COUNTRY FACT SHEET:

Australia

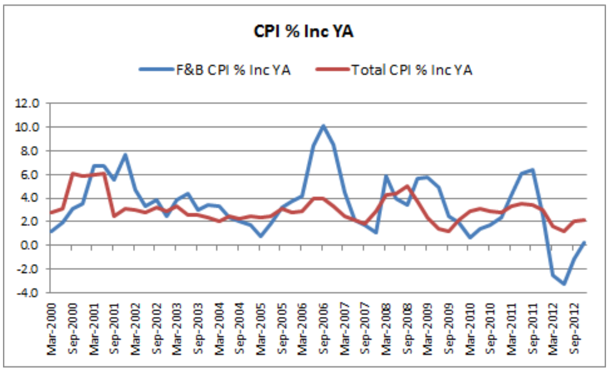
General information

Capital:	**Canberra**	**Population:**	22.7 million (2012)
Surface area:	7.6 million km^2	**Unemployment rate:**	5.4% (2012)
Official language(s):	English	**Households:**	8.5 million (2012)
Currency:	$AUD	**Average household size:**	2.6 (2012)
Trading language(s):	English		

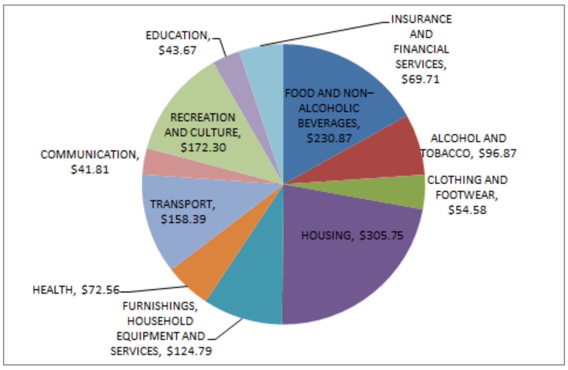
Key macroeconomic indicators

GDP at current prices 2000 to 2012($AUD)

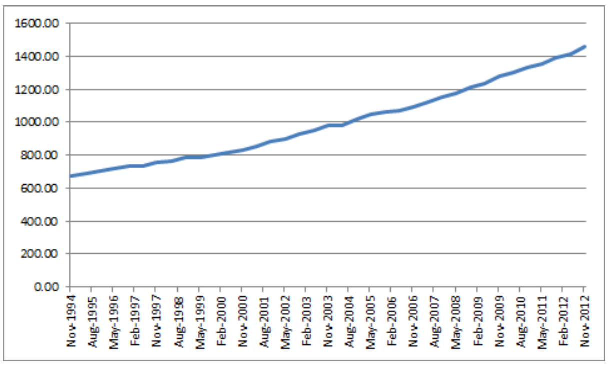
Consumer and food price inflation



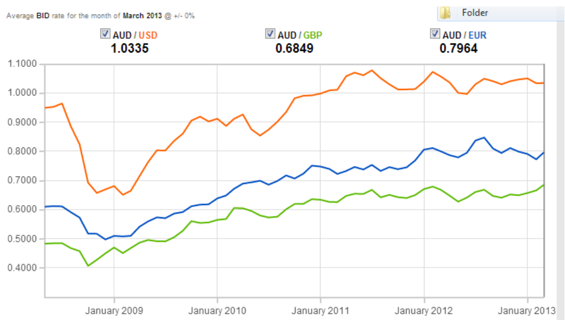
Consumer spending breakdown
(ave H'hold spend per wk $1,371.30)



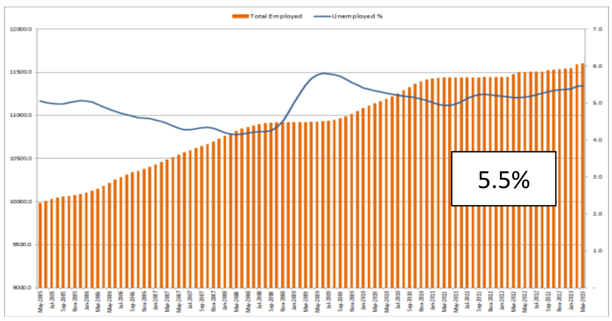
Purchasing Power
(Average Weekly Adult Income - $AUD)



Growing Strength of $AUD



Unemployment Chart



Compiled by Green Seed Group
June 2013

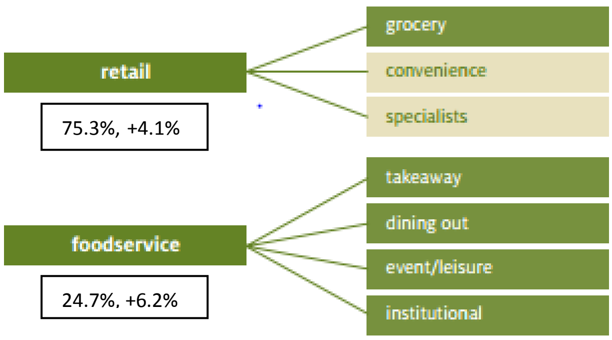
Sources: Australian Bureau of Statistics, International Monetary Fund, FOODmap

