Euromonitor International

Consumer Values and Behaviour in New Zealand

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Scope

HIGHLIGHTS

Consumer values and behaviour in New Zealand

PERSONAL TRAITS AND VALUES

New Zealanders are concerned about the rising costs of daily products
Millennials believe that their choices and behaviors can have an impact on the world
Over half of consumers like to try new products and services
Millennials research products and services before buying
Consumers foresee that their current level of happiness will improve in the future
Gen Z expect to be better off financially in future

HOME LIFE

While at home, consumers in New Zealand exercise

COOKING AND EATING HABITS

New Zealanders prefer to cook or bake themselves
A quarter of consumers say that someone else in household typically cooks for them
Younger generations are more likely to state that cooking from scratch is too expensive
44% of consumers in New Zealand look for healthy ingredients in food and beverages

WORKING LIFE

Younger generations want to be self-employed
New Zealanders primarily desire to have job security
Over 40% of New Zealanders say they uphold a division between their job and private life

LEISURE

Most New Zealanders socialise with friends online
Gen Z are most likely to connect with friends through digital means
Consumers' top travel priority is to secure value for money
Baby Boomers value a safe destination when travelling

HEALTH AND WELLNESS

New Zealanders engage in walking or hiking for exercise
Millennials are most likely to participate in running or jogging
Consumers in New Zealand are interested in meditation for mental wellbeing

SUSTAINABLE LIVING

Consumers in New Zealand are concerned about climate change
Consumers actively pursue environmentally-conscious lifestyles
Consumers are motivated to repair damaged objects instead of purchasing new ones

SHOPPING

Over half of consumers like to find discounts
Generation Z is most likely to browse stores and visit shopping malls
Consumers are interested in acquiring items that have been previously owned
Generation X most frequently search for affordable and private label items

SPENDING

Consumers are set to increase spending on groceries
Younger generations foresee increasing spending on experiences the most
Many consumers in New Zealand are unease about their current monetary status
Over 25% of Millennials have more debt than savings

Younger generations intend to increase savings over the next 12 months

TECHNOLOGY

New Zealanders actively manage data sharing and privacy settings
Millennials prefer to engage in online communication
Consumers frequently visit social networking sites
Younger generations regularly stream video content
Younger consumers are more likely to read reviews before buying products or services
New Zealanders follow or like companies' social media feed or posts
Gen Z help promote products by sharing

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