



Euromonitor
International

Consumer Values and Behaviour in New Zealand

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CONSUMER VALUES AND BEHAVIOURS IN NEW ZEALAND

Scope

HIGHLIGHTS

Consumer values and behaviour in New Zealand

PERSONAL TRAITS AND VALUES

Consumers in New Zealand are worried about the increasing prices of everyday goods

Gen X believe society embraces and validates their sense of self

Consumers like to try new products and services

Millennials on the lookout for products or services uniquely tailored to their taste

Consumers expect they will be happier than they are now in future

Gen Z anticipate a decrease in the amount of leisure time for personal activities

HOME LIFE

While at home, consumers in New Zealand exercise

Safe location is the most appreciated home feature among New Zealanders

COOKING AND EATING HABITS

New Zealanders prefer to cook or bake dishes for themselves

Consumers say that another person in at home is responsible for cooking for them

Younger generations express their dislike for grocery shopping

Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to establish their own schedule

New Zealanders primarily desire to ensure stability in employment

Consumers in New Zealand say they uphold a division between their job and private life

LEISURE

Consumers like engaging in personal interactions with friends

Baby Boomers like engaging in personal interactions with friends

Consumers primarily seek getting the best return on money spent when travelling

Younger generations expect relaxation options when on vacation

HEALTH AND WELLNESS

Consumers participate in walking or hiking

Gen Z participate in other intensive physical activities

New Zealanders are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers in New Zealand are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

New Zealanders motivated to repair broken items, rather than replacing them

SHOPPING

New Zealanders love searching for discounts

Gen Z love exploring shopping malls

Consumers are willing to buy second-hand or previously-owned items

Gen X seek products with easy to understand labels

SPENDING

Consumers set to increase spending on groceries

Younger generations foresee increasing spending on health and wellness the most

New Zealanders express a worry over their present economic state

Baby Boomers have enough money readily available to cover unexpected emergencies

Younger generations expect to increase money saving

TECHNOLOGY

Consumers in New Zealand proactively oversee the sharing of data and privacy preferences

Younger generations say it is important to foster their online identity

Consumers visit or update social networking site

Gen Z regularly use communication or messaging apps

Younger generations frequently visit online health-related or medical sites

New Zealanders show support for companies by following their social media updates

Younger generations open to sharing their purchasing habits online

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