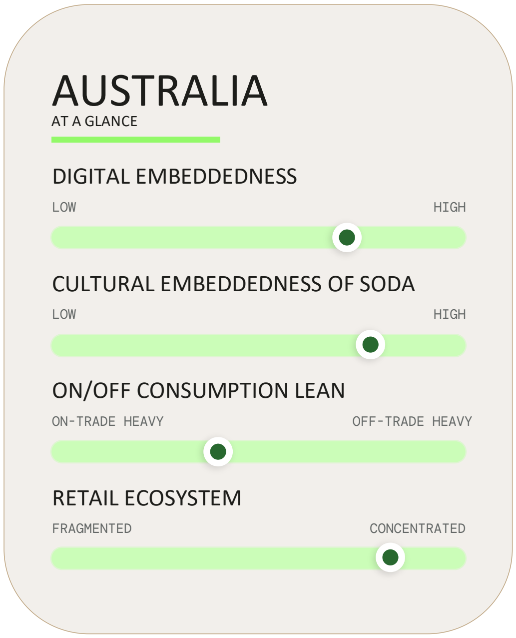
DTMx 3.0

DTMx Insights—Australia

Creative Intelligence Approach



Australia is a high-consumption, occasion-led market where Coca-Cola has deep cultural penetration. It is a sports-obsessed, outdoor-living nation where soft drinks are woven into the fabric of backyard BBQs, cricket summers, road trips, and pub culture.

Key Cultural Distinctions for Beverage

Proudly Australian—95% of Australians strongly prefer Australian-made products. Attitudes to US goods have dropped 14 pts since 2025 (Roy Morgan). Local authenticity matters.

Multi-cultural and world cuisine led—31.5% of Australians were born overseas—the highest proportion since 1893. Filipino ube, Vietnamese sugarcane juice, Indian kaapi-inspired cocktails, and Dubai chocolate are driving new taste expectations.

Sport as religion—AFL, cricket, rugby league, surfing, and NRL are cultural touchpoints.

Outdoor nation—BBQ culture is the #1 at-home social occasion: 71% hosted a gathering in the past year; 36% monthly. Camping, beach, road trips and sport define consumption moments.

Laid-back and unpretentious—Direct, informal, and allergic to pretense. Self-deprecating humor and “not taking yourself too seriously” are cultural norms (SBS Cultural Atlas). Brands that "keep it real" resonate; marketing fluff gets called out. Over 5,000 diminutive word forms (arvo, brekky, Maccas) reflect this casual communication style.

Value driven—74% of Australians identify rising living costs as a major concern, with 55% feeling financially insecure (PwC Voice of Consumer 2025). Supermarket dominance drives promotional dependency: 79% shop weekly in-store, drawn by loyalty programs and deals. Bulk buying and brand-switching for better deals is now standard behavior.

Economic and Regulatory Considerations

- SSB Sugar Tax—proposed 20% levy: advocacy pressure intensifying.
- Container deposit scheme—very state and territory now has a 10¢ refund per eligible beverage container (150ml–3L).
- Cost of living pressures—74% of Australians cite rising living costs as a major concern (PwC Voice of Consumer 2025).

On-Trade—Bars Restaurants Venues

What are the Key Venues and Spaces? What POS Formats Work Here?

Australia’s on-trade spaces are vast and culturally embedded. However, with rent, labor and food prices rising, Australian hospitality businesses are entering insolvency at the highest rate in four years. Hospitality is one of the hardest-hit industries.

Pubs and clubs—Traditional Australian pubs are the #1 on-trade venue. Beer gardens and rooftop bars, night clubs, and sports venues, RSLs—(working men’s club/ex-servicemen community centers).

POS formats: Tap decals (incl. digital animated), bar rail mats, back-bar LED shelving, branded glassware, coasters, menu inserts, chalkboard specials; drink-spiking cover kits.

Sit down dining—Restaurants and cafes, when Aussies choose to splurge; dining out tops the list.

POS formats: Table talkers, coaster programs, menu inserts, window graphics, counter displays, branded tray liners; birthday/anniversary personalization POS (55% of Aussies want birthday restaurant promos); QR-activated digital experiences.

Fast casual—QSR and food courts.

