

Anko Focusing on Expansion

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Australia's biggest non-food retailer Kmart Group has further signalled their intention to expand their Australian-designed product into international markets with its own product development brand Anko, setting sights on Europe with the appointment of Arjun Puri as the first CEO for Anko Global.

Arjun has spent over 12 years with parent company Kmart Group, building its unrivalled global sourcing capabilities and supply chain ecosystem across all categories. He will now focus on taking Anko into new markets beyond Australia and New Zealand with strategic B2B partnerships.

Anko's entry into new markets has already successfully begun, reaching consumers in Canada through a partnership with their renowned Hudson's Bay department stores, and consumers in India online through Amazon and Flipkart. Talks are now underway with retailers in Europe to introduce the brand into those markets.

Currently an iconic AU\$6bn brand, Anko is a household staple for Australians, with 88 per cent of Australian families buying from the range every year. Anko, was created to provide private label in-house designed products for Australia's biggest and most loved department store Kmart, forming 85 per cent of the range in Kmart.

Combining world-class Australian-led design, quality, and responsible sourcing with value, Anko spans almost all non-food categories, including home, toys, clothing, fitness, travel, stationery, and pets.

Ian Bailey, CEO of Kmart Group, said: “Anko is a much-loved brand that Australians and New Zealanders rely on daily. With his invaluable contributions and leadership, Arjun will continue to be a driving force behind the notable success of Anko across the globe and elevate the brand to new heights. Anko can play a meaningful role for retailers in other parts of the world.