

Consumer Values and Behaviour in New Zealand

Market Direction | 2022-10-18 | 57 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in New Zealand.

Euromonitor's Consumer Values and Behaviour in New Zealand report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Values market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumers do not have strong preference for tailored/unique products
Millennials prefer spending on experiences over things
Millennials more willing to spend money to save time
30% of consumers feel they will work less in the future than they do now
Less convinced than global respondents that more activities will be in-person
Younger cohorts have more positive outlook on happiness and finances
High value put on more community engagement in the future
Nearly half feel that climate change will have a bigger impact on them
Gen Z least concerned about the future impact of climate change
Exercising at home has taken off during pandemic restrictions
New Zealanders want their homes to be energy efficient
Outside space considered important as more time is spent at home
Food delivered to home not as popular as takeaway or pick-up
Nearly a quarter of respondents have meals cooked for them
Gen Z would rather be doing something else instead of cooking
Millennials more inclined to read food and beverage nutrition labels
Having a job with a strong work-life balance comes out as top priority
Job security prioritised over earning a high salary
Gen Z and Millennials feel under more pressure to get things done than other cohorts
All cohorts regularly socialise online
Shopping remains a popular regular leisure activity for nearly 40% of consumers
Millennials are the most avid leisure shoppers
Walking or hiking is by far the most popular exercise
Nearly 50% of Millennials run or jog for exercise every week
Gen Z adopt meditation for stress reduction over other types of activities
Consumers have most trust in recyclable labels
Baby Boomers show high levels of green behaviours
New Zealanders participate in positive environmental activities more than the global average
Price-conscious consumers like to find bargains
Baby Boomers and Gen X more focused than younger cohorts on finding bargains
Nearly half of respondents are willing to buy previously-owned items
Baby Boomers more likely to only purchase items when necessary
Strong focus on increasing or maintaining spending on health/wellness
Intentions to spend more on experiences very different across the generations
Low percentage of consumers expect to increase their overall spending
Privacy and data sharing is a concern for half of respondents
Baby Boomers way behind other generations with their attitudes to technology
Consumers are not very active when it comes to sharing on social media
Millennials more likely to "follow" or "like" than other cohorts
More than 60% of consumers use a mobile banking service every week
Millennials make more in-store payments than other generations

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