POS formats: In-restaurant digital menu boards, branded trays/liners, promotional window graphics, counter standees. Freestyle machines enable personalization and flavor exploration.

Entertainment-driven venues—Stadiums and sports arenas, live music venues, cinemas, festivals and event spaces, summer music festivals, sporting events, food & wine festivals, outdoor cinemas.

POS formats: Experiential booth wraps, sampling stations, branded hydration points, social media activation frames, pop-up tent canopies.

Any Cultural Drinking/Dining Occasions that Matter for On-Trade?

Australia's on-trade calendar is driven by sport, season, and social ritual.

Peak Occasions

- Sports Finals—AFL Grand Dinal “siren-to-siren" pub packages ($75–$139/person); the biggest single-day pub occasion in the country
- Cricket Summer
- Melbourne Cup
- Schoolies—significant youth occasion, nonalcoholic and energy drinks play
- Music Festivals
- ANZAC Day
- Australia Day
- Christmas and end of year, New Year
- State of Origin
- Music Festivals

Always On

- Pub-lunch—deeply embedded social ritual; mid-afternoon drinking culture unique to Australia. Chicken Parmigiana + Coca-Cola is an iconic pairing.

https://www.instagram.com/p/BtnXp-Ejblr/

- Cinema trips
- Café morning
- Work lunch
- Trivia nights
- Friday arvos
- Saturday nights
- Sunday sessions

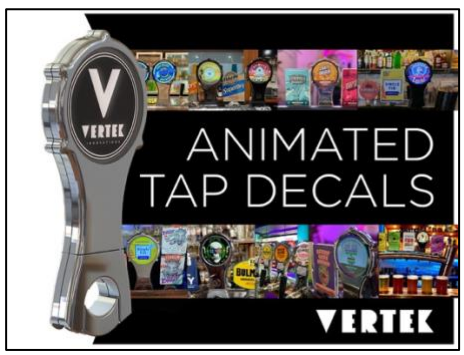
- Sports watching
- Birthdays

What POS Formats Work Here?

The Australian on-trade has a well-established POS toolkit, with innovation emerging most strongly in digital and experiential formats. Operators are receptive to materials that reduce their own production burden.

Standard On-Trade POS Toolkit

- Bar runners/rail mats—essential at every bar; brand visibility at point of pour
- Tap decals—standard for beer/cider but increasingly adopted for RTD and CSD ranges
- Table talkers and menu inserts—price-promoted and occasion-led; high turnover
- Coasters—ubiquitous; seasonal and campaign-led
- Chalkboard-style specials boards (or digital equivalents)—handwritten aesthetic strongly preferred in independent venues
- Branded glassware—Coca-Cola contour glassware has active demand; premium venues prioritize this
- Back-bar shelving displays with LED lighting—particularly for RTD and premium mixer ranges



Emerging digital animated tap decals

Vertek LABsolution: $499/unit, IP66 weather-rated, remotely programmable

Challenges for On-Trade

FINANCIAL PRESSURE ON HOSPITALITY	SHIFTING CONSUMER BEHAVIOR
• 1 in 10 hospitality businesses closed in FY25 • QSR continues to grow defying economic challenges • Insolvencies up 70%+ year-on-year (1,312 vs 771 the prior year)	• No/low alcohol trend: NA beer ~10% of total beer sales, projected to double by 2028 • Gen Z drinks 20% less per capita than millennials • Wellness driving menu reformulation pressure on venue operators

• Cost of dining out up 34% since 2019 • 86% of operators cite rising costs as a significant challenge • Labor, rent, and food prices all rising simultaneously • Despite this, Australians spent $66.3B on hospitality in FY2025—the market is stressed, not dead	• Influencer reach declining as algorithms shift—operators seeking brand collaborations • 42% of Australian operators plan to invest in brand collaborations this year • 55% of Australians want birthday/anniversary promotions; 45% of operators don't offer them

Off-Trade & Retail

Retail Landscape—Who are the Dominant Retailers? What Shelf/Display Norms Exist? What is the Convenience Store Landscape?

Supermarkets dominate grocery shopping, with 79% shopping weekly in-store and 18% online. The market is highly concentrated, with Woolworths and Coles dominating a major share of the market, prompting an ACCC investigation that was published in 2025.

