

More Global Brands Are Turning to Australia — Launch Story Highlights the Opportunity

Launch Story examines why Australia is attracting more global brands and suppliers, and what the shift means for consumers and local partners.

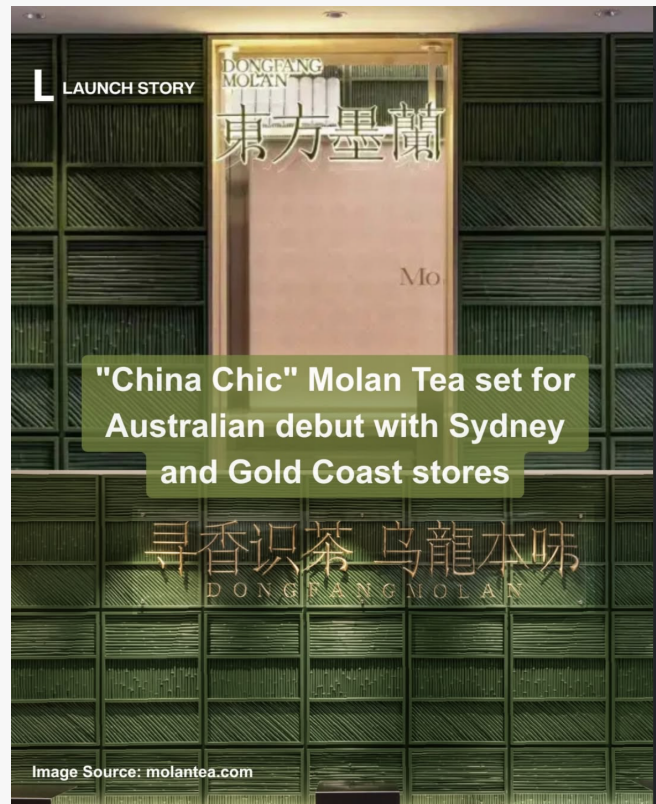
SYDNEY, AUSTRALIA, August 12, 2026 /EINPresswire.com/ -- From jewellery and milk tea to restaurant groups, skincare and new retail concepts, Australia is seeing a broader mix of international brands enter or prepare to enter the market.

[Launch Story](#), an Australian business media platform covering brands, market entry and business expansion, has documented the trend across consumer sectors, including Chinese and Thai beverage chains, Japanese and Indian restaurant brands, Hong Kong and Indian jewellers, emerging New Zealand and Korean beauty labels, and a growing field of Chinese EV marques.

Australia's demographics provide a strong foundation for this growth. As at 30 June 2025, 8.8 million people, or 32 per cent of the population, were born overseas, according to the Australian Bureau of Statistics, supporting demand for a broad range of products, cuisines, brands and consumer experiences. Overall household spending was 6.0 per cent higher in June 2026 than a year earlier.

"Consumer-facing brands are what people notice first, but there is a much broader commercial network behind each market entry," said Heidi Han, Founder and Managing Editor of Launch

LAUNCH STORY



Launch Story reports on Molan's Debut

Story. “Beyond these visible launches, a growing number of overseas manufacturers, suppliers and brand owners are assessing the Australian market and seeking local buyers, wholesalers, distributors and commercial partners to help bring their products to market.”

Foreign direct investment in Australian wholesale and retail trade stood at A\$74.7 billion at the end of 2025, according to DFAT, reflecting the scale of international commercial participation in the sector.

New consumer trends are also creating fresh retail opportunities. Matcha has moved from specialist Japanese venues into mainstream café menus, while IP-driven retail continues to expand, led by character-focused concepts such as MINISO and the growing popularity of Labubu across collectibles, fashion and lifestyle collaborations.

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Exclusive: Dianping Launches in Australia, Bringing Chinese-Language Lifestyle Reviews to Local Mark

Image Source: @David Su via Facebook

Launch Story reports on Dinning

“Successful market entry takes more than bringing across a product or business model that has worked elsewhere,” Han said. “Localisation is not simply translation. It means understanding Australian expectations, cultural nuances and how a brand’s products, campaigns and messages will be received beyond its established customer base.”

Founded in 2025, Launch Story covers businesses launching and growing in Australia, while also featuring emerging entrepreneurs and the experiences, challenges and lessons behind building new ventures.

Founded in 2025, Launch Story covers businesses launching and growing in Australia, alongside emerging entrepreneurs and their startup journeys.

Brands and suppliers with Australian launch plans, as well as local wholesalers and distributors seeking new sourcing opportunities, are invited to share their stories with Launch Story: launchstory.com.au

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