Euromonitor International

Home Products Specialists in New Zealand

July 2026

Table of Contents

Home Products Specialists in New Zealand - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Ikea'S Arrival Reshapes Spending and Value Expectations

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Ikea'S Arrival Reshapes Spending and Value Expectations
Chart 2 - IKEA's market entry accelerates international expansion impact in New Zealand
Home Improvement Stores Anchor Spending Amid Cautious Sentiment
Petstock and Animates Capture Loyalty as Pet Care Outpaces Discretionary Trends
Chart 3 - Mitre 10 redefines retail convenience through operational transformation
Chart 4 - Value Sales 2020-2030
Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

International Entrants Intensify Competition and Reshape Consumer Expectations
Pet Care Anchors Repeat Spend as Loyalty and Convenience Drive Resilience
Operational Agility and Value-Led Messaging Secure Future Relevance
Chart 6 - Forecast Value Sales 2020-2030
Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mitre 10 Accelerates Transformation as Petstock Leverages Scale for Share Gains
Woolworths' Investment in Pet Retail Intensifies Consolidation
Chart 8 - Company Shares 2025
Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Home Products Specialists
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Home Products Specialists
Chart 14 - Population 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Kmart'S Private Label Focus Reshapes Value Expectations and Drives Channel Polarisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Kmart’S Private Label Focus Reshapes Value Expectations and Drives Channel Polarisation
Ikea’S Entry and Victoria’S Secret Airport Relaunch Intensify Competition and Raise Consumer Expectations
Appliances and Electronics Thrive as Innovation and Delayed Replacement Cycles Drive Demand
Chart 17 - Value Sales 2020-2030
Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Omnichannel Integration and Value-Led Strategies Reshape Spending Habits
Store Networks Shift Towards Efficiency and Experiential Engagement
Chart 19 - Forecast Value Sales 2020-2030
Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Retail
Kmart and Chemist Warehouse Disrupt Rivals as Price and Scale Win Share
Chart 22 - PAK’nSAVE Highland Park brings more choice and low prices to East Auckland
Chemist Warehouse and New World Drive Innovation through Mergers and New Concepts
Chart 23 - New World launches New Zealand’s first reverse vending machine
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 26 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
End of Financial Year Sale

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail
Chart 31 - Population 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/home-products-specialists-in-new-zealand/report.