RETAILER	SHARE	KEY FACTS
Woolworths	~37%	1,111 supermarkets, 25M customers/week, 10M active Everyday Rewards members, Cartology retail media, ~$750M/yr (2025 est). ACCC Federal Court proceedings filed Sept 2024 regarding misleading promotions. Trial will begin later in 2026 (due April but no set date announced)
Coles	~28%	$37B supermarket sales, 9.9M Flybuys members, Coles Media ~$250M/yr. First AI smart trolleys in APAC (Melbourne). ACCC trial began February 2026.
ALDI	~10%	600+ stores, 15–20% price gap vs majors. Growing with cost-of-living pressure.
7-Eleven	750+ stores	Acquired by 7-Eleven International for A$1.71B (2024). Plans to increase footprint by several 100s in the next 5 years. Celsius 7-Eleven rave (January 2026) is best-practice experiential template.
IGA (Metcash)	~7%	Crucial in regional and rural Australia. 1,400+ stores. Community loyalty and local provenance key differentiators.
Costco	Expanding	20 new warehouses announced over 5 years. First Tasmania entry. Bulk-buy multi-pack format aligns with camping and BBQ occasions.

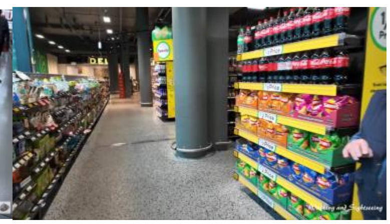
What Shelf/Display Norms Exist?

Consumers are cognitively loaded, heuristic-driven, and increasingly loyalty-anchored. This means POS materials need to do less work to explain, and more work to *trigger*—clear visual codes, familiar brand cues, and promotionally legible signage that doesn't mislead.

Shelf-Ready Packaging (SRP) is standard practice—Woolworths and Coles strongly favor SRP for speed of replenishment, on-shelf consistency, and reduced labor handling.

- **Planogram compliance is critical—**strict adherence to planograms including eye-level positioning, facings, and adjacency rules; consistency across stores supported by field compliance checks and photographic validation.
- **Category flow—**water → flavored water → juice → soft drinks → energy/sports; vertical or block placement by brand or occasion.
- **Eye-level = buy-level—**CCEP gained share of cold drink space with expanded cooler placements in 2024.
- **End-caps** as premium promotional real estate; allocated through trade-term negotiation with retailers.
- **Pallet displays common for bulk buying behavior**
- **Gamified promotional**
- **Loyalty member pricing dual-labels**

- **Unit price shelf strips**
- **Shelf fins and aisle blades**—vertical cards protruding perpendicular from the shelf edge, used to interrupt the shopper's eye-line down the aisle.
- **Promotional signage saturates the shelf** and creates a heuristic environment—consumers use visual promotional cues as a mental shortcut for value—meaning non-promotional signage must work harder to register as distinct.
- **Retail media integration—**Woolworths Cartology (~$550M/yr) and Coles Media (~$250M/yr) are significant digital advertising channels that require dedicated digital POS and asset suites.
- **Temporary displays—**HH Global delivered comparable work—the Shop! ANZ 2023 Gold Award winner (Diageo/Dan Murphy's) delivered 35% incremental units uplift.
- **Chiller bays** along back or side walls

Convenience Landscape

Australia has a robust network of 8,000+ convenience stores and "servos" (petrol stations) catering to on-the-go needs. Major, widespread chains include 7-Eleven (approx. 750 stores), OTR (On The Run), Ampol, IGA X-press, NightOwl, and SPAR. These stores offer food, drinks, fuel, and daily essentials, with many open 24/7. Servos (petrol forecourt) are culturally embedded fuel stop, key for road trip and commuter impulse occasions.

- Chilled grab-and-go is the dominant beverage display mechanic, with beverages the #1 impulse buy.
- Counter and queue-zone real estate is the highest-value display space—branded floor decals and shelf barkers lining the path from fridge to counter.
- Branded cooler-door decals are the single most visible brand asset in channel.
- Forecourt A-frames and pump toppers—outdoor branded signage at the fuel pump and store entrance, often the first brand touchpoint before the shopper enters.
- Meal deal combo boards—overhead or counter-mounted menu-style signage pairing a food item with a named cold drink, typically a static printed or digital board.

