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RETAIL MONITOR

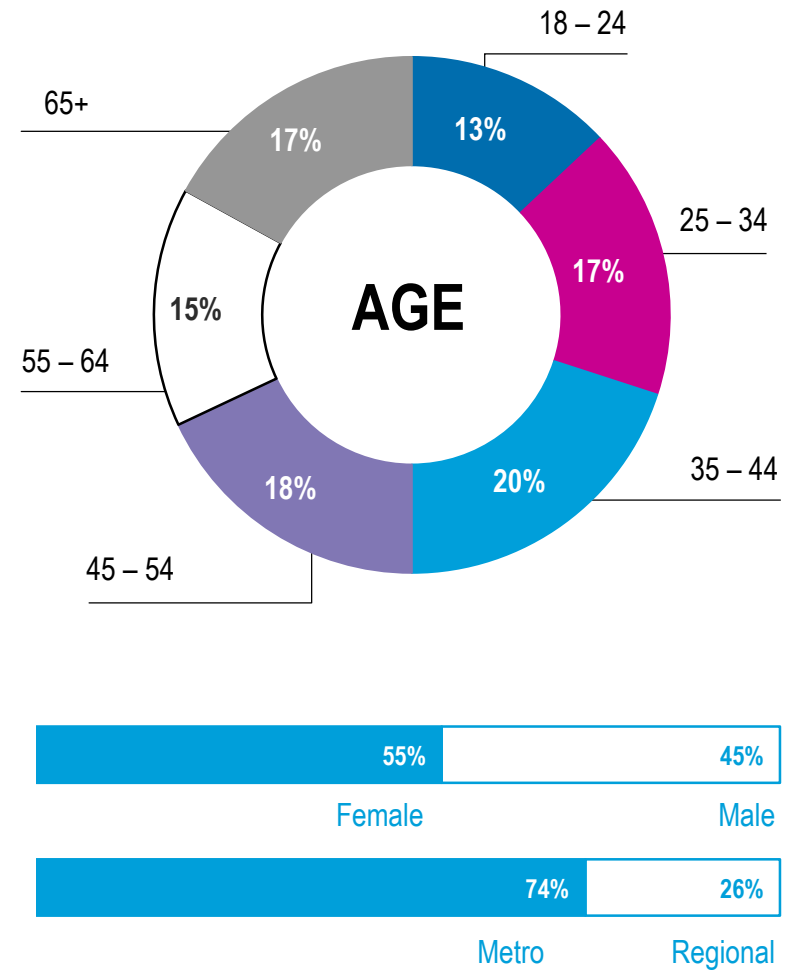
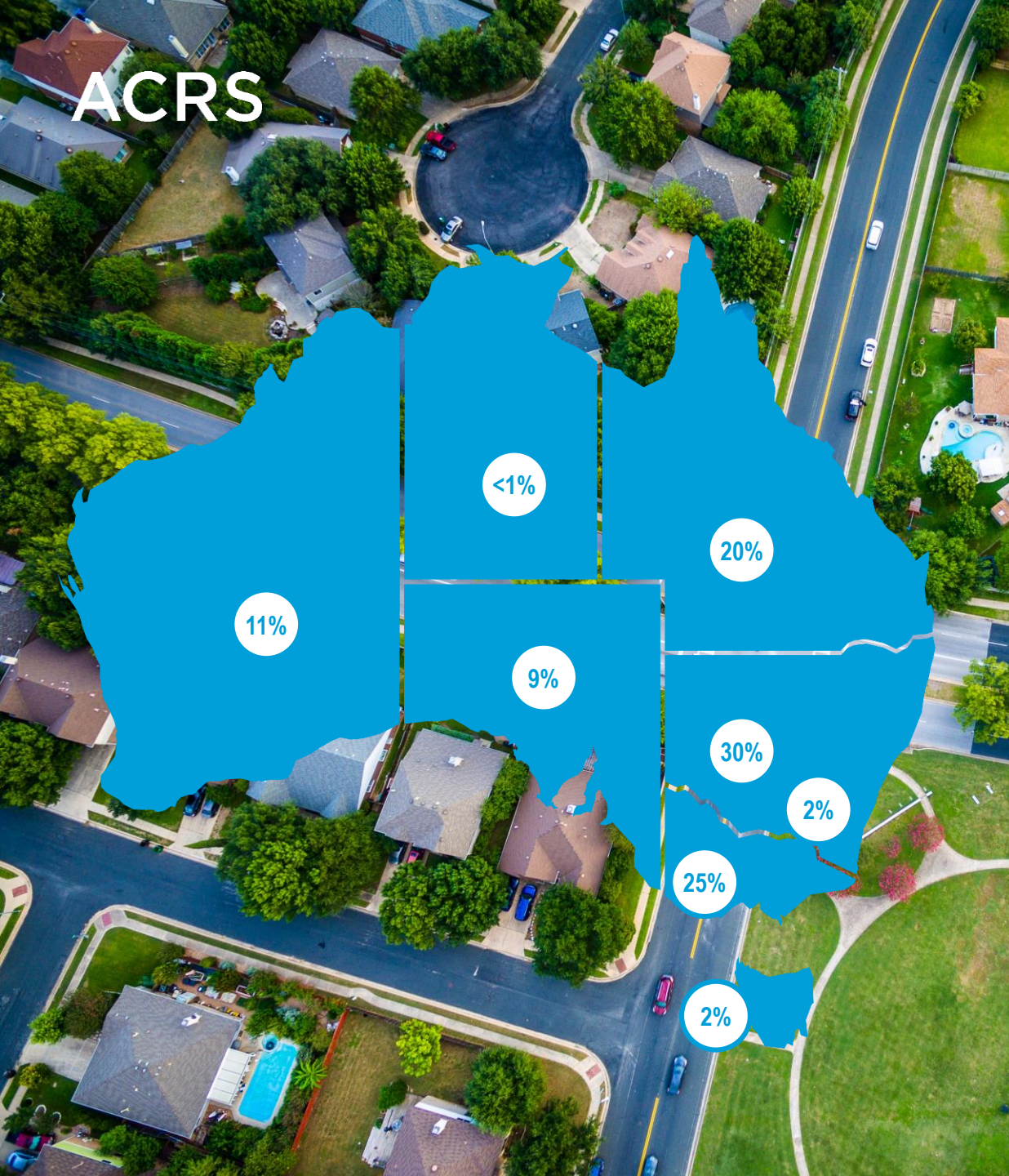
2025 Report



