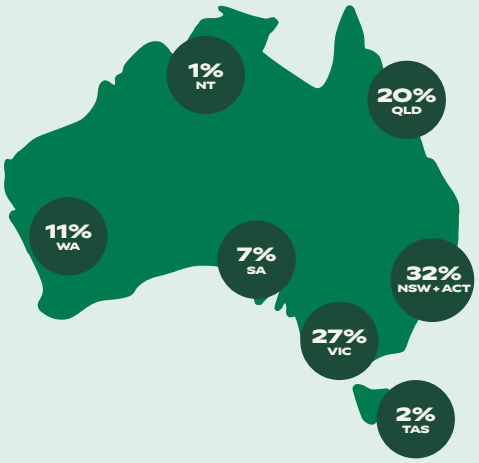
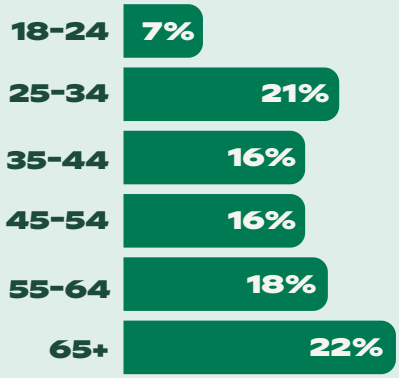
CONSUMER ATTITUDES ON BUYING AUSTRALIAN

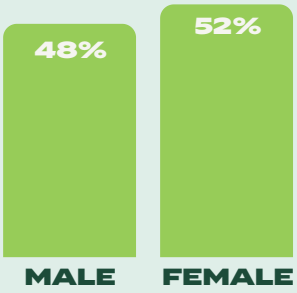
ROY MORGAN RESEARCH

In 2026, Roy Morgan Research surveyed more than 1,000 consumers to explore their attitudes towards the Australian Made logo, and Australian Made campaigns (AMCL).

SAMPLE PROFILE







KEY FINDINGS

THERE IS NEAR UNIVERSAL AWARENESS OF THE AUSTRALIAN MADE LOGO AMONG AUSTRALIAN CONSUMERS

99% of consumers **recognise** the Australian Made logo

90% of consumers **trust** the Australian Made logo

85% of consumers **feel positive** about products carrying the Australian Made logo

85% of consumers **are more likely to purchase** products carrying the Australian Made logo

CONSUMER ATTITUDES ON BUYING AUSTRALIAN

CONFIDENCE IN THE AUSTRALIAN MADE LOGO

MOST AUSTRALIAN CONSUMERS PREFER PRODUCTS THAT CARRY THE AUSTRALIAN MADE LOGO

90% of consumers are **confident** products displaying the logo are made in Australia

85% of consumers said seeing the logo on a product leaves them f**eeling more positive towards that product**

85% of consumers said they would be **more likely to choose a product** carrying the Australian Made logo than a similar alternative

80% of consumers said the Australian Made logo makes a product **stand out**

71% of consumers believe it's important for products made in Australia to **carry the Australian Made logo** over alternative symbols or wording

The Australian Made logo has a **Net Trust Rating of +82** among Australian consumers. This score is among the highest recorded by any brand across Roy Morgan surveys.

CONSUMERS WILLING TO PAY A PREMIUM

A QUARTER (25%) OF CONSUMERS ARE WILLING TO PAY UP TO 5% MORE FOR AUSTRALIAN MADE GOODS

OVER A THIRD (38%) OF CONSUMERS ARE WILLING TO PAY UP TO 10% MORE FOR AUSTRALIAN MADE GOODS

CONSUMER ATTITUDES ON BUYING AUSTRALIAN

IMPORTANCE OF BUYING AUSTRALIAN MADE

87% OF CONSUMERS FEEL IT'S IMPORTANT TO PURCHASE AUSTRALIAN GOODS

87% OF CONSUMERS WOULD PAY A PREMIUM FOR AUSTRALIAN MADE GOODS

TOP BENEFITS OF BUYING AUSTRALIAN MADE

- Jobs for locals and skills development
- High standards and reliable products
- Supports local economy and businesses
- Supports Australia and boosts self-sufficiency
- Money stays in Australia

More than half of Australian consumers indicated that they 'often' or 'always' actively **look for Australian made products when shopping.**

