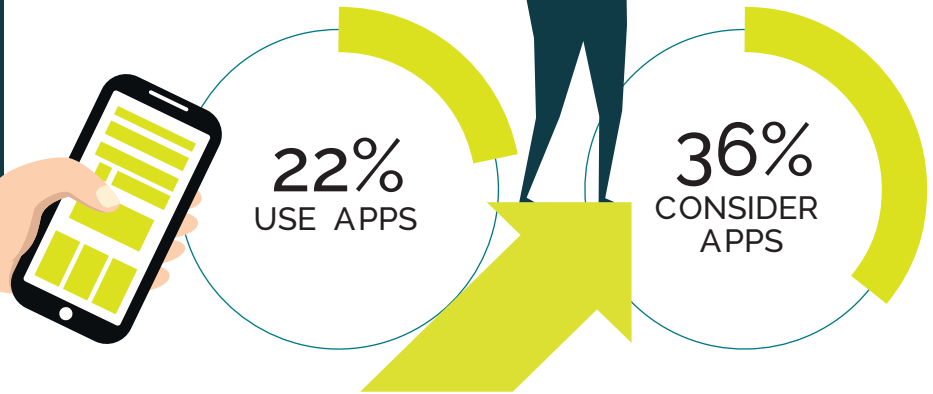


GROCERY SHOPPING AUS VS NZ

We used Toluna QuickSurveys to find out the grocery shopping habits of 1,000 Australians, aged 18 and above.

22% of Australians use apps for grocery shopping but 36% said they'd consider apps.

OPPORTUNITY

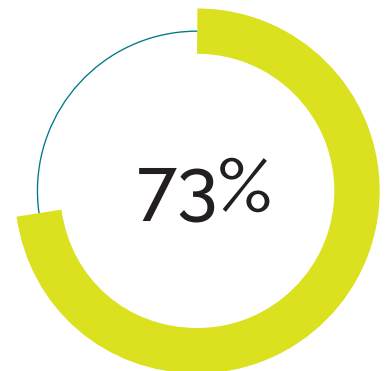


SUPPORT LOCAL

89% of Australians prefer a grocery store that is <15 min from home.

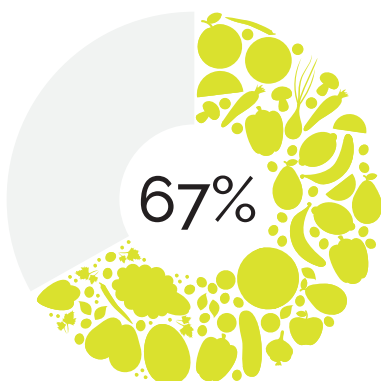


Price is still the most important factor when choosing a grocery store. 73% of Australians would purchase a store brand item instead of a branded name.



HEALTH MATTERS!

67% of Australians deem themselves as eating healthy more than half the time.



AM I A FOODIE?

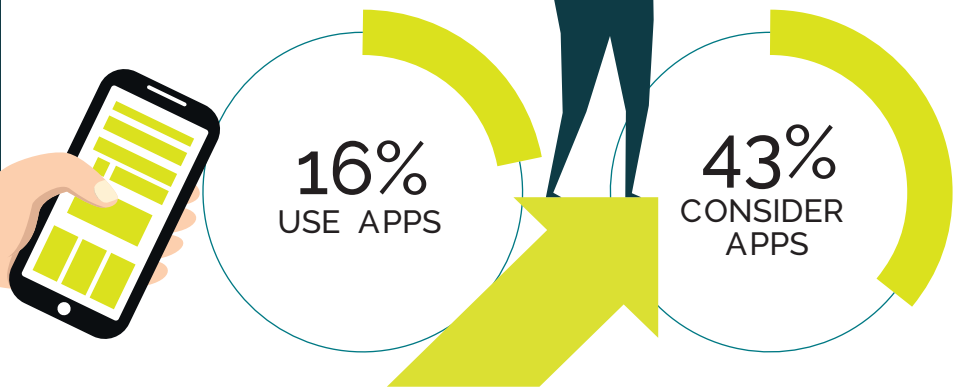


GROCERY SHOPPING AUS VS NZ

We used Toluna QuickSurveys to find out the grocery shopping habits of 1,000 New Zealanders, aged 18 and above.

Only 16% of Kiwis use apps for grocery shopping but 43% said they'd consider apps.

OPPORTUNITY

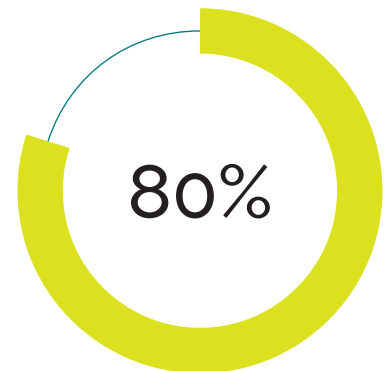


SUPPORT LOCAL

85% of Kiwis prefer a grocery store that is <15 min from home.



Price is still the most important factor when choosing a grocery store. 80% of Kiwis would purchase a store brand item instead of a branded name.



HEALTH MATTERS!

64% of Kiwis deem themselves as eating healthy more than half the time.



AM I A FOODIE?

