

New Zealand



Population - 4.7m
Capital - Wellington
Currency - New Zealand Dollars (NZD)
Main language - English, Maori

3m

3m eCommerce users forecast for New Zealand in 2025

25-34
years

Largest consumer share by age group in New Zealand

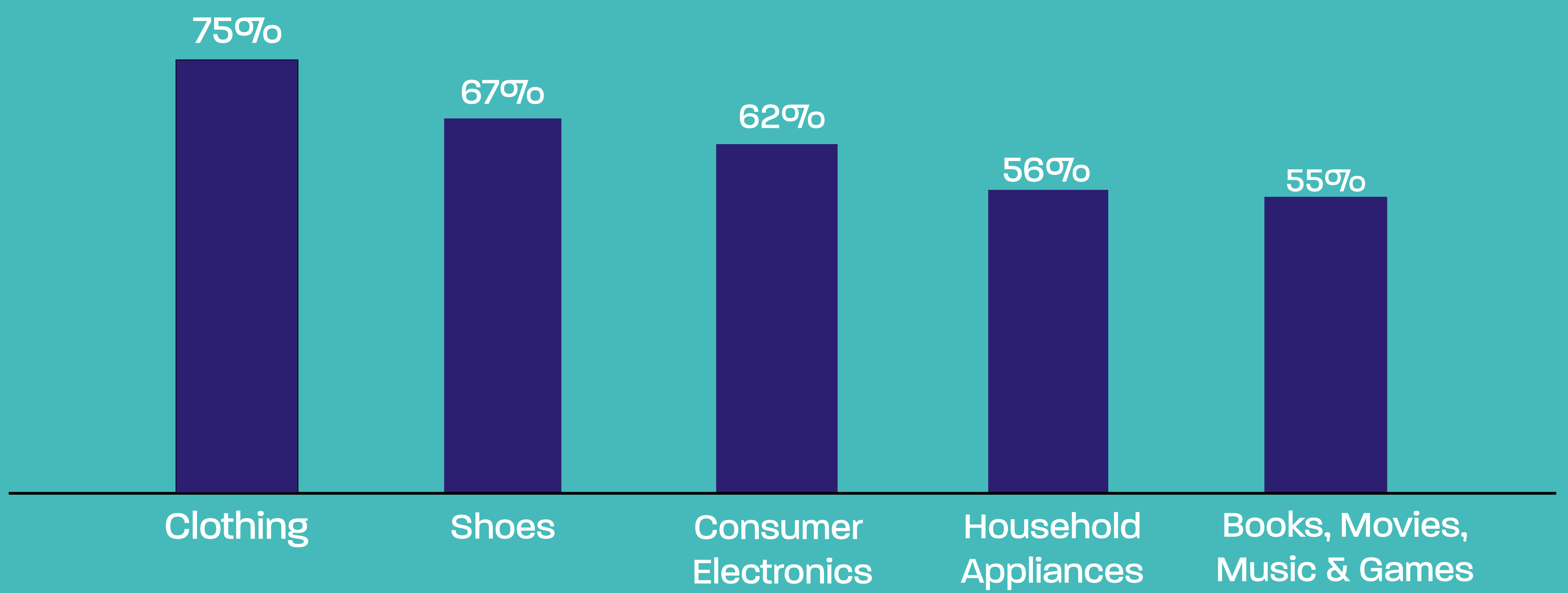
67%

67% of the population in New Zealand shops online

\$536m

Food & Personal Care is the largest eCommerce category with around \$536 million (USD)

Sectors New Zealand consumers are most interested in...



The most successful online shops are..

- * Countdown
- * Amazon
- * Apple

Other retailers include; Mitre10, TheWarehouse, Farmers, and MightyApe

Shipping methods offered by leading online retailers...

- * Click & Collect
- * CourierPost
- * New Zealand Post

Other methods include; Peter Baker Transport, Australia Post, and Own delivery service

41%

The top 5 stores make up 41% of the top 100 net sales in New Zealand (2020)

62%

The market volume of the top 100 New Zealand online stores has increased by 62 % since 2018

\$4 billion

eCommerce market value (USD) in New Zealand (2019)