



New Zealand: Consumer Profile

January 2025

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Key drivers affecting consumers in New Zealand in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Millennials dominate New Zealand's population with a youthful median age

Population is ageing while growth is driven by migration

Rising obesity, insufficient physical exercise and health risks highlight lifestyle challenges

Tomorrow 2040: Generation Z set to dominate as New Zealand's population ages

Population growth and Generation Z expansion drive demand and infrastructure needs

Population growth in major New Zealand cities signals continuing urbanisation

Opportunities for growth (1)

Case study: Domino's leads with Te Reo Maori menu to champion inclusivity

HOUSEHOLDS AND HOMES

Today 2023: Single person households on the rise as average household size decreases

Traditional family households dominate amid growth in single person homes

Rising house prices drive demand for larger, amenity-rich homes

Tomorrow 2040: Increased income diversity and broadband access

Older, female-led households expected to dominate by 2040

Already high digital connectivity and device adoption set to reach near-universal levels

Opportunities for growth (2)

Case study: Kainga Ora's multi-generational housing solution

INCOME AND EXPENDITURE

Today 2023: Slow growth, high inflation and rising cost of living posing challenges

Rising inflation impacts consumer spending across essential categories

Millennials most likely and Gen Z least likely to increase spending across all categories

Tomorrow 2040: Limited middle class expansion and urban wealth concentration

Rising incomes among older adults drive luxury and wellness demand

Rising consumer expenditure driven by housing and education needs

Opportunities for growth (3)

Case study: Pak'nSave's affordable meal planning platform

LIFESTYLES

Key findings of the consumer survey

Older generations seek value for money while younger generations prioritise quality

Financial pressures drive New Zealanders towards bargain hunting and private label

Environmental concerns drive eco-conscious, more so for older generations

Generation Z leads in savings while a fifth of population relies on government support

Work-life balance a priority for all generations, while youth leads in salary expectations

Opportunities for growth (4)

Case study: Countdown's "Unwrapped" plastic-free produce trial

CONCLUSION

Key takeaways

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