COUNTRY FACT SHEET:

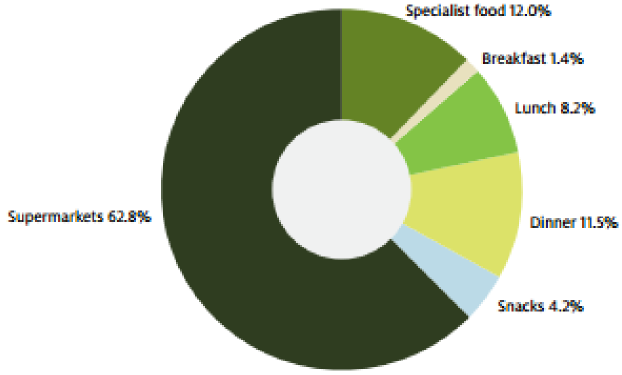
Australia

Food industry structure

01. Channels to the consumer



02. Shares of household spending in the year to June 2011



Grocery retail structure

Hypermarkets & superstores / Supermarkets & neighbourhood stores / Discount stores / Convenience & forecourt stores (general description, if applicable)

- Total Food retailing worth $105b/p.a.
- No Hypermarkets, Superstores only in Furniture, Household and Hardware
- The major players are Woolworths (872 supermarkets) – 40% and Coles (814 supermarkets) – 35%
- Both Woolworths and Coles are involved in alcohol retailing through specialty stores and licensed premises
- Over 3,000 independent supermarkets in Australia – most draw stock through Metcash. Primarily organized under the IGA banner with some multi-site operators organizing sub-banners. Market share approx 14%
- Aldi has been operating in Australia (East Coast) since Jan 2001. Have 300+ stores in NSW, VIC and QLD. Market share is approx 8.5%
- Costco entered Australian market in Aug 2009. Sales of $609m and more than 200,000 members. Market share less than 1%. Currently have 3 stores – Melbourne, Sydney and Canberra. Plan to have 20 stores.

Major grocery retailers

Group	No. of stores	Food turnover, gross (in b $AU)	Food share (%)	Market share (%)	No. of depots per product category	Positioning
Woolworths	872	37.5	68.1	40	…	Full-service
Coles	749	34.1	76.8	35	…	Full-service
Metcash	3,100+	7.7	61.1	14	…	Wholesale
Aldi	300	…	…	8	…	Discounter
CostCo	3	…	…	1	…	Club

Foodservice structure

- Multi-tiered structure makes it difficult to work with end-user
- Goods may pass through 3 sets of hands before purchase by consumer
- Fragmented among major distributors who are then made of smaller distributor groups
- Main distributor groups – Countrywide, NAFDA, CFA, Bidvest and The Distributors
- Foodservice distributors serve over 66,000 restaurants, takeaways and institutions
- Metcash (wholesaler) becoming active in foodservice and Gov't contract sphere

Sources: Australian Bureau of Statistics, International Monetary Fund, FOODmap

COUNTRY FACT SHEET:

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Main food shows

- Fine Food Australia – Product and Equipment show for supermarkets and foodservice (free trade entry)
  - Annual in September , Alternates between Sydney (odd) and Melbourne (even)
  - Mostly small & medium manufacturers, International and Foodservice
  - Ancillary exhibitions in Brisbane and Perth
- Lunch! – show dedicated to Food-on-the-Go market (free trade entry)
  - Annual in both Sydney (Jun) and Melbourne (Aug)
  - Ingredient and manufacturers
- Good Food & Wine Show – Consumer (ticketed entry)
  - Show in each state capital (Syd – Jun, Melb – Jun, Per – Jul, Adl – Oct, Bris – Nov)
  - Mix of manufacturers (small to large) – seen primarily as PR exercise
  - Contains all types of food & beverage with some household goods

Main trade magazines

- RetailWorld – Published fortnightly by Retail Media, Circulation 12,066 to supermarkets and manufacturers
- ConvenienceWorld – Published bi-monthly by Retail Media, Circulation 12,524 to Convenience, Petrol, Tobacco and Newsagents
- Inside Retail – Published bi-monthly by Octomedia, Circulation 9,000 to corporate, chain store and franchise subscribers

Consumer behaviour today & expected food trends – Opportunities for Flemish food exporters

- Increased travel leading to trial and acceptance of alternative cuisines.
- Increasing desire for more variety and more availability of On-the-Go food
- Growing acceptance of Private Label in commodity categories. Opportunity to grow in more personalized categories
- Retailers increasing shelf space for international foods
- Strong economic situation sees imports as comparatively cheap options
- Aging, health-conscious population looking for healthy, convenient, functional food
- Consumers showing a preference for ‘local’, and other personal and social aspirations

EVALUATION OF MARKET AND OPPORTUNITIES

- Food law governed by FSANZ (Food Standards Australia New Zealand)
- Restrictions on importation of raw and unprocessed plant or meat goods
- Strong dollar sees imports seen as affordable options
- Highly concentrated market – top two retailers control 75% - both are centrally organized
- Low relative penetration of Private Label (15% at Total Grocery level)
- Retailer interested in increasing range and penetration of Private Label