

SW Agri Connect Trade Forum



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8% growth

in Aust exports to China in May (from April)

but ... Purchase Intent becoming more patriotic





Consumer Preferences

- Health
- Homebodies
- Fitness & Wellbeing
- Category-specific needs
- Pets
- Reflection & Purpose



Pivot to Digital

- Ecommerce: Fresh
- Older & Lower Tier Shoppers
- Diverse Commerce



Sales Channels

- Online
- Brick & Mortar Consolidation
- Trade → Retail
- Less Tourists & Students



NEW GO-TO-MARKET STRATEGIES



200 BRANDS, 26 CATEGORIES



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