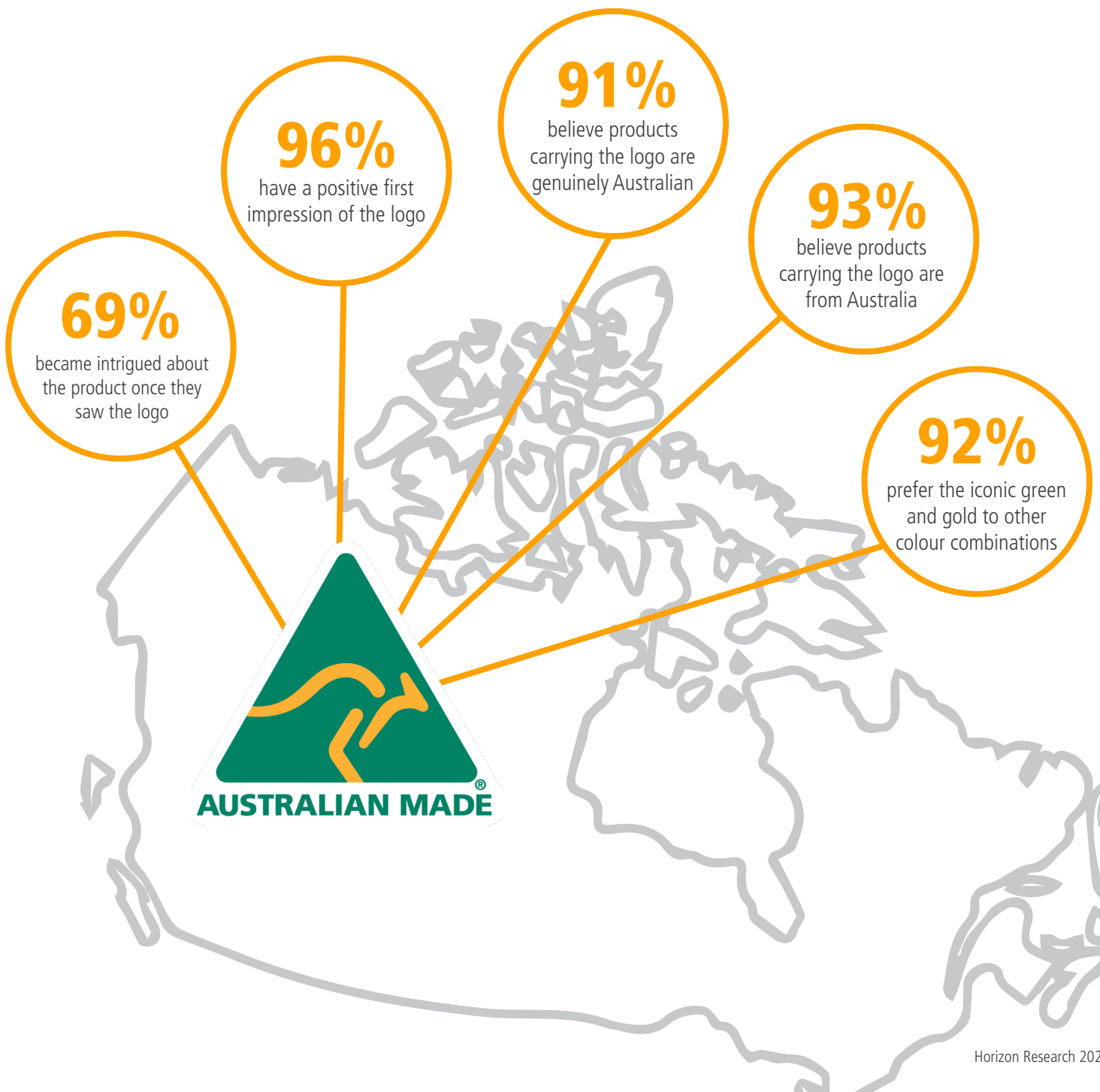


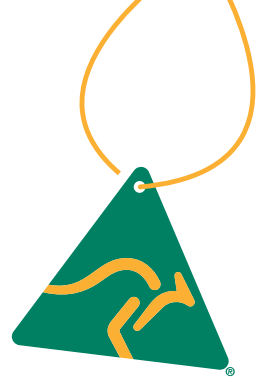


The Australian Advantage in Canada - Vancouver

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 366 participants surveyed in Vancouver, Canada.

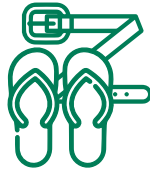


Few consumers have a preference for Australian products carrying the Australian Made logo over similar imported products.