MONASH
University



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The ACRS Retail Monitor is an annual study that monitors consumers' shopping preferences and behaviour, based on an online survey of 1,047 Australian shoppers. Data was collected between 26 June – 27 June 2025.

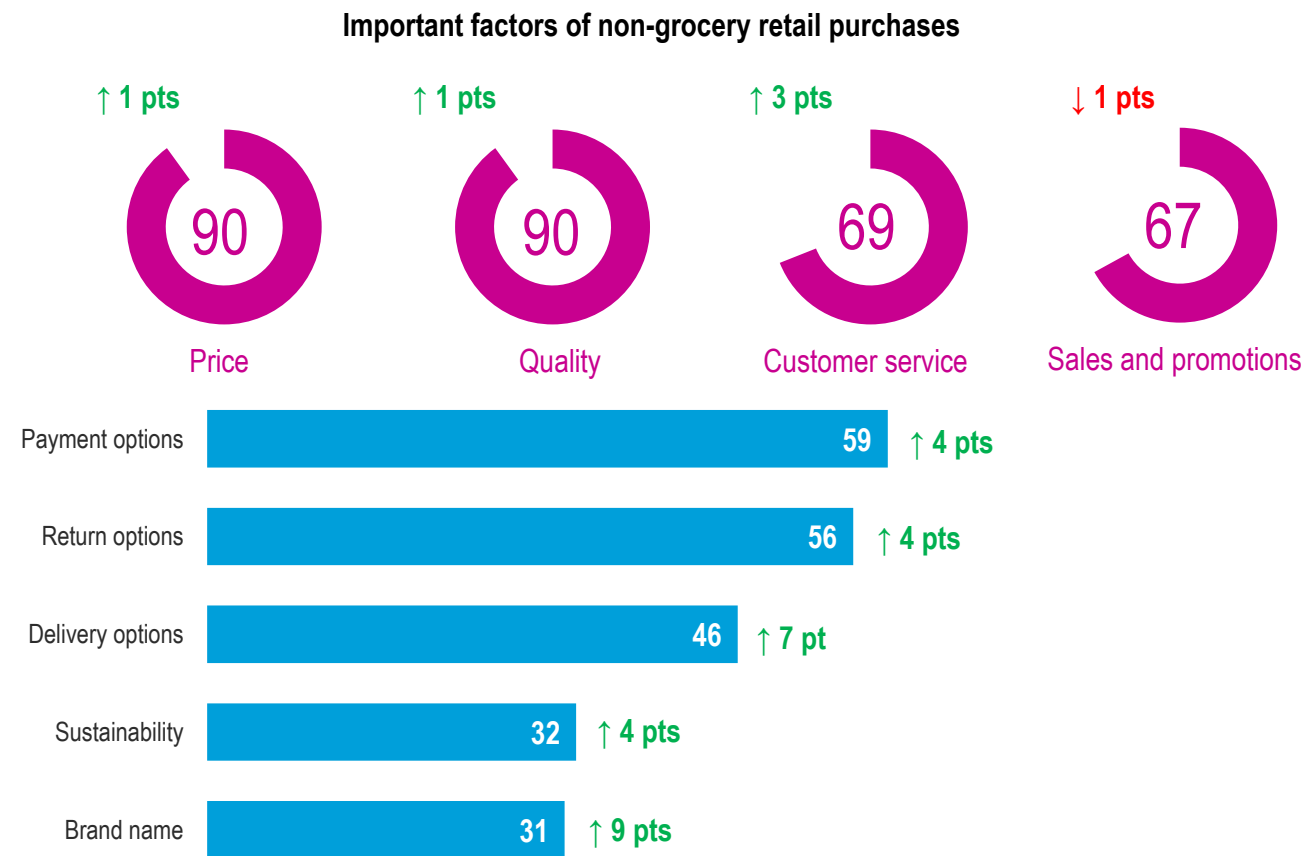
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Price and **quality** remained the equal most important factors for Australian shoppers when making non-grocery purchases.

In line with easing inflation, **sales and promotions decreased** slightly in net importance from last year, while the importance of **customer service increased**.



Price and quality remained the equal most important factors when non-grocery shopping, followed by customer service and sales and promotions

