

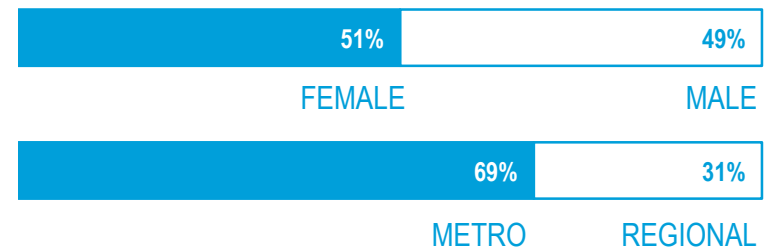
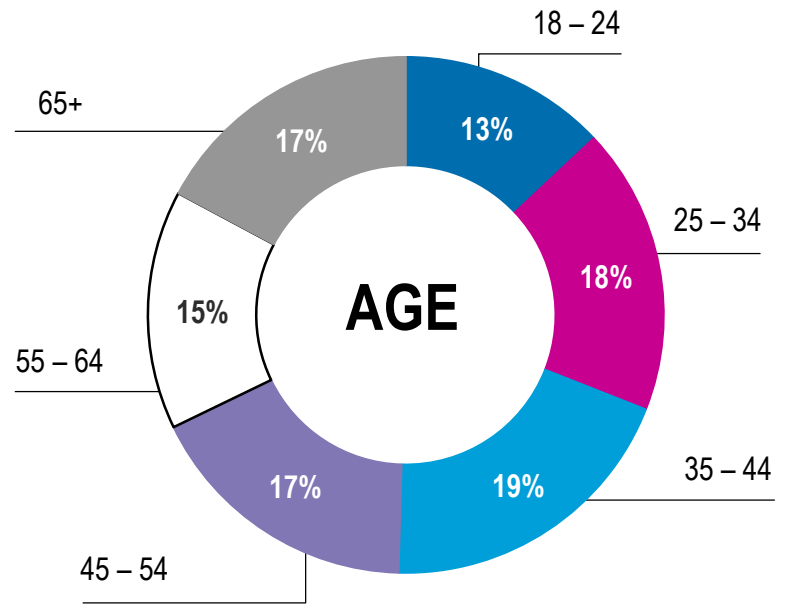
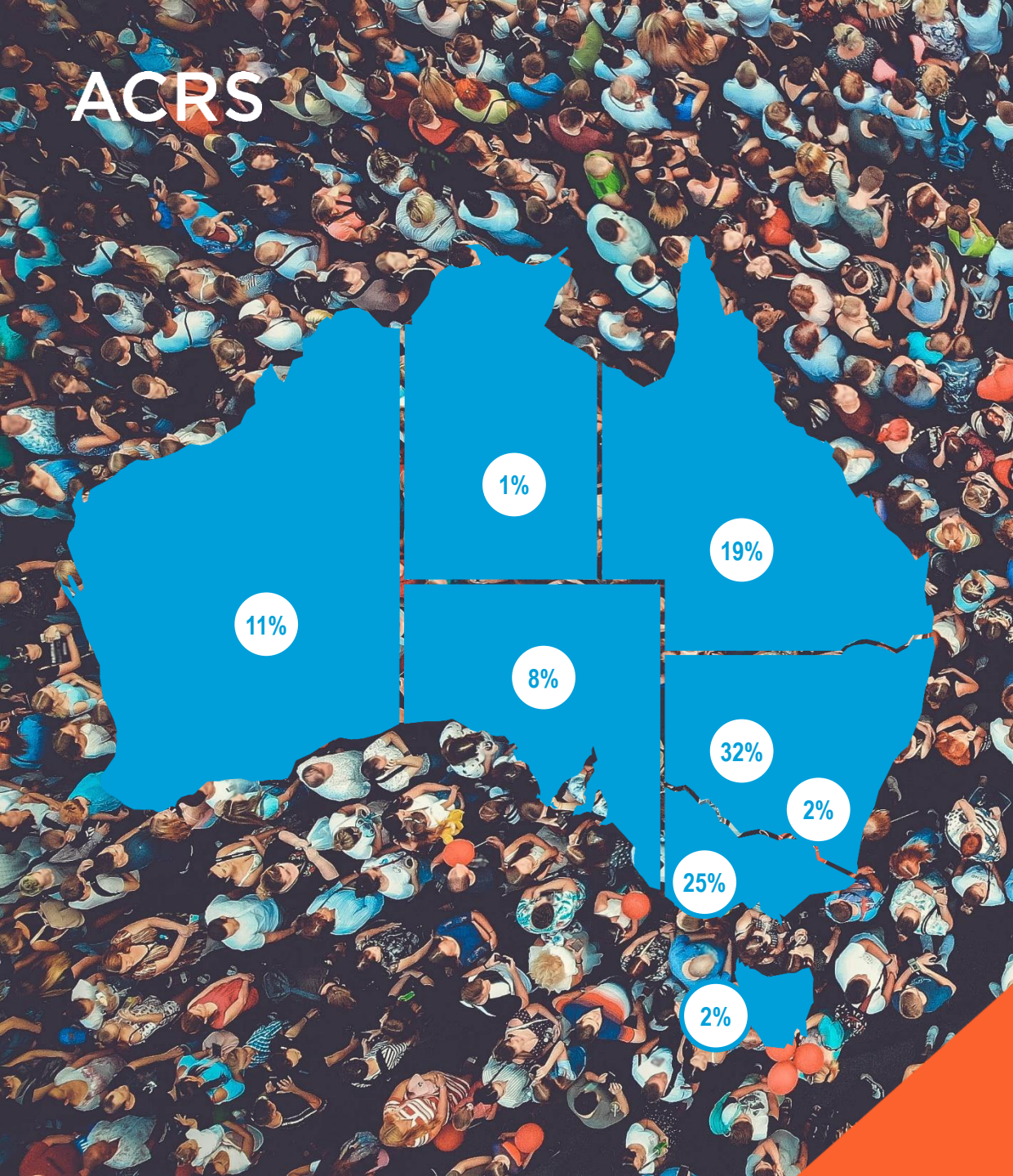
# ACRS

