

SHARING THE MACADAMIA MOMENT



INSIGHTS FROM OUR GLOBAL FACEBOOK COMMUNITY

Macadamia fans around the world love to enjoy a Macadamia Moment. Whether to relax or refuel, it's a treasured moment of indulgence. So who would our fans most like to share their Macadamia Moment with? We asked our global Facebook audience and the response produced this insightful and diverse international comparison.

MY MUM 7% GERMANY 7% TAIWAN 17% JAPAN 0% KOREA 31% AUSTRALIA 11% Korean fans are eager to share with mum, with almost one third of respondents nominating her as the person they'd most like to share with. Japanese fans prefer to share with someone other than mum.	MY CHILDREN CERMANY 5% TAIWAN 23% JAPAN 13% KOREA 7% AUSTRALIA 15% Taiwanese fans are most likely to share a Macadamia Moment with their children at 23%, while German and Korean fans occupied the other end of the spectrum at 5% and 7% respectively.
MY BEST FRIEND	MY PARTNER
WORK MATES GERMANY 2% TAIWAN 7% JAPAN 3% KOREA 4% AUSTRALIA 2% Unless you live in South Korea, don't expect your colleagues to share their macadamias with you! With all markets recording less than 15% for this option, and most below 8%, it seems our fans don't feel like sharing when they're at work.	IPREFER NOT TO SHARE! CERMANY 36% TAIWAN 4% JAPAN 37% KOREA 17% AUSTRALIA 14% German and Japanese macadamias fans prefer to keep their macadamias to themselves, with this being the top response in both markets.

Data collected from results of consumer competitions run on the Australian Macadamias Facebook pages in Australia, Germany, Japan, Taiwan and South Korea in June 2016.