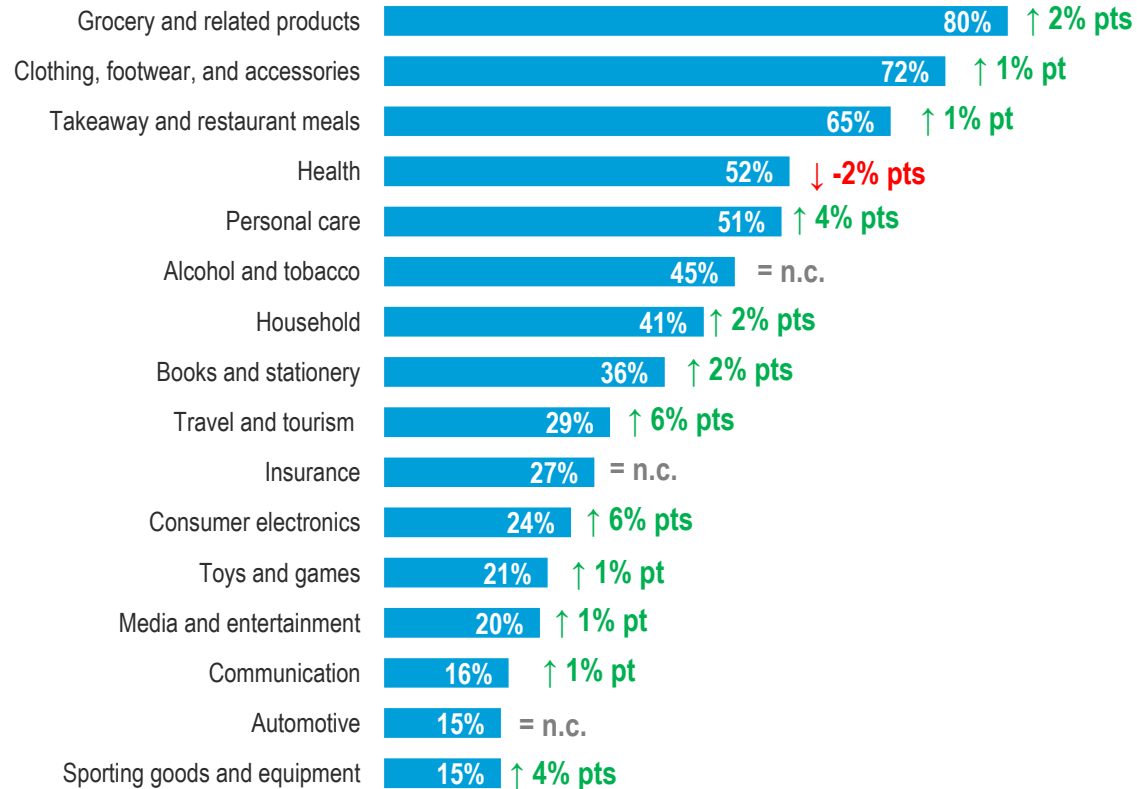


Note: Sample size n=1047; Scores are computed based on the sum of participants who rated *Important* and *Very important* subtracted by the sum of participants who rated *Not at all important* and *Unimportant*; Comparison based on Retail Monitor 2024 Report.

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Most **product category purchases** increased slightly year-on-year

Products purchased in the past three months



Note: Sample size n=1047; This was a multiple response question and therefore percentages do not sum to 100%; Comparison based on Retail Monitor 2024 Report.

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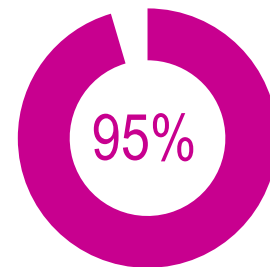
Omnichannel capabilities were increasingly important as the growth in online purchasing continued.

According to shoppers, **in-store** offers **better customer service and return options**, while **online** provides **better delivery options, product range and availability**, and **promotions**.



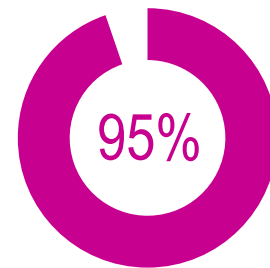
In the last three months...

= n.c.



of Australian shoppers purchased a **non-grocery product**

= n.c.