## RETAIL MONITOR

2023 Report

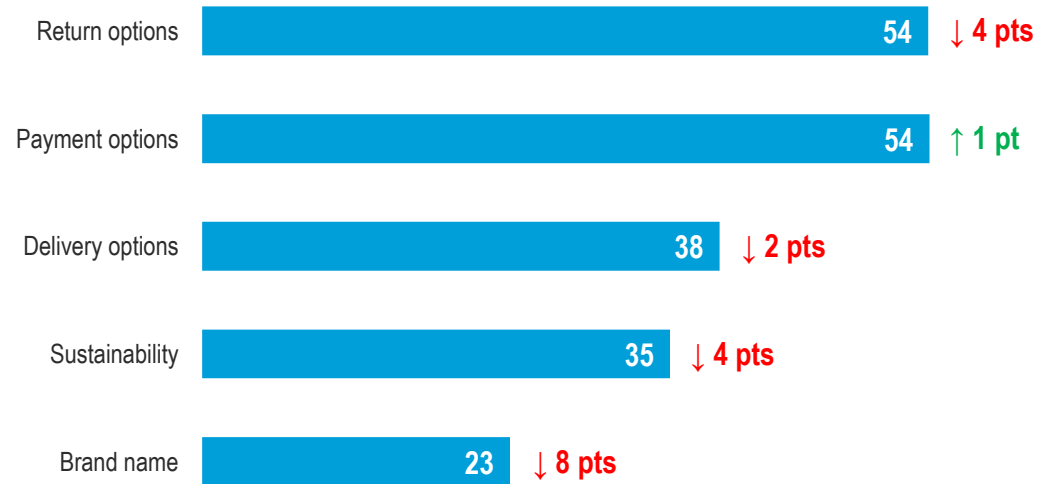
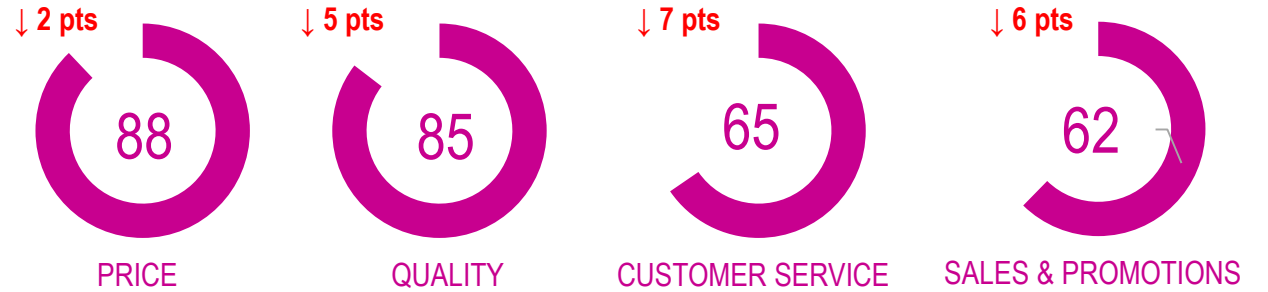


# ACRS



The ACRS Retail Monitor is an annual study that monitors consumers' shopping preferences and behaviour, based on an online survey of 1,001 Australian shoppers. Data was collected between 9 June – 12 June 2023.

