Pathways to Growth 2030



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The Growth Challenge to 2030

New Zealand macro trends

96 pts
Q3’26 Consumer Confidence
98.0 Aug 2026
(-1.3 vs Jul)

+3.7%
CPI annual
+0.7% Qtr to Sep 26

46%
Feeling Worse off vs14% Better off

5.6%
Unemployment

1.7%
GDP annual
0.2% Q2’26

+20.3K
Net immigration

2.0%
Wage Inflation

2.75%
OCR

3.69M
Tourism

Source: Stats NZ GDP June 2026, Population, Unemployment, Wage Inflation (all sectors) June 2026, CPI June 2026; Immigration & Tourism July 2026
ANZ Roy Morgan Consumer Confidence New Zealand Q3’26 (monthly average Jun, Jul>Aug) & Aug 2026.
OCR – Reserve Bank of New Zealand Sept 2026

How to find new pathways to growth in New Zealand?

Growth truth

Category first. Share follows.

a third *of brand growth is driven by what happens at* ***category level*** *(and even more for big brands).*

Source: JSM | A rising tide lifts all boats | Ehrenberg Bass Institute

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Growth truth

Category-first does not mean category-bound.

Category growth requires looking ***beyond the familiar.***

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Consumers choose between alternatives that solve the same job.

“Give me something quick and sustaining before the day begins.”











“Give me a small reward that helps me switch off.”











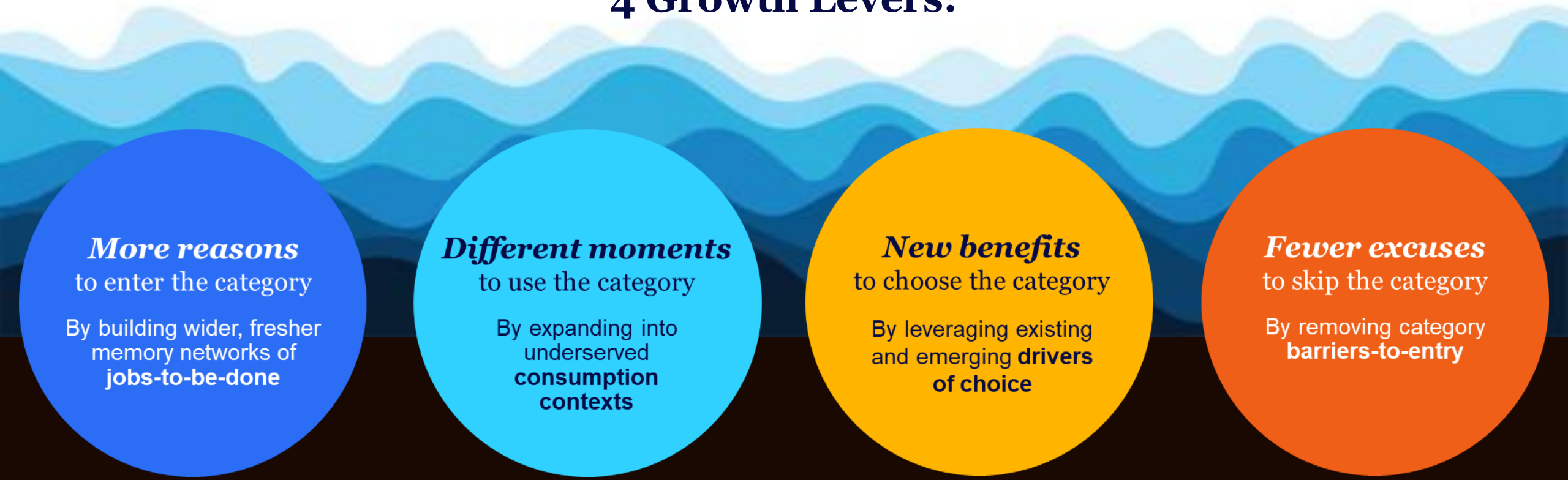


Note: Example Data for Illustration purposes

Growth is created,
when you create more reasons to enter, and fewer reasons to leave.

Create the demand. Penetration growth will follow

4 Growth Levers:



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Three forces will reshape how our growth levers are activated



A More Multicultural New Zealand

New People, Rituals and Occasions



Intentional Eating

Reweights benefits, compromises and barriers

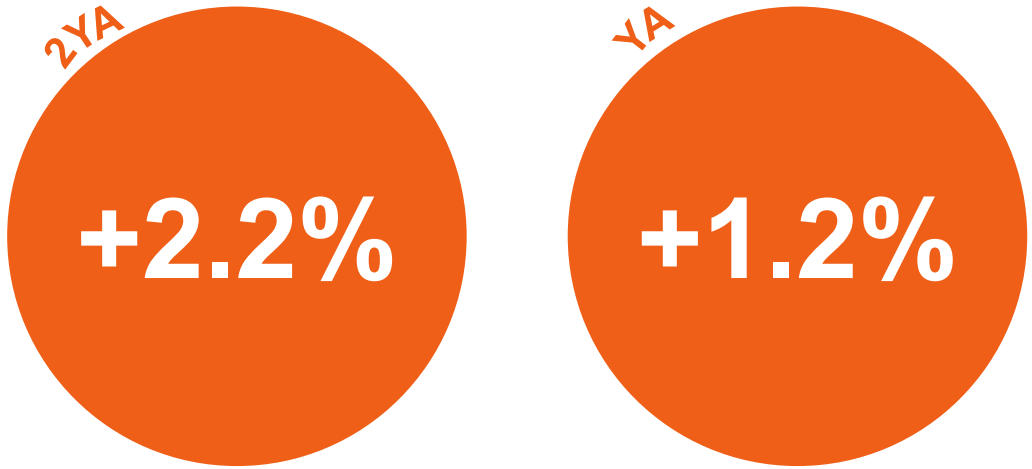


Agentic Commerce

Changes which brands are seen and considered

The easiest way to miss a consumer shift? Look at sales alone.

