

CHEMIST & PHARMACY



62%

of Australian women make regular purchases after viewing a Chemist and Pharmacy catalogue¹.

67%

Of the 4.3million Australians who are Trusted Advisors, 67% have read a catalogue in the last 4 weeks².

37%

of those who read a Chemist or Pharmacy catalogue in the last 7 days bought from a Chemist catalogue in the last 7 days - that's SEVEN times more likely than the general population 14+2.

24%

Heavy Catalogue readers (8+ per week) are 24% more likely to agree they are the first to buy the new season's colours in Cosmetics².

2.3 Million

2.3 million Australians are 'Trusted Advisors' for Buying Skin Care & Beauty Products².

66%

Of this 2.3 million cohort, 66% have read a catalogue in the last 4 weeks and 54% have read unaddressed mail in the last 7 days².

34%

Those who bought Cosmetics in the last 4 weeks are 34% more likely to have bought from a catalogue in the last 7 days².

7.5 Million

Of those who read a catalogue in the last 4 weeks 7.5 million bought skin care products and 4.2 million bought cosmetics in the last 6 months².

Source: 1 Roy Morgan Research / Single Source / November 2018 / Qnt #2000, 2 Roy Morgan Research Jan-March 2019

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71%

of Australian women spend an average of 5-9 minutes reading a chemist and pharmacy catalogue¹. Strong and lengthy readership. Catalogue and Letterbox media is a channel consumer 'choose' to engage in. Consumers report 'disappointment' and are 'dissatisfied' when they do not receive their catalogues. This is a key opportunity for Retailers considering their investment. Consumers do not report disappointment from other advertising channels, i.e. free to air television is often criticised for having 'too much' and 'disruptive' advertising, whereas catalogues are sought after.

4.3 MILLION

Australians are 'Trusted Advisors' for Health & Nutrition. 'Trusted Advisors' are those consumers with the greatest influence and recommend brands and products to their community and circle².

8.7 MILLION

Australians have shopped at a Pharmacy in the last 4 weeks and read a catalogue in the last 4 weeks².

68%

of those who agree they are the first to try a new Health Food have read a catalogue in the last 4 weeks².

41%

People who have bought from a Chemist catalogue are 41% more likely to have bought Cosmetics in the last 6 months².

55%

Of the 4.3million Australians who are Trusted Advisors, 55% have read unaddressed mail in the last 7 days².

34%

People who have bought from Catalogues in the last 7 days are 34% more likely to have bought Cosmetics in the last 4 weeks².

Source: **1** Roy Morgan Research / Single Source / November 2018 / Qnt #2000, **2** Roy Morgan Research Jan-March 2019

GENERAL

70%



70% of Australian women purchased a product that they do buy on a regular basis after viewing a catalogue¹. The new research shows that catalogues play a significant role on the path to purchase by driving people in store and triggering high value unintended purchase.

54%

of Australians read catalogues to keep up to date on prices².

35%

of Australians share a hard copy catalogue with their friends, family or neighbours²

Research shows that printed catalogues remain in the home for the sales period and are shared and referred to throughout this period.

71%

of Australians have read a hard copy catalogue in the last four weeks¹.

3 in 10

3 in 10 Australians check a catalogue to find the best price after researching online¹.

53%

More than half (53%) of catalogue readers find catalogues more useful than other forms of advertising².

+3.2 Million

Over 3.2 million Millennials are reading printed catalogues².

7 in 10

Australians, believe catalogues are a helpful shopping tool¹.

4 in 10

Australians would rather read a catalogue than search for a product online¹.

Source: 1 Roy Morgan Research / Single Source / November 2018 / Qnt #2000, 2 Roy Morgan Research Jan-March 2019