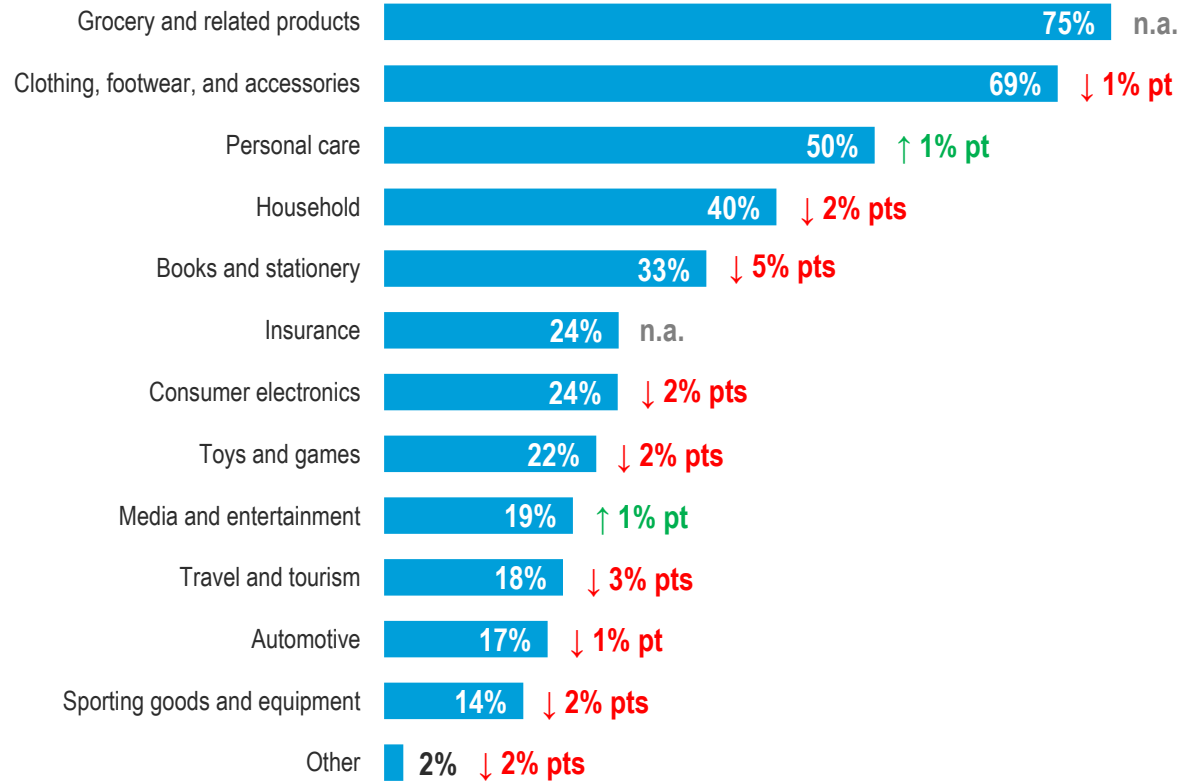
## PRICE AND QUALITY REMAIN THE MOST IMPORTANT FACTORS WHEN NON-GROCERY SHOPPING, BUT SLIGHTLY DECREASED IN IMPORTANCE YEAR-ON-YEAR



*Note: Sample size = 1001; Scores are computed based on the sum of participants who rated Important and Very important subtracted by the sum of participants who rated Not at all important and Unimportant; Comparison based on Retail Monitor 2022 Report.*

# ACRS

## IN THE LAST THREE MONTHS, 75% OF AUSTRALIAN SHOPPERS PURCHASED GROCERY AND RELATED PRODUCTS



Note: Sample size = 1001; This was a multiple choice question as such percentages do not add up to 100%; Comparison based on Retail Monitor 2022 Report.