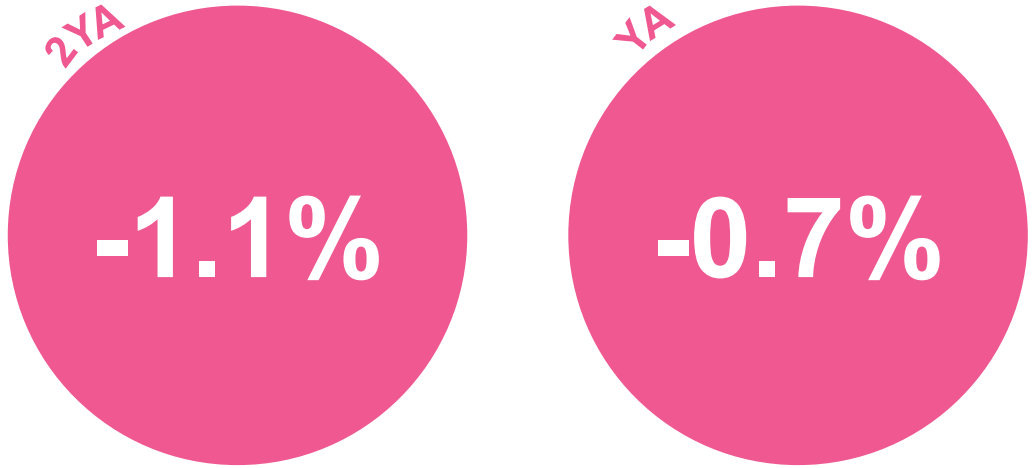
Number of Buying Households



+40,275
increase in buying household

+22,951
increase in buying household

Category Penetration



94.3%

93.6%

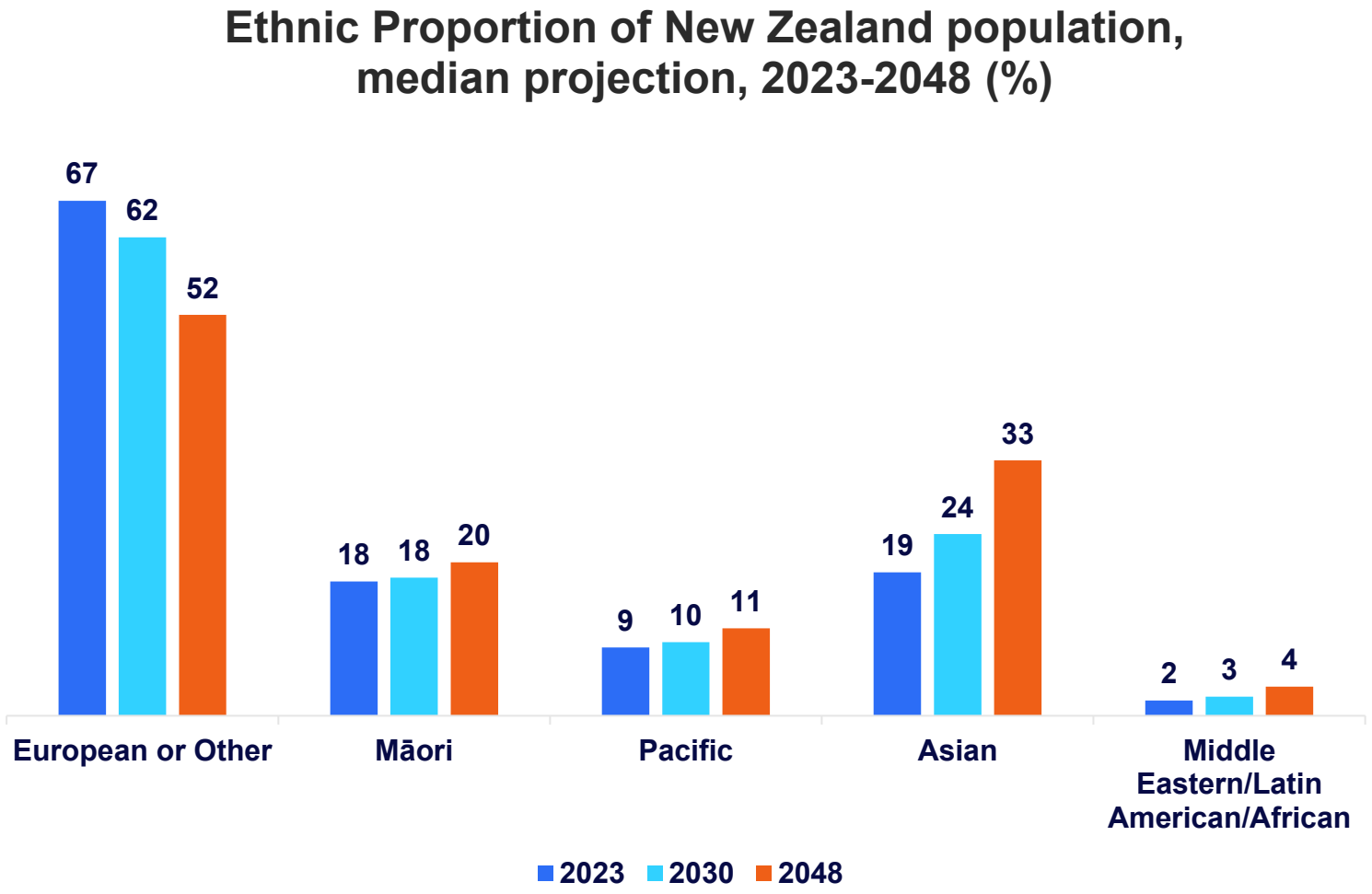
Source: NielsenIQ Homescan | Total New Zealand | MAT 4 Oct 2026 vs YA vs 2YA



Not every category is growing with New Zealanders.
Is yours?

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The changing profile of New Zealand brings with it new opportunities…





Source: https://www.stats.govt.nz/news/asian-ethnic-population-projected-to-increase/

Different shoppers. Different baskets.

Understanding cultural demand can become a growth advantage.

Chinese

Frozen Fish	320
Soy sauce	292
Vegetarian foods	285
Frozen meat	242
Total dairy	80
Carbonated soft drinks	58
Total Pet	43

Indian

Solid oils & fats	1,102
Indian bread	458
Fresh herbs	381
Standard flour	237
Milk powder	236
Natural cheese	55
Fresh meat	49
Prepack. Sausages	34
Total Pet	21

Māori

Presweetened powdered bev.	249
Butter & margarine blends	219
Lunchbox snacks	172
Tonic food drinks	170
Mineral water	170
Rice	63
Auto. Dishwasher detergents	57
Specialty cheese	55
Roasted & ground coffee	49

Pacific People

Canned corned meats	1,206
Coconut milk & cream	315
Mineral water	295
Rice	213
Mayonnaise	173
Total Dairy	78
Frozen potato products	68
Prepacked bacon	58
Prepacked salads	57

Source: NIQ Homescan 52 weeks to 5th October 2026.
Ethnic Group Share of Trade Index on Total Panel

Different shoppers. Different channels.

Your competition today, will look very different tomorrow

Chinese

Asian/Market	765
Pharmacy/Health & Beauty	139
Fruit & Veg	138
PAK'nSAVE	123
Woolworths NZ	77
New World	55
Wholesaler	51
Meat/Deli/Fish	44
E-Commerce	34
Bakery	24

Indian

Meal Kits & Foodbox	652
Asian/Market	451
Speciality Supermarket	282
Wholesaler	249
Fruit & Veg	186
Pharmacy/ Health & Beauty	178
PAK'nSAVE	121
Woolworths NZ	82
E-Commerce	77
New World	41

Māori

Meat/Deli/Fish	235
4 Square	128
Wholesaler	112
PAK'nSAVE	112
Bakery	109
E-Commerce	99
Pharmacy/ Health & Beauty	97
New World	96
Woolworths NZ	89
Asian/Market	24

Pacific People

Meat/Deli/Fish	705
E-Commerce	143
PAK'nSAVE	140
Pharmacy/ Health & Beauty	112
Fruit & Veg	89
Woolworths NZ	69
Bakery	59
Asian/Market	52
New World	43
4 Square	17

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Source: NIQ Homescan 52 weeks to 5th October 2026.
Ethnic Group Share of Trade Index on Total Panel

The evolution of how Lance enjoys his breakfast now

Five years ago, Lance wouldn’t have known chilli crisp. Today, it’s his go-to breakfast.



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67%

of Kiwis enjoy trying new cuisines



Korean Flavours & Fermented Foods



Swicy (Sweet & Spicy)



Matcha & Japanese Premium Flavours



Southeast Asian Street Food

**Source: NIQ Survey July 2026 How much would you agree with the following statements "I enjoy trying new cuisines that I have not experienced before."*
FMCG Business – "Look out for bold flavours and next-gen consumer trends" (January 2025)

…growth too coming from the youth, who tend to lead in change-ups and trends in most matters…

	18-24YO (TB)
…enjoy trying **new** cuisines	✓
…seek out foods from **different** cultural backgrounds	✓

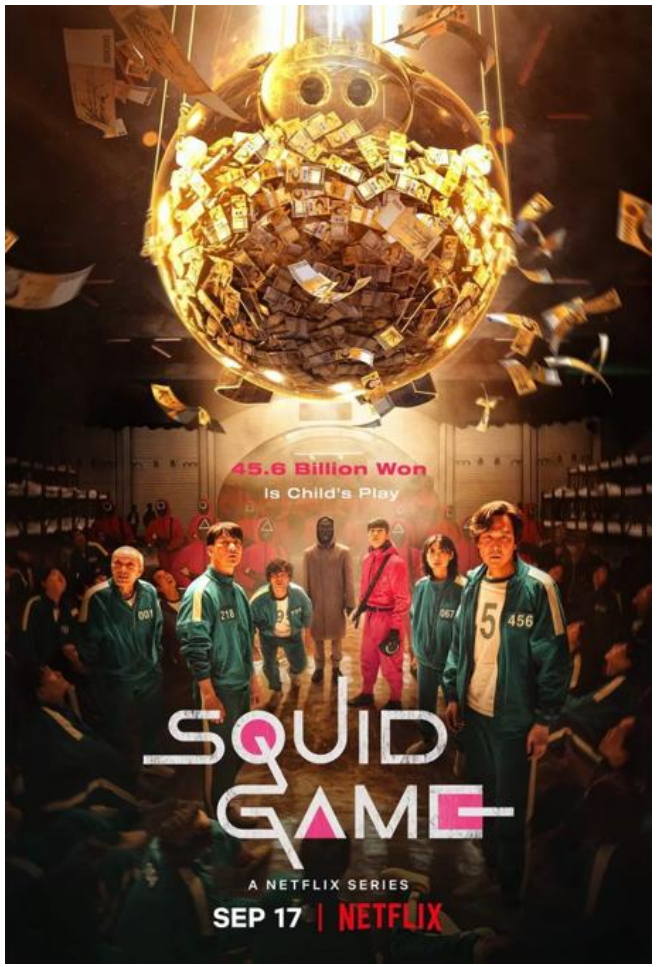
✓ = Significantly higher than total sample

