

What planned to buy: One of my usual brands - AUS

TOP 10

- 1 Ambient Convenience Meals
- 2 Health Snack Bars, Balls & Clusters
- 3 Fresh Pasta & Sauce
- 4 Can/Tub/Snackpack Fruit
- 5 Biscuits Multipacks
- 6 Cooking Sauces
- 7 Kitchen Cleaning Accessories
- 8 Health Fruit, Nuts, Grains & Seeds
- 9 Long-life Non-dairy Milk
- 10 Chilli Sauce

BOTTOM 10

- 161 Iced Coffee
- 162 Chilled Prepared Meats
- 163 Flavoured Milk
- 164 Cordial
- 165 Dairy Desserts
- 166 Frozen Desserts
- 167 Boxed chocolate
- 168 Popcorn
- 169 Fresh Meat
- 170 Iced Tea

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Dec 2025
Qu - What did you plan to buy on this occasion? One of my usual brands

What planned to buy: One of my usual brands - NZ

TOP 10

- 1 Nutritious snacks
- 2 Canned Fruit
- 3 Soup
- 4 Long Life Non Dairy Milk
- 5 Simmer/Stir Fry Sauces
- 6 Frozen Fish
- 7 Frozen Pizzas
- 8 Chocolate Bags
- 9 Coffee
- 10 Healthier Snacks

BOTTOM 10

- 112 Baby Formula
- 113 Frozen Fruit
- 114 Red Wine
- 115 Biscuits
- 116 Chilled Meal Kit
- 117 Chocolate Biscuits
- 118 Chocolate Block
- 119 Chilled Beverage
- 120 Mince
- 121 Craft Beer

Source: Shopper Intelligence NZ Grocery Program, Main Retailers, MAT to Dec 2025
Qu - What did you plan to buy on this occasion? One of my usual brands