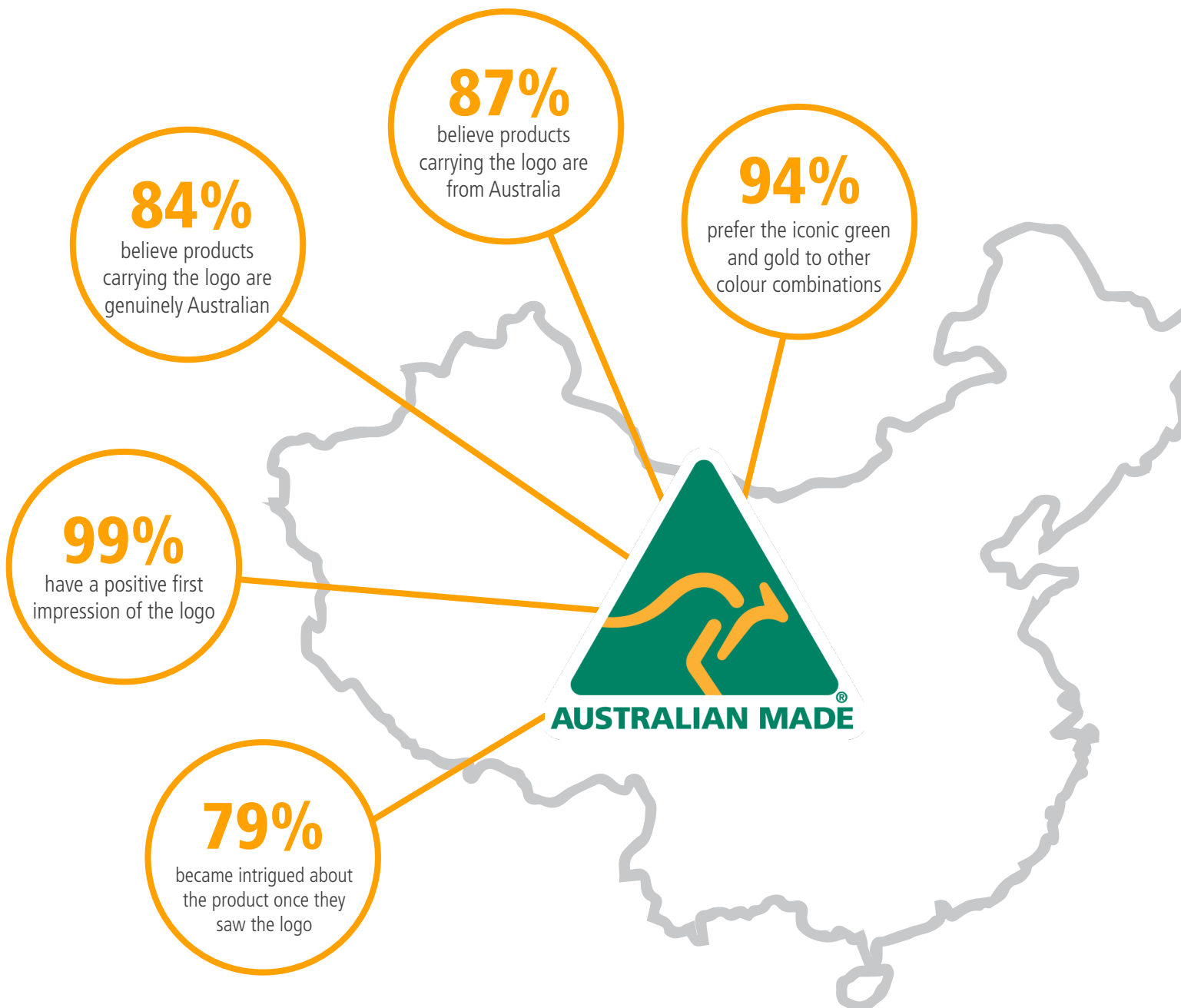
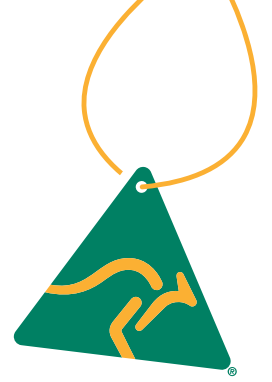




# The Australian Advantage in China

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 673 participants surveyed in Shanghai, China.





Most consumers would give preference to Australian products carrying the logo over similar imported products.



