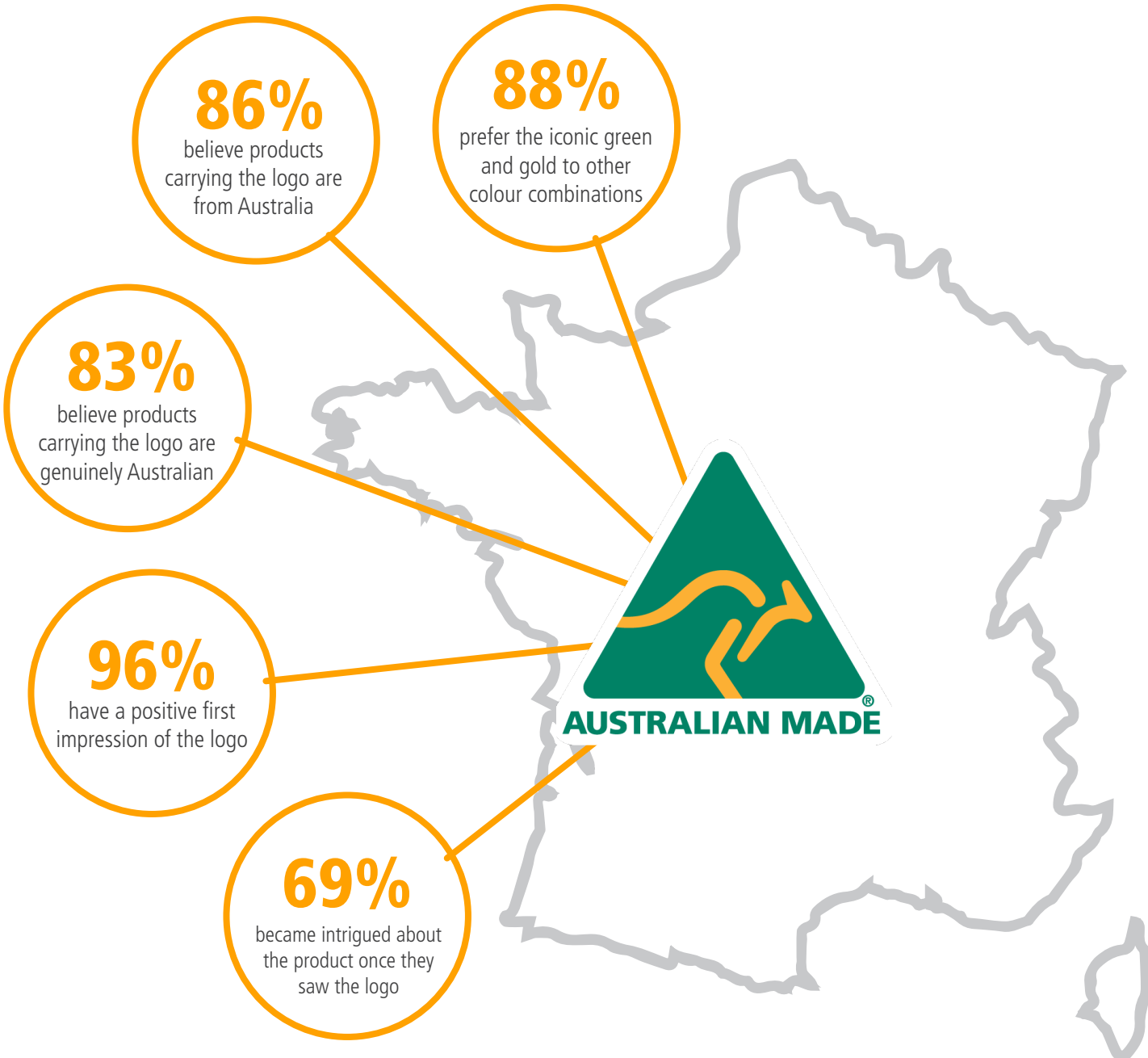
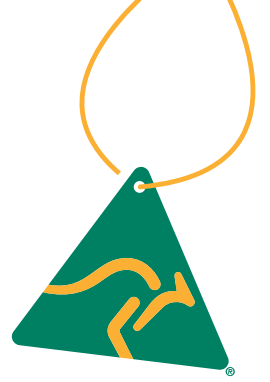




The Australian Advantage in France

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 510 participants surveyed in Paris, France.





