



# Consumer Lifestyles in New Zealand

June 2025

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Scope

## CONSUMER LANDSCAPE

Consumer landscape in New Zealand 2025

### PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents look for ways to simplify their life

Time with spouse or partner – most prioritised by millennials

Consumers feel confident in displaying their true identity with friends and family

Consumers in New Zealand enjoy experimenting with novel goods and amenities

Gen Z anticipate a rise in the amount of actions conducted through online platforms

Personal traits and values survey highlights

### HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually – popular home activity among millennials

Consumers like engaging in personal interactions with friends

Minimalistic design – home feature most desired by Gen Z

Suburban location – external feature most desired by baby boomers

New Zealanders seek getting the best return on money spent when travelling

Home life and leisure time survey highlights

### EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in New Zealand look for healthy ingredients in food and beverages

Gen Z most likely to say they do not cook well

Consumers in New Zealand cook or bake for themselves

Baby boomers seek to reduce meat consumption

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

### WORKING LIFE

Working life

Gen Z employees want to work with like-minded individuals

Jobs that enable an equilibrium between work and personal life remain a priority

Gen Z seek to be a part of a prosperous company

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

### HEALTH AND WELLNESS

Health and wellness

New Zealanders participate in walking or hiking

Massage remains a popular stress-reduction activity among older generations

New Zealanders consider free range to be the most influential product feature

Millennials own fitness wearables

Health and wellness survey highlights

### SHOPPING AND SPENDING

Shopping and spending

Consumers enjoy discovering good deals

Baby boomers do not mind buying inexpensive items that will not last for a long time

Baby boomers look for personalised shopping experiences

Older generations make effort to buy products that come from the local area  
New Zealanders often sell used or second-hand items  
Younger generations show support for companies by following their social media updates  
Younger generations typically use price comparison websites  
Consumers in New Zealand expect to spend more on groceries  
Gen Z depend on monetary assistance provided by loved ones or acquaintances  
Shopping and spending survey highlights

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