**67%**

Skincare & make-up



**77%**

Vitamins & health products



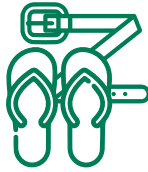
**72%**

Food & non-alcoholic beverages



**71%**

Wine, beer & spirits



**66%**

Fashion accessories



**64%**

Fashion clothing



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



**43%**

Skincare & make-up



**52%**

Vitamins & health products



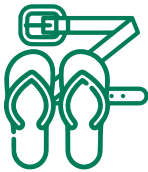
**26%**

Food & non-alcoholic beverages



**46%**

Wine, beer & spirits



**26%**

Fashion accessories



**21%**

Fashion clothing

9% had not purchased any of these Australian products the logo



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



**69%**

Quality standards

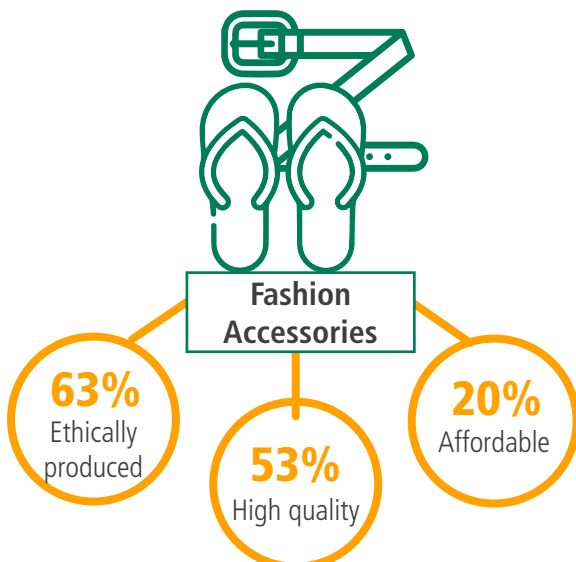
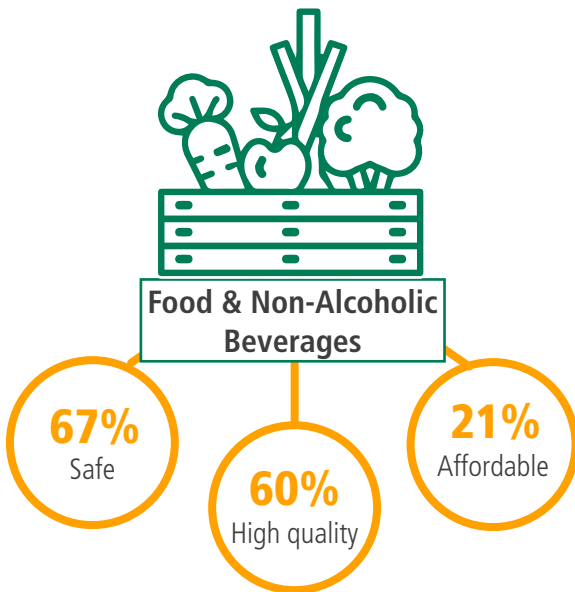
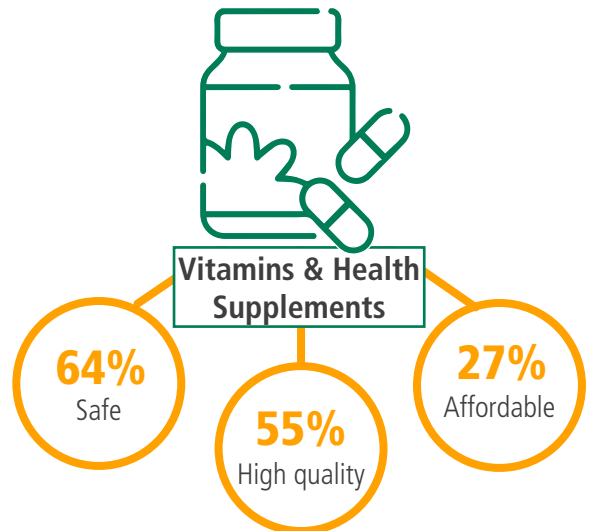


**53%**

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:



**57%**  
Reputation



**41%**  
Trust



**39%**  
Ethical standards

Consumer are deterred from buying Australian products due to:



**32%**  
Preference for local products



**31%**  
Higher price compared to local products



**29%**  
Lack of awareness that products are Australian

Consumers pay attention to digital channels for product information.



**57%**  
Social media



**46%**  
Online retail promotions



**43%**  
Online newspapers & magazines

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



**84%**  
WeChat



**53%**  
Weibo



**48%**  
QQ

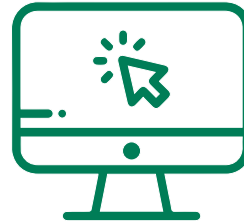
# Impact of COVID-19

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



**56%**

are making less frequent shopping trips



**54%**

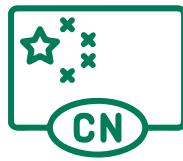
are buying more online now

Smaller changes were also identified.



**43%**

are stocking up on essential items



**30%**

are buying more locally produced products



**26%**

are concentrating buying in fewer shops



**24%**

are paying closer attention to country of origin



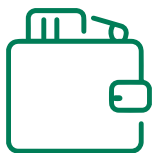
**21%**

are paying closer attention to price



**18%**

are making more shopping trips



**3%**

are shopping exactly the same way as before

