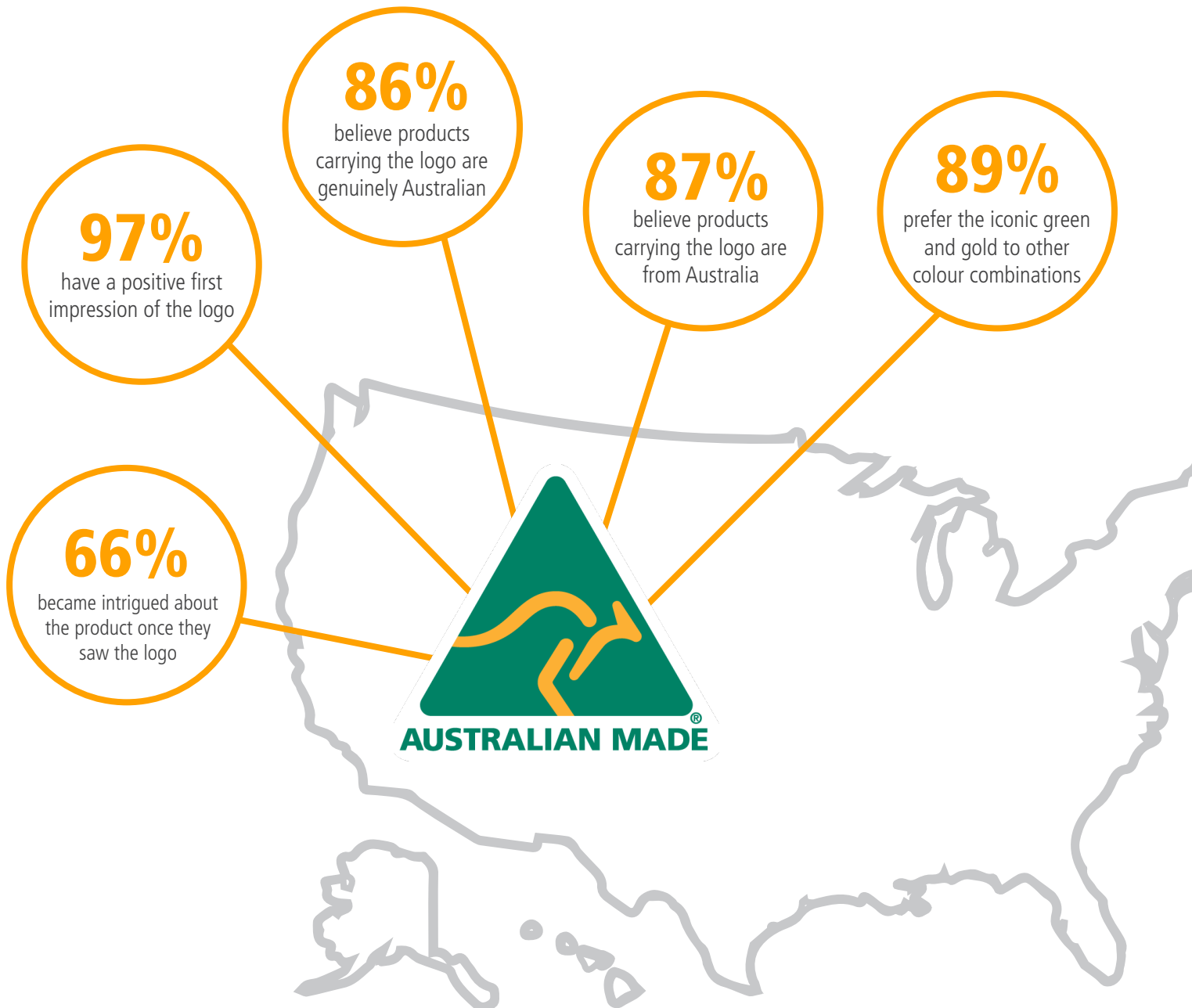
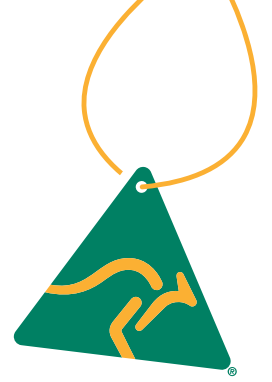




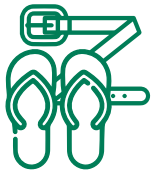
# The Australian Advantage in the USA - Los Angeles

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 585 participants surveyed in Los Angeles, United States of America (USA).





