Euromonitor International

Consumer Lifestyles in New Zealand

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in New Zealand 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
New Zealanders are worried about the rising cost of everyday items
Spending time with friends is a priority for over a quarter of respondents
Baby Boomers purchase items from companies and brands that they have trust in
Consumers like to explore innovative products and services
Baby Boomers look forward to having an increased amount of spare time
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Playing video games is a popular home activity for Gen Z
Consumers in New Zealand like engaging in personal interactions with friends
Consumers in New Zealand desire value for money when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Younger generations are most likely to keep track of calories
Older generations are most likely to say they do not like to cook
Millennials eat snacks while at work
Baby Boomers are more likely to be diabetic
Consumers in New Zealand are ready to pay more for products with superior taste
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Millennials want to work with like minded people
Consumers want to have a job that allows for a strong work-life balance
Millennials seek to make a substantial amount of money
Consumers expect to work from home in the future
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Respondents participate in walking or hiking
Sleep aids are most popular among Gen Z
Consumers think health and nutritional properties is the most influential product feature
Millennials frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers in New Zealand have a fondness for great bargains
Millennials look for reputable or popular labels
Gen X seek products with easy to understand labels
Younger generations say they often rent items for specific occasions instead of buying them
Consumers often share/swap items or services

Gen Z often share items they buy on their social media profiles
Consumers in New Zealand highly trust friends and family recommendations
Consumers in New Zealand expect to spend more on groceries
Gen X are most likely to depend on financial aid or assistance provided by the government
Shopping and spending survey highlights

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