

GROCERY

In a country where 81% of households receive and read catalogues, leaflets and flyers and 13.3 million people aged 14+ are the main grocery buyers, print is a key tool contributing to consumer's purchasing decisions.

TOP FACTS

Why is the supermarket sector investing in letterbox marketing?



70%

of Main Grocery Buyers made a purchase after reading a catalogue, leaflet or flyer in the last 4 weeks.

55%

of Main Grocery Buyers made a purchase after reading a catalogue, leaflet or flyer in the last 7 days.



72%

of consumers who read letterbox material & are main grocery buyers consider high standard of food safety very important & 64% are looking for low prices.

11,195,000

Australians aged 14+ have read a supermarket catalogue, leaflet or flyer in the last 4 weeks.

5,420,000

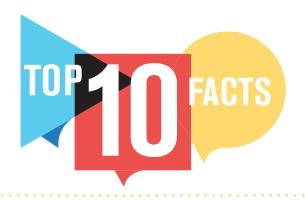
Australians 14+ have bought from a Supermarket catalogue in the last 7 days. **1**ST

Catalogues are ranked number one as the Media Most Useful when making a purchasing decision for Groceries. 40.5%

Aldi is the most read supermarket catalogue (40.5%). Followed by Woolworths and Coles.

Source: Roy Morgan Research Single Source (Australia 14+) July 2016 - June 2018.





Consideration of which media channels are of most use to your customers provides an invaluable insight into their purchasing behaviour and translates to purchase and brand loyalty.

- As fewer bills arrive in the letterbox, Australians report seeing the letterbox as a 'shopping channel' (RMR, 2018).
- 86% of women in the age range of 18 to 30 say they have bought an item after seeing it in a catalogue (Accenture, 2017 v. Kurt Salmon).
- Reading catalogues has become a valued 'time-out' from screens and reading a printed catalogue is viewed as a 'quicker' and 'easier' short-cut to online research and online shopping (RMR, 2018).
- On the Path to Purchase for Electrical products, printed catalogues (41%), news media (31%) and newspapers (27%) are the top three influential channels for Where to Buy and Price (emma, 2017).
- 80.1% of material distributed to the letterbox are catalogues (DMA, 2018).
- 75% of online purchasing was primarily influenced by the printed catalogue (Sappi, 2017).

- 5.4M Australians buy a product as a result of seeing it in a grocery catalogue (RMR, 2017).
- 90.9% of Retailers list catalogues as a primary marketing tool with 44.4% reporting their circulation increased from the previous year and 42% of catalogue recipients reported reading catalogues with another 25% glancing through or saving catalogues for later (Multichannel Merchant, 2017).
- 64% of women aged between 18 to 30 who first saw an item in a catalogue ended up completing their purchase in store and 32% went to the retailer's website to make a purchase (Accenture, 2017, v. Kurt Salmon).
- For Australians on tight budgets, catalogues were reported as useful tools that helped them plan their meals and stay in control of their spending (RMR, 2018).