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



**53%**

Fashion accessories



**51%**

Vitamins & health products



**50%**

Fashion clothing



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



**20%**

Skincare & make-up



**22%**

Vitamins & health products



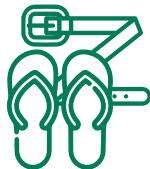
**21%**

Food & non-alcoholic beverages



**30%**

Wine, beer & spirits



**18%**

Fashion accessories



**21%**

Fashion clothing

11% had not purchased any of these Australian products the logo



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



**61%**

Quality standards

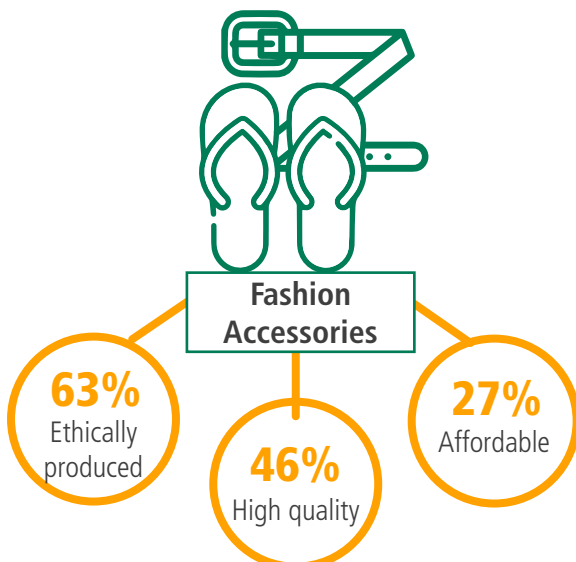
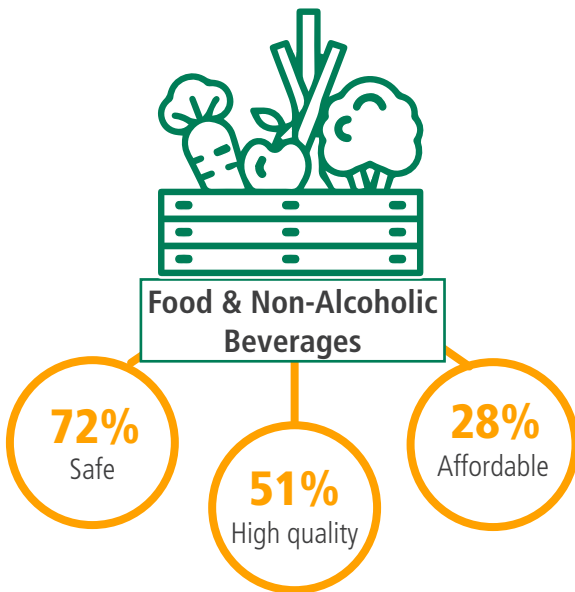
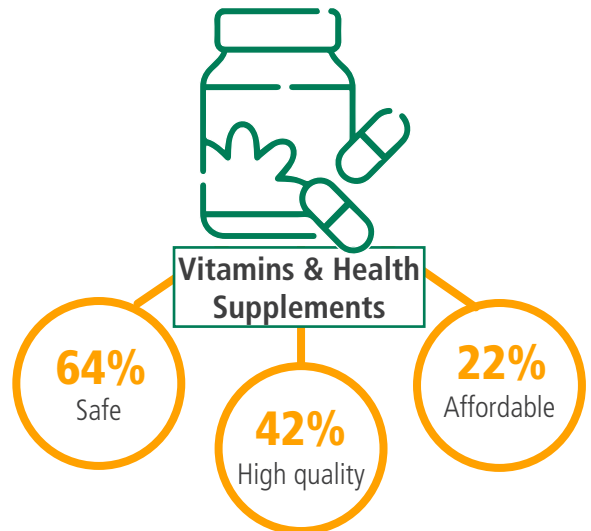


**53%**

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:



**59%**

Quality



**50%**

Reputation



**41%**

Ethical standards



**41%**

Lower price compared to products from other countries

Consumer are deterred from buying Australian products due to:



**42%**

Higher prices compared to other imported products



**38%**

Higher prices compared to local products

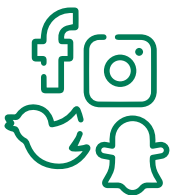


**37%**

Lack of availability



Consumers pay attention to various channels for product information.



**53%**

Social Media



**50%**

Television

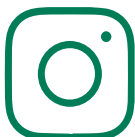


**41%**

In-store Promotions



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



**59%**

Instagram



**55%**

YouTube

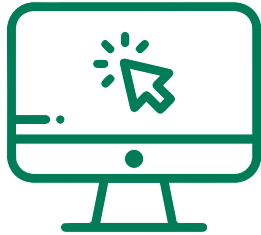


**53%**

Facebook

# Impact of COVID-19

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



**69%**

are buying more online now



**56%**

are making less shopping trips

Smaller changes were also identified.



**45%**

are stocking up on essential items



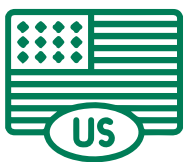
**31%**

are concentrating buying in fewer shops



**29%**

are paying closer attention to price



**19%**

are buying more locally produced products



**18%**

are paying closer attention to country of origin



**12%**

are making more shopping trips



**6%**

are shopping exactly the same way as before