# ACRS



## IN THE LAST THREE MONTHS...

↑ 1% pt



**NEARLY ALL AUSTRALIANS  
PURCHASED A NON-GROCERY  
PRODUCT**

↑ 7% pts



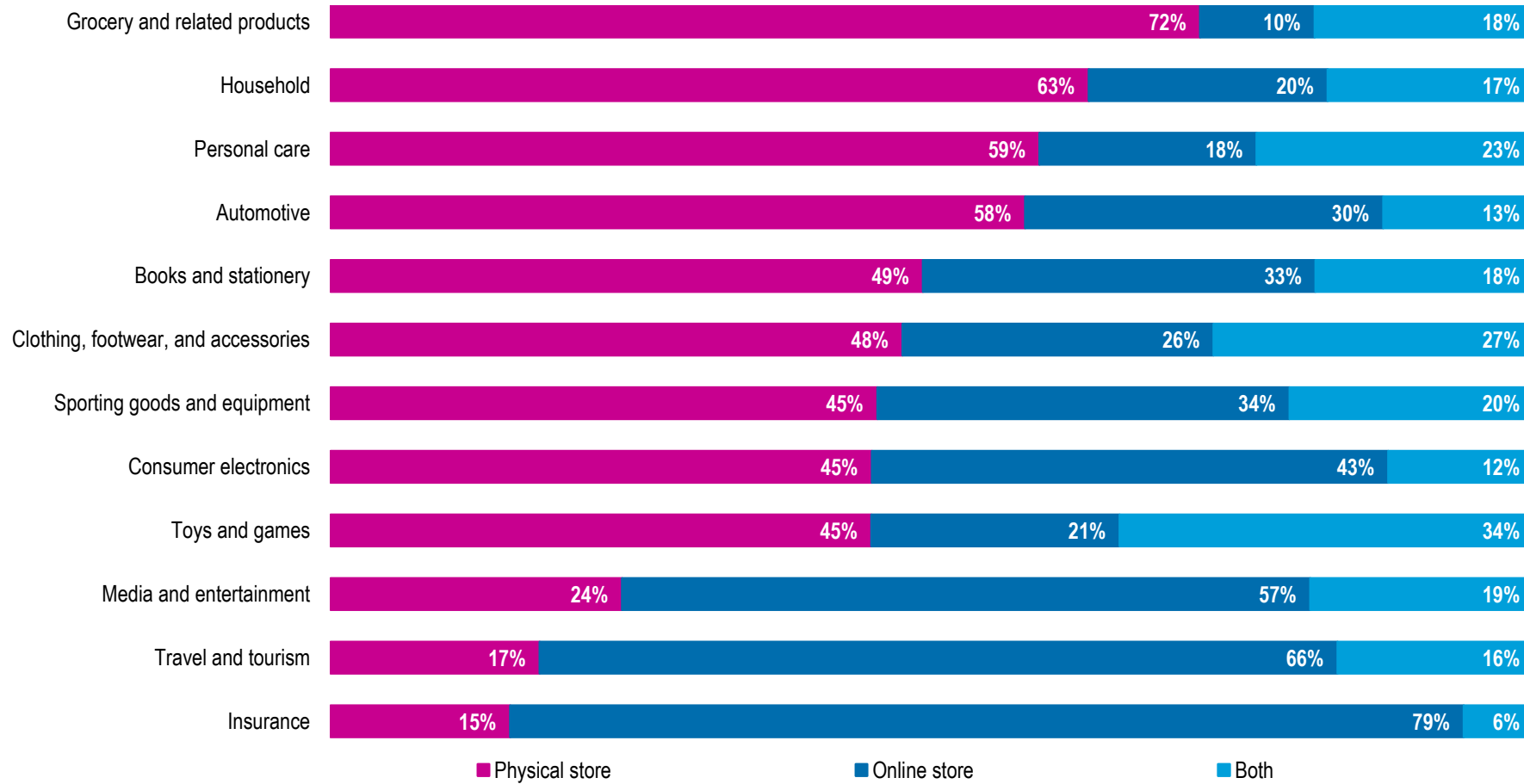
**OF SHOPPERS PURCHASED PRODUCTS  
IN **PHYSICAL STORES\*****

↑ 2% pts



**OF SHOPPERS PURCHASED PRODUCTS  
IN **ONLINE STORES\*****

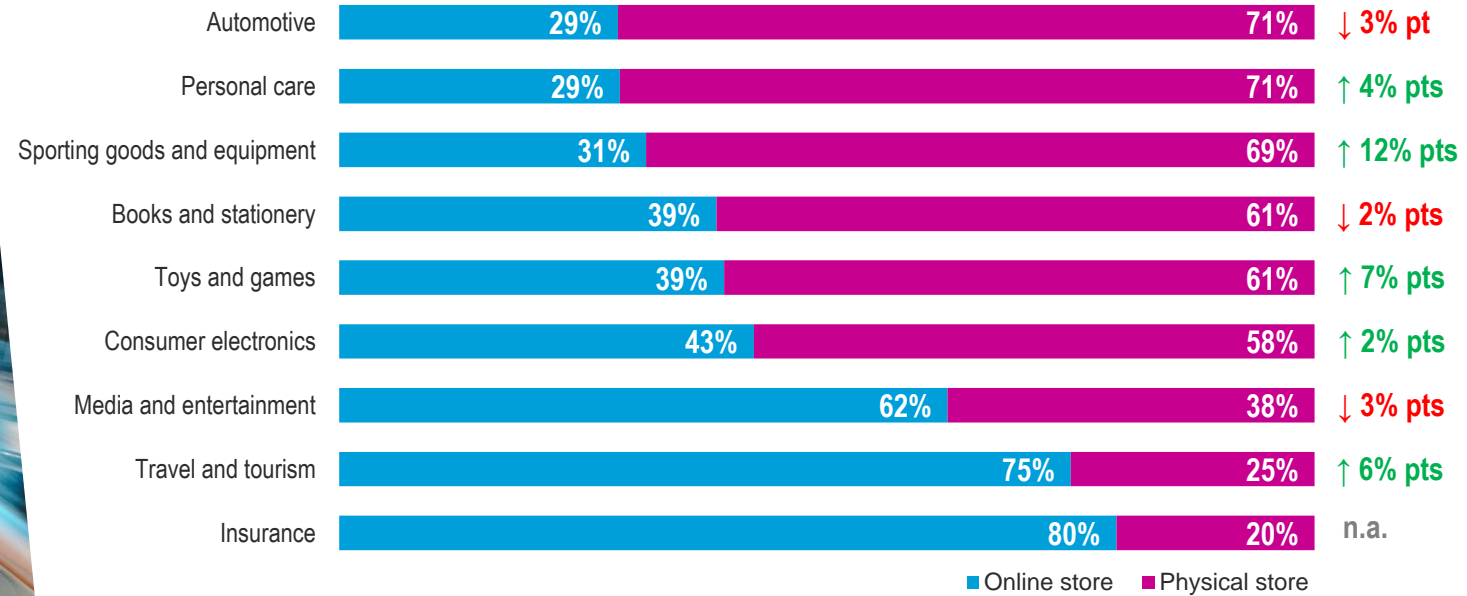
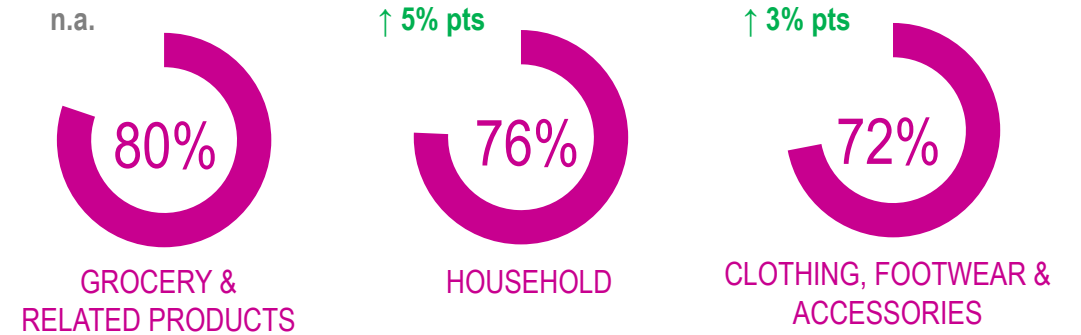
*Note: Sample size = 1052; \*Sample size = 1001; Comparison based on Retail Monitor 2022 Report.*

