

# PESTLE Analysis of New Zealand 2013, July 2013

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## Abstracts

New Zealand registered a remarkable growth during the last decade. It is classified as a high income economy. The economy is expected to reach \$207 billion by 2018. New Zealand's growth is primarily driven by domestic and external demand which, along with private consumption expenditure and investment, have boosted the economy in the last decade.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the various risk factors associated with the country and presents its findings in "PESTLE Analysis of New Zealand 2013". This study provides a concise overview of the PESTLE analysis of New Zealand. The report studies the political, economic, sociological, technological, legal, and environmental analysis of New Zealand. The report also covers New Zealand's SWOT analysis and recent economic policy analysis.

The report studies the major challenges faced by the economy. New Zealand's economy is extremely dependent on trade with other countries. Change in external demand may affect the country's economic situation. The country has lower spending in R&D activities resulting in external dependency for new technology.

The study also discusses the key drivers of the industry. The country's favorable business climate and political stability promoted a considerable FDI inflow to New Zealand. The economy enjoys a low rate of inflation that contributes to lower interest rates and increasing purchasing power parity.

This report includes an in-depth analysis of the macro-economic factors of New Zealand, its political scenario, social and technological analysis, and economic and business risks. This report provides the knowledge on the leading industries and the emerging industries in the country. The country has well-defined investment policy and

support from government and industry associations which encourage free trade and provide investment opportunities in green technology, hi-tech industry, and fuel efficient automobiles.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of New Zealand 2013" include:

- Trend and forecast for key macroeconomic variables that are useful to make major investment decision

- Analysis on economic activity, investment environment, and trade structure of the country

- Major industries in New Zealand and its contribution to GDP

- Trends in savings, investments, and consumptions

- Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

- Analyses on geographical importance and social structure such as labor quality

- Strength, Weakness, Opportunity, and Threat (SWOT) analysis of New Zealand

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