

New Zealand Issues Update

Unpacking what is concerning consumers, how it is affecting their behaviour and what changes they would like to see moving forward.

February 2023

Wave 25 (Fieldwork 19-24 January 2023)

What are the top 3 things that New Zealanders are thinking about the most?

56%



Physical Health of my family
(up 13%) ↑

50%



Financial Planning for the future
(up 6%) ↑

43%



Mental Wellbeing
(up 9%) ↑

Statistically higher/lower than Wave 24, Nov 22



Less people are concerned about International conflict



More people are thinking about travelling



Fewer people are concerned about Covid

When we asked Kiwi's about their current financial situation

44%



are still very concerned about inflation and rising prices

And...

29%



are still concerned about money

Due to concerns stemming from inflationary pressures, consumers intend to REDUCE expenditure, particularly for



Luxuries



Takeaways



Café / Bars / Restaurants



Furniture/home electronics



47% of people will continue to spend the same on charitable donations

Consumers have noticed the following types of products/services increasing in cost since January 2023



Flights



Holiday accommodation



Bars, restaurant, entertainment venues



Takeaways, Quick service restaurants



Entertainment and leisure activities



Alcohol

Some suggestions as to what brands/companies can do during the cost of living crisis –

39%



downgrade quality to keep the same prices

36%



said that we should pay people decently/give them a living wage

33%



think that businesses should pay less tax

29%



should strive to hold/keep costs down

The above findings are designed to help our clients stay better connected to their customers. Last month Kantar surveyed 1,000 New Zealand consumers to see how pressing concerns such as inflation and the pandemic are impacting how we live.

If you are interested in learning more about these latest findings, and what they mean for your business, please get in touch with your Kantar client lead or [contact us here](#).