



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - public distribution

**Date:** 12/5/2005

**GAIN Report Number:** AS5045

## Australia

### Promotion Opportunities

### Top Food Trends in Australia

### 2005

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**Report Highlights:**

What are the top food trends in Australia in 2005? Health, healthy, healthiest!! Think you know what the best-selling book in Australia is at the moment? The Da Vinci Code? Harry Potter? Not even close, it's the CSIRO Total Wellbeing Diet. Australian's care about their diets and Australia is one of the fastest growing markets for U.S. consumer ready foods. An ideal opportunity to introduce new U.S. foods is the Fine Food Australia show in Melbourne, September 14-16, 2006.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Canberra [AS1]  
[AS]

What are the top food trends in Australia in 2005? Health, healthy, healthiest!! Think you know what the best-selling book in Australia is at the moment? The Da Vinci Code? Harry Potter? Not even close - it's one based on a very old Australian and established brand name – that of the CSIRO (Commonwealth Scientific & Industrial Research Organization) – and a very modern topic: dieting – and it's called the CSIRO Total Wellbeing Diet. The Australian Government and industry bodies are tackling childhood obesity with an A\$2 million health system. Nutrition Australia is working with schools to promote healthy choices at the canteen. Consumers are demanding health choices and all sectors of the food industry are working towards providing them.

The following trends are driving Australian consumers:

- Health is the future – the momentum of the trend towards health cannot be doubted and health (or wellness) is becoming the new standard for the food industry.
- Intrinsic Health – which strategy has the least risk associated with it and little to no new product development cost? Marketing the intrinsic healthfulness of your foods.
- Farewell “good diets & bad diets,” welcome “good foods, bad foods” – the role the food industry will play in contributing to, and helping to remedy, the epidemic of obesity & other diet-related diseases.
- GI (glycemic index), good carbs, bad carbs: the rise of whole-grains and low GI – pressure is building on food companies to head in this direction.
- Personalized nutrition is here to stay – products that allow customers to choose a snack that meets particular health needs.
- Bars & Beverages – over the past few years the largest growth in nutritional products has been in bars and single-serve beverages – products consumed by individuals who are on-the-go, in a hurry, & most often eating alone.
- Daily-dose and the power of packaging innovation.
- Out of the supplement aisle – increasingly ingredients traditionally found in the supplement aisle are finding their way into beverages. For example, calcium has just been approved as an additive for beverages, soups and biscuits (see report AS5039).
- Asia for inspiration and health leadership – the origins of the most successful functional brands and functional product concepts lay in Asia, in particular Japan.
- Kids nutrition crisis – just like in the U.S. this issue is at the forefront of parents' minds. Pressure is on to produce healthier options for children's snacks.

Although [Standard 1.1A.2](#) of the Australia New Zealand Food Standards Code currently prohibits all health claims (except a specified few) in relation to food in Australia, this standard is currently being reviewed (see report AS4037) and it is likely that, in the not too distant future, some health claims will be allowed. U.S. exporters should make sure they are familiar with Australia's laws and regulations relating to food. Reference should be made to the Foreign Agricultural Import Regulations and Standards Report for Australia (AS5020) for guidance on quarantine, import and food standards laws and regulations.

### Entering the Australian Market

Australia is one of the fastest growing markets in the world for U.S. consumer-ready food products. Australia's multi-billion dollar food and beverage market serves a population that is affluent, diverse, well educated and appreciates innovative products. An ideal opportunity to introduce new products to the Australian market is presented at the [Fine Food Australia](#) trade show. Fine Food is Australia's largest food trade show, and includes a hotel show segment and a supermarket show segment. In 2006, Fine Food will be held in Melbourne, September 11-14, at the Melbourne Exhibition and Convention Center. For U.S. companies interested in

entering the Australian market, we believe that Fine Food is a very attractive venue. Further information on the show is available from this office, the Exporter Guide Report (see below, AS5031) or from the exhibition director:

Mr. Tim Collett, Exhibition Director  
 Australian Exhibition Services  
 Illoura Plaza  
 424 St Kilda Road  
 Melbourne VIC 3004  
 AUSTRALIA  
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 Web site: <http://www.foodaustralia.com.au/>

#### Recent Marketing Reports from FAS/Canberra:

Report Number	Title of Report	Date
AS5039	Calcium Fortification of Beverages, Soups & Biscuits Allowed	11/21/2005
AS5038	Australia to Adopt Country of Origin Labeling Changes	11/21/2005
AS5032	Country of Origin Labeling Requirements Likely to Change	10/06/2005
AS5031	Exporter Guide	10/05/2005
AS5024	Agricultural Biotechnology Report	07/05/2005
AS5020	Food & Agriculture Import Regulations & Standards	06/16/2005
AS4038	Functional Food Sector Product Brief	01/05/2005
AS4037	New Standard for Health & Nutrition Claims on Food Under Development	11/16/2004
AS4035	Organic Food Market Brief	10/28/2004

These reports may be downloaded at the FAS [Attache Reports](#) page.