

# Consumer Lifestyles in New Zealand

June 2023

Table of Contents

Scope

Consumer landscape in New Zealand 2023

## PERSONAL TRAITS AND VALUES

Personal traits and values

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

All generations agree on the importance of having outside space

Inner city/urban living less desirable feature for New Zealand households

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for snacks and restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that provide health and nutritional benefits

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

## HEALTH AND WELLNESS

Consumers continue to adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

## SHOPPING AND SPENDING HABITS

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

Consumers want products with labels they can easily understand

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels  
Data privacy is a concern, but technology is key to enhancing the shopper journey  
Consumers are focusing their attention on spending on essentials and trying to save more  
Baby Boomers more comfortable with their current financial situation  
Shopping and spending survey highlights

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-lifestyles-in-new-zealand/report](http://www.euromonitor.com/consumer-lifestyles-in-new-zealand/report).