

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.



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.

55%

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

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.

1ST

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.



TOP 10 FACTS

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.

1 As fewer bills arrive in the letterbox, Australians report seeing the letterbox as a 'shopping channel' (RMR, 2018).

2 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).

3 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).

4 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).

5 80.1% of material distributed to the letterbox are catalogues (DMA, 2018).

6 75% of online purchasing was primarily influenced by the printed catalogue (Sappi, 2017).

7 5.4M Australians buy a product as a result of seeing it in a grocery catalogue (RMR, 2017).

8 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).

9 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).

10 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).