53%

Wine, beer & spirits



51%

Fashion accessories



49%

Fashion clothing



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



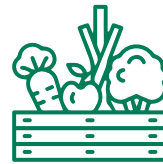
20%

Skincare & make-up



20%

Vitamins & health products



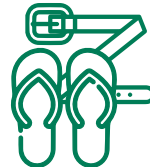
19%

Food & non-alcoholic beverages



38%

Wine, beer & spirits



17%

Fashion accessories



17%

Fashion clothing

12% had not purchased any of these Australian products



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



66%

Quality standards

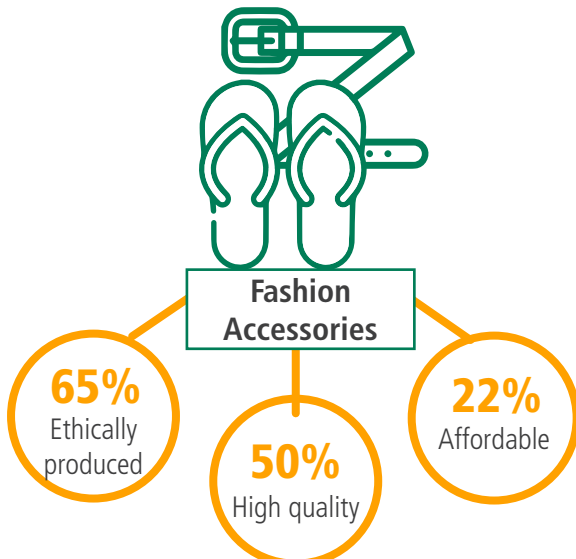
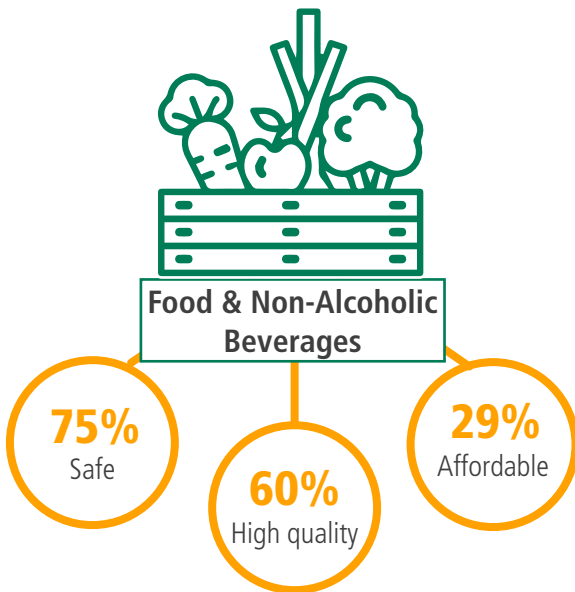
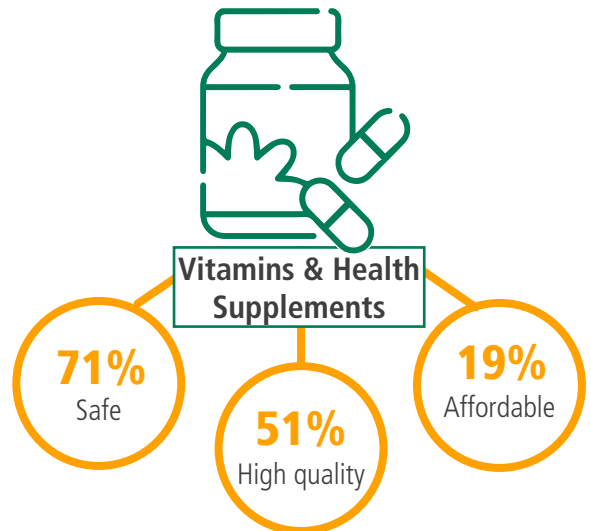


63%

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:



59%

Quality



55%

Reputation



45%

Ethical standards

Consumer are deterred from buying Australian products due to:



51%

Higher price compared to imported products



46%

Higher price compared to local products



42%

Lack of availability



42%

Lack of awareness that products are Australian



Consumers pay attention to digital channels for product information.



52%

Social media



43%

Online retail promotions



38%

Television



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



53%

Facebook



51%

Instagram



50%

YouTube

Impact of COVID-19

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



66%

are buying more online now



64%

are making less frequent shopping trips

Smaller changes were also identified.



43%

are stocking up on essential items



43%

are concentrating buying in fewer shops



30%

are paying closer attention to price



24%

are buying more locally produced products



19%

are paying closer attention to country of origin



10%

are making more shopping trips



4%

are shopping exactly the same way as before

