

Megatrends in New Zealand

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Abstracts

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 megatrends and insights as to how each trend has manifested in New Zealand.

Euromonitor's Megatrends in New Zealand report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

Get a detailed picture of the Megatrends 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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The drivers shaping consumer behaviour

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Businesses harness megatrends to renovate, innovate and disrupt

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Jess's Underground Kitchen brings consumers healthier ready meals

Tech is used to simplify everyday tasks

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Shoppers want to see before they buy

Young people see cooking as a chore

Digital living

AI-driven app helps to identify all types of New Zealand flora and fauna

Video gaming is a favourite pastime among young Kiwis

Consumers are protective of their personal data

Millennials are the most likely to want online anonymity

Friends and family remain the most trusted information source

Fewer than a quarter of Kiwis expect more face-to-face activity in future

Diversity and inclusion

Lenovo promotes digital inclusion with launch of bilingual Te Reo Maori keyboard

Millennials want to change the world for the better

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Younger cohorts are the most individualistic

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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

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Older generations are the most frugal

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New Zealanders are less enthusiastic about tailored experiences than their global peers

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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

Nymbbl 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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