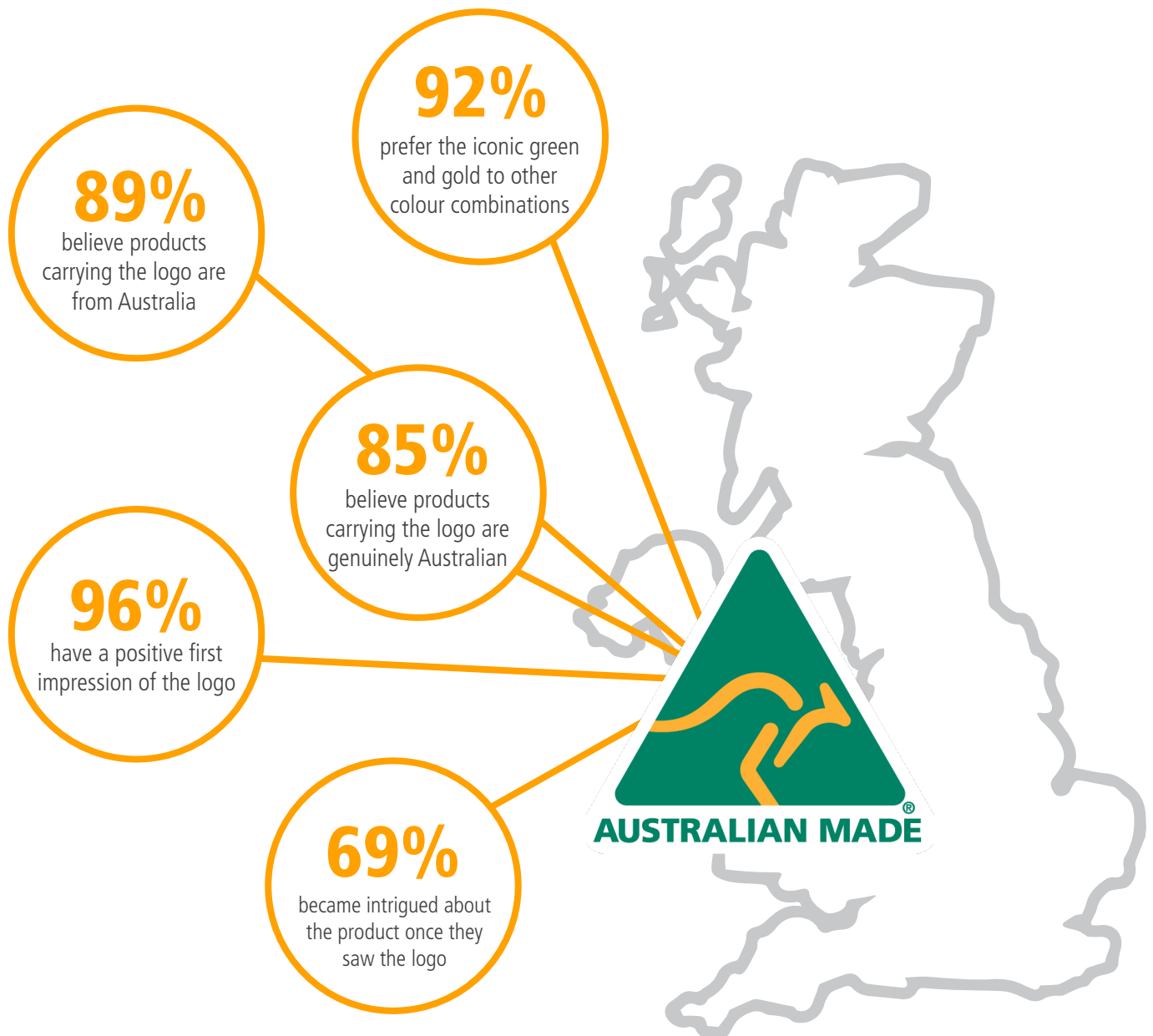




# The Australian Advantage in the United Kingdom

Horizon Research surveyed 4,404 participants across six export markets about the Australian Made logo and Australian products. The following findings are from 659 participants surveyed in London, United Kingdom (UK).





