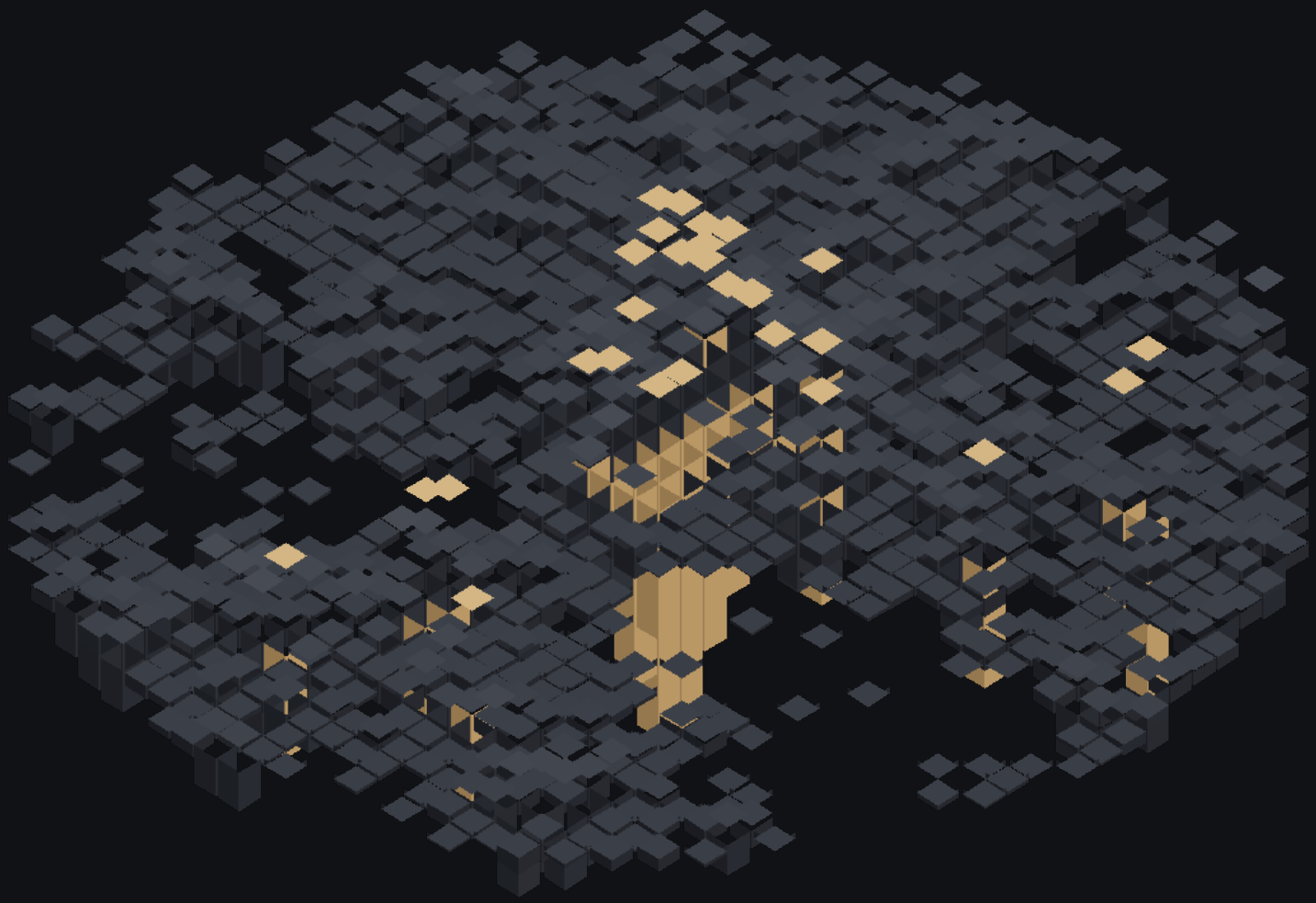
COMMERCIAL INTELLIGENCE AU SYD

Sydney
Offline Trade Intelligence

145,719 measured places within 30 km (41,688 inside 5 km) | 81.4% website coverage, 9.6% chain share, 18.6% digital gap



CITY DOSSIER AU

Sydney offline trade intelligence

We counted 145,719 places within 30 km of the centre of Sydney, and 41,688 inside 5 km. 81.4% keep a website a customer can open, 9.6% trade under a chain name, so 18.6% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

145,719
places counted, 30 km ring

81.4%
keep a website a customer can open (27,114 do not)

9.6%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 145,719

Segment	Places	Share	With a website	Gap
Retail	30,676	21.1%	83.2%	16.8%
Food and beverage	24,066	16.5%	69.0%	31.0%
Professional services	20,455	14.0%	91.2%	8.8%
Other	17,721	12.2%	85.7%	14.3%
Home and repair	12,645	8.7%	88.4%	11.6%
Beauty and wellness	11,156	7.7%	68.6%	31.4%
Fitness and sport	5,970	4.1%	86.9%	13.1%

WHAT THE COUNTS SAY

01 **The gap sits in beauty and wellness.**
11,156 places, 7.7% of the ring, and only 68.6% keep a website. The city average is 81.4%, so this segment is 12.8 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 66.7 of 100, rank 20 of 58 measured cities, radiance +2.0% since 2019, outer ring 5.3%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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