

## Economy

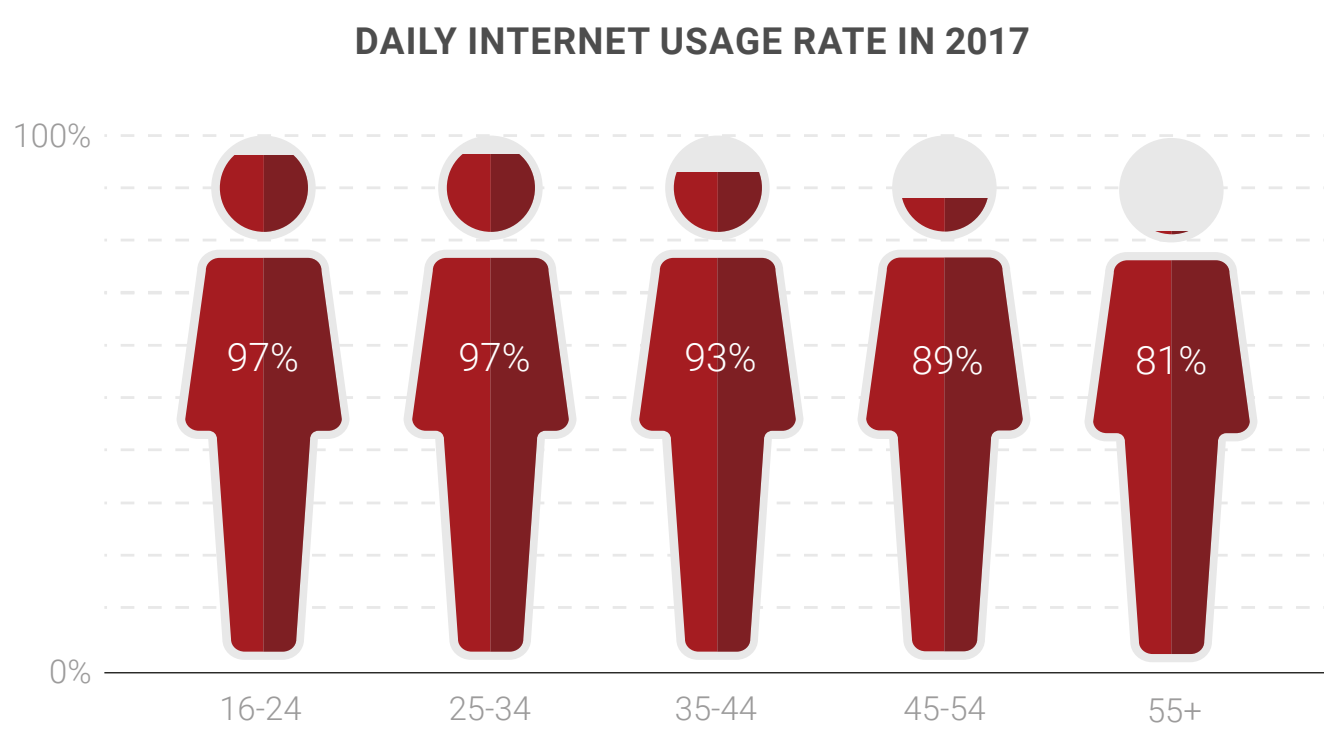
Home to **4.69 million people** with a **total GDP of 184.97 billion USD**.

