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Online Retail in New Zealand - Market Summary, Competitive Analysis and Forecast to 2025

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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 2016-20, and forecast to 2025). 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 includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The New Zealand online retail sector had total revenues of $4.1bn in 2020, representing a compound annual growth rate (CAGR) of 15.9% between 2016 and 2020.

The electrical and electronics retail segment accounted for the sector's highest value-share in 2020, with total revenues of $1.1bn, equivalent to 28.1% of the sector's overall value.

The value of the New Zealand online retail sector grew by 24.8% in 2020.

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

REASONS TO BUY

What was the size of the New Zealand online retail market by value in 2020?

What will be the size of the New Zealand online retail market in 2025?

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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