

## **Retail E-Commerce in New Zealand**

Market Direction | 2024-03-07 | 35 pages | Euromonitor

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### **Report description:**

In 2023, retail e-commerce in New Zealand was affected by high inflation, with shoppers continuing to adapt their behaviours to the economic conditions around them. Product price increases were held to have accounted for the largest part of current value growth in retail e-commerce. Moreover, a number of e-commerce categories recorded strong declines in retail value sales in real terms. There was a tendency for higher transaction numbers, but lower spend per transaction for many consumers. Many...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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