

## **Online Retail in New Zealand**

Industry Report | 2025-10-30 | 38 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Online Retail in New Zealand

#### Summary

Online Retail in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The New Zealand online retail sector recorded revenues of \$3.4 billion in 2024, representing a compound annual growth rate (CAGR) of 4% between 2019 and 2024.
- The food & grocery retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$0.9 billion, equivalent to 26.8% of the sector's overall value.
- New Zealand accounted for a 0.3% share of the Asia-Pacific online retail sector in 2024.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in New Zealand
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in New Zealand
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand online retail market with five year forecasts

#### Reasons to Buy

- What was the size of the New Zealand online retail market by value in 2024?
- What will be the size of the New Zealand online retail market in 2029?
- What factors are affecting the strength of competition in the New Zealand online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up New Zealand's online retail market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

##### 2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

##### 3 Market Data

- 3.1. Market value

##### 4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

##### 5 Market Outlook

- 5.1. Market value forecast

##### 6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

##### 7 Competitive Landscape

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the major challenges in the sector?

##### 8 Company Profiles

- 8.1. Woolworths Group Ltd
- 8.2. The Warehouse Group Ltd
- 8.3. Mighty Ape Ltd
- 8.4. PB Technologies Ltd

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. Related MarketLine research

### 10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Online Retail in New Zealand

Industry Report | 2025-10-30 | 38 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                      | Price    |
|----------------|------------------------------|----------|
|                | Single user licence (PDF)    | \$350.00 |
|                | Site License (PDF)           | \$525.00 |
|                | Enterprisewide license (PDF) | \$700.00 |
|                |                              | VAT      |
|                |                              | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |                                         |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |                                         |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-07"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com