

APCO Industry Sectors

To provide APCO Members with more tailored communications, engagement opportunities and resources, all Brand Owner Members must select a primary industry sector, and indicate relevant secondary sectors. Members should also indicate relevant sub-category sectors.

Agriculture & Nurseries

- Pet food
- Feed stock
- Plants – includes fertilizers
- Livestock markers and tags
- Pesticides
- Nursery and gardening accessories

Electronics

- Audio/Visual/Security/Antennas
- Computers/Consoles/Phones
- Lighting
- Printers/Cameras
- Software
- White goods/appliances

Airline, Accommodation & Tourism

- In-flight services
 - *For example: food and beverage, kids packs, blankets, headphones, clothing etc.*
- On-ground services
- Merchandise

Food & Beverage

- Beverages – Wine
- Beverages – Beer/Cider
- Beverages – Spirits
- Beverages – Soft Drinks, Water, Juice etc.
- Beverages – Dairy
- Confectionery
- Dairy
- Fresh produce
- Meat/Poultry
- Seafood
- Grains
- Foodservice and Quick Service Restaurants
- Convenience Stores & Supermarkets
- Shelf life/Packaged Food (condiments etc.)
- Frozen products

Chemicals, Hardware & Machinery

- Vehicles
- Vehicle Accessories
 - *For example: tyres, rims, seat covers, mats etc.*
- Material handling machinery
 - *For example: forklifts, mining equipment, cranes etc.*
- Machinery
- Spare parts and engines
- Tools
- Batteries
- Construction materials (bricks, timber, tiles)
- Chemicals
 - *For example: fuel, lubricants, sealants, water treatment etc.*
- Paint
- Plumbing (and accessories)

General Merchandise & Apparel

- Clothing/Footwear
- Accessories
 - *For example: jewellery, bags, glasses, hats etc.*
- Furniture
- Stationery and books
- Bedding
- Giftware and art
- Toys
- Instruments
- Travel, outdoor & sporting goods
- Homewares
- Safety equipment

Healthcare & Scientific

- Pharmaceutical and therapeutic goods
 - *For example: Medicines, animal medicines, pharmaceutical manufacturers, vitamins, natural remedies.*
- Personal care
 - *For example: Cosmetics, haircare, perfumes, dental products, first aid care*
- Medical and scientific
 - *For example: Biological items (enzymes, DNA markets), IVF, Medical laboratory equipment, dental equipment, microscopes, mobility devices (wheelchairs, scooters, walking frames).*
- Dental
 - *For example: dental equipment*

Logistics & Warehousing

- Distribution services
- Warehousing/storage

Packaging Manufacturers & Suppliers

- Packaging manufacturer
- Packaging supplier
- Raw materials manufacturer (e.g. plastic polymers)
- Contract manufacturers of packaging

Telecommunications

- Telecommunication providers
- IT support

Tobacco