



Euromonitor
International

Wellington in New Zealand

July 2023

Table of Contents

HEADLINES

CITY SCORECARD

Chart 1 - Wellington City Scorecard Rankings Among 17 Australasia Cities

CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2022

POPULATION

Chart 2 - Key Wellington Population Indicators Compared to New Zealand and Australasia 2022

Chart 3 - Wellington Population Growth Compared to New Zealand and Australasia 2017-2027

Chart 4 - Wellington Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2017-2027

Chart 5 - Wellington Population by Age and Sex 2022

CONSUMER EXPENDITURE

Chart 6 - Wellington Consumer Expenditure per Capita Compared to New Zealand and Australasia 2017-2027

Chart 7 - Wellington Consumer Expenditure Structure 2022

DIGITAL CONSUMER

Chart 8 - Key Wellington Digital Consumer Statistics Compared to New Zealand and Australasia 2022

Chart 9 - Digital Consumer Historic Growth and Forecasts in Wellington 2017-2027

WEALTH

Chart 10 - Wellington Disposable Income per Household Compared to New Zealand and Australasia 2017-2027

Chart 11 - Number of Households by Disposable Income Band in Wellington 2017/2022/2027

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Wellington: 2017-2027

POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Wellington Household Possession of Kitchen Durables Compared to New Zealand and Australasia 2022: % of Households

Chart 14 - Wellington Possession of Entertainment Electronics Compared to New Zealand and Australasia 2022: % of Households

Chart 15 - Wellington Household Possession of Other Durables Compared to New Zealand and Australasia 2022: % of Households

ECONOMY

Chart 16 - Wellington GDP per Capita Compared to New Zealand and Australasia 2017-2027

Chart 17 - Wellington Real GDP Growth Compared to New Zealand and Australasia 2017-2027

Chart 18 - Wellington Inflation Compared to New Zealand and Australasia 2017-2027

LABOUR

Chart 19 - Wellington Labour Indicators Compared to New Zealand and Australasia 2022

Chart 20 - Economically Active Population and Unemployment Rate in Wellington 2017-2022

Chart 21 - Wellington Labour Productivity Compared to New Zealand and Australasia 2017-2022

TRANSPORT

Chart 22 - Number of Airport Passengers in Wellington 2017-2022

Chart 23 - Automotive Circulation in Wellington 2017-2022

Chart 24 - Wellington Transport Possession Compared to New Zealand and Australasia 2022: % of Households

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wellington-in-new-zealand/report.