RECENT PURCHASES WERE MOSTLY  
MADE IN **PHYSICAL STORES**

Note: Sample size = 1001; Percentages may not add up to 100% due to rounding

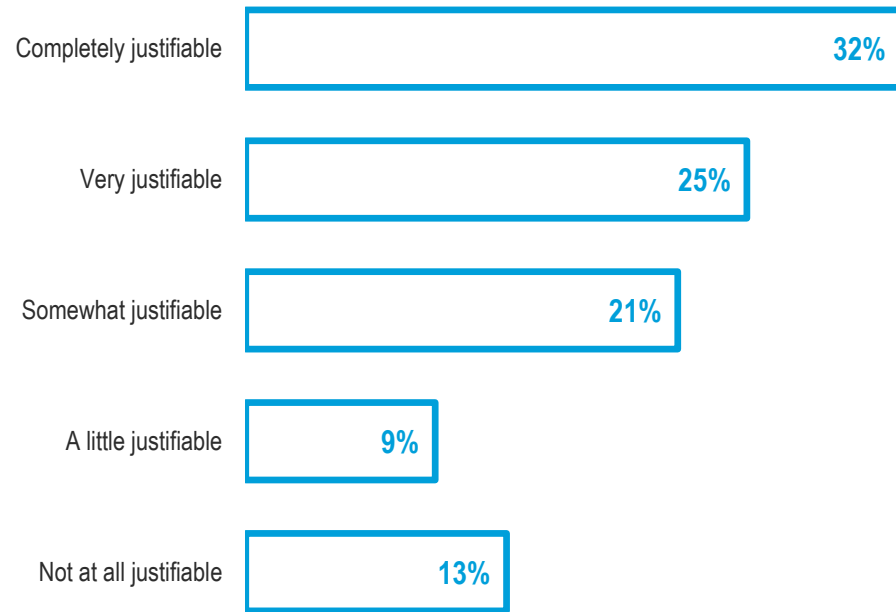
ACRS

# PHYSICAL STORES WERE INCREASINGLY PREFERRED OVER ONLINE STORES IN MOST PRODUCT CATEGORIES

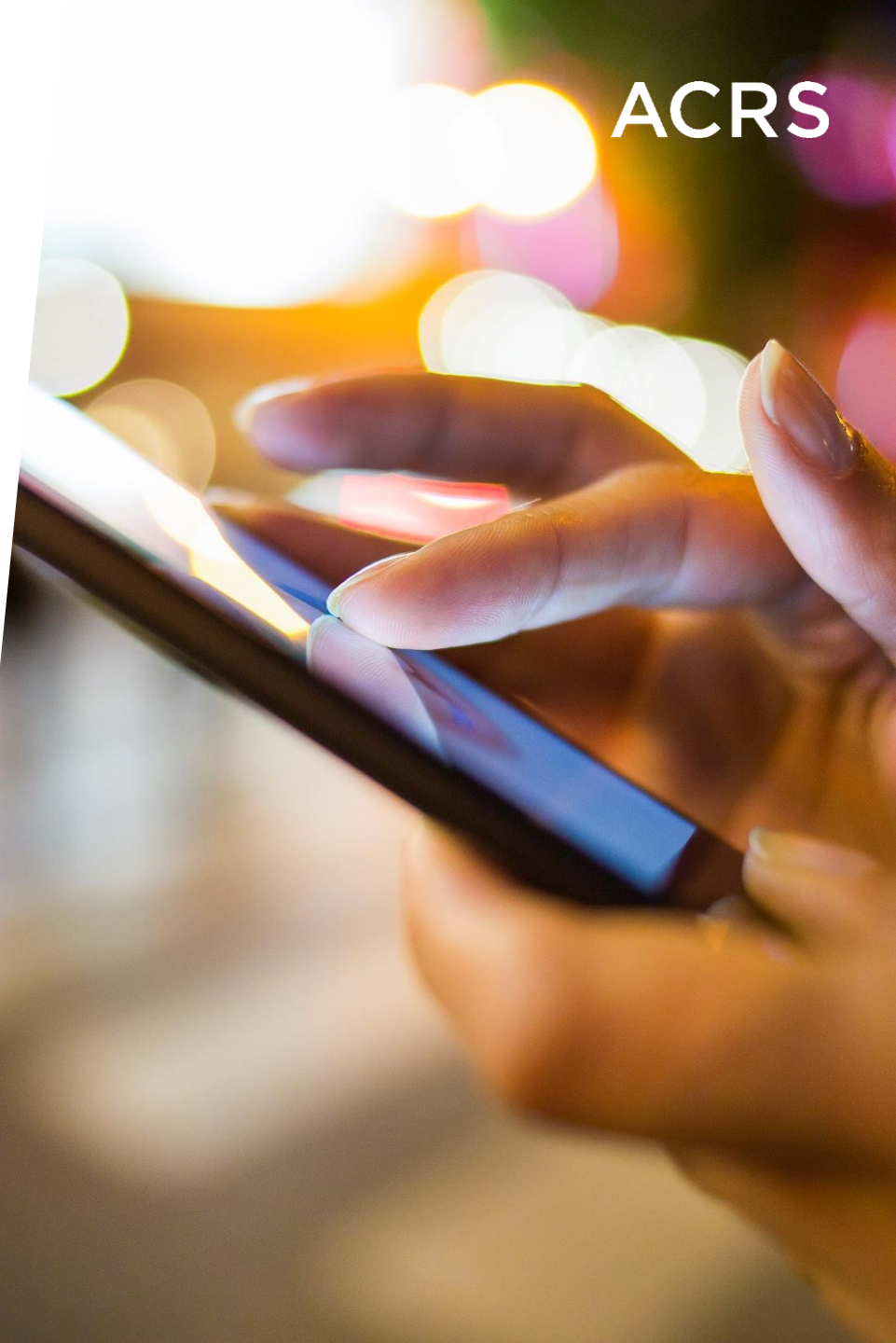


Note: Sample size = 1001; Comparison based on Retail Monitor 2022 Report.

