



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

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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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