<Classic Servo Reviews, featuring YouTuber Georgia McCudden reviewing some of Australia's more eccentric service stations.

Pie and Coke is an iconic Australian combination in cafes and convenience >

Drive-Through Bottle Shops (Bottle-o's)

Drive through bottle shops are a distinctly Australian retail format, driven by climate, convenience and car culture. Deeply embedded in everyday life, they've become a familiar and almost iconic part of Australian drinking landscape. Major chains such as Dan Murphy's, Thirsty Camel, and BWS continue to expand and innovate their drive-through experiences—which creates opportunities for high-impact POSM like bollard covers.

Liquor Retail Landscape

Australia’s off-premise liquor market is a critical-adjacent channel for Coca-Cola’s mixer, RTD (Jack Daniel’s & Coca-Cola), and no-sugar CSD portfolio, especially since alcohol is not sold in supermarkets in many states due to licensing laws. The sector is dominated by two groups, BWS and Liquorland, mirroring the supermarket duopoly, with independents gaining ground.

- **Key category dynamics—**RTD/premix is the fastest-growing segment—Jack Daniel’s & Coca-Cola RTD is a direct play. No/low alcohol growing rapidly (NA beer ~10% of sales, projected to double by 2028).

Shelf and Display Norms

- End-cap and stack displays for seasonal/NPD launches—premium promotional real estate allocated through supplier trade terms. RTD and premix launches (e.g. Jack Daniel’s & Coca-Cola) typically get dedicated end-cap or floor-stack treatment.
- “Shop the fridge” impulse behavior—liquor retail mirrors convenience, in that shoppers default to the chiller. Pre-chilled single-serve and 4-packs positioned at eye level drive impulse; ambient multipacks are planned purchases.
- Tasting stations and feature walls in large-format stores—Dan Murphy’s megastores use dedicated feature bays and sampling stations for NPD and seasonal campaigns.
- Counter-zone impulse—smaller formats use counter standees, clip strips, and branded POS at the register for last-second add-ons.
- Category adjacency matters—mixers are merchandised alongside spirits they pair with (e.g. Coca-Cola next to Jack Daniel's).

What Does At-Home vs. Away-From-Home Consumption Look Like?

Australia's off-trade consumption splits clearly between at-home occasion buying (bulk multipacks for BBQs, gatherings, camping) and away-from-home impulse (single-serve from convenience, servo, and venue). Cost-of-living pressures are shifting spend toward at-home, with 62% hosting more gatherings rather than going out.

At-Home Consumption

- Routine moments
- Working from home
- Evening meal
- After-work reward
- Watching TV

- Gaming
- Movie night
- Saturday night in
- Takeaway and fakeaway occasions replacing take-out spend
- Hangover recovery
- Social moments
- BBQs as dominant at-home occasion—opportunity to guide food and drink pairings
- Watching sports at home
- Party
- Dinner party
- Seasonal and cultural moments similar to on-trade, e.g., Christmas/New Year, Easter, Lunar New Year, Australia day

Away-From-Home Consumption

- Routine
- The commute
- Lunch break
- After lunch pick-me-up
- Driving
- Social and outdoors
- Camping and road trips—sky coolers as hero objects
- Outdoor barbecues—e.g. along the Yara river
- Beach and coastal days
- Festivals and day event adjacent
- Sporting events—watching and playing
- Beach/outdoor occasions
- Park picnics

Merchandise and Collectibles

Are There Any Viral/Culturally Relevant Products?

Culturally Relevant Products

- Stubby holders/coolers (most culturally relevant)—stubby holders/coolers are Australia's #1 culturally relevant branded merchandise. They keep drinks cold, are cheap to produce at scale, and are universally used at BBQs, sport, and camping.

- Coca-Cola lassware
- Sport & fitness bottles
- Coasters

Collaboration Trends

- Sports partnerships
- Experiential retail—Celsius x 7-Eleven Rave (January 2026): Australia's first convenience-store rave at 7-Eleven Brunswick, Melbourne. Tickets at A$7.11 sold out in minutes. Introduced Sparkling Raspberry Peach flavor through experiential retail—a best-practice template for in-store activation.