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



**53%**

Wine, beer & spirits



**53%**

Skincare & make-up



**52%**

Vitamins & health products



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



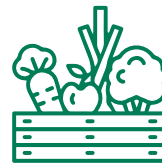
**25%**

Skincare & make-up



**21%**

Vitamins & health products



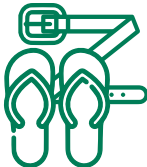
**19%**

Food & non-alcoholic beverages



**40%**

Wine, beer & spirits



**17%**

Fashion accessories



**19%**

Fashion clothing

8% had not purchased any of these Australian products



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



**58%**

Quality standards

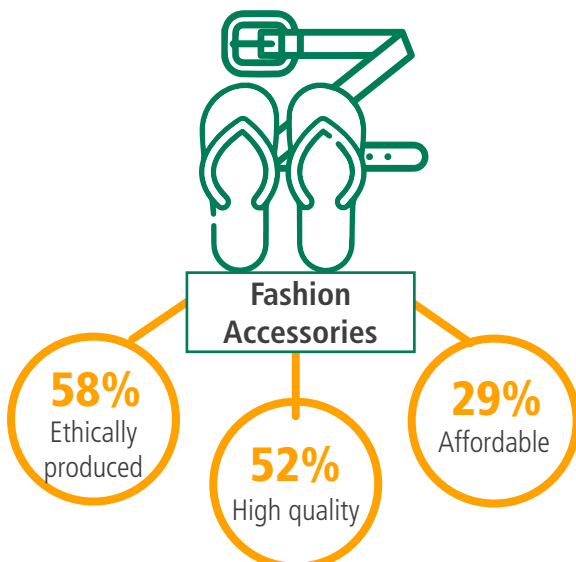
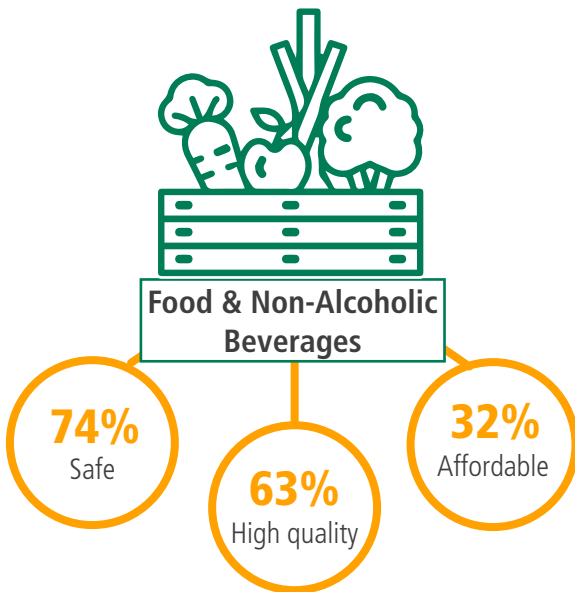
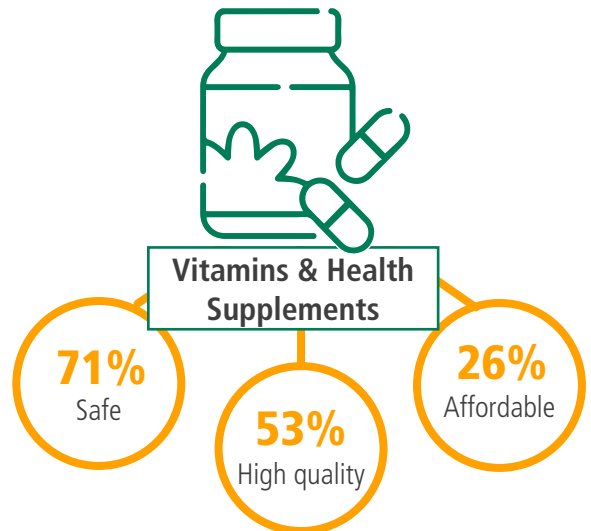


**56%**

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:



**57%**  
Quality



**52%**  
Reputation



**42%**  
Ethical standards

Consumer are deterred from buying Australian products due to:



**42%**  
Higher prices compared to other imported products



**39%**  
Lack of availability



**38%**  
Higher prices compared to local products



Consumers pay attention to digital channels for product information.



**58%**  
Television



**54%**  
Social Media



**43%**  
Online retail promotions



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



**58%**  
YouTube



**54%**  
Instagram



**49%**  
Facebook

# Impact of COVID-19

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



**62%**  
are buying more online



**53%**  
are making less shopping trips

Smaller changes were also identified.



**36%**  
are paying closer attention to price



**32%**  
are stocking up on essential items



**30%**  
are concentrating buying in fewer shops



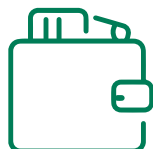
**17%**  
are buying more locally produced products



**14%**  
are paying closer attention to country of origin



**14%**  
are making more shopping trips



**7%**  
are shopping exactly the same way as before

