

Megatrends in New Zealand

Market Direction | 2022-10-18 | 54 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in New Zealand.

Euromonitor's Megatrends 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 Megatrends 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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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
BNZ Pay enables businesses to accept contactless payments on Android smartphones
Baby Boomers are slow to adopt mobile technology
Half of consumers actively manage their privacy settings
Millennials are the most comfortable with sharing data
Friends and family remain the most trusted source of information
Return to face-to-face activities expected post-pandemic
Experience more
Microsoft brings its Xbox Cloud Gaming service to New Zealand
New Zealanders have a preference for real world experiences
The pandemic drove more people to socialise online
Safety and relaxation are paramount when it comes to travel
Millennials are the most eager to resume face-to-face activities
Middle class reset
Designer Wardrobe provides more convenience with at-home Rental Try On service
Almost half of New Zealanders are willing to buy used items
Consumers are keen to support the circular economy
Gen Z are the most likely to be seeking ways to save money
Premiumisation
Emma Lewisham adds Supernatural Sleep Mask to its natural beauty line
New Zealanders are looking for a simpler life
Millennial consumers are especially keen to engage with brands
Quality is the most sought-after feature of home essentials
Shifting market frontiers
Rocket Lab expands New Zealand facility and launches first satellite to the moon
New Zealanders are open to different cultures and enjoy international products
Baby Boomers are the most focused on supporting local businesses
Shopping reinvented
The launch of DoorDash opens up more delivery options for retailers and consumers
Social media engagement by New Zealand shoppers is relatively low
Millennials are the most likely to interact with brands online
Sustainable living
Humble Bee Bio experiments with bees' genetic code to create a biodegradable plastic
Most consumers are keen to take some kind of action against climate change
Recycling is the top environmental priority
Wellness
Youth wellbeing platform Komodo provides students with a safe place to chat with staff
New Zealanders lag behind their global counterparts for most health indicators
Massage and meditation are the top ways to reduce stress
Health and safety precautions remain a priority post-pandemic

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