



The Australian Advantage around the world

Horizon Research surveyed 4,404 participants across Canada, China, France, United Arab Emirates, United Kingdom and United States of America about the Australian Made logo and Australian products and found the following findings.



72%

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

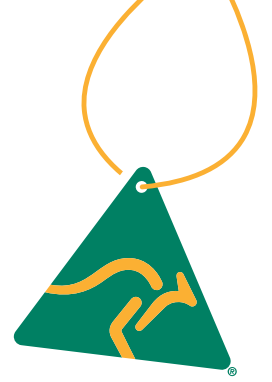
87%

believe products carrying the logo are from Australia

91%

prefer the iconic green and gold to other colour combinations





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



56%

Skincare & make-up



62%

Vitamins & health products



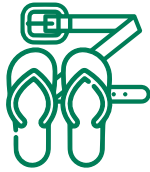
52%

Food & non-alcoholic beverages



59%

Wine, beer & spirits



59%

Fashion accessories



57%

Fashion clothing



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



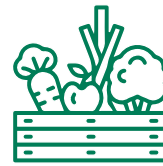
28%

Skincare & make-up



31%

Vitamins & health products



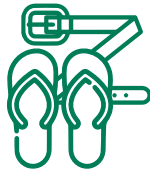
23%

Food & non-alcoholic beverages



37%

Wine, beer & spirits



23%

Fashion accessories



23%

Fashion clothing

12% had not purchased any of these Australian products



Prominent placement of the Australian Made logo (53%) is the most favoured way of increasing consumer consciousness of the possibility of buying Australian.

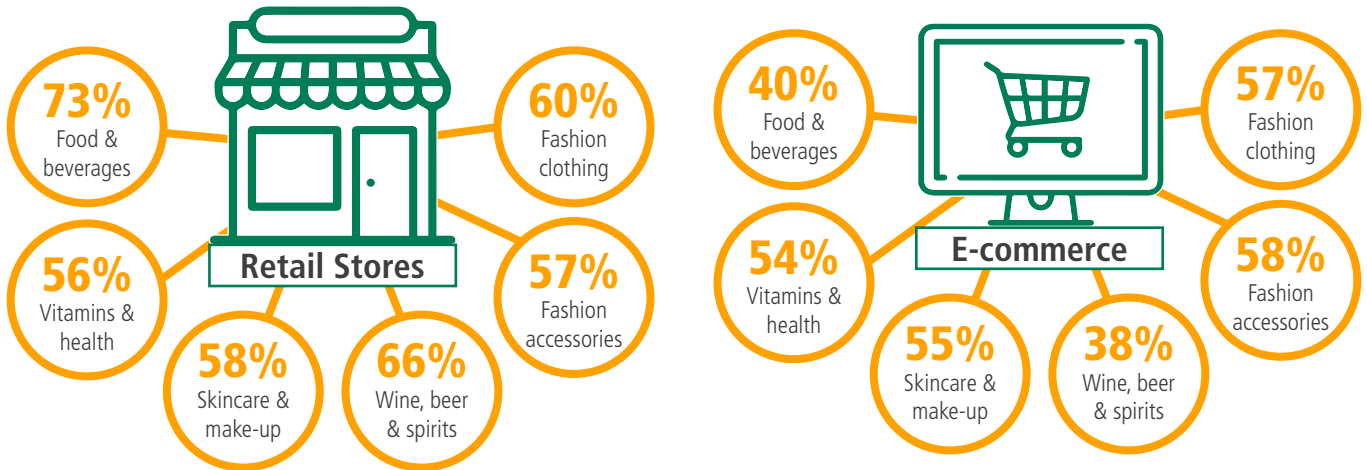
Consumers perception of Australian products compared to other similar local or imported products.

