

# General Merchandise Stores in New Zealand

<https://marketpublishers.com/r/G374F97E72EDEN.html>

Date: March 2024

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: G374F97E72EDEN

## Abstracts

General merchandise stores in New Zealand posted slight retail current value growth, but declines in real terms, in 2023. Closed borders and a relatively stable economy, compared with the global situation, supported discretionary spending levels as consumers were unable to spend on overseas travel. In a typical year, approximately 10% of electronic card spend from New Zealanders is spent overseas. With consumers confined to the home environment, much of this spend was redirected towards domestic...

Euromonitor International's General Merchandise Stores in New Zealand report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores, Variety Stores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the General Merchandise Stores market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

March 2024

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