

SUPERMARKET

The Australian supermarket industry is worth just over 100 million. They are continuously finding ways to engage with their consumers by offering value added services such as delivery and online options. Catalogues remain a significant presence within the supermarket industry being the most read compared to other sectors, offering tips, tricks, recipes and other inspiring ideas for the everyday Australian.



60%

of Australian women make special trips to the supermarket after reading their catalogue.

45%

In addition to assisting shoppers in planning, budgeting, and inspiring consumers on their path-to-purchase. Catalogues are used to trigger action as 45% of recipients aged 50-64 purchase a product next time they are in the store after viewing it in the supermarket.

58%

of Australian women spend approximately 5-9 minutes reading a supermarket catalogue Strong and lengthy readership.

58%

of Australian women visit the stores website to buy the product.

65%

of Australian women purchased a product they did not plan to buy.

77%

of Australian women read supermarket catalogues.

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.