

# Unplanned triggers – info in store - AU

## TOP 10

- 1 Cards & Wrapping Paper
- 2 Portable Breakfasts
- 3 Weight Management Products
- 4 Milk Modifiers
- 5 Pain Creams & Rubs
- 6 Stone Fruit
- 7 Chilled meat subs/Plant based meat
- 8 Organic Snacks
- 9 Health Foods Sport
- 10 Smoking Control

## BOTTOM 10

- 171 Melons
- 172 Mushrooms
- 173 Oil
- 174 Packaged Rolls
- 175 Potatoes
- 176 Tea
- 177 Toilet Paper
- 178 Tomatoes
- 179 Vegetables
- 180 Yoghurt

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Jan 2025  
Qu – Which of the following played a role in your decision to buy the category? A – information I saw at shelf

# Unplanned triggers – info in store - NZ

## TOP 10

- 1 Sports Health Food Product
- 2 Medicinal
- 3 Wound Care
- 4 Baby Formula
- 5 Health Food
- 6 Cider
- 7 Sparkling Wine & Champagne
- 8 Chilled Dips
- 9 Craft Beer
- 10 Boxed Chocolate

## BOTTOM 10

- 111 Mayonnaise & Aioli
- 112 Red Wine
- 113 Savoury Crackers
- 114 Laundry Detergent & Pre Wash
- 115 Milk
- 116 Rice
- 117 Pet Treats
- 118 Breakfast cereals
- 119 Packaged Bread
- 120 Fruit

Source: Shopper Intelligence NZ Grocery Program, WW/FS, MAT to Jan 2025  
Qu – Which of the following played a role in your decision to buy the category? A – information I saw at shelf