



NEW ZEALAND

THE AUSTRALIAN FOOD AND BEVERAGE LANDSCAPE

WOOLWORTHS GROUP

WOOLWORTHS GROUP



995
stores



600
stores



186
stores



215
stores



1100
stores

Market Share - total grocery

Value % share of trade vs year ago

Woolworths
36.3% **36.1%**

Coles	30.8%	31.0%	Aldi	9.6%	9.0%
IGA (inc Ritchies)	6.6%	7.5%	Cosco	1.2%	1.2%
Other S'mkts	2.8%	3.0%	Non S'mkts	12.6%	12.3%

Key numbers

Y/E 30 June 2016



Revenue

A\$55B



Profit

A\$1.5B

Key facts

Founded

1924



HQ

1 Woolworths Way,
Bella Vista NSW 2153

FLAGSHIP STORES

Woolworths, Double Bay, Sydney
Dan Murphy's Cellar, Chapel St, Melbourne

CEO & MD — Brad Banducci

The Woolworths shopper

Senior Couples 2 or more adults 60+	21.3%
Established Couples 2 or more adults 35–39	22.8%
Independent Singles 1 adult <35 with no children	13.4%
Young Transitionals adults <35 with no children	4.8%
Bustling Families oldest child 12–17	18.1%
Small Scale Families oldest child 6–12	13.9%
Start-up Families oldest child <6	5.5%



Penetration

94.8%
(-0.3pts)



\$AWOP

\$2,184.0
(-\$34.7)



Ave Occasion

40.1
(+1.8)



\$/Trip

\$54.4
(-\$1.7)

Penetration % of households who bought this category
\$AWOP (Average weight of purchase) Average \$/volume bought by each household
Ave Occasion Average number of shopping visits
\$/Trip Average spend per trip during the period