

Online Retail in New Zealand

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Abstracts

Online Retail in New Zealand

SUMMARY

Online Retail in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 each category listed below, 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.

The New Zealand online retail sector generated total revenues of \$2.5bn in 2018, representing a compound annual growth rate (CAGR) of 14.2% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$736.7m, equivalent to 29.8% of the sector's overall value.

While the New Zealand sector is currently growing strongly, growth rates are not particularly high in comparison with other countries globally. This is likely because of the maturity of the market and an already high penetration of internet

services.

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 2018?

What will be the size of the New Zealand online retail market in 2023?

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?

8 COMPANY PROFILES

- 8.1. Woolworths Limited
- 8.2. The Warehouse Group Ltd
- 8.3. Mitre 10 Australia Pty Ltd
- 8.4. Wesfarmers Limited
- 8.5. PB Technologies Ltd
- 8.6. Mighty Ape Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: New Zealand online retail sector value: \$ million, 2014-18
- Table 2: New Zealand online retail sector category segmentation: \$ million, 2018
- Table 3: New Zealand online retail sector geography segmentation: \$ million, 2018
- Table 4: New Zealand online retail sector distribution: % share, by value, 2018
- Table 5: New Zealand online retail sector value forecast: \$ million, 2018-23
- Table 6: Woolworths Limited: key facts
- Table 7: Woolworths Limited: Annual Financial Ratios
- Table 8: Woolworths Limited: Key Employees
- Table 9: The Warehouse Group Ltd: key facts
- Table 10: The Warehouse Group Ltd: Annual Financial Ratios
- Table 11: The Warehouse Group Ltd: Key Employees
- Table 12: Mitre 10 Australia Pty Ltd: key facts
- Table 13: Mitre 10 Australia Pty Ltd: Key Employees
- Table 14: Wesfarmers Limited: key facts
- Table 15: Wesfarmers Limited: Annual Financial Ratios
- Table 16: Wesfarmers Limited: Annual Financial Ratios (Continued)
- Table 17: Wesfarmers Limited: Key Employees
- Table 18: PB Technologies Ltd: key facts
- Table 19: PB Technologies Ltd: Key Employees
- Table 20: Mighty Ape Ltd: key facts
- Table 21: Mighty Ape Ltd: Key Employees
- Table 22: New Zealand size of population (million), 2014-18
- Table 23: New Zealand gdp (constant 2005 prices, \$ billion), 2014-18
- Table 24: New Zealand gdp (current prices, \$ billion), 2014-18
- Table 25: New Zealand inflation, 2014-18
- Table 26: New Zealand consumer price index (absolute), 2014-18
- Table 27: New Zealand exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: New Zealand online retail sector value: \$ million, 2014-18

Figure 2: New Zealand online retail sector category segmentation: % share, by value, 2018

Figure 3: New Zealand online retail sector geography segmentation: % share, by value, 2018

Figure 4: New Zealand online retail sector distribution: % share, by value, 2018

Figure 5: New Zealand online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in New Zealand, 2018

Figure 7: Drivers of buyer power in the online retail sector in New Zealand, 2018

Figure 8: Drivers of supplier power in the online retail sector in New Zealand, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in New Zealand, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in New Zealand, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in New Zealand, 2018

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