



# Supermarkets in Australia

March 2025

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## Supermarkets in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Further growth for supermarkets, driven by duopoly of Woolworths and Coles

Shrinkflation trend forces law change on unit pricing

Customers turn to private label amid ongoing cost-of-living crisis

#### PROSPECTS AND OPPORTUNITIES

Enhancing the supermarket experience based on specific customer needs

Local supermarkets make significant investments as Amazon emerges as a strong competitor

Coles trials its new AI-powered Smart Trolley

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