

# Improve information at the shelf – AU Grocery

## TOP 10

- 1 Health Foods Sports
- 2 Weight Management Products
- 3 Female Facial Skincare
- 4 Allergy Products
- 5 Suncare/Sunscreen
- 6 Vitamins & Supplements
- 7 Cosmetics
- 8 Cough and Cold products
- 9 Skincare
- 10 Baby Wipes

## ...and selected others

- |     |                                    |
|-----|------------------------------------|
| 19  | Manual Toothbrush                  |
| 26  | Health Fruit, Nuts, Grains & Seeds |
| 45  | Air Freshener                      |
| 49  | Chilled Dips & Pate                |
| 74  | Blades & Razors                    |
| 90  | Dog Food                           |
| 114 | Ice Cream                          |
| 142 | Frozen Pizza                       |

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Dec 2024  
Q4 – If you had to improve one of the following things, which would you choose?"  
INFORMATION – improve information at the shelf so it's easier and quicker to shop

## TOP 10

- 1 Wound Care
- 2 Adult Care
- 3 Skin Care
- 4 Cider
- 5 Craft Beer
- 6 Vitamins & Supplements
- 7 Hot Breakfast Cereals
- 8 Nutritious Snacks
- 9 Medicinal
- 10 Cooking Oils/Fats

## ...and selected others

- 13 Shower Gel and Soap
- 19 Long Life Milk
- 24 Mints & Gums
- 30 Sports Drinks
- 35 Frozen Fruit
- 41 Meal Kits
- 50 Fresh Chicken Cuts
- 57 Tea

Source: Shopper Intelligence NZ Grocery Program, Main Retailers, MAT to Dec 2024  
Qu – If you had to improve one of the following things, which would you choose?"  
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# Improve information at the shelf – AU Liquor

## TOP 10

- 1 Semillon
- 2 Champagne
- 3 Pre-mix Seltzer
- 4 Pre-mix Liqueurs
- 5 Merlot
- 6 Pre-mix New World
- 7 Rose
- 8 Tequila
- 9 Contemporary Beer
- 10 Liqueurs

## ...and selected others

- 15 Pinot Gris & Grigio
- 21 Rum
- 26 Sparkling White
- 32 Pre-mix Scotch Whisky
- 38 Full Strength Beer

**Source:** Shopper Intelligence AU Liquor Program, Main Formats (All Retailers), MAT to Dec 2024  
Qu – If you had to improve one of the following things, which would you choose?  
INFORMATION – improve information at the shelf so it's easier and quicker to shop