

Specialty Food & Liquor

Specialty Food & Liquor accounts for an 8% share of the online market and is the fifth largest category overall. While growth was typically flat after Christmas, regional growth was up 2.7%.

Regional
2.7%
more online purchases

8%
share of online purchases

↑ Top regional growth locations

Regional residents, who often have limited access to bricks and mortar specialty retailers, were big buyers in the category. Regional locations with more than 30% growth include:

Onslow WA 6710 72.0% increase	Barwon Heads VIC 3227 49.2% increase
Moree NSW 2400 40.0% increase	Point Lonsdale VIC 3225 30.9% increase



↑ State growth

Although overall category growth was flat, TAS, ACT and NSW showed good growth.



📍 Top buying locations

Cairns QLD 4870
Mandurah WA 6210
Launceston TAS 7250

↑ Top growth locations

Onslow WA 6710
Packenham VIC 3810
Upper Coomera QLD 4209

Christmas with Farmhouse

Farmhouse is a virtual marketplace that allows customers to buy directly from Australian farmers and artisan producers.



Must-haves for the Christmas table

Goose – It's full of flavour, easy to roast and smoke, with a real wow factor too. Try it once, and you'll never go back to turkey.

Artisan Cheese – Every feast needs an exceptional cheeseboard. And when it's from a hard-to-find boutique cheese maker, it's a great talking point.

Nouveau pudding and sauce – Not a fan of the traditional pud? Take it up a notch with a white chocolate and cranberry or a chocolate orange pudding. A twist on an old favourite goes a long way in appeasing the masses.

Fudge – A sweet and creamy morsel of Australian fudge is the perfect end to Christmas day.

Did you know?

There's something of a food revolution taking place in Australia right now. Shows like MasterChef and My Kitchen Rules are encouraging more Aussies into the kitchen to try their hand at the culinary arts. They're driving shoppers online too – to buy unusual and hard-to-find ingredients.

🏠 Top buyers by household

Broome WA 6725
Deakin ACT 2600
Sandy Bay TAS 7005

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