



NEW ZEALAND

THE AUSTRALIAN FOOD AND BEVERAGE LANDSCAPE

COSTCO



GLOBAL

741
stores

AUSTRALIA

9
stores

Key numbers

9 March 2017



Global Revenue
US\$126.2B



Australian Revenue
A\$1.5B

Market Share - total grocery

Value% share of trade vs year ago

Costco

1.2% | 1.2%

Woolworths

36.3% 36.1%

Coles

30.8% 31.0%

Aldi

9.6% 9.0%

Metcash

6.6% 7.5%

Other S'mkts

2.8% 3.0%

Non S'mkts

12.6% 12.3%

Key facts

Founded

1983



HQ

17-21 Parramatta Road,
Lidcombe, NSW 2141

CEO
Craig Jelinek

AUSTRALIAN MD
Patrick Noone

The Costco shopper

Senior Couples 2 or more adults 60+ **14.8%**

Established Couples 2 or more adults 35–39 **23.8%**

Independent Singles 1 adult <35 with no children **5.1%**

Young Transitionals adults <35 with no children **5.3%**

Bustling Families oldest child 12–17 **21.0%**

Small Scale Families oldest child 6–12 **19.5%**

Start-up Families oldest child <6 **10.6%**



Penetration

10.0%
(-0.7pts)



\$AWOP

\$709.4
(+55.5)



Ave Occasion

5.5
(+0.6)



\$/Trip

\$128.9
(-\$5.8)

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

Data based on 52 weeks to 30 June 2017, sourced from Nielsen.