



Megatrends in New Zealand

December 2024

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Megatrends Framework

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Convenience

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Tech helps to simplify everyday tasks for New Zealanders

Consumers pursue a better work-life balance post-pandemic

Older shoppers are attracted by the convenience of physical stores

E-commerce appeals for its flexibility

Younger generations have less time to cook

DIGITAL LIVING

Digital living

Bremworth Wool Carpets launches New Zealand's first AI-generated TV ad

Younger consumers enjoy the convenience of smart home technology

New Zealanders are careful to maintain control of their online data

Millennials are happy to share personal details in exchange for targeted offers

Friends and family remain the first port of call for purchase advice

Consumers expect more face-to-face interaction in future

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Diversity and inclusion

Neurodivergent dating app Wable launched in New Zealand

Political engagement is highest among Millennials

Most New Zealanders are confident in expressing their identity

EXPERIENCE MORE

Experience more

EXPERIENCE MORE

Dyson opens immersive pop-up experience in New Zealand mall

New Zealanders are eager for new experiences

Relaxation remains the primary travel motivation

Shoppers enjoy interactive store features

PERSONALISATION

Personalisation

Bargain Box provides affordable, customisable meal kits with flexible options

Millennials show the greatest enthusiasm for digital experiences

Younger consumers are keen on self-expression

PREMIUMISATION

Premiumisation

PREMIUMISATION

Premium chocolate brand Lindt taps into indulgence trend with its first New Zealand store

Most New Zealanders hanker for a simpler life
Millennials research products thoroughly before buying
Animal welfare is a key consideration for New Zealanders

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Pursuit of value
Panda Mart generates excitement with rock-bottom prices
New Zealand shoppers adopt thriftier habits
Consumers have been hit by the cost-of-living crisis
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Consumers embrace holistic wellness activities
New Zealanders take a growing interest in fitness and nutrition
People are still concerned about health and safety in the post-pandemic era
Leverage the power of megatrends to shape your strategy today

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