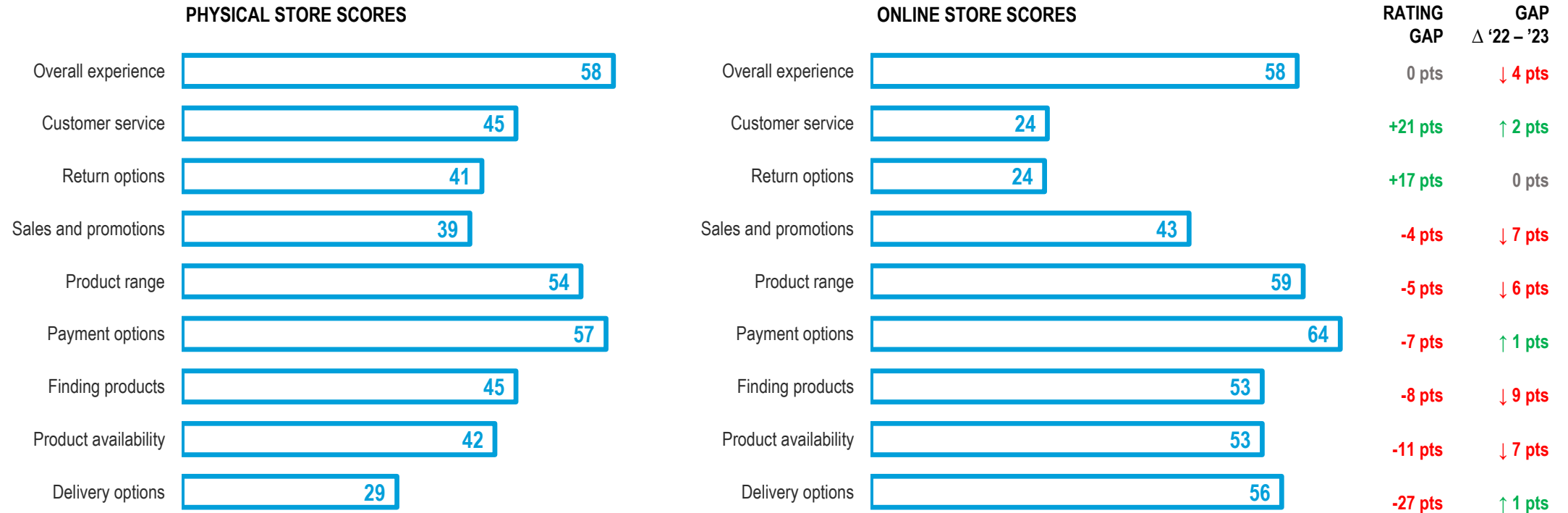
**GIVEN THE INCREASED COST OF LIVING, OVER HALF OF SHOPPERS CONSIDERED SHOWROOMING; BROWSING IN-STORE & PURCHASING CHEAP ONLINE, VERY OR COMPLETELY JUSTIFIABLE**



Sample size = 1001



## PHYSICAL STORES CONTINUE TO BE RATED LOWER THAN ONLINE STORES FOR MOST STORE ATTRIBUTES – HOWEVER THE GAP HAS SHRUNK YEAR-ON-YEAR ON OVERALL EXPERIENCE



Note: Scores are computed based on the sum of participants who rated Very Good and Excellent subtracted by the sum of participants who rated Poor and Fair;  
 Total sample size = 1001; Physical shopper sample size = 910, Online shopper sample size = 756;  
 Comparison based on Retail Monitor 2022 Report.

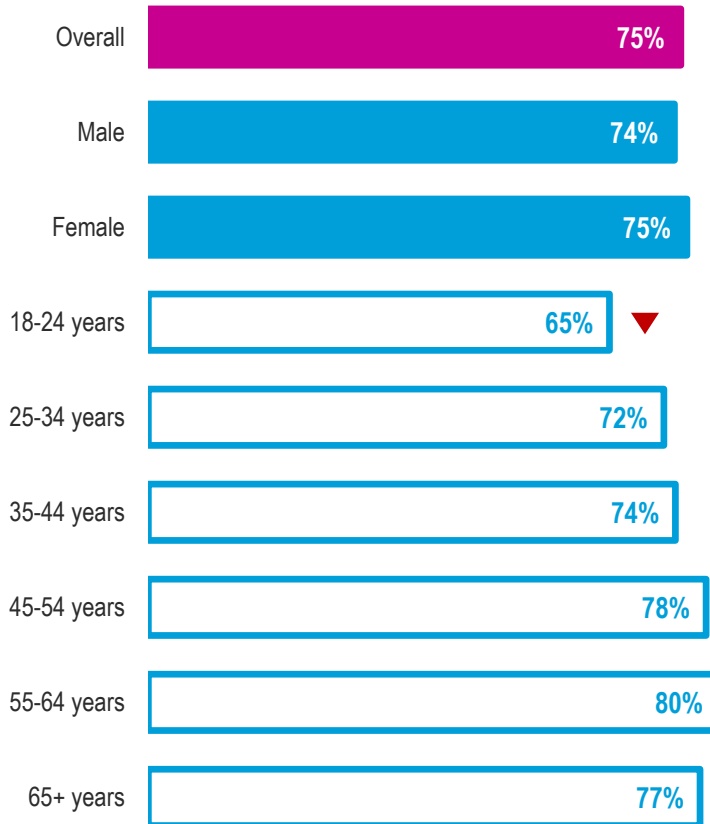
## STANDARD DELIVERY CONTINUED TO BE THE MOST FREQUENTLY USED DELIVERY METHOD FOR ONLINE PURCHASES

