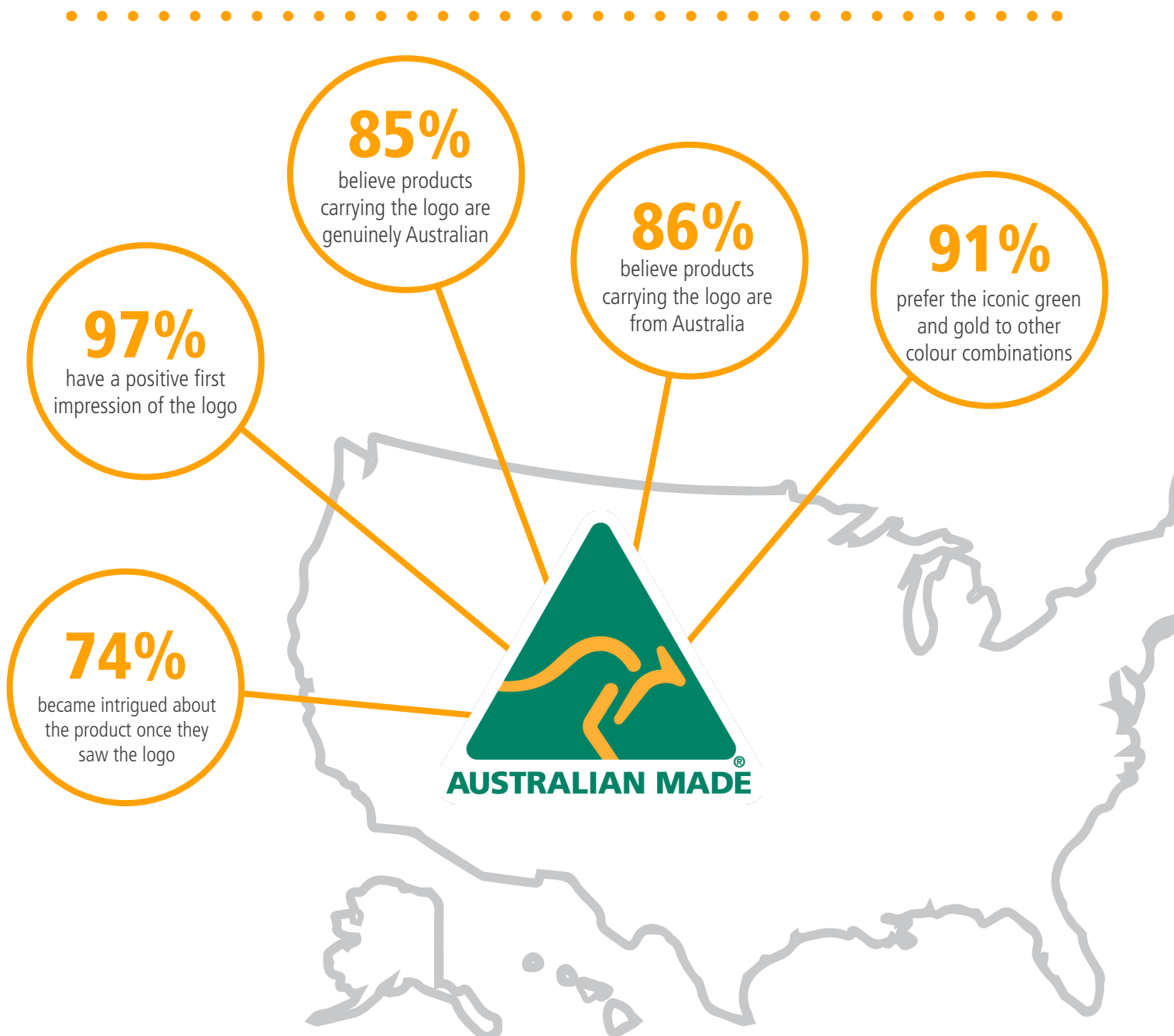




The Australian Advantage in the USA - New York

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 New York, United States of America (USA).





