

New Zealand Online Retail Market to 2027

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Abstracts

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Summary

Online Retail in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The New Zealand online retail sector had total revenues of \$3.6 billion in 2022, representing a compound annual growth rate (CAGR) of 11.8% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$1 billion, equivalent to 27.2% of the sector's overall value.

For instance, according to in-house research, the New Zealand e-commerce market value stood at \$6.8 billion in 2022 and is expected to reach \$8.5 billion in 2025. Furthermore, the annual growth of internet users in New Zealand stood at 1.8% in 2022 and is expected to reach 5,359,518 users in 2030, according to in-house research.

Scope

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

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

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

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

Reasons to Buy

What was the size of the New Zealand online retail market by value in 2022?

What will be the size of the New Zealand online retail market in 2027?

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

How has the market performed over the last five years?

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

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