

Retail in New Zealand

March 2024

Table of Contents

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retail crime a major talking point in the run-up to the 2023 general election

Retail e-commerce slows as expected

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

End of Financial Year Sale

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive retail value growth through convenience retailers
Retail crime hits convenience retailers
Anti-smoking legislation increases the pressure on the viability of independent convenience stores

PROSPECTS AND OPPORTUNITIES

Cost-of-living pressures to continue to impact convenience retailers
New vape rules to place pressure on convenience stores
Electric vehicles provide opportunities for convenience retailers

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

Supermarkets in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive retail value growth through supermarkets, as cost-of-living pressures hit consumers

Countdown to rebrand as Woolworths

Foodstuffs (North Island) and Foodstuffs (South Island) merger aims to improve efficiencies

PROSPECTS AND OPPORTUNITIES

Slowing inflation but financial pressures on consumer budgets remain

Stronger focus on private label for consumers and retailers

Sustainable options to cater to eco-conscious consumers

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Small Local Grocers in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive retail value sales growth as the high cost-of-living hits consumers

Retail crime significantly impacts alcoholic drinks retailers

Healthy lifestyle trend continues to benefit small local grocers

PROSPECTS AND OPPORTUNITIES

Retail value sales growth is expected to slow as inflation rates ease

Demise of Supie illustrates the challenges ahead for small local grocers

Growing presence of Asian online grocers to capture consumer demand

CHANNEL DATA

Table 72 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 73 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 75 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 76 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 77 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

General Merchandise Stores in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic hangover and cost-of-living pressures soften growth

Variety stores remains a small category

Department stores traffic sees relatively slow return to normality

PROSPECTS AND OPPORTUNITIES

Slow economy to adversely impact discretionary spending levels

Increased consumer price-sensitivity to create competition from pure play online retailers

Move towards specialisation presents challenges for general merchandise stores

CHANNEL DATA

Table 79 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 82 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 83 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 84 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 85 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 86 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 87 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 88 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 89 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

Apparel and Footwear Specialists in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong start to 2023 before cost-of-living pressures bite in second half of the year

Seasalt ventures into New Zealand to open its first international store

Nike pulls back on New Zealand distribution

PROSPECTS AND OPPORTUNITIES

Economic slowdown to adversely impact discretionary spending levels

Opportunities for growth in the circular economy

E-commerce to grow, but store-based retailing to dominate

CHANNEL DATA

Table 90 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 91 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 92 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 93 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 94 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 95 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 96 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Appliances and Electronics Specialists in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

COVID-19 pandemic hangover and cost-of-living pressures hinder purchases

JB Hi-Fi NZ embarks on growth strategy

Sustainability regains importance

PROSPECTS AND OPPORTUNITIES

Economic slowdown to impact discretionary spending levels

Opportunities to gain competitive edges through a variety of actions

Players can attract shoppers interested in sustainability

CHANNEL DATA

Table 97 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 98 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 99 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 100 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 101 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 102 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 103 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Home Products Specialists in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic pressures and COVID-19 hangover dampen demand

Bunnings Warehouse sees streamlining

The government announces plans to improve building supplies competition

PROSPECTS AND OPPORTUNITIES

Slow economic recovery to limit discretionary spending levels

Stronger competitive landscape with the arrival of Ikea

Omnichannel approach to remain important as home improvement stores recover

CHANNEL DATA

Table 104 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 107 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 108 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 109 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 110 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 111 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 112 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 113 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 114 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

Health and Beauty Specialists in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and beauty consumers shop around in a tough economic climate

Focus on health and immunity drives consumers through the doors of pharmacies

Competition intensifies in pharmacies as Chemist Warehouse continues aggressive expansion

PROSPECTS AND OPPORTUNITIES

Slow economic recovery to dampen discretionary spending levels

Experiential retail offers recovery opportunities

E-commerce to continue to gain traction and cannibalise sales

CHANNEL DATA

Table 115 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 116 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 117 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 118 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 119 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 120 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 121 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 122 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 123 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 124 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 125 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

Vending in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending remains sluggish

Vending struggles to remain relevant as health and wellness preferences grow

PROSPECTS AND OPPORTUNITIES

Vending is set to continue to be adversely affected by economic pressures and limited consumption occasions

Smart vending machines to stay competitive

CHANNEL DATA

Table 126 - Vending by Product: Value 2018-2023

Table 127 - Vending by Product: % Value Growth 2018-2023

Table 128 - Vending GBO Company Shares: % Value 2019-2023

Table 129 - Vending GBN Brand Shares: % Value 2020-2023

Table 130 - Vending Forecasts by Product: Value 2023-2028

Table 131 - Vending Forecasts by Product: % Value Growth 2023-2028

Direct Selling in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling's performance is dampened as cost-of-living pressures bite and shopping behaviours change

Online shopping cannibalises direct selling

PROSPECTS AND OPPORTUNITIES

Discretionary spending levels to remain under pressure

Direct sellers need to engage digitally to remain relevant

CHANNEL DATA

Table 132 - Direct Selling by Product: Value 2018-2023

Table 133 - Direct Selling by Product: % Value Growth 2018-2023

Table 134 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 135 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 136 - Direct Selling Forecasts by Product: Value 2023-2028

Table 137 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail E-Commerce in New Zealand

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation boosts retail current value growth in e-commerce

Nike exits online shopping in New Zealand

Local consumers show a strong preference for local online retailers

PROSPECTS AND OPPORTUNITIES

Healthy outlook for retail e-commerce

High price-sensitivity to create opportunities for pure play online retailers

Growing smartphone penetration within retail e-commerce

CHANNEL DATA

Table 138 - Retail E-Commerce by Channel: Value 2017-2022

Table 139 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 140 - Retail E-Commerce by Product: Value 2017-2022

Table 141 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 142 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 143 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 144 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 145 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 146 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 147 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

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/retail-in-new-zealand/report.