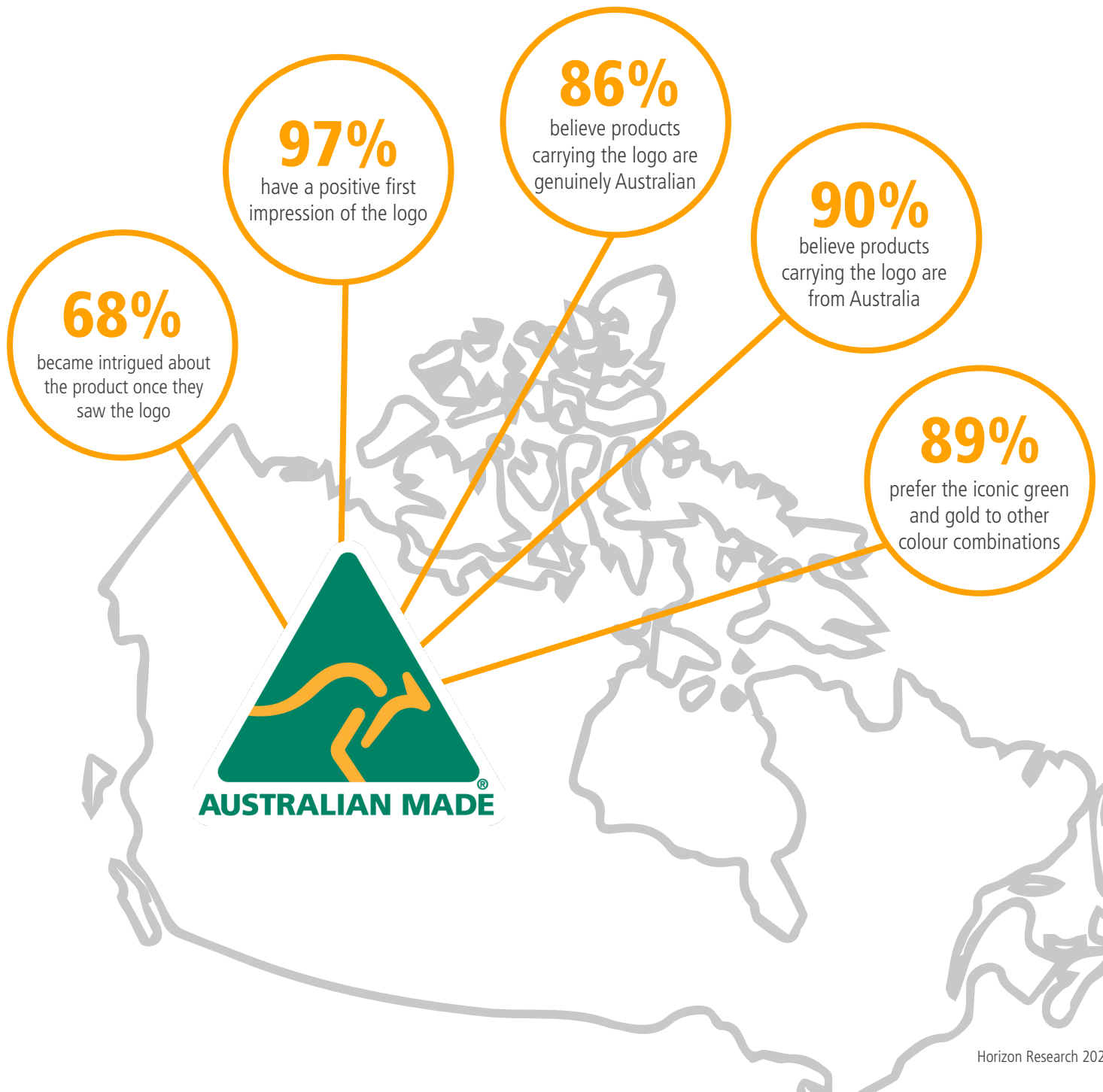
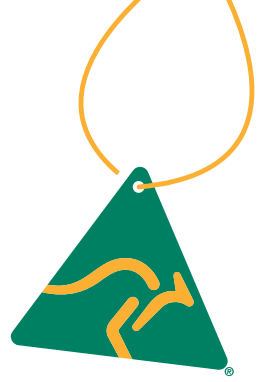




# The Australian Advantage in Canada - Toronto

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 508 participants surveyed in Toronto, Canada.





