

Megatrends in New Zealand

Market Direction | 2023-10-26 | 71 pages | Euromonitor

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Report description:

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 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

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Jess's Underground Kitchen brings consumers healthier ready meals

Tech is used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

Shoppers want to see before they buy

Young people see cooking as a chore

Digital living

AI-driven app helps to identify all types of New Zealand flora and fauna

Video gaming is a favourite pastime among young Kiwis

Consumers are protective of their personal data

Millennials are the most likely to want online anonymity

Friends and family remain the most trusted information source

Fewer than a quarter of Kiwis expect more face-to-face activity in future

Diversity and inclusion

Lenovo promotes digital inclusion with launch of bilingual Te Reo Maori keyboard

Millennials want to change the world for the better

Most New Zealanders feel comfortable expressing their identity

Gen Z are most likely to support purpose-driven companies

Experience more

New Zealand developer unveils world's first ChatGPT-enabled "digital twin"

Kiwis enjoy socialising both online and offline

Relaxation and safety are key priorities in a holiday destination

Consumers still more likely to value real world than online experiences

Personalisation

Australian vitamin subscription service Vitable arrives in New Zealand

Millennials are the most enthusiastic about virtual activities

Younger cohorts are the most individualistic

Premiumisation

The New Zealand Natural Pet Food Co adds to WOOF range of premium dog treats

New Zealanders want a simpler life

Millennials are the most confident about their investments

Animal welfare is a key concern among Kiwis

Pursuit of value

Government's "Find Money in Weird Places" campaign aims to slash household energy bills

Older generations are the most frugal

Most are worried about the rising cost of living

New Zealanders have embraced the circular economy

Shoppers seek ways to help make their money go further

Shopper reinvented

Countdown supermarkets modernised, rebranded as Woolworths

New Zealanders are less enthusiastic about tailored experiences than their global peers

S-commerce gains traction as part of the omnichannel experience

Younger cohorts have the most interaction with brands

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Sustainable living

ABB wins Global Water Award for its innovative water management solutions

Most consumers are worried about global warming

Mindful consumption is on the rise

Reducing food waste tops the list of green activities

Wellness

Nymbl Science collaborates with ACC to provide balance training for seniors

Meditation and massage are the principal antidotes to stress

New Zealanders exercise more than the global average

Consumers remain wary of health and safety when out and about

Leverage the power of megatrends to shape your strategy today

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