

LIQUOR

Liquor retailing is a \$12 billion industry in Australia, employing over 31,000 people across the country. In a heavily contested sector with Woolworths and Coles building dominance, discounting and retail marketing focused on range and loyalty is growing. Catalogues deliver outstanding results by keeping the shoppers informed through a variety of formats; from tabloid sales delivering week on week updates to guides educating and engaging customers with well-developed product content.

TOP FACTS

Why is the liquor sector investing in letterbox marketing?



44%

Are big spenders.

5.2M

Australians who read a catalogue and made a purchase in the past 4 weeks. 52% say they will buy their favourite brand regardless of price.

70%

of Spirits and Liqueur buyers have read a catalogue in the last 7 days.

570,000

Australian's looked up a website in the last 4 weeks from reading a liquor catalogue.

1ST

Catalogues, leaflets and flyers are ranked number one as the Media Most Useful when making a purchasing decision for Liquor.

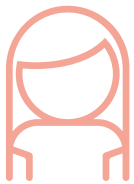
64%

of Australians who have read and bought alcohol in the last 4 weeks often buy brands that are on special.

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



MARKET SEGMENT READERSHIP BY GENDER

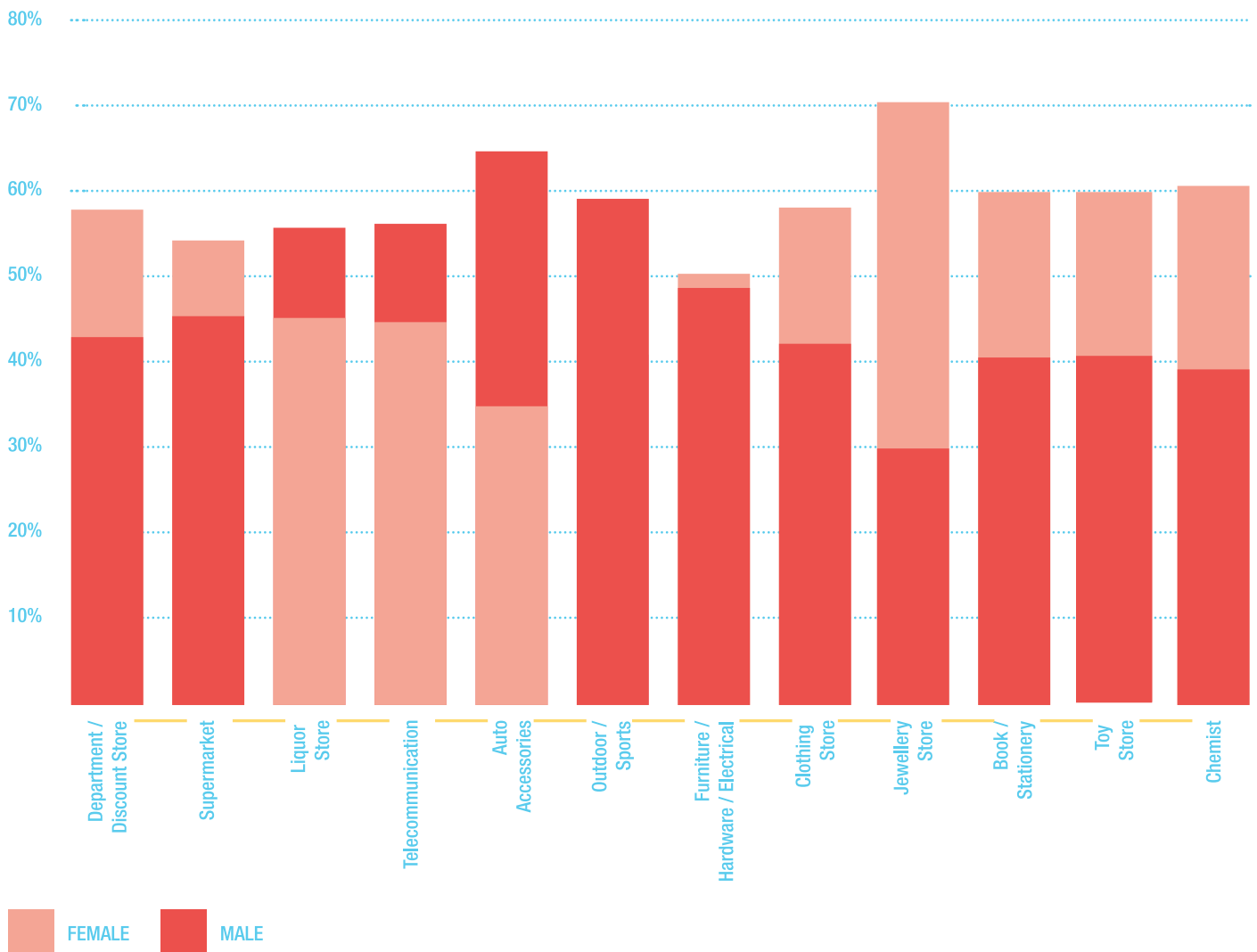


50.8%
FEMALE



40.9%
MALE

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



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