of shoppers purchased products in **physical stores**

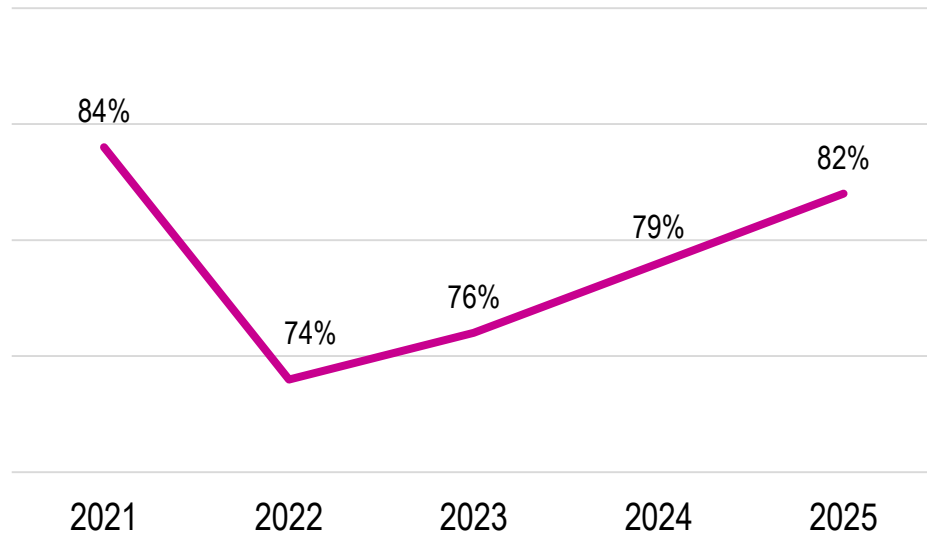
↑ 3% pts



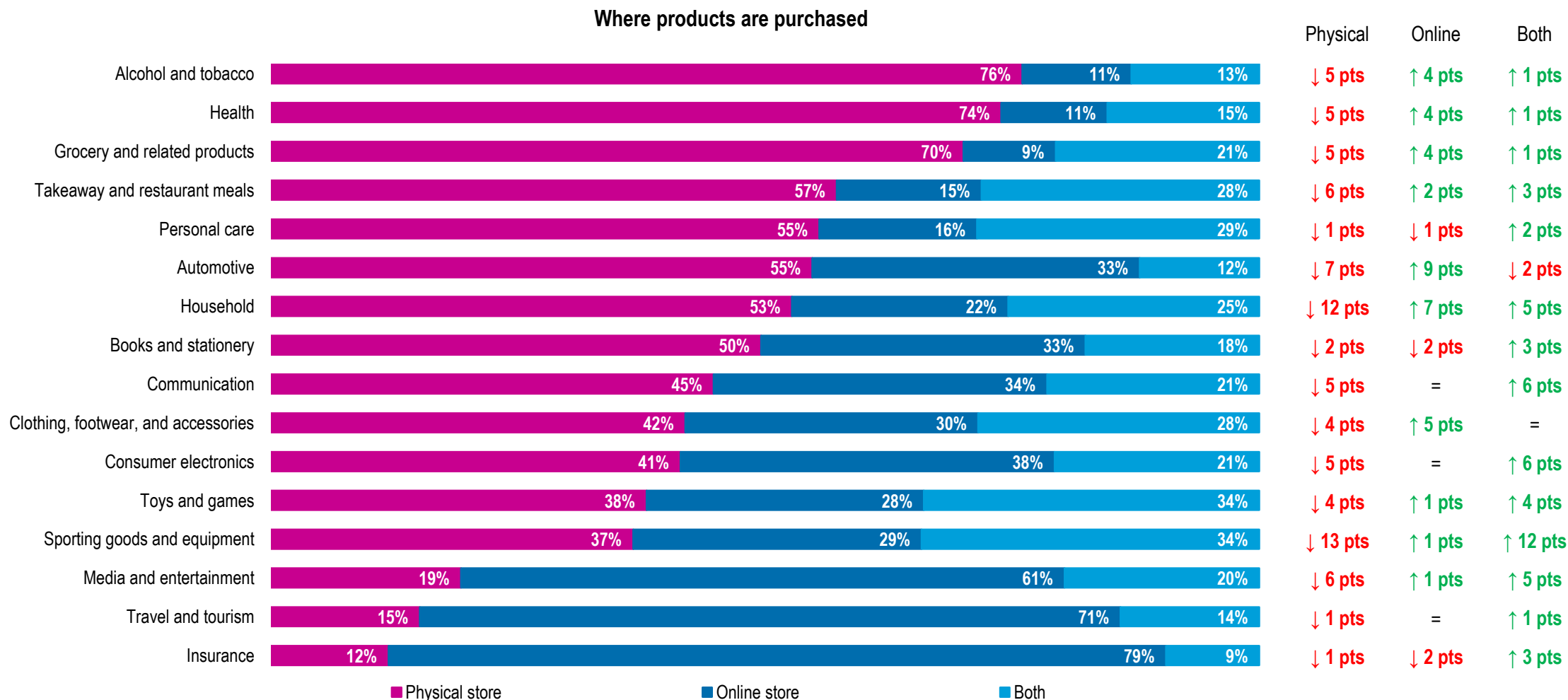
of shoppers purchased products in **online stores**