**GDP per capita** is currently **38,823 USD**.



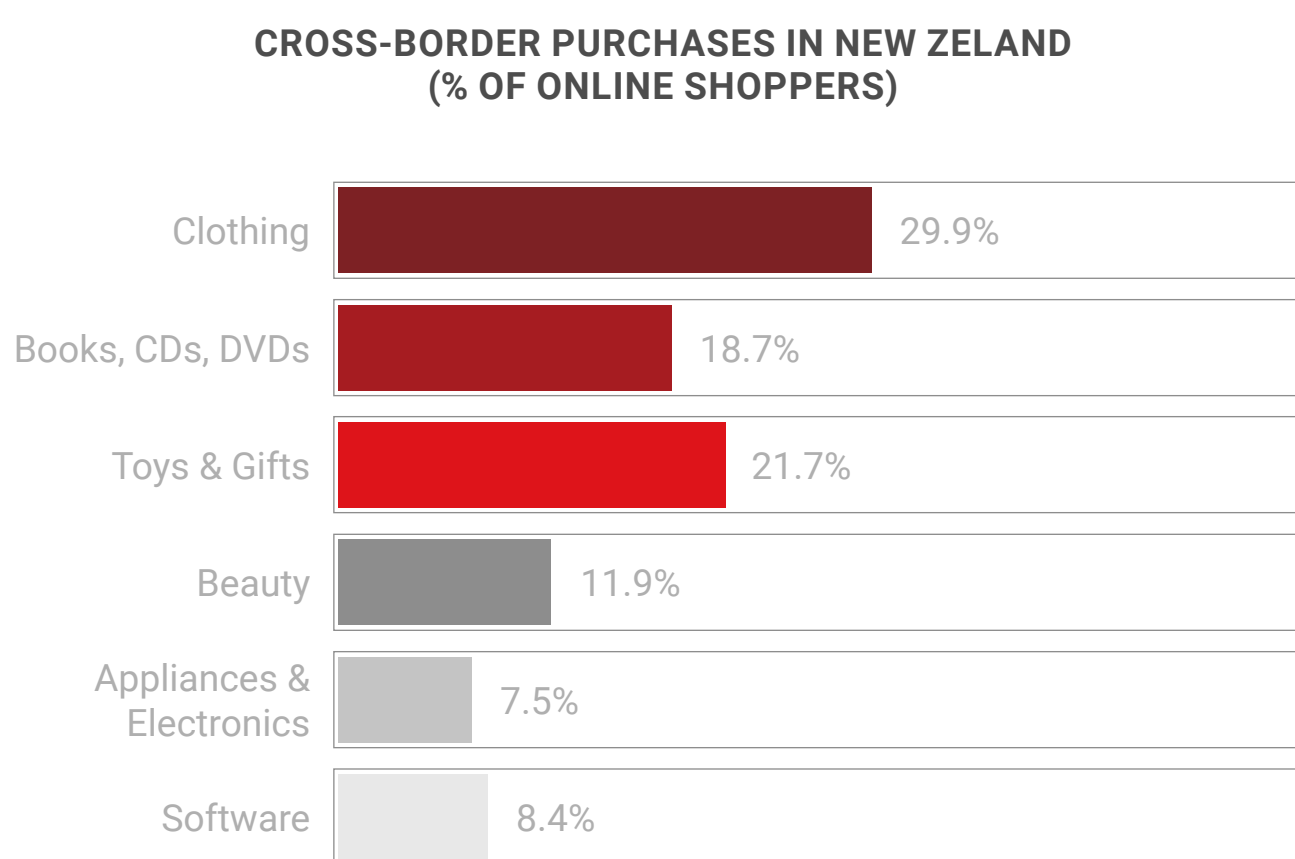
## User Insights

There are currently **2 million eCommerce users** in New Zealand, and retail eCommerce sales reached **\$3.42 billion USD** in 2016.



## Cross-border eCommerce

Shoppers purchasing 6+ items in a year has increased by **40%** since 2010, and **38%** of those transactions were cross border retailer sales, estimated to be worth **\$1.12 billion USD**.



## Logistics & Infrastructure



In 2016, New Zealand was ranked **37<sup>th</sup>** in the **World Bank Logistics** ranking.

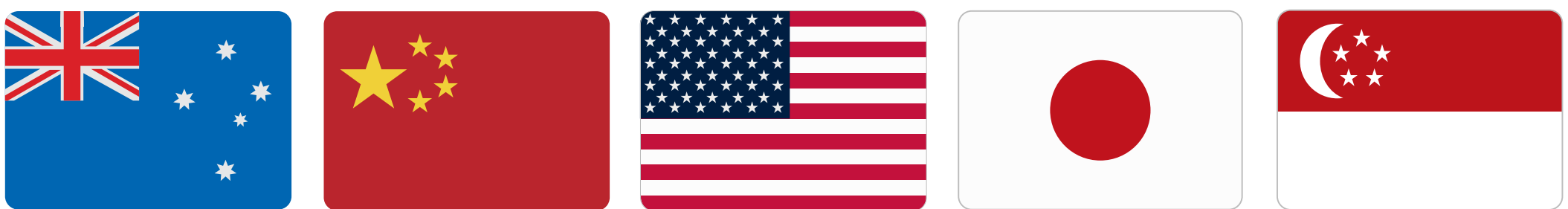
## Preferred Online Payment Methods

**75%** of New Zealand shoppers like to pay via **credit card** when shopping online.



## Where does New Zealand buy from?

**Australia** supplies New Zealand with **6.38 billion USD** in imports. Other key import partners are **China (\$4.76 billion)**, the **United States (\$3.57 billion)**, **Japan (\$2.19 billion)** and **Singapore (\$1.46 billion)**.

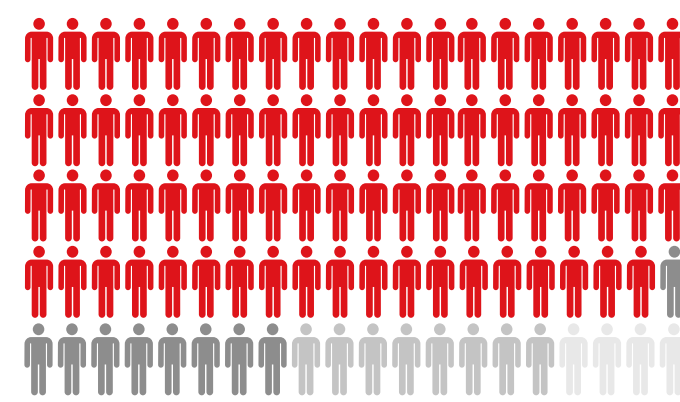


## Device Usage



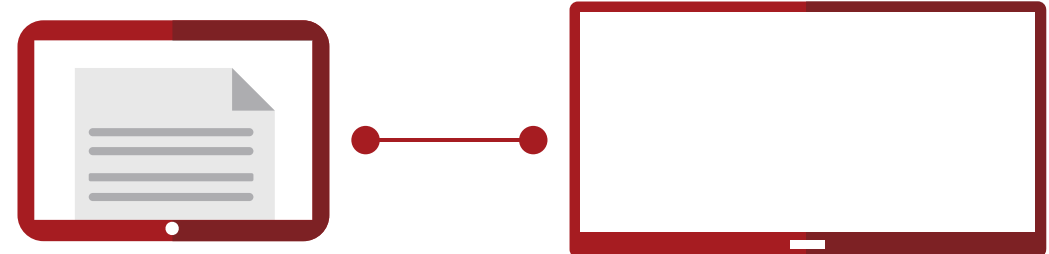
Internet penetration is currently **89%** and smartphone penetration is **70%**.

### DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

In 2015, **566 million USD** was spent on **digital advertising**.



**2.9 million** New Zealanders are monthly active social network users, thanks to **YouTube, Facebook, Instagram** and **Twitter**, which are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.