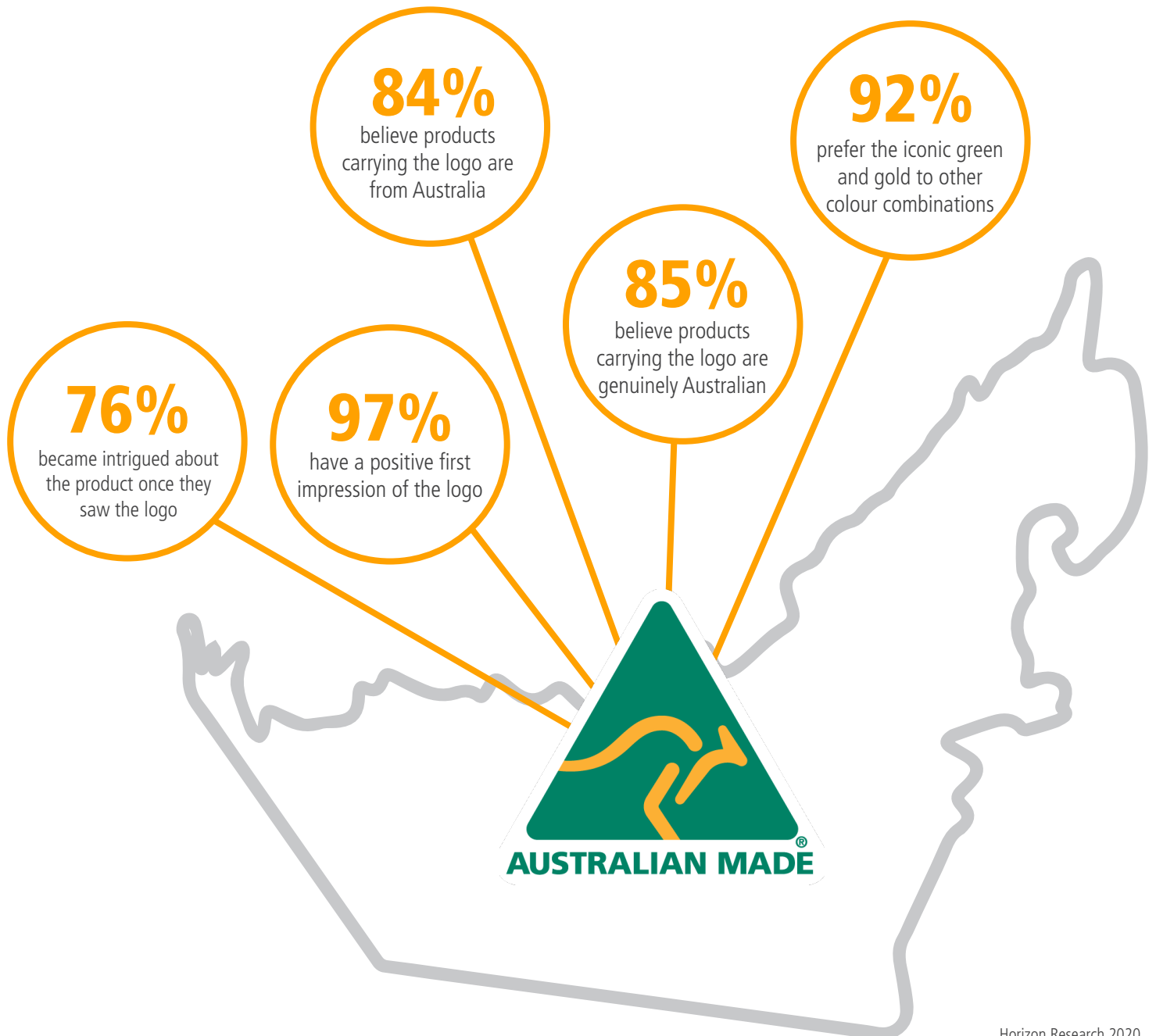




The Australian Advantage in the United Arab Emirates

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).