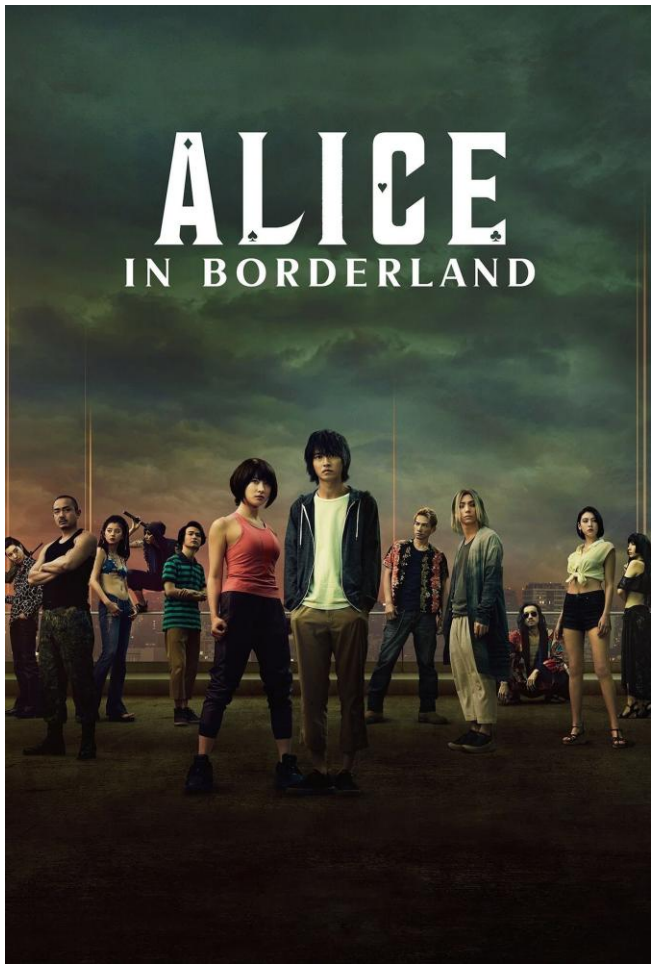
Source: NIQ NZ Survey July 2026
Q. How much would you agree with the following statements….? (TB – strongly agree) Base: Total (n=1013), 18-24YO (n=75)



More Curious, More Open New Zealand

Influenced by what they are watching

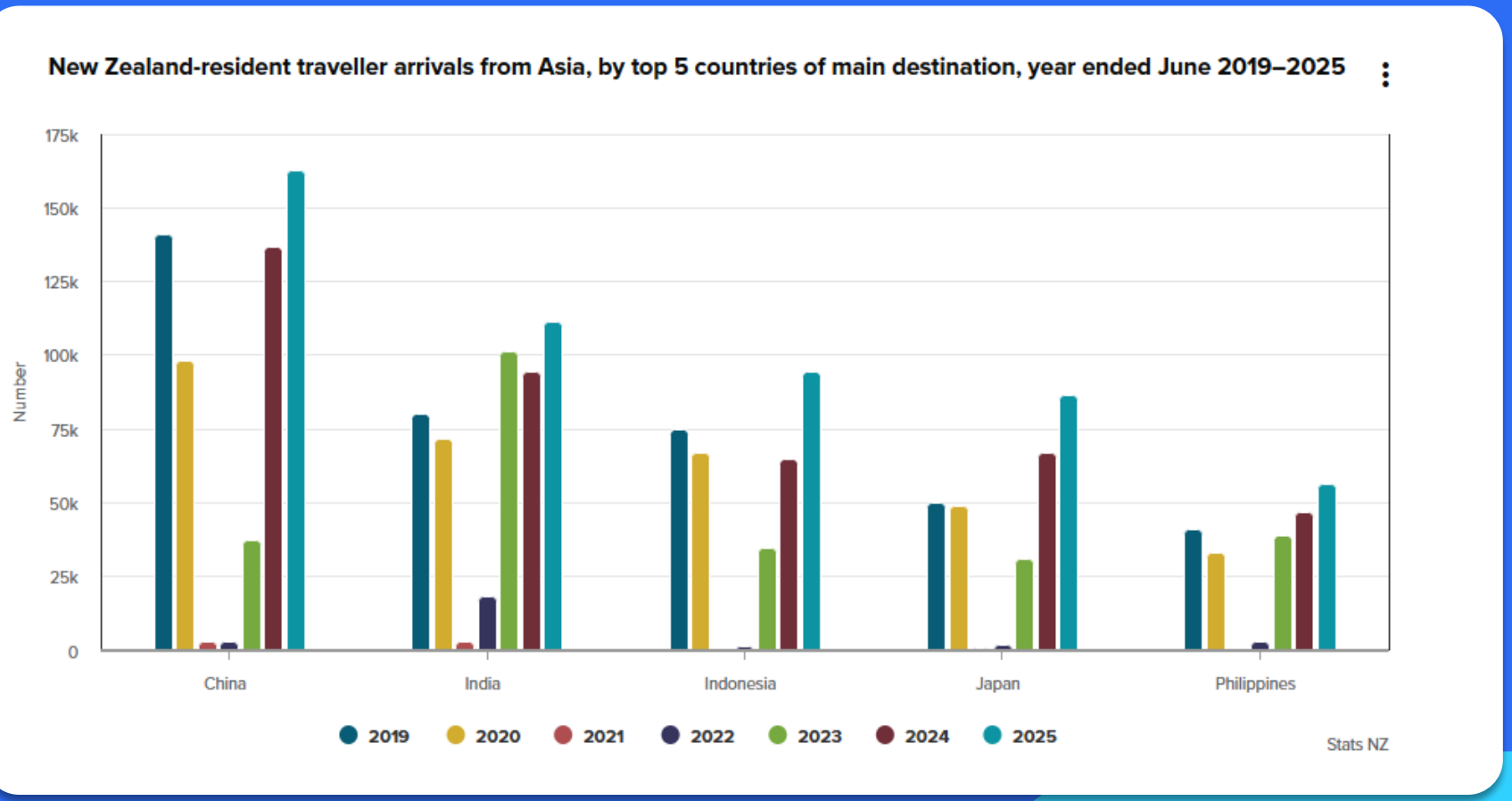






And where they are travelling to..

Trip numbers to Asia reach new height





Source: https://www.stats.govt.nz/news/trip-numbers-to-asia-reach-new-heights/

Shared values, different expressions

Family and honesty unite New Zealanders, while each community brings its own perspective on what it means to live a good life.

NZ European

"Live well and stay true to yourself"

Top Values

- **Family (73)**
- **Honesty (73)**
- Freedom (66)
- Enjoying Life (65)
- Authenticity (64)

Māori

"Strength through people, resilience and heritage"

Top Values

- **Family (74)**
- Freedom (66)
- Self-Reliance (65)
- **Honesty (65)**
- Perseverance (64)

Pacific Peoples

"Progress through learning and contribution"

Top Values

- **Family (72)**
- Knowledge (70)
- **Working Hard (65)**
- Open-mindedness (65)
- Curiosity (61)

Asian

"Achievement with stability and security"

Top Values

- **Honesty (73)**
- Material Security (72)
- Self-Esteem (72)
- **Working Hard (72)**
- **Family (71)**

Source: NIQ Consumer Life's ValueScope™ system
NIQ NZ Survey July 2026

What does a more multicultural New Zealand mean for growth?

1	2	3	4
Which consumer needs are growing?	**Which new occasions are emerging?**	**Which benefits will consumer pay for?**	**How can we remove barriers to purchase?**
More reasons to enter the category The demand for overseas and new and different cuisines is growing as NZ's population profile becomes more diverse, open and curious.	***Different moments*** to use the category More 'fakeaways' (cost of living pressure); room for more than just Taco Tuesday occasions; Cultural celebrations	***New benefits*** to choose the category Authenticity, flavor variety and cultural connection can become purchase drivers	***Fewer Excuses*** to skip the category By making the unfamiliar feel familiar, and relevant. Exposure and education through social media, mainstream retail etc.