| DELIVERY/ COLLECTION METHODS        | SAME DAY | EXPRESS | STANDARD | IN-STORE CLICK-AND-COLLECT | OTHER CLICK-AND-COLLECT | DOWNLOAD/ STREAMING |
|-------------------------------------|----------|---------|----------|----------------------------|-------------------------|---------------------|
| Automotive                          | 11%      | 10%     | 59%      | 18%                        | 1%                      | 0%                  |
| Books and stationery                | 8%       | 8%      | 63%      | 13%                        | 2%                      | 7%                  |
| Clothing, footwear, and accessories | 6%       | 16%     | 67%      | 10%                        | 1%                      | 0%                  |
| Consumer electronics                | 10%      | 24%     | 52%      | 11%                        | 2%                      | 0%                  |
| Grocery and related products        | 19%      | 10%     | 42%      | 27%                        | 2%                      | 0%                  |
| Household                           | 7%       | 14%     | 61%      | 16%                        | 2%                      | 0%                  |
| Insurance                           | 12%      | 2%      | 23%      | 2%                         | 2%                      | 59%                 |
| Media and entertainment             | 9%       | 13%     | 32%      | 10%                        | 2%                      | 35%                 |
| Personal care                       | 7%       | 11%     | 61%      | 16%                        | 4%                      | 1%                  |
| Sporting goods and equipment        | 8%       | 14%     | 58%      | 18%                        | 3%                      | 0%                  |
| Toys and games                      | 6%       | 9%      | 63%      | 13%                        | 5%                      | 4%                  |
| Travel and tourism                  | 14%      | 3%      | 26%      | 7%                         | 1%                      | 49%                 |

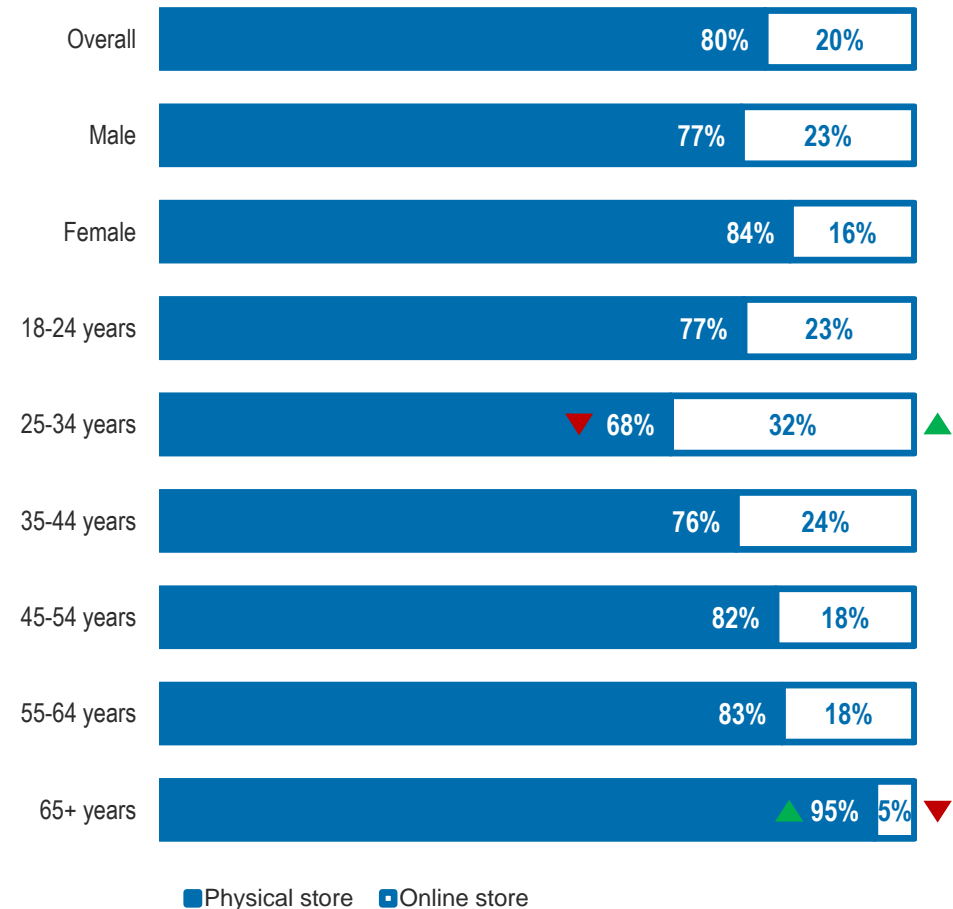
*Note: Online shopper sample size = 756; This was a multiple response question as such percentages do not add up to 100%*

