



Consumer Values and Behaviour in New Zealand

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Scope

HIGHLIGHTS

Consumer values and behaviour in New Zealand

PERSONAL TRAITS AND VALUES

Most consumers worry about the increasing prices of everyday items

Millennials most confident in their ability to impact the world through choices

Consumers like to try new products and services

Gen X seem less inclined towards changes and new products or services

Half of consumers in New Zealand expect they will be happier than they are now

Millennials are most optimistic about the financial future

HOME LIFE

Among home activities, New Zealanders choose hobbies and gardening as top activities

Safe location - the most desired home feature

COOKING AND EATING HABITS

Majority of consumers cook or bake for themselves at least weekly

Lack of skill or other interest could get in the way of cooking

Gen Z more often report having a home cooked meal prepared by someone else at home

Half of consumers in New Zealand look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to work in close proximity to their home

Working for a good manager is especially valued by Gen Z

Strict boundary between work and personal life most important for millennials

LEISURE

Consumers in New Zealand enjoy socialising with friends online

Millennials pursue shopping as a pleasurable pastime

Consumers' top travel motivation - maximising the benefits while minimising the cost

Nature and outdoors most appealing to Gen Z

HEALTH AND WELLNESS

New Zealand consumers engage in walking or hiking

Nearly half of millennial respondents indicate they run or jog

Millennials are most active in managing their stress levels

SUSTAINABLE LIVING

New Zealand consumers worried about the effects of climate change

Consumers are actively working towards greener and more sustainable practices

Some consumers opt for repairing damaged items instead of purchasing new ones

SHOPPING

Bargains remain an important factor while shopping

Gen X and baby boomers, most inclined to look for bargains

Consumers in New Zealand are open to purchasing used or pre-owned goods

Millennials look for items that have simple to comprehend labels

SPENDING

Consumers expect to increase their spending on groceries

Basic items and groceries top the list for increased spending in the future

Financial situation and inflation is the main concern

Younger generations rely on financial support from friends or family

Gen Z is hoping to save money over the next 12 months

TECHNOLOGY

New Zealand consumers are proactive in managing data sharing and privacy settings

Millennials are most active online

Consumers in New Zealand care about their social media presence

Gen Z most active communicating through messaging apps

In light of elevated inflation, consumers frequently compare prices online

New Zealand consumers are less likely to provide feedback online than globally

Third of millennials shop via social media platforms

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