A more multicultural New Zealand creates opportunities across all four levers

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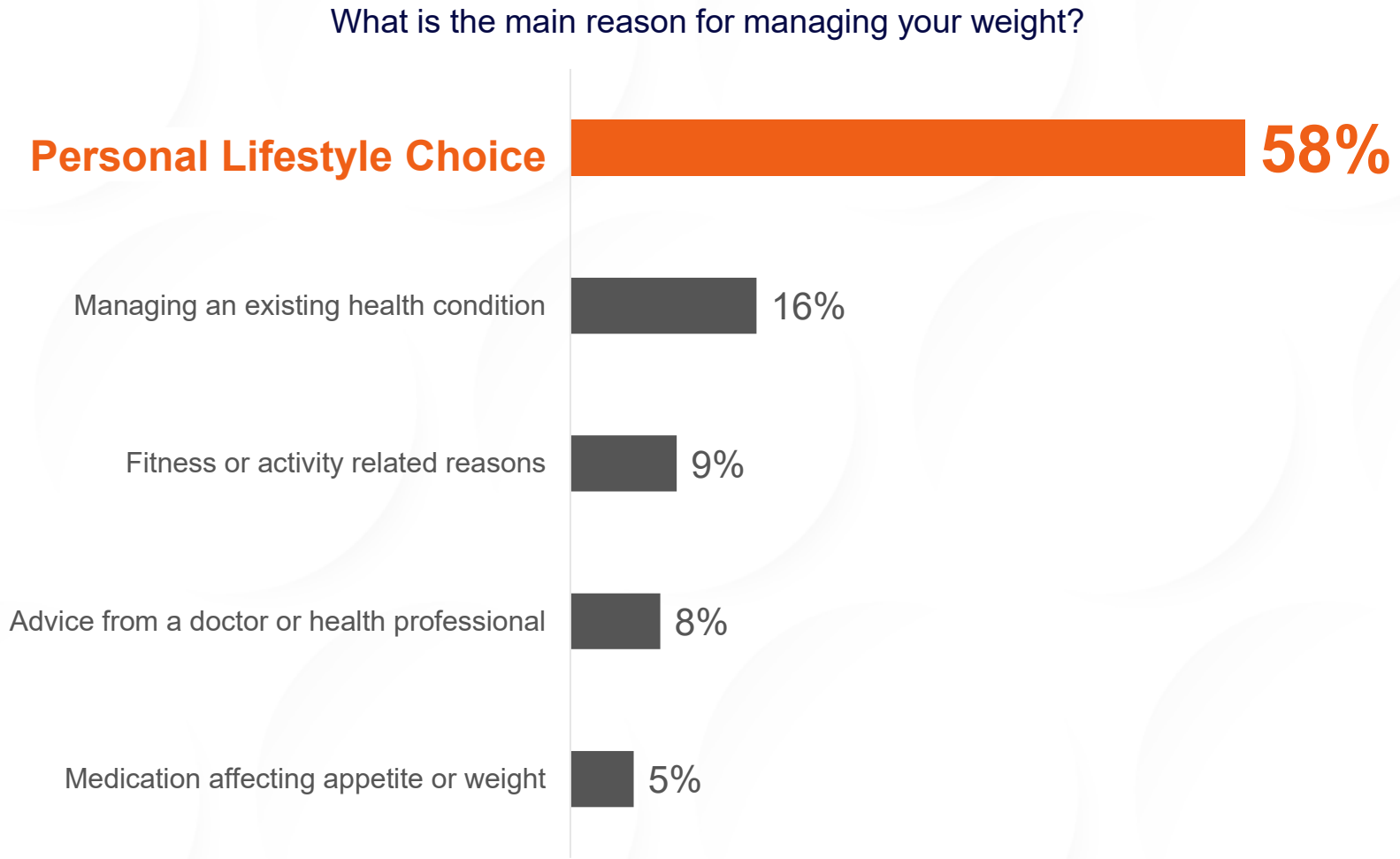
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Intentional Eating and the impact of GLP-1

Weight management is becoming mainstream

49%

say that managing body weight is influencing how they eat



Sources: NIQ NZ Homescan Survey May 2026, Ministry of Health NZ 2025

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GLP-1 Is Accelerating The Shift

67% of Kiwis

either overweight or obese

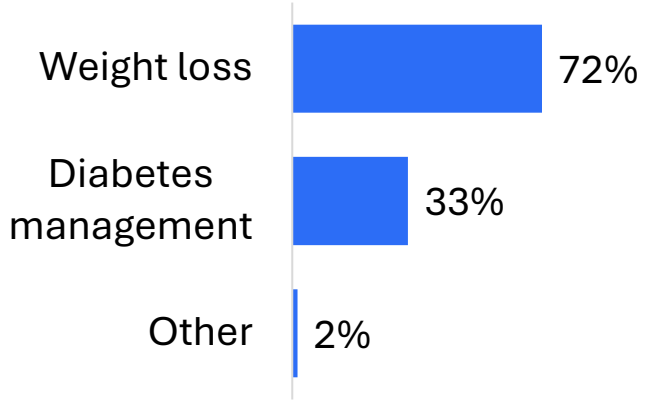
77% of Kiwis

aware of GLP-1 medication

GLP-1 HH Penetration

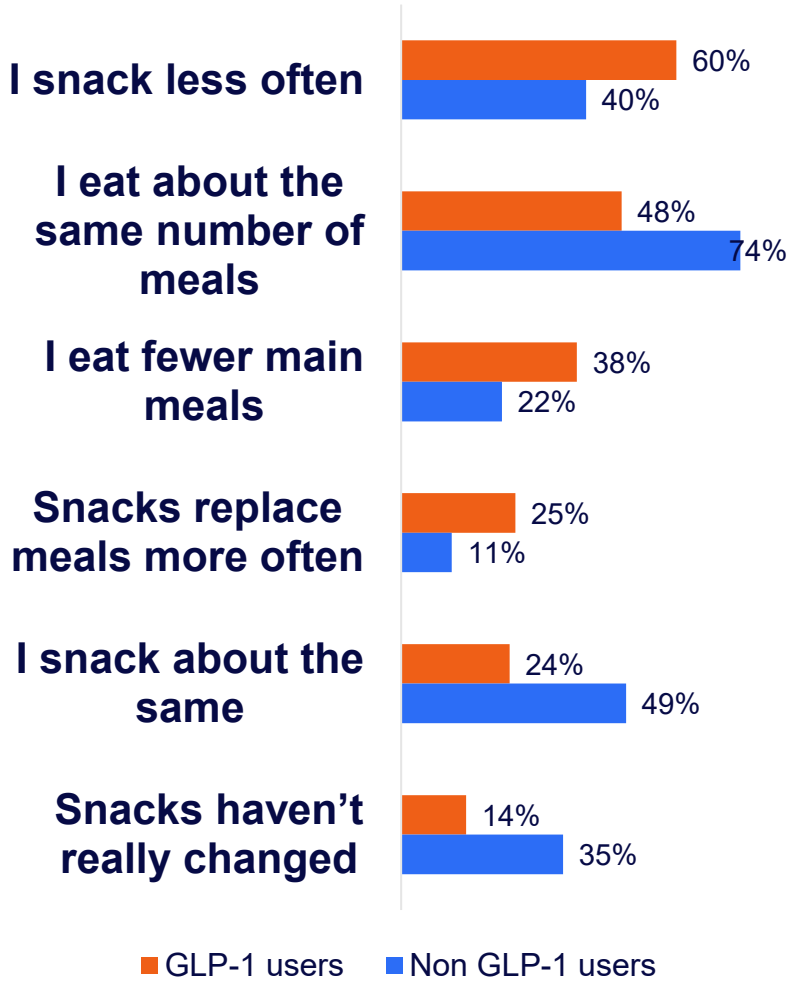


NZ GLP-1 usage:



Source: NielsenIQ NZ Homescan Survey May 2026. Reasons are not mutually exclusive

Intentional eating: GLP-1 users eating behaviours are a glimpse into the future







Value Chg % vs year ago

Category	GLP-1 users	Non GLP-1 users
Snackfoods	-11%	+5%
Pre-packed Small Goods	-8%	+2%
Biscuits	-5%	+2%
Chilled Convenience Foods	-13%	+12%
Frozen Desserts	-26%	+5%
Ice Cream	-4%	+6%