ACRS Online purchasing has continued to grow over the last three years, returning to levels seen during the COVID-19 pandemic

Percentage of shoppers who purchased products online



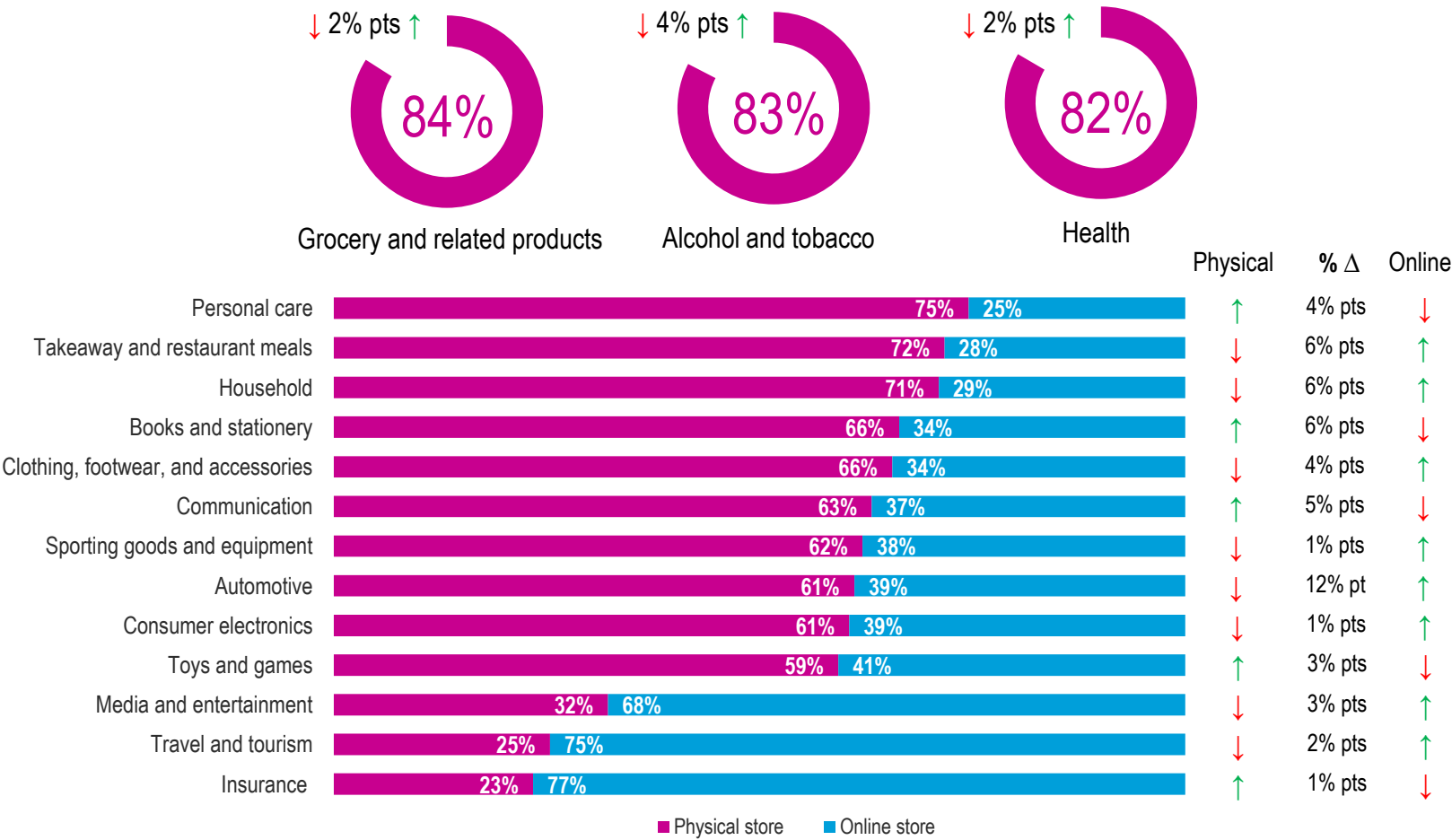
Product purchases across categories were increasingly made either **online** or in **both channels** compared to last year



