

Purchase Triggers: Planned vs. Unplanned - AUS

TOP 10 Planned

- 1 Standard White Milk
 - 2 Lettuce & Leafy Greens
 - 3 Eggs
 - 4 Flour
 - 5 Long-life Dairy Milk
 - 6 Dried Pasta
 - 7 Potatoes
 - 8 Toilet Paper
 - 9 Cream (Dairy & Non-Dairy)
 - 10 Hand Dishwashing Liquid
- | | |
|-----|---------------------|
| 19 | Butter & Margarine |
| 29 | Disposable Nappies |
| 45 | Sparkling Water |
| 49 | Pain Relief |
| 74 | Wound Care Products |
| 90 | Wraps & Flatbreads |
| 114 | Pain Creams & Rubs |
| 142 | Chocolate Bags |

TOP 10 Unplanned

- 1 Chocolate Bars – At Checkout
 - 2 Frozen Meat Substitutes/Plant Based Meat
 - 3 Boxed Chocolate
 - 4 Single Serve Chips
 - 5 Biscuits Multipacks
 - 6 Bakery Snacks
 - 7 Cosmetics
 - 8 Iced Coffee
 - 9 Chocolate Bars
 - 10 Kids Confectionery
- | | |
|-----|----------------------|
| 17 | Berries |
| 24 | Canned/Pouched Soups |
| 43 | Sports Drinks |
| 47 | Apples |
| 72 | Nuts |
| 88 | Salt & Pepper |
| 112 | Prepacked Bacon |
| 140 | Toothpaste |

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Jun 2025
Qu – Did you specially plan to buy CATEGORY before you went to the store? What were the main reasons you planned / decided to buy CATEGORY on this occasion?

Purchase Triggers: Planned vs. Unplanned - NZ

TOP 10 Planned

- | | | | |
|----|------------------------------|----|---------------------|
| 1 | Milk | | |
| 2 | Cat Food | | |
| 3 | Packaged Bread | | |
| 4 | Butter/Margarine | 21 | Toilet Tissue |
| 5 | Rice | 28 | Shower Gel and Soap |
| 6 | Laundry Detergent & Pre Wash | 47 | Deli Meats |
| 7 | Dog Food | 51 | Sausages |
| 8 | Multi Purpose Cleaners | 76 | Adult Care |
| 9 | Dishwashing Product | 92 | Instore Bakery |
| 10 | Frozen Vegetables | | |

TOP 10 Unplanned

- | | | | |
|----|---------------------------|-----|------------------------------|
| 1 | Chocolate Bars | | |
| 2 | Nutritious Snacks | | |
| 3 | Boxed Chocolate | 29 | Hot Chicken |
| 4 | Chilled Meal Kit | 36 | Skin Care |
| 5 | Chilled Beverage | 55 | Tissues |
| 6 | Flavoured Milk | 59 | Frozen Chicken Bags or Boxes |
| 7 | Chocolate Biscuits | 84 | Tea |
| 8 | Lolly Bags | 100 | Disposable Nappies |
| 9 | Ambient Convenience Meals | | |
| 10 | Meal Kits | | |

Source: Shopper Intelligence NZ Grocery Program, Main Retailers Grocery, MAT to Jun 2025
Qu - Did you specially plan to buy CATEGORY before you went to the store? What were the main reasons you planned / decided to buy CATEGORY on this occasion?