



# Supermarkets in New Zealand

March 2024

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## Supermarkets in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures drive retail value growth through supermarkets, as cost-of-living pressures hit consumers

Countdown to rebrand as Woolworths

Foodstuffs (North Island) and Foodstuffs (South Island) merger aims to improve efficiencies

#### PROSPECTS AND OPPORTUNITIES

Slowing inflation but financial pressures on consumer budgets remain

Stronger focus on private label for consumers and retailers

Sustainable options to cater to eco-conscious consumers

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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?

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Informal retail

Opening hours for physical retail

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