

Apparel and Footwear Specialists in New Zealand

March 2024

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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

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Economic slowdown to adversely impact discretionary spending levels

Opportunities for growth in the circular economy

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