1. Quality

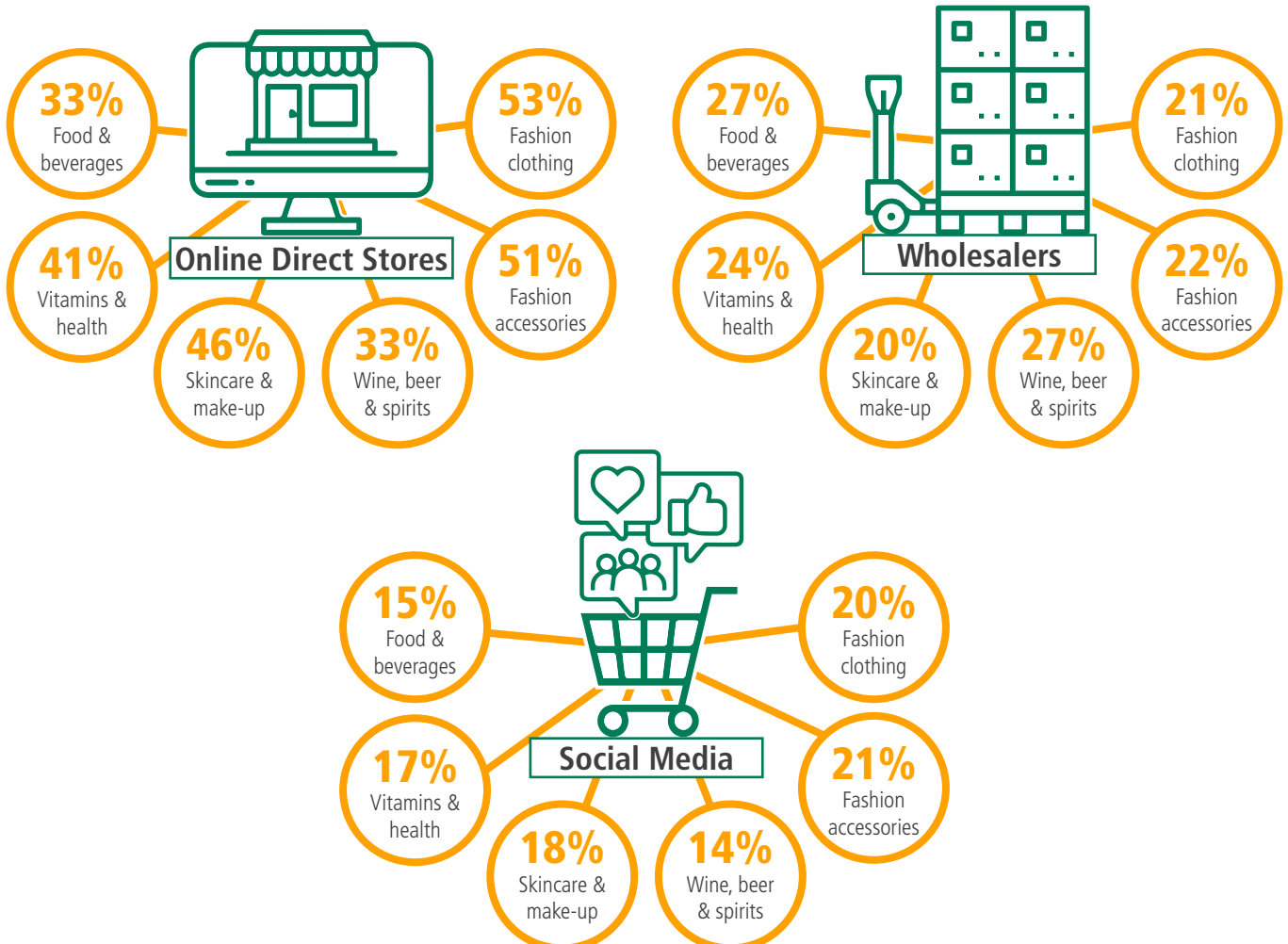
2. Safe/Ethical

Purchase behaviour

Consumers typically purchase products from retail stores and e-commerce platforms.



Other channels include online direct stores, wholesalers and social media.



Consumers are motivated to buy Australian products due to:



54%

Quality



53%

Reputation



41%

Ethical standards

Consumer are deterred from buying Australian products due to:



37%

Higher price compared to local and other imported products



34%

Lack of awareness of Australian products



33%

Lack of availability



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



64%

Quality standards

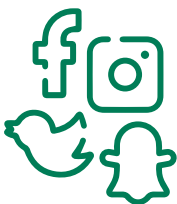


54%

Sustainability and impact on the environment



Consumers pay attention to digital channels for product information.



56%

Social Media



51%

Television



41%

Online retail promotions



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



59%

YouTube



58%

Facebook



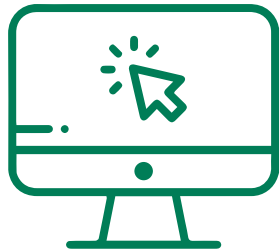
57%

Instagram

This excludes China which relies on WeChat (84%), Weibo (53%) and QQ (48%).

Impact of COVID-19

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



63%

are buying more online



54%

are making less shopping trips

Smaller changes were also identified.



39%

are stocking up on essential items



29%

are paying closer attention to price



29%

are concentrating buying in fewer shops



24%

are buying more locally produced products



21%

are paying closer attention to country of origin



14%

are making more frequent shopping trips



7%

are shopping exactly the same way as before

