

PRODUCT OF THE YEAR

Suite 101, Level 1 | 80 William Street | East Sydney NSW 2011
M 0407 426 660 | T +61 (2) 8356 1999 | www.productoftheyear.com.au



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THE BEST PRODUCTS OF 2018 REVEALED AS VOTED BY THOUSANDS OF AUSTRALIAN CONSUMERS

AUSTRALIAN SHOPPERS HAVE HAD THEIR VOICES COUNTED
AND THE MOST INNOVATIVE NEW PRODUCTS OF 2018 HAVE BEEN REVEALED
IN THE 9TH ANNUAL PRODUCT OF THE YEAR AWARDS

Retail giants ALDI and Coles have battled for top spot, with ALDI edging ahead with 13 wins and Coles on 12. Product of the Year newcomers Metcash (IGA Supermarkets) and Chemist Warehouse have made an impressive debut, with Metcash winning five awards and Chemist Warehouse with two.

Brands have also made a strong showing, taking out 15 of the 47 awards on offer this year.

Independent research company Nielsen conducted the consumer research with over 13,000 Australians.

According to the research, Coles provides the best shopping environment and experience over all retailers. Shoppers also voted Coles as being the first to have new products on its shelves, as well as having the most appealing home brand.

ALDI scored highly in providing really good deals and promotions for its customers.

Woolworths however, scored better on offering fresh and healthy products.

Product of the Year Director, Sarah Connelly, said it was wonderful to see some of the smaller retailers following the trend of creating home brands which are of a high quality and offer good value for money.

Ms. Connelly added, "We've also seen a lot of winning products which are made in Australia with local ingredients. There's a definite move in the right direction to ensure local producers and communities are rewarded for their hard work in helping to keep farming and manufacturing in Australia."

Ms. Connelly also commented that one of the new and most hotly contested categories this year has been Baby Care. "In the past, shoppers have claimed huge brand loyalty in this very emotive category," she said. "The results this year show that people are open to trying and moving to home brand value products, as long as they deliver similar quality to brand name products."

Ms. Connelly said the annual Product of the Year survey, which has been running for almost a decade, is the nation's ultimate consumer poll.

"Winning Product of the Year is a huge stamp of approval from the Australian public," Ms. Connelly said. "Shoppers can be confident when they are buying products - whether it be fresh food, beauty items or larger purchases such as electric toothbrushes - that all the guess work has already been taken out by shoppers just like themselves."

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KEY RESEARCH FINDINGS

- Two in five consumers would definitely or probably buy a new product if it won Product of the Year, which is the third year in a row this number has increased.
- Younger consumers are more likely to buy products with the Product of the Year logo than older consumers.
- Women are more likely to buy a Product of the Year winning product over men (55% v. 45% respectively)
- Six out of ten consumers who would buy a Product of the Year winning product are aged between 18 and 54.
- Over 50% of shoppers claim to have bought home brands regularly, and are more likely to be female in the 25-44 year age groups. Home brand accounts for over half of purchases for almost one in five shoppers.
- Good value for money is the most important factor for grocery shopping and for purchasing home brands. Low cost is also a reason for buying home brands, but it is not as important as good quality when it comes to grocery shopping in general.
- Most people believe home brands are sometimes better than name brands but would be happy to purchase name brands if they were the same price (or cheaper) than the home brands.
- Nearly half of shoppers think it is harder to find their favourite brands on shelf compared with a year ago.

For more information, or to request an interview with Sarah Connelly, please contact:

Rachel Stevenson
Agent99 PR
T: 02 9779 0999/ 0481 251 916
E: rachel@agent99pr.com
W: www.agent99pr.com

or

Amelia Watson
Agent99 PR
T: 02 9779 0999/ 0408 693 676
E: amelia@agent99pr.com
W: www.agent99pr.com

NOTE TO EDITORS

The timing of Product of the Year has changed this year from a February announcement to November.

All of the products awarded will have the opportunity to promote their win through the end of 2017 to the end of 2018.