IMPORTANT ATTRIBUTES WHEN PURCHASING AUSTRALIAN MADE

Roy Morgan Research 2026

CONSUMER ATTITUDES ON BUYING AUSTRALIAN

INCREASING LIKELIHOOD TO BUY

A THIRD (34%) OF CONSUMERS HAVE SWAPPED THEIR SHOP BY REPLACING AN EVERYDAY PRODUCT PURCHASE WITH AN AUSTRALIAN-MADE ALTERNATIVE

Consumers report the top economic circumstances that increase their likelihood to buy Australian made products are:

Global supply chain disruptions

Global economic uncertainty

Global political uncertainty

Australian business confidence

ATTITUDES ON BUYING AUSTRALIAN MADE

TOP DRIVERS TO BUY AUSTRALIAN MADE

- Supporting local jobs and the economy
- Better quality products
- Value for money

TOP BARRIERS TO PURCHASING

- Higher prices
- Lack of availability
- Limited choice of products

Roy Morgan Research 2026

CONSUMER ATTITUDES ON BUYING AUSTRALIAN

IMPACT OF THE CAMPAIGN

Over half (51%) of Australian consumers recalled seeing Australian Made's ***Made Right Here*** ad campaign, and over a third (37%) recalled seeing the ***Australian Made Week 2026*** ad campaign.

Of the consumers who recalled the ***Made Right Here*** campaign:

+85

The Australian Made logo has a **Net Trust Rating of +85** - among the highest recorded by any brand across Roy Morgan surveys.

89%

89% said they would be **more likely to choose a product** carrying the Australian Made logo than a similar alternative

88%

88% hold **positive feelings** towards products that carry the logo

85%

85% say the Australian Made logo **makes a product stand out**

81%

81% of consumers believe it's important for products made in Australia to **carry the Australian Made logo** over alternative symbols or wording

61%

61% are 'Always or often' **actively looking** for Australian made products

Since the launch of the ***Made Right Here*** media campaign in early 2026, there has been an increase in consumers purchasing more Australian made products. **Over a third** of Australian consumers indicated they had been **purchasing more Australian made** over the last 12 months.

CONSUMER ATTITUDES ON BUYING AUSTRALIAN

CONFIDENCE IN THE AUSTRALIAN MADE LOGO

MOST AUSTRALIAN CONSUMERS PREFER PRODUCTS THAT CARRY THE AUSTRALIAN MADE LOGO

90%

90% of consumers are **confident** products displaying the logo are made in Australia

85%

85% of consumers said seeing the logo on a product leaves them **feeling more positive towards that product**

85%

85% of consumers said they would be **more likely to choose a product** carrying the Australian Made logo than a similar alternative

80%

80% of consumers said the Australian Made logo makes a product **stand out**

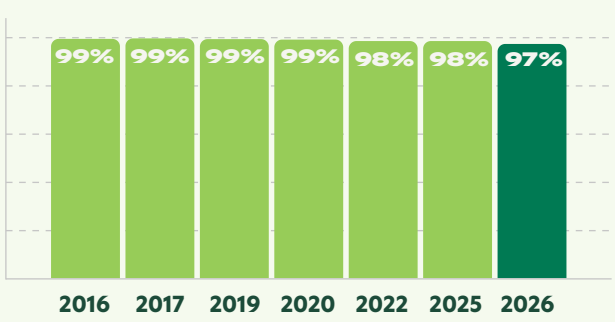
75%

75% of consumers believe it's important for products made in Australia to **carry the Australian Made logo** over alternative symbols or wording

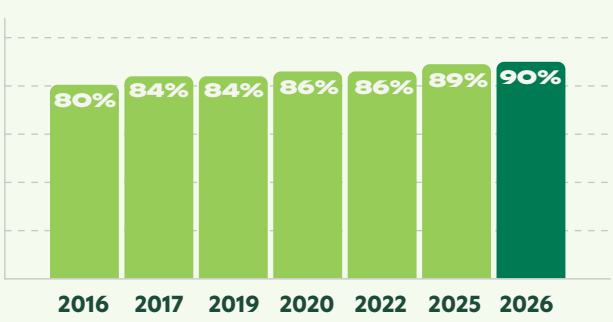
+82

The Australian Made logo has a **Net Trust Rating of +82** among Australian consumers. This score is among the highest recorded by any brand across Roy Morgan surveys.

AWARENESS OF THE LOGO



TRUST OF THE LOGO



For 10 years, Roy Morgan has tracked recognition and trust of the Australian Made logo among Australian consumers. Unprompted **recognition** of the logo **remains consistently high**, and **trust** in the logo has gradually **increased**.

Roy Morgan Research 2026