Consumers have a stronger preference for Australian products carrying the Australian Made logo over similar imported products.



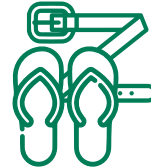
55%

Vitamins & health products



51%

Fashion clothing



50%

Fashion accessories



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



13%

Skincare & make-up



11%

Vitamins & health products



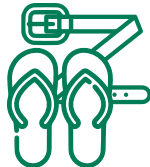
10%

Food & non-alcoholic beverages



19%

Wine, beer & spirits



16%

Fashion accessories



19%

Fashion clothing

35% had not purchased any of these Australian products



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



51%

Quality standards

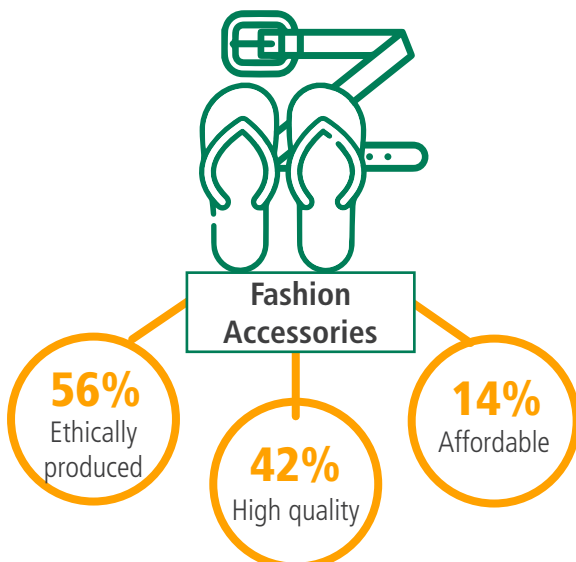
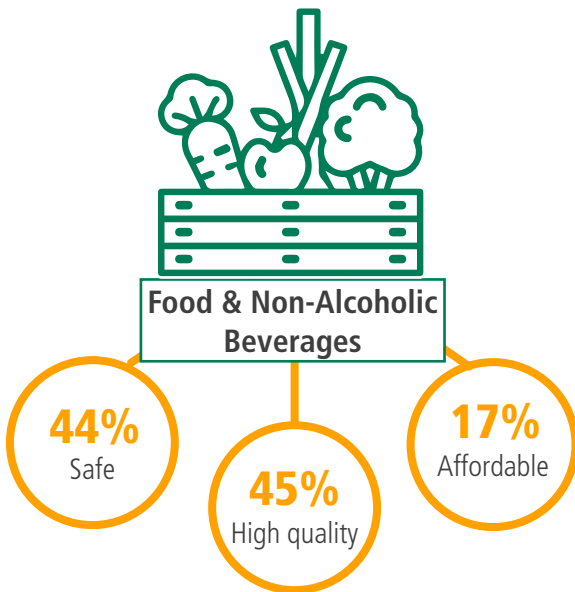
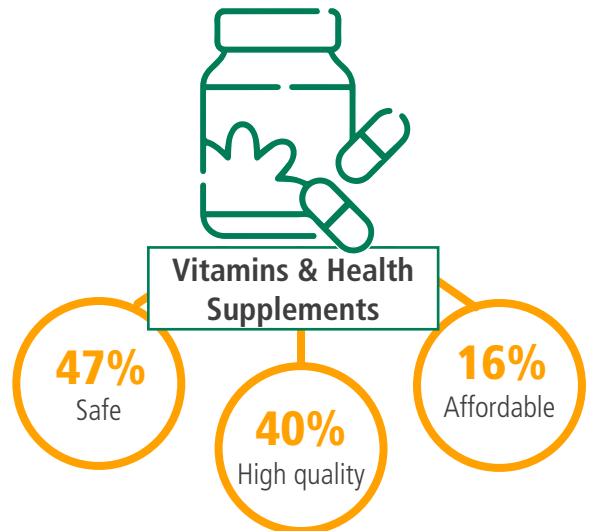


56%

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:



56%
Quality



53%
Reputation

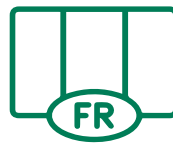


42%
Ethical standards

Consumer are deterred from buying Australian products due to:



40%
Higher prices compared to local products



34%
Preference for local products



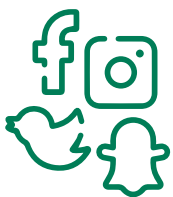
38%
Higher prices compared to other imported products



34%
Lack of awareness that products are Australian



Consumers pay attention to various channels for product information.



