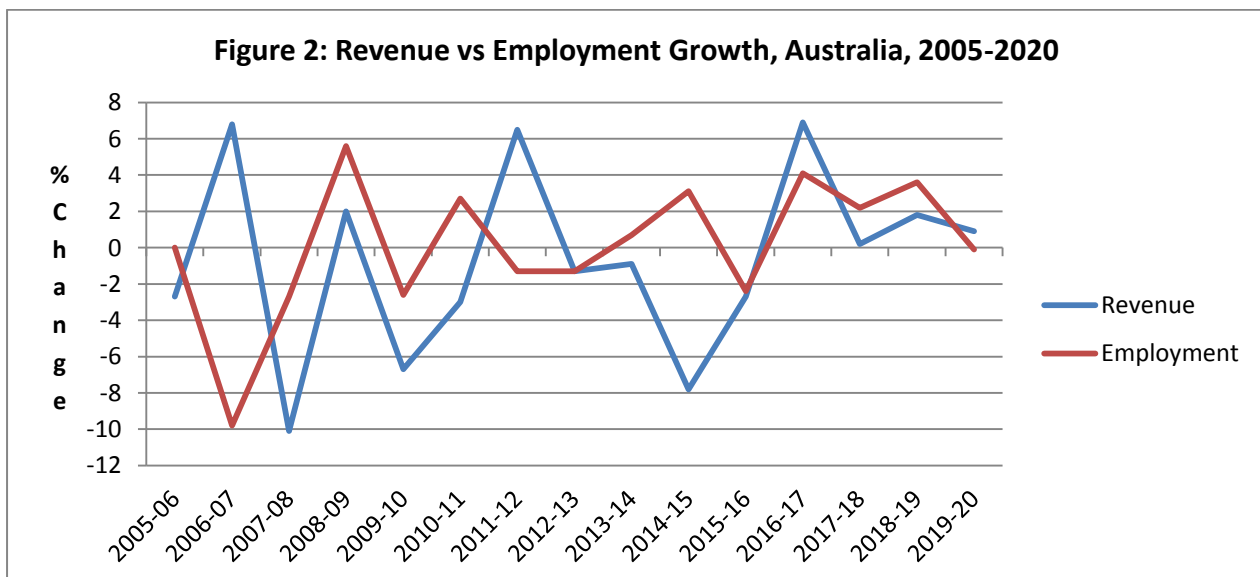
Employment: **38,419**

Avg. Employees per Establishment: **6.0**

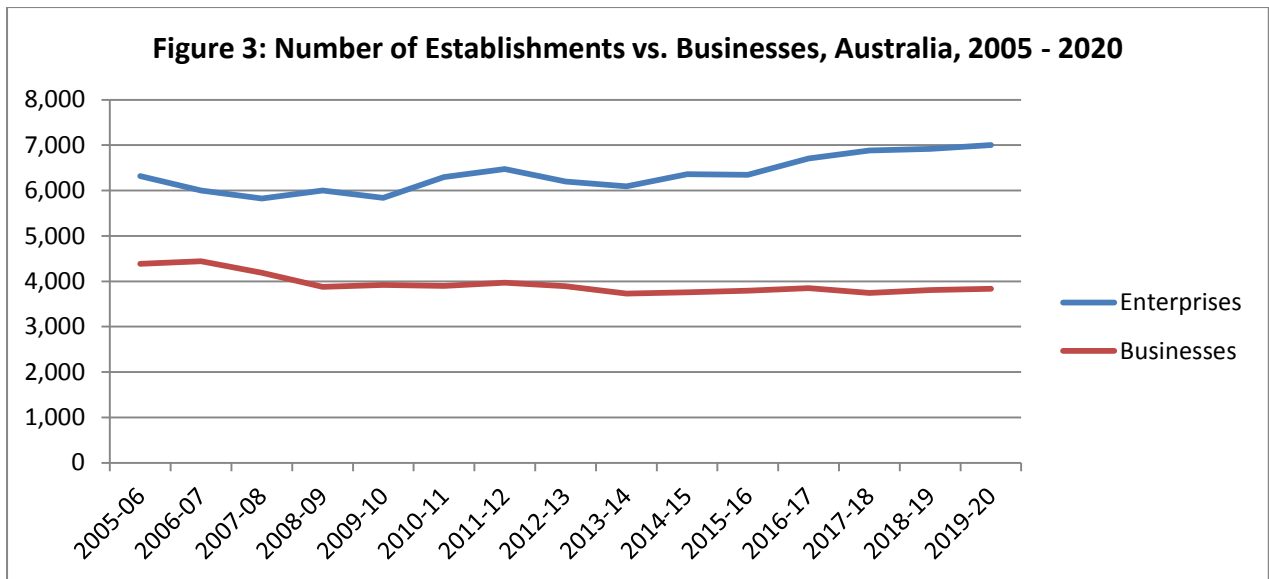
Avg. Wage: **\$39,116.10**



Source: IBISWorld, G4000 Fuel Retailing in Australia, Magner, L., May 2015.



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Summary

The structure of the fuel retailing industry has changed markedly over the past 10 years. Many oil companies have pulled out of the industry opting to pursue more profitable streams of revenue, and have been replaced by supermarket chains like Coles, Woolworths and 7-Eleven. The supermarket chains can use fuel outlets as an extension of their regular businesses selling supermarket goods and petrol at discounted prices with docket vouchers.

The fuel retail industry is subject to volatility in the market place dependent on the price of crude oil. When the Global Financial crisis hit people began to limit the amount of petrol they used forcing the retail price of petrol down. It took a number of years for revenue to return to positive growth, bouncing back strongly in 2011-12.

With the improved business changes in the fuel retail industry it is expected that positive growth will be maintained in the near future. There is evidence of more cars on the road which means more fuel. Counter acting this, many of the new vehicles are diesel fuelled which is more fuel efficient than petrol and therefore means fewer fuel stops per vehicle.