

Quality over Price- AU

TOP 10

- 1 Smoking Control
- 2 Suncare/Sunscreen
- 3 Organic Snacks
- 4 Ambient Convenience Meals
- 5 Salads (Deli)
- 6 Dishwasher Products
- 7 Body Moisturiser
- 8 Cake
- 9 Allergy Products
- 10 Toilet Paper

BOTTOM 10

- 174 Tomatoes
- 175 Standard White Milk
- 176 Non Cola Soft Drinks
- 177 Disposable Nappies
- 178 Baby Food
- 179 Berries
- 180 Bananas
- 181 Packaged Bread
- 182 Dog Food
- 183 Apples

Source: Shopper Intelligence AU Grocery Program, Coles/WW, MAT to Q2 2026
Qu – Quality is more important to me than price A T2B% Agreement

Quality over Price - NZ

TOP 10

- 1 Vitamins & Supplements
- 2 Pain Relief Product
- 3 Fish
- 4 Mints & Gum
- 5 Sports Health Food Product
- 6 Soup
- 7 Fruit
- 8 Wound Care
- 9 Chilled Meal Kit
- 10 Ambient Convenience Meals

BOTTOM 10

- 114 Lolly Bags
- 115 Fresh Chicken Cuts
- 116 Soft Drink
- 117 Baking Ingredients
- 118 Chilled Beverage
- 119 Chilled Pet Food
- 120 Pasta Sauce
- 121 Dried Pasta
- 122 Dog Food
- 123 Jams and Spreads

Source: Shopper Intelligence NZ Grocery Program, WW/FS, MAT to Q2 2026
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