

REGIONAL australia unplugged

FMCG

Savings Scepticism, Brand Loyalty, and
Changing Preferences Unveiled



61%

Pay more for Aussie
Made or Owned
(+7% more than Metro)



52%

Think unhealthy
products should be
taxed more



72%

Of Regional Respondents
willing to stay home and
eat in than go out



44%

Flat our refuse to spend
less on fresh food
(-24% YoY)



28%

Flat out refuse to spend less
on house hygiene products
(+100% YoY)



46%

Of Regional Respondents
are bulk buying to
save money



72%

Of Regional Respondents
state price more important
than brand



34%

Of Regional Respondents
switched where they shop
for groceries

arn
DEFINING AUDIO