



# Retail E-Commerce in New Zealand

March 2024

Table of Contents

## Retail E-Commerce in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflation boosts retail current value growth in e-commerce  
Nike exits online shopping in New Zealand  
Local consumers show a strong preference for local online retailers

#### PROSPECTS AND OPPORTUNITIES

Healthy outlook for retail e-commerce  
High price-sensitivity to create opportunities for pure play online retailers  
Growing smartphone penetration within retail e-commerce

#### CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022  
Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022  
Table 3 - Retail E-Commerce by Product: Value 2017-2022  
Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022  
Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027  
Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027  
Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027  
Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Retail crime a major talking point in the run-up to the 2023 general election  
Retail e-commerce slows as expected  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Christmas  
End of Financial Year Sale

### MARKET DATA

Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 13 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 15 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 31 - Retail GBO Company Shares: % Value 2019-2023  
Table 32 - Retail GBN Brand Shares: % Value 2020-2023  
Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-e-commerce-in-new-zealand/report](http://www.euromonitor.com/retail-e-commerce-in-new-zealand/report).