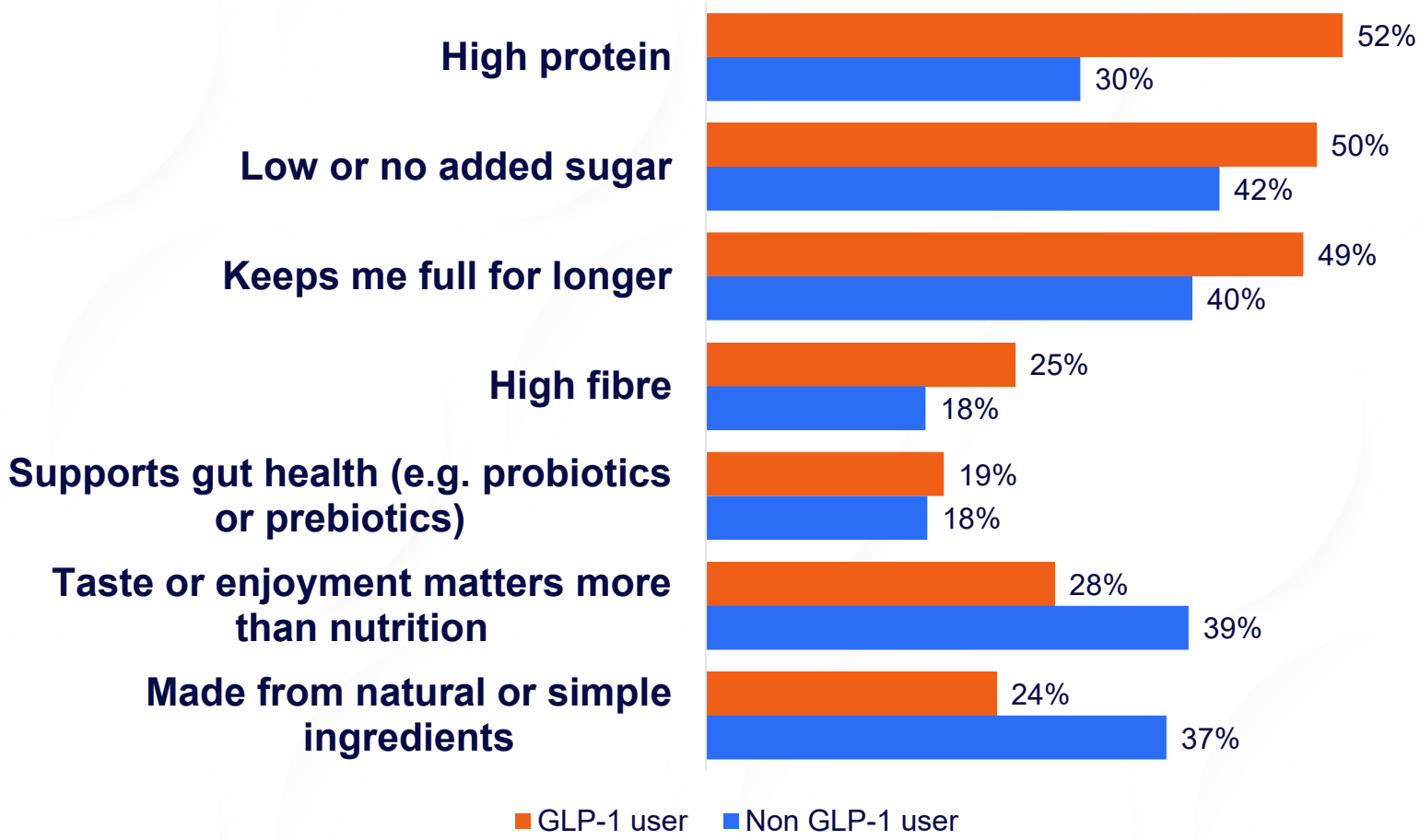
Source: NIQ NZ Homescan Survey May 2026

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Nutrition matters

GLP-1 users are buying benefits

When trying to select healthier snacks which of the following claims do you look out for?



Source: NIQ Homescan Survey May 2026 | Q7. When choosing snacks (including fresh foods like fruit, vegetables or nuts, as well as packaged snacks), which of the following traits feel acceptable or worthwhile to you?

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GLP-1 side effects are creating a new shelf

Transformation support: from shampoo to serums

GLP-1 Side Effects



"91% of GLP-1 users agreed hair feels thicker"

Hair loss/thinning

12%

Skin issues

dry, aging etc.

8%



"Specifically formulated for users of GLP-1 medications"

Boots



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Where is consumer demand shifting?

1	2	3	4
Which consumer needs are growing?	**Which new occasions are emerging?**	**Which benefits will consumer pay for?**	**How can we remove barriers to purchase?**

More reasons
to enter the category

Weight management, protein intake, wellness, addressing side-effects

Different moments
to use the category

Meal replacement
Recovery, protein top-up, hunger management

New benefits
to choose the category

Satiety, gut health, low sugar, improved efficacy

Fewer excuses
to skip the category

Better-for-you treats, Permissible indulgence. Portion control

Intentional eating creates opportunities across all four levers

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Are You Bot Ready?

AI will play many roles in the shopper journey

AI-Assisted Shopping



Helps with search, summarization, and comparisons

AI-Guided Shopping



Recommends based on preferences, constraints, and context

AI-Delegated Shopping



Builds the cart and the human approves

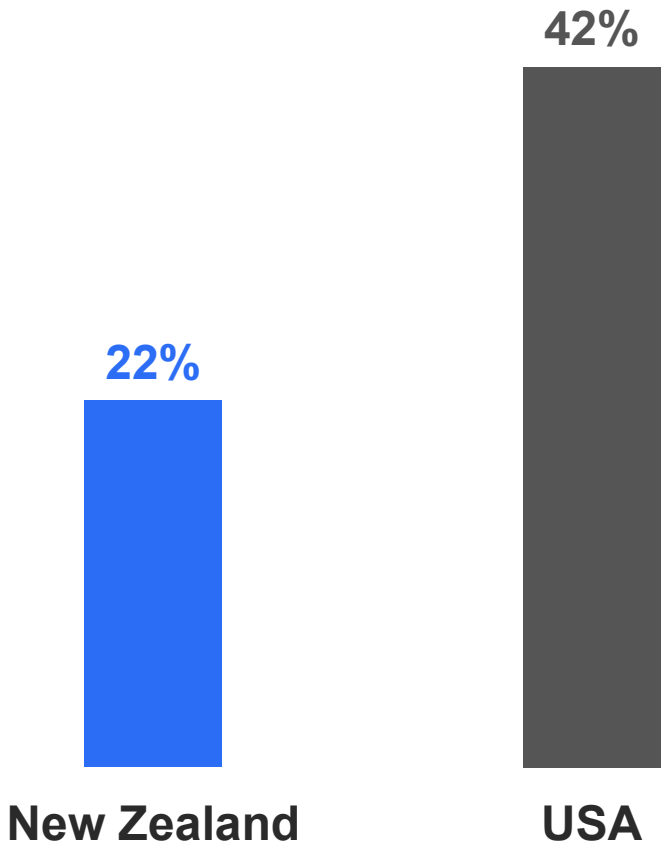
Agentic Shopping



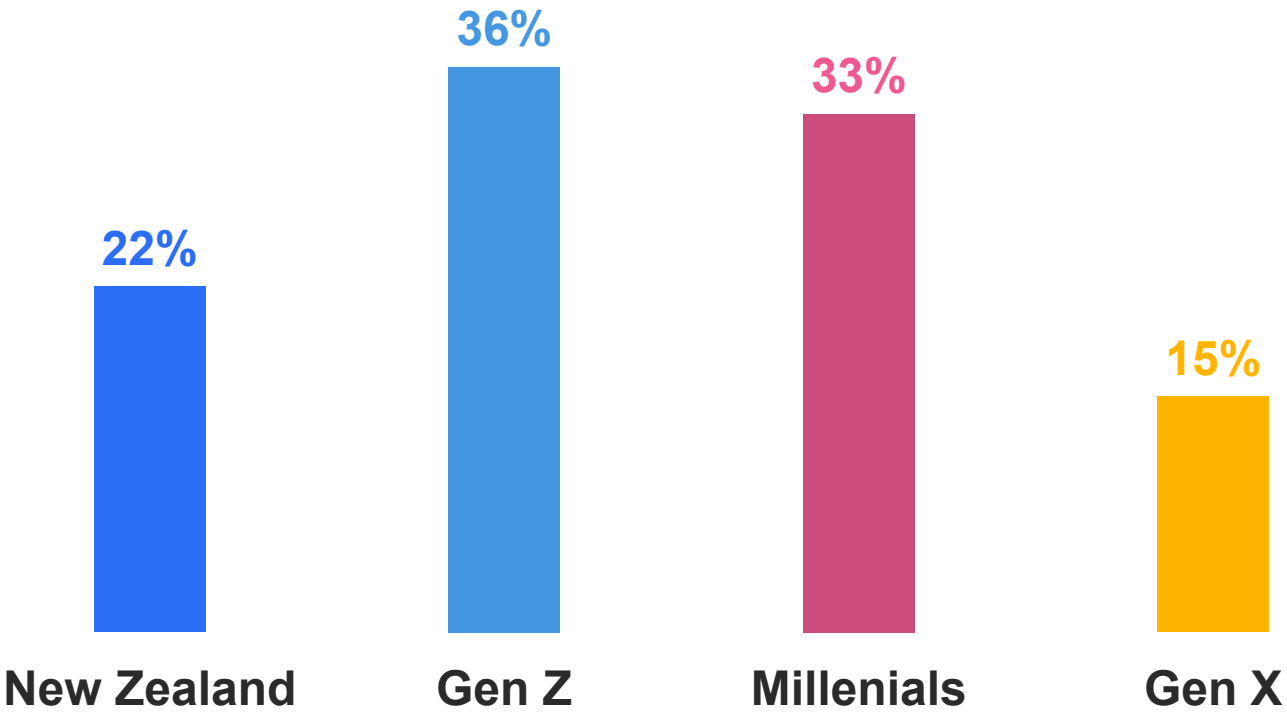
Buys, replenishes, substitutes, and optimizes within preset rules

New Zealand has started the journey, but adoption remains early and uneven

Past 1 Month AI Usage



Higher Adoption amongst younger generation



NIQ Survey July 2026
During your shopping process which of the following tools, if any, did you personally use?

