

Performance: LAYOUT - AUS

TOP 10

- 1 Lettuce & Leafy Greens
- 2 Mayonnaise
- 3 Sharing Chips
- 4 Liquid Stock
- 5 Regular Crackers
- 6 Coffee
- 7 Salads (Deli)
- 8 Citrus Fruits
- 9 Tomatoes
- 10 Rice

BOTTOM 10

- 184 Frozen meat substitutes/Plant based meat
- 183 Chilled meat substitutes/Plant based meat
- 182 Weight Management Products
- 181 Chocolate Bars – At Checkout
- 180 Can/Tub/Snackpack Fruit
- 179 Baby Toiletries
- 178 Pain Creams & Rubs
- 177 Food To Go
- 176 Female Facial Skincare
- 175 Cosmetics

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Sept 2025
Qu – How much you agree or disagree when shopping for CATEGORY in RETAILER?
Layout - After I've found CATEGORY in RETAILER, I can easily find the type of CATEGORY I want
Rank out of 184 categories

Performance: LAYOUT - NZ

TOP 10

- 1 Milk
- 2 Cream
- 3 Dried Pasta
- 4 Frozen Fruit
- 5 Salad Dressing/Vinegar
- 6 Yoghurt
- 7 Fruit
- 8 Multi Purpose Cleaners
- 9 Sugar
- 10 Vegetables

BOTTOM 10

- 121 Tobacco/cigarettes
- 120 Ambient Convenience Meals
- 119 Adult Care
- 118 Natural Health Drinks
- 117 Medicinal
- 116 International Beer
- 115 Health Food
- 114 Sports Health Food Product
- 113 Chilled Meal Kit
- 112 Boxed Chocolate

Source: Shopper Intelligence NZ Grocery Program, WW/FS, MAT to Sept 2025
Qu – How much you agree or disagree when shopping for CATEGORY in RETAILER?
Layout - After I've found CATEGORY in RETAILER, I can easily find the type of CATEGORY I want
Rank out of 121 categories