

The Australian Advantage in the United Arab Emirates

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 515 participants surveyed in Dubai, United Arab Emirates (UAE).

84% believe products

believe products carrying the logo are from Australia

92%

prefer the iconic green and gold to other colour combinations

76%

became intrigued about the product once they saw the logo 97%

have a positive first impression of the logo

85%

believe products carrying the logo are genuinely Australian

AUSTRALIAN MADE



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



69%Skincare & make-up



76% Vitamins & health products



70%
Food & non-alcoholic beverages



67%Wine, beer & spirits



65%Fashion accessories



67%Fashion clothing

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



34% Skincare & make-up



43% Vitamins & health products



36% Food & nonalcoholic beverages



25% Wine, beer & spirits



28% Fashion accessories



36% Fashion clothing

5% had not purchased any of these Australian products

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



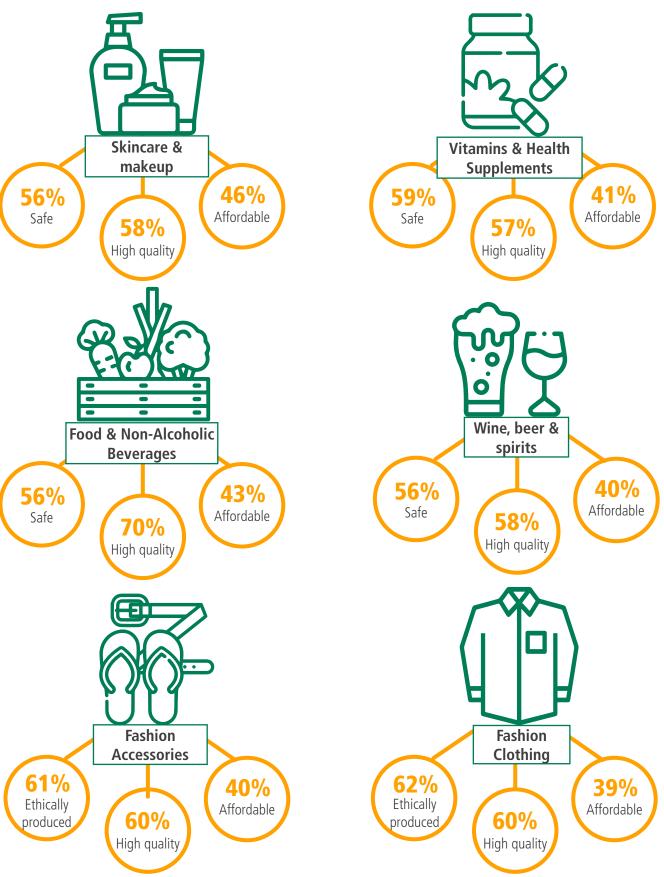
70%
Quality standards



58%
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:



50%Ouality



54%Reputation



Consumer are deterred from buying Australian products due to:



43%
Higher prices compared to other imported products



38% Lack of availability



37%
Higher prices compared to local products



37% Lack of awareness that products are Australian

Consumers pay attention to various channels for product information.



70%



56%
In-store
Promotions



52%Television

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



75%



70%
Facebook



67%
Instagram

Impact of COVID-19

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



68% are buying more online



56% are making less shopping trips

Smaller changes were also identified.



42%

are stocking up on essential items



38%

are paying closer attention to price



37%

are concentrating buying in fewer shops



29%

are paying closer attention to country of origin



24%

are buying more locally produced products



17%

are making more shopping trips



9%

are shopping exactly the same way as before