

New Zealand in 2040: The Future Demographic

Market Direction | 2024-04-02 | 18 pages | Euromonitor

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Report description:

Positive net migration and natural change will drive population growth in New Zealand from 2021 to 2040. Ageing will rise and shape demographics as quality healthcare and living standards boost the 65+ population. Improvements in city infrastructure will benefit consumer businesses and drive ongoing urbanisation. With a growing consumer base, expanding middle class and relatively high-income levels, New Zealand will remain an attractive consumer market in 2040.

Euromonitor's New Zealand in 2040: The Future Demographic 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 Lifestyles 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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