## SPOTLIGHT ON GROCERY & RELATED PRODUCTS

PURCHASED GROCERY & RELATED PRODUCTS IN THE LAST THREE MONTHS



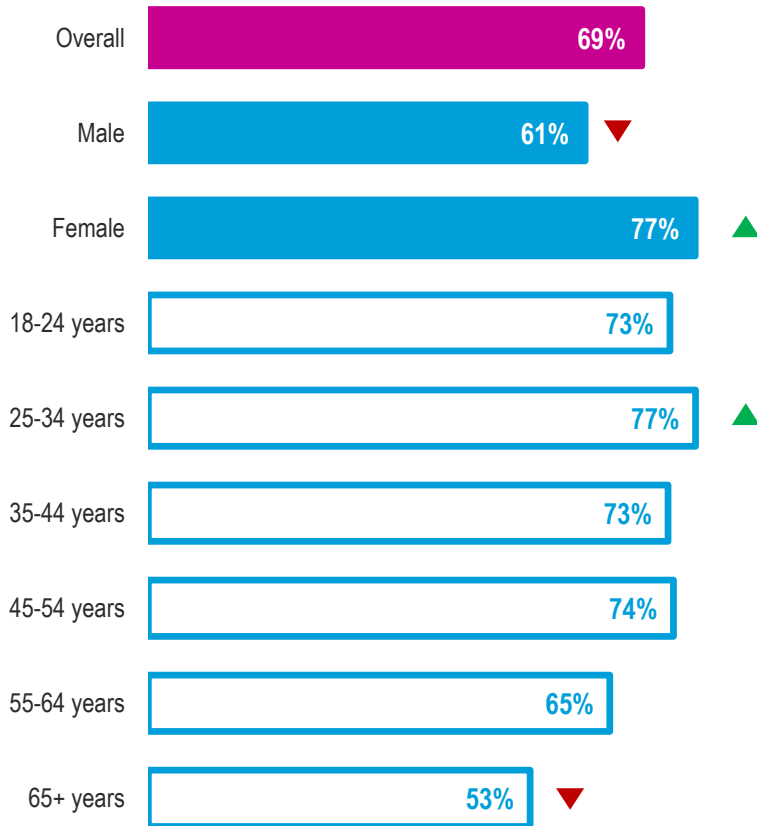
PREFERRED PURCHASE CHANNEL FOR GROCERY & RELATED PRODUCTS



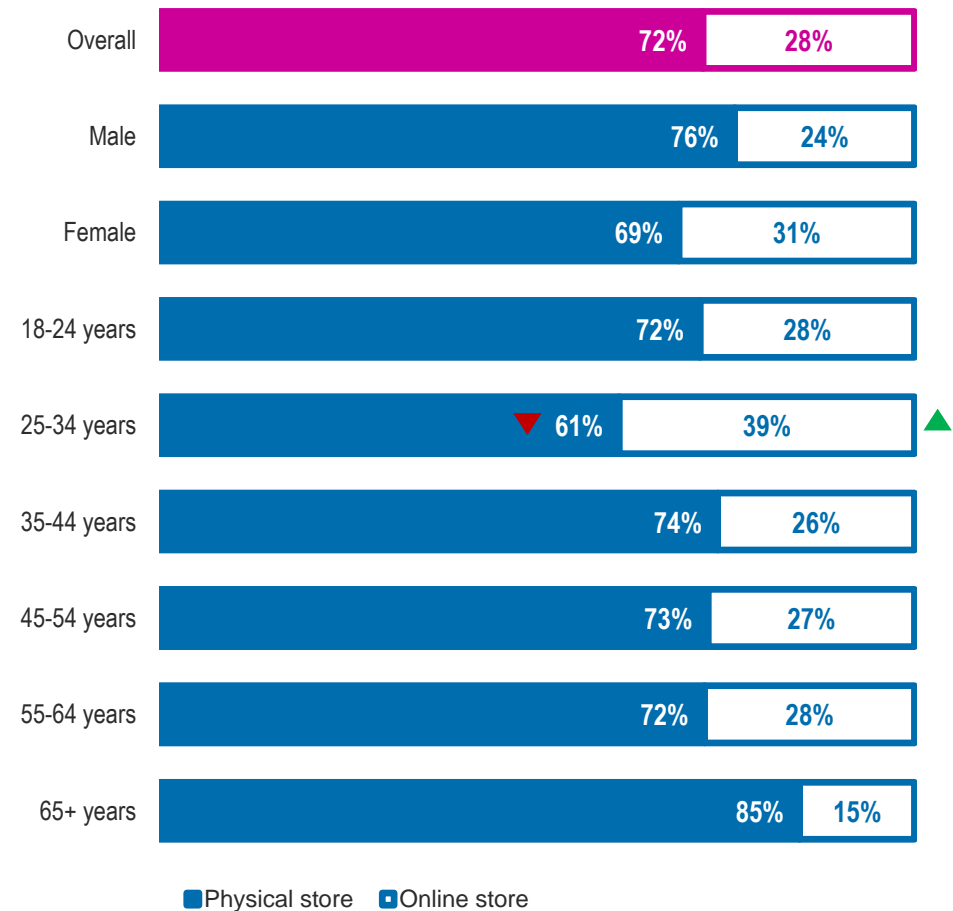
Note: ▲ Indicates a significantly higher proportion compared to Overall, while ▼ indicates a significantly lower proportion.

## SPOTLIGHT ON CLOTHING, FOOTWEAR & ACCESSORIES

PURCHASED CLOTHING, FOOTWEAR & ACCESSORIES IN THE LAST THREE MONTHS



PREFERRED PURCHASE CHANNEL FOR CLOTHING, FOOTWEAR & ACCESSORIES



Note: ▲ Indicates a significantly higher proportion compared to Overall, while ▼ indicates a significantly lower proportion.

## Australian Consumer and Retail Studies

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