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



61%

Skincare & make-up



63%

Vitamins & health products



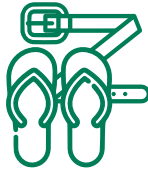
58%

Food & non-alcoholic beverages



64%

Wine, beer & spirits



67%

Fashion accessories



62%

Fashion clothing



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



30%

Skincare & make-up



32%

Vitamins & health products



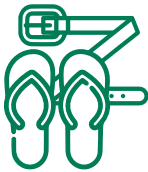
29%

Food & non-alcoholic beverages



40%

Wine, beer & spirits



30%

Fashion accessories



29%

Fashion clothing

6% had not purchased any of these Australian products the logo



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



67%

Quality standards

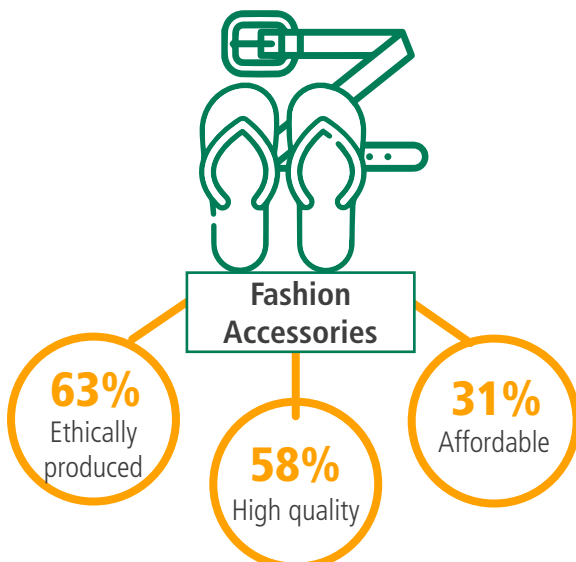
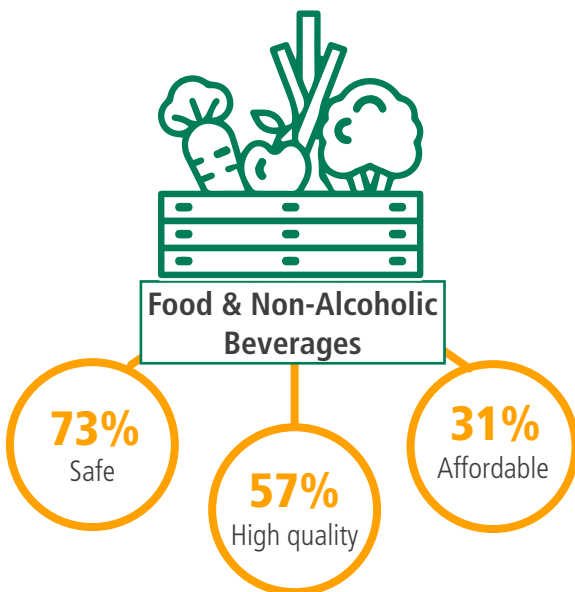
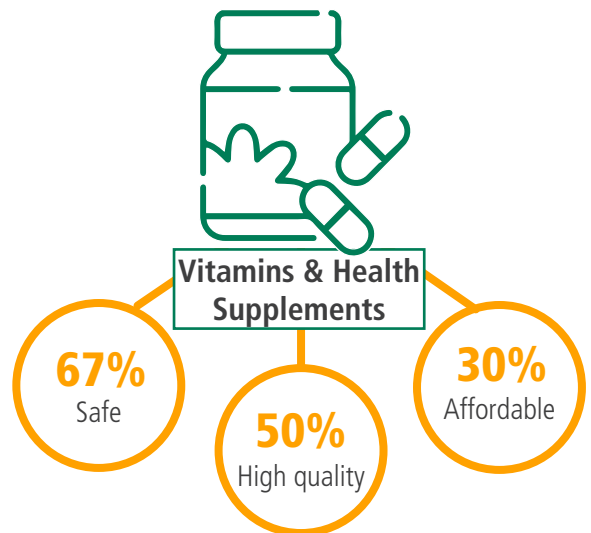


54%

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:



67%

Quality



51%

Reputation



43%

Lower price compared to other imported products

Consumer are deterred from buying Australian products due to:



43%

Higher prices compared to other imported products



39%

Lack of awareness that products are Australian



38%

Higher price compared to local products



38%

Lack of availability



Consumers pay attention to digital channels for product information.



65%

Television



60%

Social Media



43%

Online newspapers & magazines



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



67%

Facebook



65%

YouTube

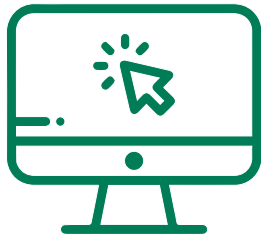


62%

Instagram

Impact of COVID-19

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



70%

are buying more online now



55%

are making less shopping trips

Smaller changes were also identified.



43%

are stocking up on essential items



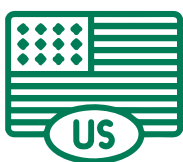
33%

are paying closer attention to price



27%

are concentrating buying in fewer shops



24%

are buying more locally produced products



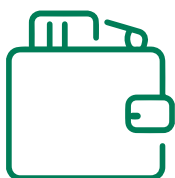
22%

are paying closer attention to country of origin



16%

are making more shopping trips



10%

are shopping exactly the same way as before

