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Katrina Diamonon


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Katrina Diamonon : Organics in Australia before purchasing it in order to gage whether or not it would be worth my time, and all praised Organics in Australia:

IntroductionConcerns about health and product safety have triggered increased attentiveness to ingredients. Simultaneously, a preoccupation with 'freshness' has enhanced the appeal of products as close to nature as possible. Additionally, more consumers are taking into account the environmental implications of the products they

buy. These concerns, among others, have heightened interest in organic offerings. Features and benefits Identify the perceived benefits of organic products, and thus the most credible positioning strategies for such offerings Gain a better understanding of organic consumers in Australia by purchase frequency, and determine the values that characterize each consumer segment Obtain unique market data that sizes the most profitable and high-growth organic categories in Australia's grocery sector Highlights Australians are twice as likely to be influenced by local claims over organic labels. In fact, 'Australian Made' products are perceived as fresher, safer and healthier than organic offerings. Countering the evident 'halo' around local products represents a core challenge to organic products made overseas. Only around one-third of Australian consumers are satisfied with the range of organic and socially responsible products available at their grocery store. Organic ranges can potentially prove to be a key point of differentiation as retailers find it increasingly difficult to compete on value and convenience. Your key questions answered What type of organic products are Australians most willing to pay a premium for? Which product features are consumers willing to pay extra for? How do Australians perceive natural versus organic claims? How does organic compare with other desirable product features and benefits across sectors?