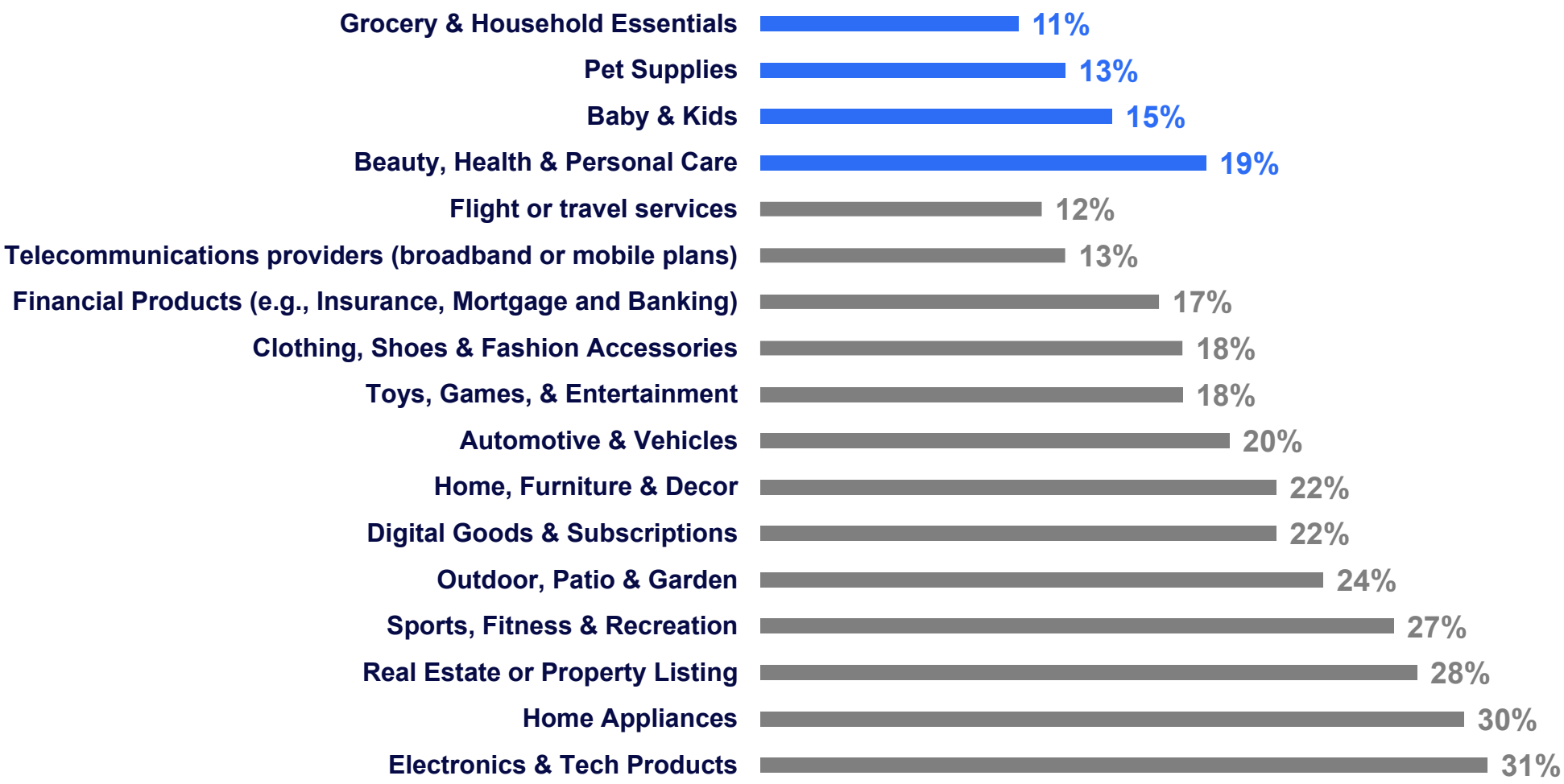
AI is not buying the basket yet. It is beginning to shape the shortlist.



NIQ Survey July 2026
During your shopping process which of the following tools, if any, did you personally use?

AI shopping is taking hold first in more considered purchases

AI Usage by Category



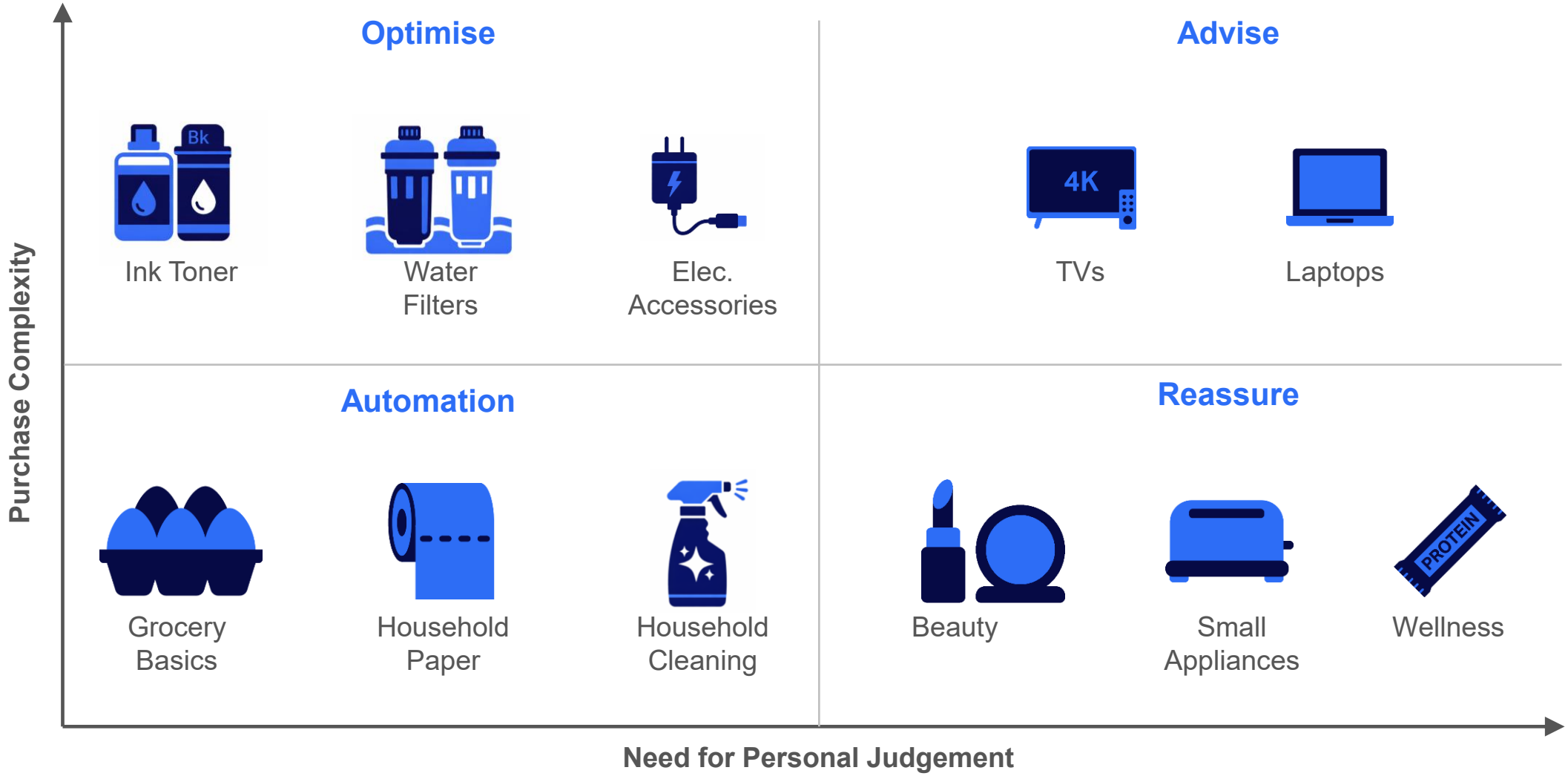
NIQ

NIQ Survey July 2026
Which of the following tools, if any, did you use to shop for each of the following products / services?