2018 PRODUCT OF THE YEAR WINNERS

PRODUCT	BRAND	COMPANY	CATEGORY
Purewick Reed Diffuser 75ml	Pastel Pines	ALDI Stores	Air Care
Kids Organic Goat Range	Goat	Chemist Warehouse//My Chemist	Baby - Skin Care
Coles Comfy Bots Nappies	Coles Brand	Coles	Baby Care - Nappies
Coles Comfy Bots Baby Wipes	Coles Brand	Coles	Baby Care - Wipes
Coles Organic Baby Food Pouches	Coles Brand	Coles	Baby Food
Bakers Life Kornig 14 Seeds & Grains Bread 670g	Baker's Life	ALDI Stores	Bakery
Barker's New Zealand Premium Crafted Cordial	Barker's New Zealand	Barker's New Zealand	Beverages
Community Co. Fresh Parmesan Cheese	Community Co.	Metcash/IGA	Cheese
Coles Blueberry Cheesecake	Coles Brand	Coles	Chilled Cakes
Coles Belgian Chocolate	Coles Brand	Coles	Chocolate
Lavazza Prontissimo	Lavazza	Lavazza Australia	Coffee
Community Co. Extra Virgin Olive Oil Spray	Community Co.	Metcash/IGA	Cooking/Oils
Lacura 24 hour Duo Lipstick	Lacura	ALDI Stores	Cosmetics
Green Action Dishwashing Liquid 500ml	Green Action	ALDI Stores	Dishwashing - liquid
Logix Platinum Dishwashing Tablets 40pk	Logix	ALDI Stores	Dishwashing - tablet
Birch & Waite Asian Dressings	Asian Dressings Range	Birch and Waite	Dressings
Philips Sonicare DiamondClean Rose Gold	Philips	Philips Oral Healthcare	Electric Toothbrush
ABLE Asthma Spacer with Mask	ABLE Asthma WyMedical P/L	ABLE Asthma Australia	First Aid
Nexcare™ Foot Protection Tape	Nexcare™	3M	Foot Care
Coles Chilled Soups	Coles Brand	Coles	Fresh Soups and Sauces
Coles Gloves Variety Pack	Coles Brand	Coles	General Household
Pantene 3 Minute Miracle Daily Moisture Renewal Conditioner	Pantene	P&G	Hair Care
Lacura Naturals Verde Hand Wash	Lacura	ALDI Stores	Hand and Body care
Coles Australian Vegetable Rice and Noodles range	Coles Brand	Coles	Health Food
Coles Smoothies	Coles Brand	Coles	Healthy Drinks
Coles Crumbed Chicken	Coles Brand	Coles	Heat and Eat (Meat)
Power Force Pro Bath and Shower Cleaner	Power Force	ALDI Stores	Household cleaning
Bulla Creamy Classics Ice Cream Sandwich	Bulla Creamy Classics	Bulla Dairy Foods	Ice Cream - Single serve
Bulla Creamy Classics Frozen Custard	Bulla Creamy Classics	Bulla Dairy Foods	Ice Cream - Tubs
ALMAT Laundry Liquid 2L	ALMAT	ALDI Stores	Laundry
Heinz [Seriously] Good Garlic Aioli	Heinz [Seriously] Good	Heinz	Mayonnaise and Aioli
Mersynofen Paracetamol and Ibuprofen	Mersynofen	Sanofi Consumer Healthcare	OTC Medicine
Betadine Anaesthetic Lozenges	Betadine	Sanofi Consumer Healthcare	OTC Medicine - Cough and Cold
Confidence 3ply Double Length Toilet Tissue 8pk	Confidence	ALDI Stores	Personal Hygiene
Farmers Market Dog Food	Farmers Market	The Real Petfood Company	Pet Food
Coles Stone Baked Pizza Bases	Coles Brand	Coles	Pizza
Hillcrest Protein Bars 5pk 200g	Hillcrest Tasti	ALDI Stores	Protein Bars
Coles Chilled Ready Meals	Coles Brand	Coles	Quick Meal Solutions
Community Co. Nibbles - Snacking Nuts	Community Co.	Metcash/IGA	Savoury Snack
Natural Instinct Dark Circle + Wrinkle Correction Eye Crème	Natural Instinct	Mentholatum Australasia Pty Ltd	Skin Care - Eyes
Lacura Naturals Anti Aging Face Care Range	Lacura	ALDI Stores	Skin Care - Face
Community Co. Short Cut Rindless Bacon	Community Co.	Metcash/IGA	Small Goods
Goat Soap	Goat	Chemist Warehouse/My Chemist	Soap
D'Orsogna Maple Streaky Bacon 200g	D'Orsogna	D'Orsogna Limited	Specialty Bacons
Choceur Liviano Wafer Bar 150g	Choceur	ALDI Stores	Sweet Treats
Just Organic Apple Cider Vinegar	Just Organic	ALDI Stores	Vinegars
Community Co. Tortilla Wraps	Community Co.	Metcash/IGA	Wraps and Sandwiches