Note: Sample size = 1047; Percentages may not sum to 100% due to rounding; Comparison based on Retail Monitor 2024 Report.

While **physical stores** remained the most **preferred channel** across majority of product categories, preference for **online** increased across two-thirds of categories year-on-year, including on the top three

Physical vs. online store preference by product

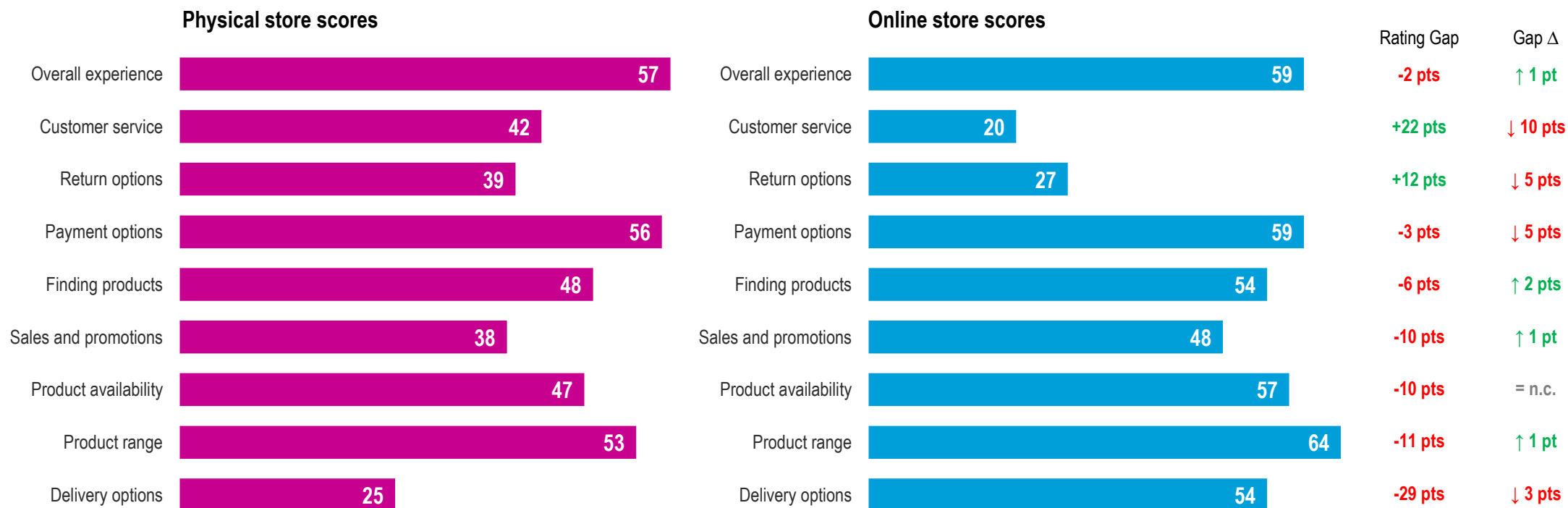


Note: Sample size = 1047; Percentages may not sum to 100% due to rounding; Comparison based on Retail Monitor 2024 Report.

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Online stores were rated higher than **physical stores** for all **store attributes**, except **customer service** and **return options**; however, the **experience gap** for these attributes **decreased** from the previous year

Physical and online store attributes performance



Note: Sample size n=1047; Physical shopper sample size n=992, Online shopper sample size n=860; 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*; Comparison based on Retail Monitor 2024 Report.

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