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



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



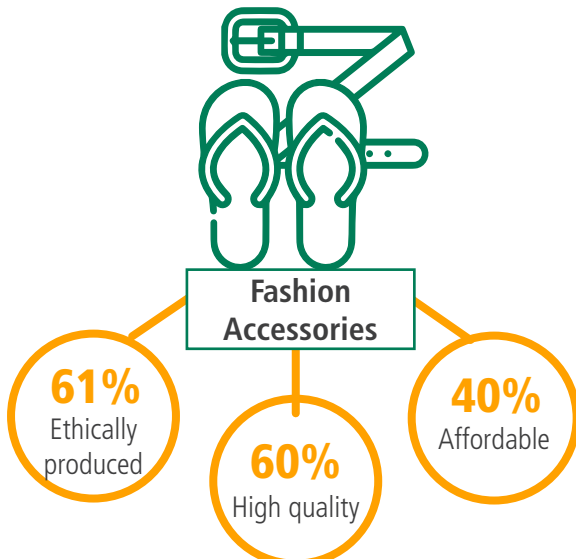
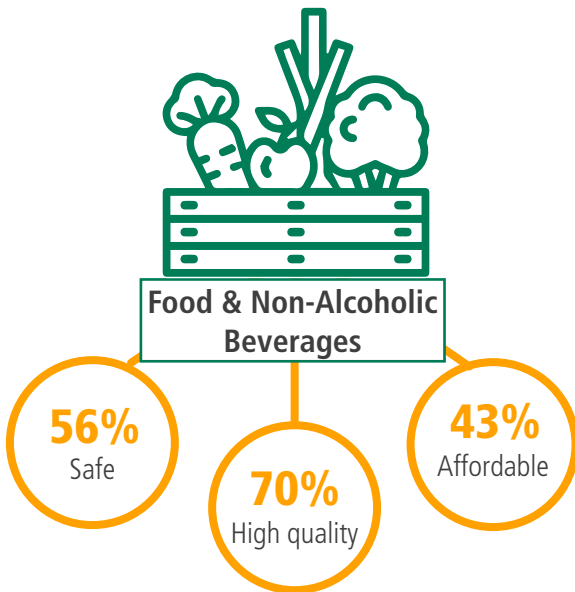
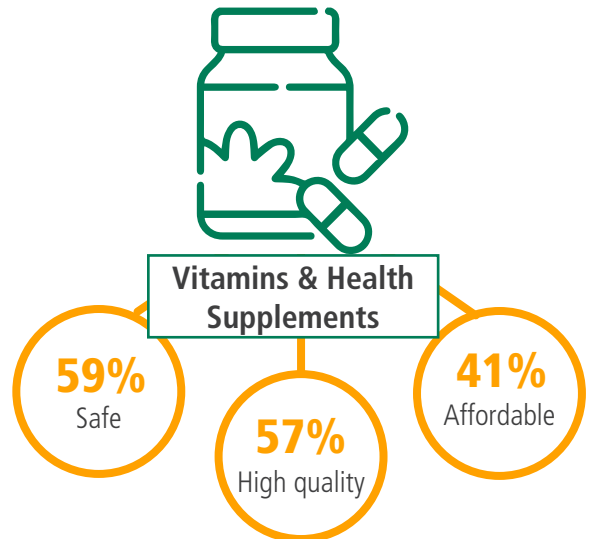
5% had not purchased any of these Australian products

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



Purchase behaviour

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



Consumers are motivated to buy Australian products due to:



50%

Quality



54%

Reputation



46%

Ethical standards

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

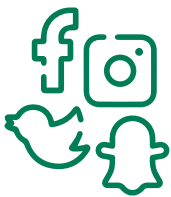


37%

Lack of awareness that products are Australian



Consumers pay attention to various channels for product information.



70%

Social Media



56%

In-store Promotions



52%

Television



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



75%

YouTube



70%

Facebook

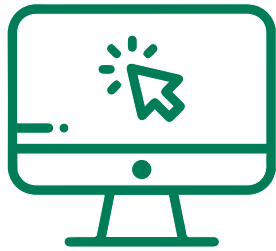


67%

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



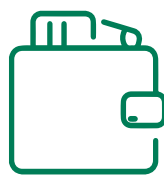
24%

are buying more locally produced products



17%

are making more shopping trips



9%

are shopping exactly the same way as before