

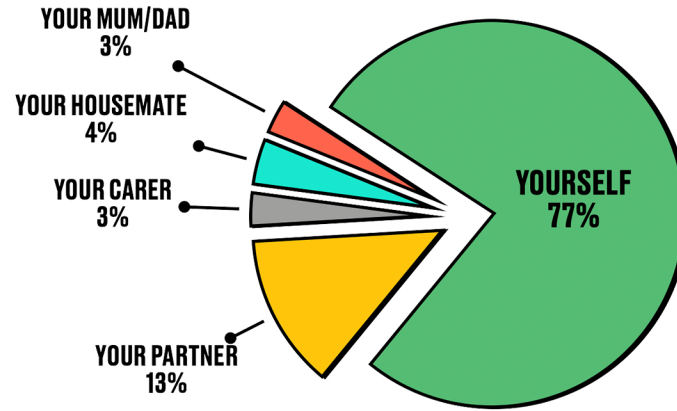
# UNDERSTANDING THE AUSTRALIAN SPORTS FAN: FMCG

## UNDERSTANDING PURCHASING BEHAVIOUR AND CATEGORY TRENDS

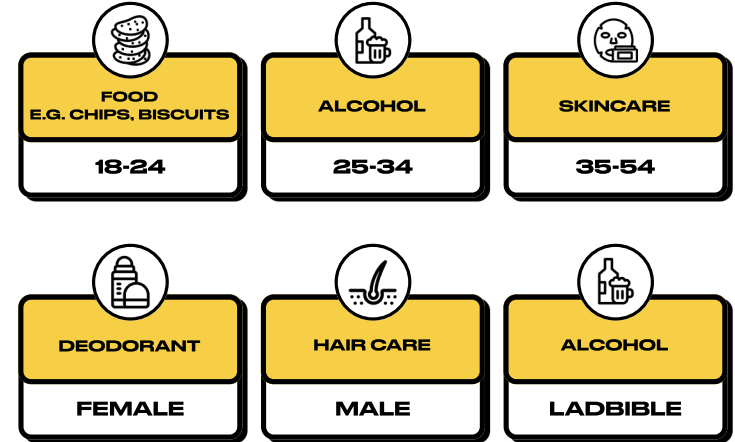
THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

GET IN TOUCH WITH YOUR LAD REP TO FIND OUT MORE.

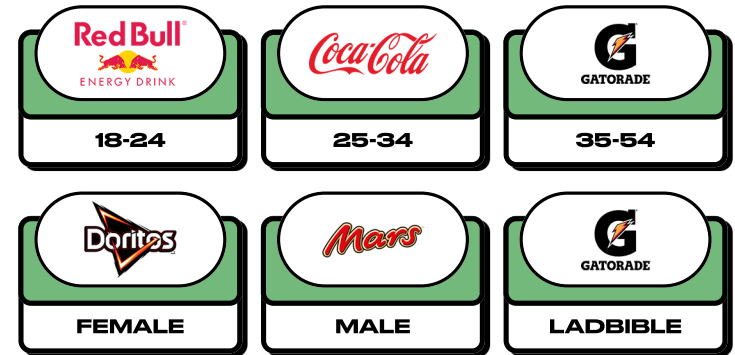
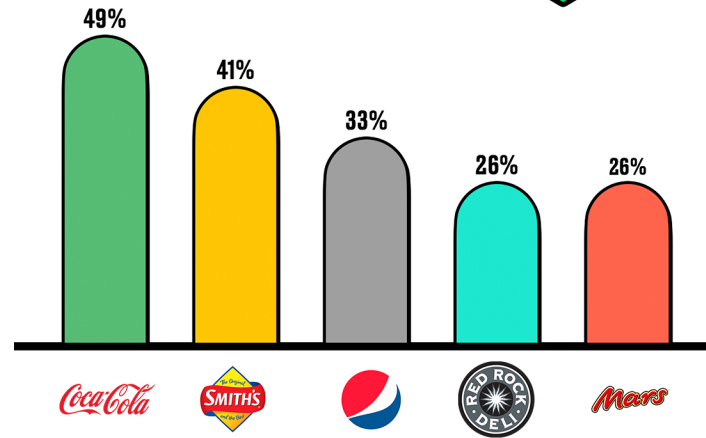
### MAIN PURCHASER IN HOUSEHOLD



### CATEGORIES BEST FIT FOR SPORTS PARTNERSHIPS



### BRANDS PURCHASED



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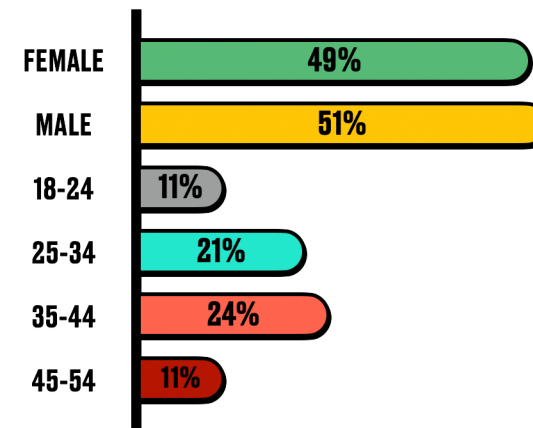
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### AVERAGE SPEND PER MONTH



### GROCERY BUYER DEMOS



### STATEMENTS FROM GROCERY BUYERS

