

# Supermarkets in New Zealand

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## Abstracts

Supermarkets in New Zealand continued to register strong retail current value growth in 2023, which was faster than the 2022 increase. However, this was informed by inflationary pressures driving up unit prices of grocery products. While fuel costs stabilised following the initial shock in the wake of Russia's invasion of Ukraine in February 2022, the government's temporary removal of excise duty on petrol ended in July, and increased costs were passed on to consumers. In addition, flooding and...

Euromonitor International's Supermarkets 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.

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

Why buy this report?

Get a detailed picture of the Supermarkets 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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Supermarkets in New Zealand  
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March 2024

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