51%
Social Media



43%
Television



42%
In-store Promotions



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



54%
Facebook



53%
YouTube



50%
Instagram

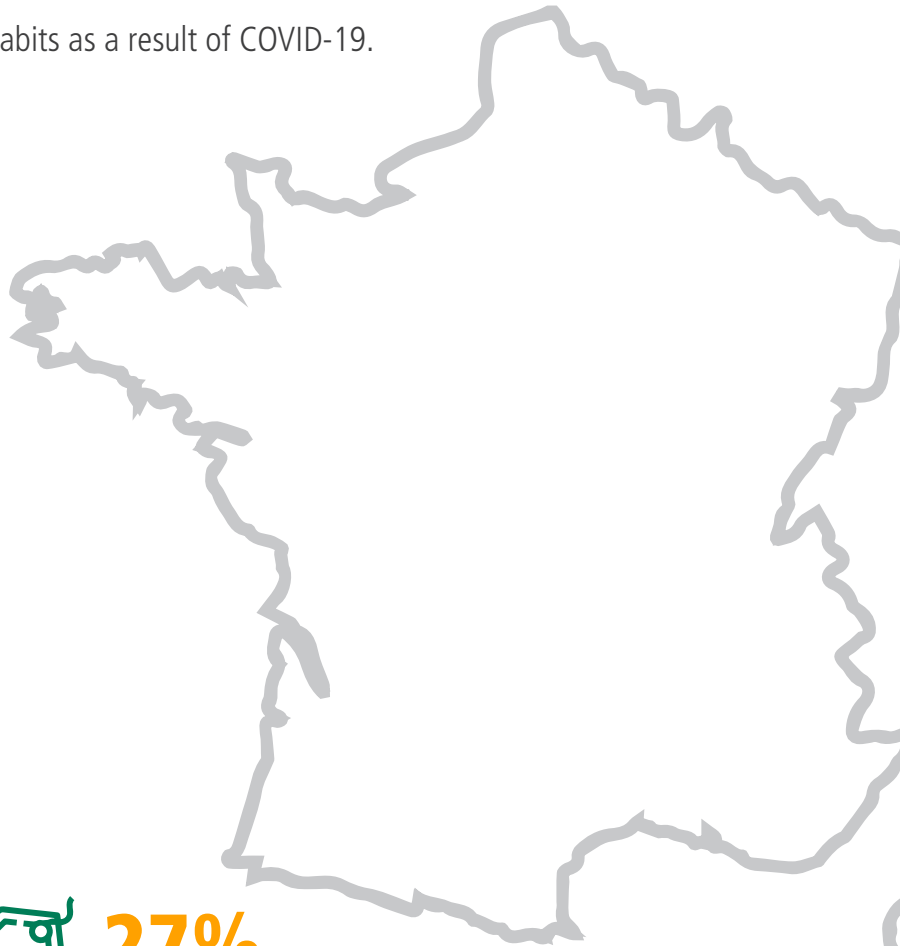
Impact of COVID-19

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



55%

are buying more online



Smaller changes were also identified.



37%

are making less shopping trips



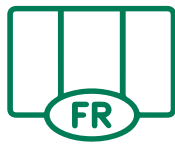
27%

are paying closer attention to price



27%

are concentrating buying in fewer shops



25%

are buying more locally produced products



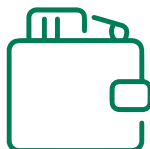
21%

are paying closer attention to country of origin



19%

are stocking up on essential items



13%

are shopping exactly the same way as before



11%

are making more shopping trips