

# **New Zealand Apparel Retail Market Summary, Competitive Analysis and Forecast, 2017-2026**

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## **Abstracts**

New Zealand Apparel Retail Market @Summary, Competitive Analysis and Forecast, 2017-2026

### **SUMMARY**

Apparel Retail in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### **KEY HIGHLIGHTS**

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The New Zealand apparel retail industry had total revenues of \$4.1 billion in 2021, representing a compound annual growth rate (CAGR) of 3.8% between 2017 and 2021.

Clothing, footwear, and accessories specialists account for the largest

proportion of sales in the New Zealand apparel retail industry in 2021, sales through this channel generated \$1.9 billion, equivalent to 46.4% of the industry's overall value.

One factor which has supported industry growth in recent years and is likely to continue to do so as consumer spending renews in the aftermath of the pandemic, is the growing popularity of online shopping.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in New Zealand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in New Zealand

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand apparel retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the New Zealand apparel retail market by value in 2021?

What will be the size of the New Zealand apparel retail market in 2026?

What factors are affecting the strength of competition in the New Zealand apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up New Zealand's apparel retail market?

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