Few consumers have a preference for Australian products carrying the Australian Made logo over similar imported products.



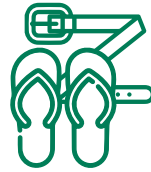
**51%**

Wine, beer & spirits



**48%**

Skincare & make-up



**47%**

Fashion accessories



In the past year, few consumers have purchased Australian products.



**14%**

Skincare & make-up



**17%**

Vitamins & health products



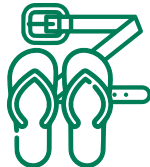
**16%**

Food & non-alcoholic beverages



**42%**

Wine, beer & spirits



**16%**

Fashion accessories



**16%**

Fashion clothing

11% had not purchased any of these Australian products



Consumers want to be more informed when considering purchasing Australian products.



**62%**

Quality standards

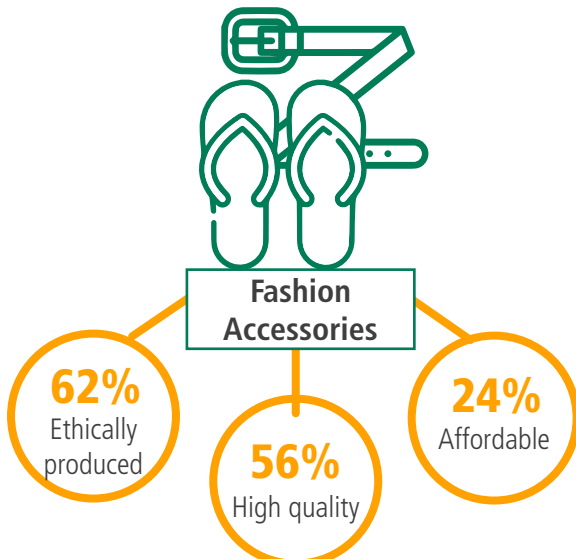
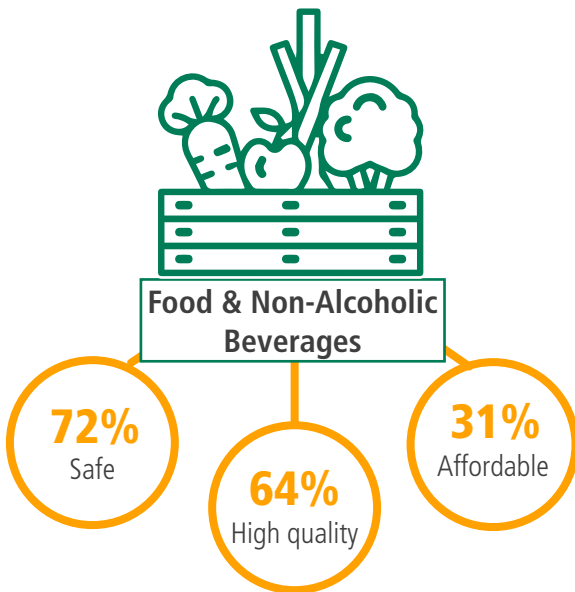


**53%**

Sustainability and impact on the environment

# Purchase behaviour

Consumers perceive Australian products to be safe, ethically produced and high quality.



Consumers are motivated to buy Australian products due to:



**63%**  
Quality



**53%**  
Reputation



**45%**  
Lower price  
compared to other  
imported products

Consumer are deterred from buying Australian products due to:



**48%**  
Higher price compared  
to imported products



**43%**  
Higher price compared  
to local products



**40%**  
Lack of availability



Consumers pay attention to digital channels for product information.



**51%**  
Social media



**48%**  
Television



**44%**  
In-store  
promotions



Consumers predominantly rely on three social media platforms for product information.



**53%**  
YouTube



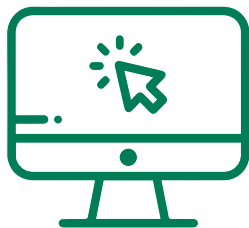
**51%**  
Facebook



**50%**  
Instagram

# Impact of COVID-19

Consumers have changed their shopping habits as a result of COVID-19.



**65%**

are buying more online now



**60%**

are making less frequent shopping trips

Smaller changes were also identified.



**44%**

are stocking up on essential items



**36%**

are concentrating buying in fewer shops



**35%**

are paying closer attention to price



**20%**

are buying more locally produced products



**20%**

are paying closer attention to country of origin



**9%**

are making more shopping trips



**5%**

are shopping exactly the same way as before

