

Megatrends in New Zealand

October 2023

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Consumers still more likely to value real world than online experiences

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MEGATRENDS IN NEW ZEALAND

Australian vitamin subscription service Vitable arrives in New Zealand Millennials are the most enthusiastic about virtual activities Younger cohorts are the most individualistic Premiumisation The New Zealand Natural Pet Food Co adds to WOOF range of premium dog treats New Zealanders want a simpler life Millennials are the most confident about their investments Animal welfare is a key concern among Kiwis Pursuit of value Government's "Find Money in Weird Places" campaign aims to slash household energy bills Older generations are the most frugal Most are worried about the rising cost of living New Zealanders have embraced the circular economy Shoppers seek ways to help make their money go further Shopper reinvented Countdown supermarkets modernised, rebranded as Woolworths New Zealanders are less enthusiastic about tailored experiences than their global peers S-commerce gains traction as part of the omnichannel experience Younger cohorts have the most interaction with brands Sustainable living ABB wins Global Water Award for its innovative water management solutions Most consumers are worried about global warming

Mindful consumption is on the rise Reducing food waste tops the list of green activities Wellness Nymbl Science collaborates with ACC to provide balance training for seniors Meditation and massage are the principal antidotes to stress New Zealanders exercise more than the global average Consumers remain wary of health and safety when out and about Leverage the power of megatrends to shape your strategy today

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