AI will advise some shopping missions and automate others.

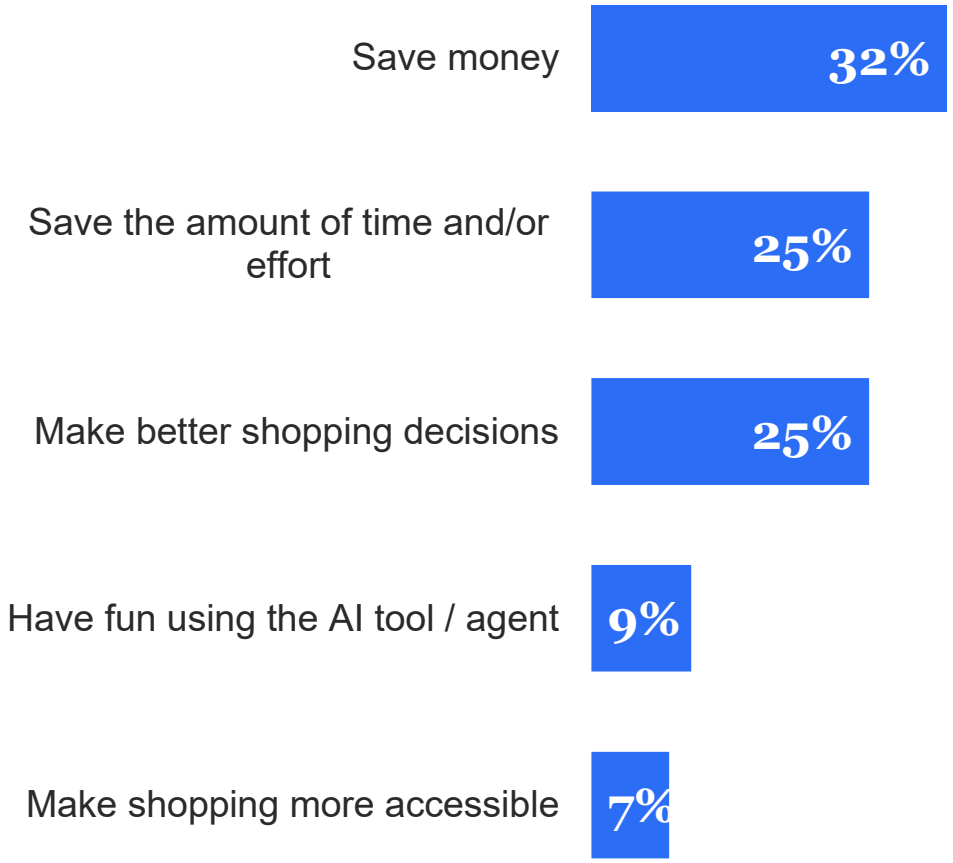
The role depends on purchase complexity and the need for personal judgement.

