

## **General Merchandise Stores in New Zealand**

Market Direction | 2023-03-09 | 33 pages | Euromonitor

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### **Report description:**

The performance of department stores in New Zealand was lacklustre in 2022, a result of low footfall in city centres. Pandemic-induced changes such as flexible working arrangements, consumer aversion to crowded places and the growing preference for home entertainment resulted in New Zealanders spending greater time at home. While footfall in city centres rebounded following the easing of pandemic restrictions, it did not return to pre-pandemic levels seen in 2019. In addition, was the slow retur...

Euromonitor International's General Merchandise Stores in New Zealand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores, Variety Stores.

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

Why buy this report?

- \* Get a detailed picture of the General Merchandise Stores 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.

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