

SPORTING AND OUTDOOR

Sports and Outdoor includes leisure products relating to sport and outdoor activities. The on-trend lifestyle changes to be more physically active has seen the industry grow. Sporting and Outdoor catalogues are a means to trigger inspiration by engaging with consumers to educate and inform them of new products and services.



78%

of Australian men make regular purchases from an outdoor/sporting catalogues.



60%

of Australian men spent 5-9 minutes reading an outdoor/sporting catalogues.

60%

of Australian men purchased a product they did not plan to buy from reading a catalogue.

56%

of Australian men make a special trip to the store after reading an outdoor/sporting catalogue.

63%

of Australian men purchased a product they do not buy regularly. After reading an outdoor/sporting catalogue.

Source: Roy Morgan Research / ~ 2,000 Quant #2 / November – December ' 18

AUSTRALIAN POPULATION

RETENTION

Research shows catalogues and letterbox media are retained for the sales period advertised, however look-book or seasonal catalogues, with stronger brand content, are kept for future reference within the home and shared amongst the household. Retailers could use this input when considering their catalogue campaigns, with 'sales' regular catalogues supported by seasonal brand books that are retained throughout the year.

2.5 WEEKS

On average catalogues are retained within the Australian home for 2.5 weeks.

SHARE-ABILITY

The share-ability of catalogue and letterbox media is an insight that was unexpected at the commencement of this research project, whether sharing gift ideas for Birthdays, Christmas or Mother's Day, Australians talk about what they see in catalogues with each other. In fact, 40% of readers share within private social media, SMS or chat groups)

4.1M

Australians tell a friend or family member about things they've seen in a catalogue.

SECONDARY READING

4.4M Australians shared a hard copy catalogue with a family member or friend in the last seven (7) days.

1 in 3

Australians share hard copy catalogues.