



# Apparel and Footwear Specialists in New Zealand

March 2024

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## Apparel and Footwear Specialists in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong start to 2023 before cost-of-living pressures bite in second half of the year

Seasalt ventures into New Zealand to open its first international store

Nike pulls back on New Zealand distribution

#### PROSPECTS AND OPPORTUNITIES

Economic slowdown to adversely impact discretionary spending levels

Opportunities for growth in the circular economy

E-commerce to grow, but store-based retailing to dominate

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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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Seasonality

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