

# **New Zealand Agribusiness Market, Size, Share, Outlook and Growth Opportunities 2022-2030**

<https://marketpublishers.com/r/N07F404218B5EN.html>

Date: January 2023

Pages: 70

Price: US\$ 1,499.00 (Single User License)

ID: N07F404218B5EN

## **Abstracts**

### **New Zealand Agribusiness Overview**

New Zealand Agribusiness Market research identifies that the competition continues to intensify year-on-year with emerging applications and a widening product portfolio. This OG Analysis report covers the 2022 scenario and growth prospects of New Zealand agribusiness market for 2021-2030. To calculate the market size, revenue from the market sales of agribusiness products to retailers, wholesalers, and institutional buyers are considered.

### **New Zealand Agribusiness Latest Trends, Drivers and Challenges**

The global agribusiness market is undergoing significant structural changes with technological innovation, implementation of advanced machinery, genetically improved seeds and increasing access to international markets. Staggering internet penetration in rural areas is enabling farmers to access information on seeds, crops, pest control methods, weather forecasts, fertilizers and market prices and aiding in taking informed proven and profitable decisions.

Surging consumer shift to vegan varieties, rising environmental awareness demanding sustainability and traceability, and inclination to organic and healthy food amid resurging virus conditions are noted as key trends shaping the end-use food and beverages market. However, prolonged Russia-Ukraine war conditions further worsen COVID-induced supply disruptions, Climate change leading to unpredictable weather, and burgeoning labor and processing costs are hindering market growth.

### **The New Zealand Agribusiness Market, Size, Share, Outlook and Growth Opportunities**

2022-2030 presents a comprehensive analysis of the country's agribusiness. Key trends and critical insights into New Zealand agribusiness markets along with key drivers, restraints and growth opportunities are presented in the report.

## New Zealand Agribusiness Market Size, Share, Growth Forecasts to 2030

New Zealand grains, New Zealand sugar, New Zealand Dairy, and New Zealand livestock markets are analyzed and forecast to 2030. Further, New Zealand agriculture production including wheat, corn, Barley, Rice, Sugar, Milk, Butter, Cheese, whole milk, poultry, beef and pork production is forecast from 2021 to 2030. Demand for all these agricultural commodities is also forecast during the period.

Agricultural input manufacturers, retailers, farmers, food processors, food manufacturers and food retailers continue to emerge rapidly across the value chain amid strong growth prospects of the market.

New Zealand government is encouraging investments in agribusiness both to promote effective strategies for improved food security and as a vital source of economic development. Emphasis is given to good agricultural practices, prescriptive agronomic recommendations, data-based farming, and other precision farming applications.

## New Zealand Agribusiness Competitive Landscape, Company Strategies and Outlook

The report details SWOT and financial analysis of key companies in New Zealand agribusiness, and identifies their key strategies to 2030.

New Zealand Agribusiness companies and strategic and financial investors are focusing more on the evolving value chain and are investing significantly across segments of the food and agriculture value chain. Further, New Zealand companies are focusing on synergistic acquisitions to boost their market shares and profitability of agribusiness.

To ensure that the delivery of dairy products is in line with customer expectations, major competitors in the dairy market are adopting customer engagement strategies, flexible pricing, and value-added products and strengthening their distribution channels.

Amidst growing profitability in agribusiness, New Zealand companies are focusing on superior farm management and realigning their goals and available resources to market their agriculture products at affordable prices to targeted customers.

New Zealand agribusiness market is compared against five of its competitive markets in the region to analyze the role of New Zealand on the regional front and benchmark its operations.

Global agribusiness, Asia Pacific, Europe, Middle East Africa, North America and Latin America agribusiness market outlook is also presented in the report to provide a global perspective of the industry.

New Zealand population and economic outlook are also presented in the report to provide insights and forecasts of macroeconomic factors shaping the future of New Zealand agribusiness markets.

Further, the business and SWOT profiles of three of the leading agribusiness companies in New Zealand are detailed in the report along with recent developments and their impact on overall market growth.

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