The Role AI May Play

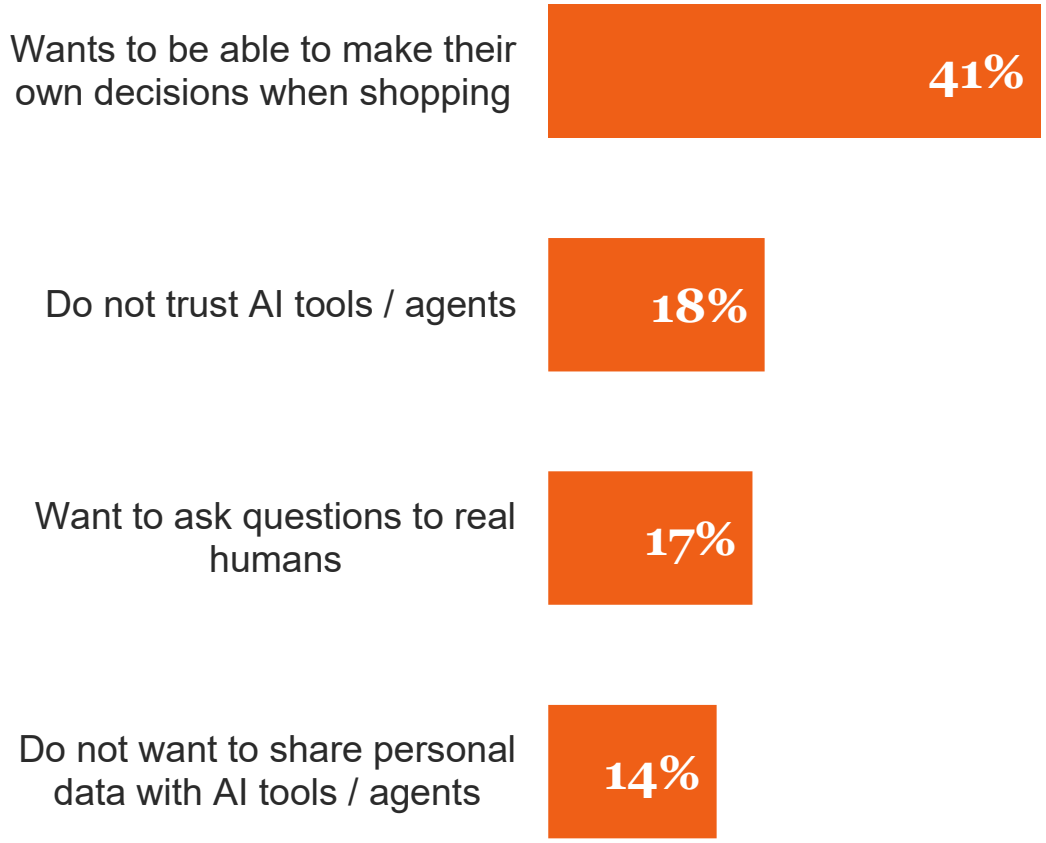


Shoppers want help without surrendering control

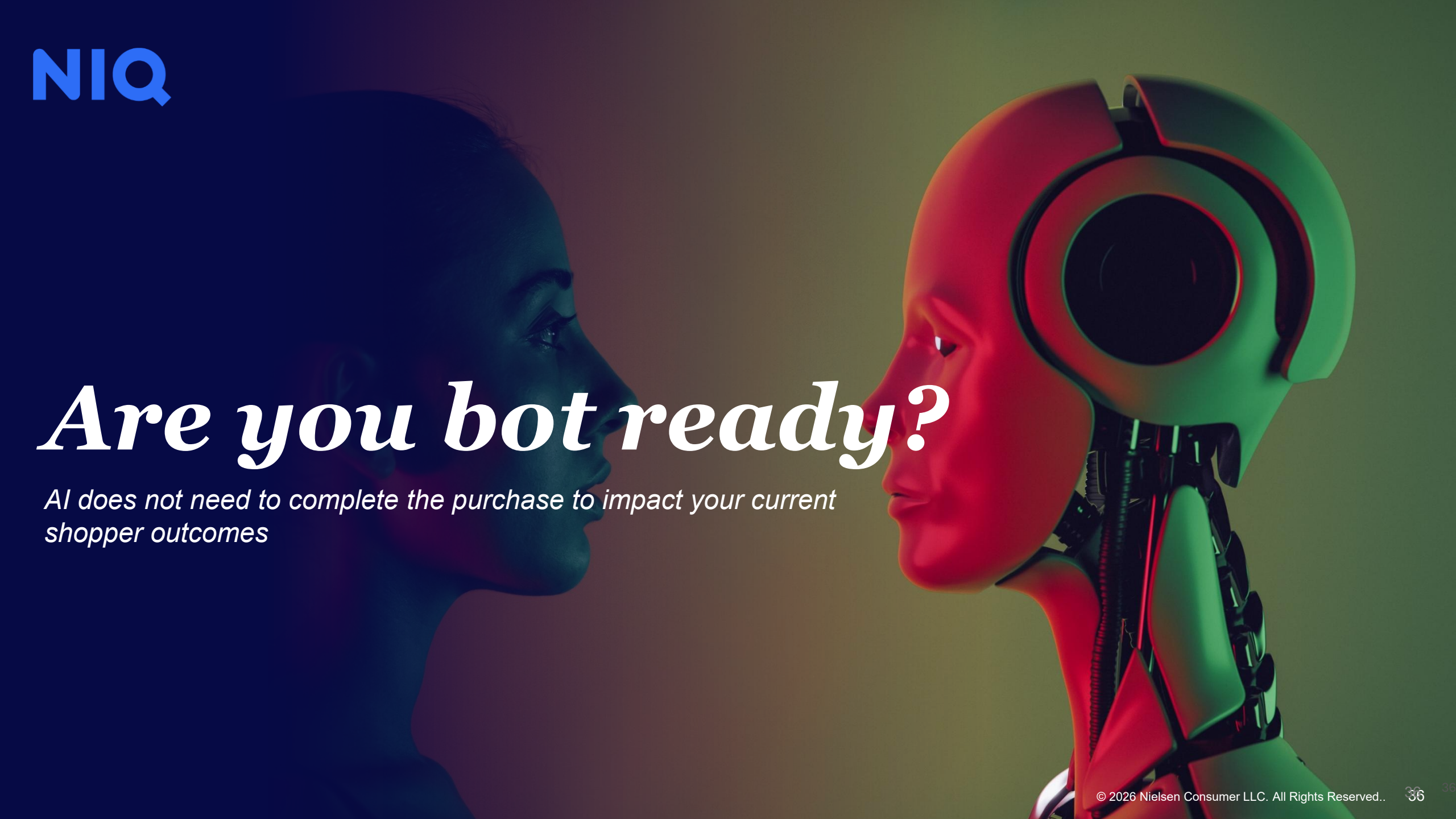
What NZ Shoppers Want



What NZ Shoppers Protect



NIQ Survey July 2026
What are the main benefits you look for when using or considering using ai tools / agents for shopping
For what reasons did you not use any ai tools / agents for the purchases you made in the last month.



Are you bot ready?

AI does not need to complete the purchase to impact your current shopper outcomes

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Bot Readiness requires winning four connected moments

Be Seen
Discovery: Can the agent find and understand us?

Be Relevant
Consideration: Do we solve consumer's needs?

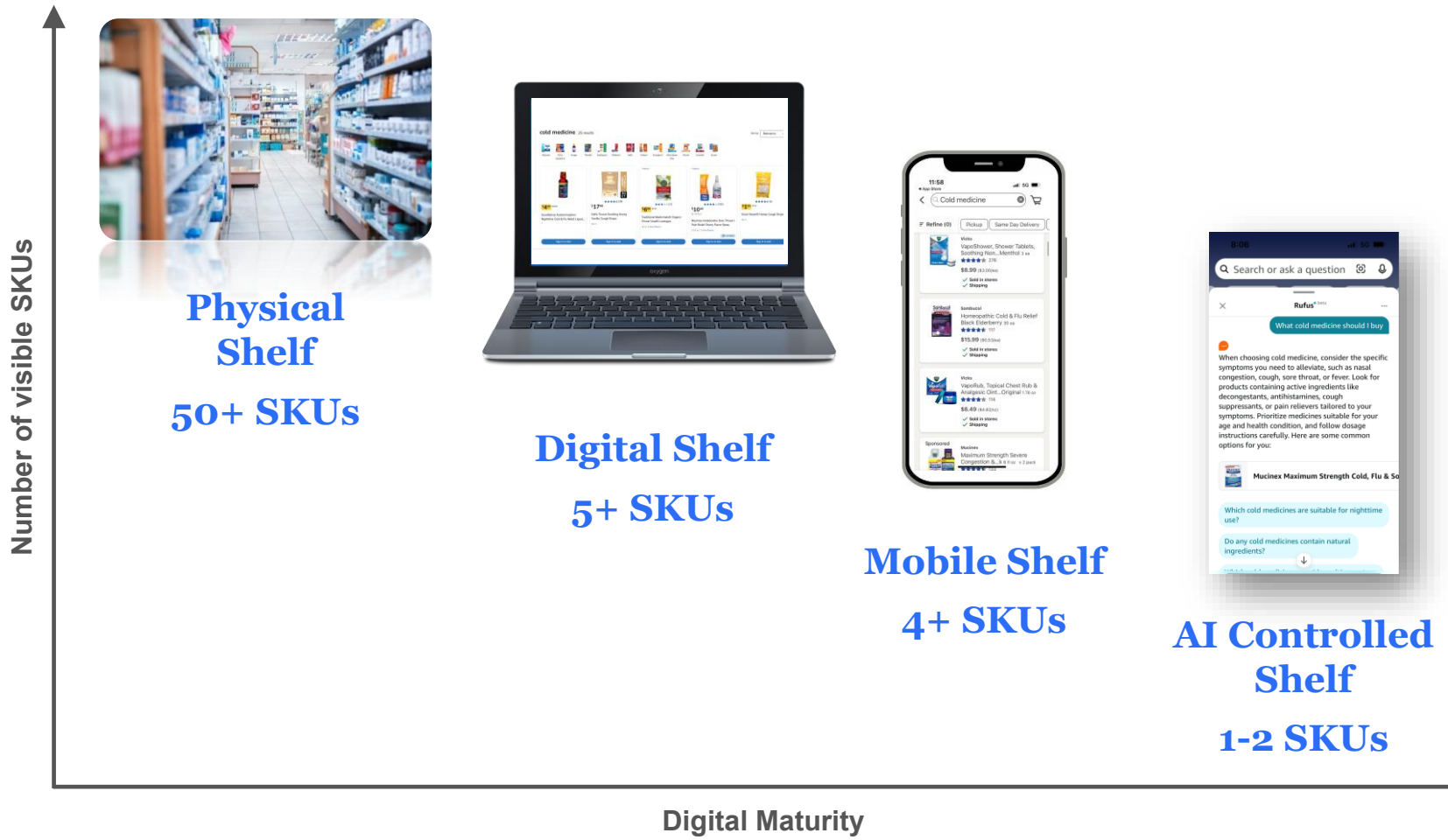
Be Bought
Conversion: Are we easy to buy?

Be Trusted
Loyalty: Do we deliver on our promise to be recommended?



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The shelf is shrinking from dozens of products to a handful of answers



Being online is not enough. Your product must be machine-legible.

Generative Engine Optimization (GEO) involves making content “agent-ready” to ensure agents are correctly understanding the content within the brands PDP.

Structured product data

Clean attributes, ingredients, claims — machine-readable, not just brand-poetic.

Need-state language

"Best X for Y," "alternative to Z" — content that answers the agent's question.

Cultural & social signal

TikTok and YouTube traction now feeds nearly half of agentic results.

Authentic explanatory reviews

Reddit, Substack, creator comments — "why" beats star ratings.

Examples of Product Content:

Human Optimized

Colgate Optic White Pro Series High Impact White delivers a visibly whiter smile with a clinically proven 5% hydrogen peroxide formula. The Brilliant Mint flavor provides a refreshing brushing experience while helping remove deep-set stains for a brighter, more confident smile.

Agent Optimized

Category: Colgate
Product Type: Whitening Toothpaste
Sub-Brand: Optic White Pro Series
Variant: High Impact White
Whitening Ingredient: 5% Hydrogen Peroxide
Flavor: Brilliant Mint
Benefits: Removes deep-set stains, whitening, enamel-safe
Package Size: 1 Count
Usage: Daily whitening toothpaste
Target Need: Teeth whitening
Price: $8.99

Source: NIQ × Kearney, The New Growth Frontier (Mar 2026); NIQ Innovation Vitality Meta-Analysis 2026; NIQ Consumer Outlook 2026.

Relevance must be explicit before AI can recommend it

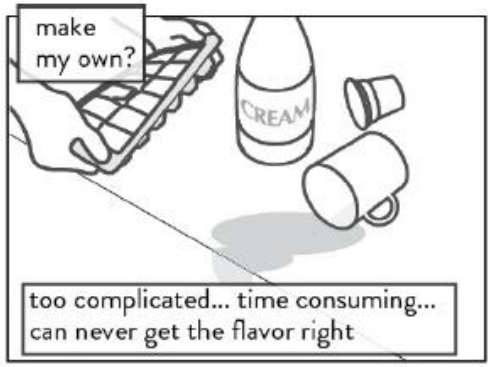
If your product's job, occasion and benefit cannot be understood, it may never reach the moment of choice.

Who, when, where?



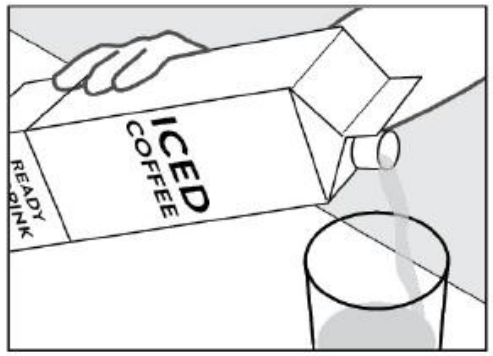
Complication, compromise, trade-off, or struggle



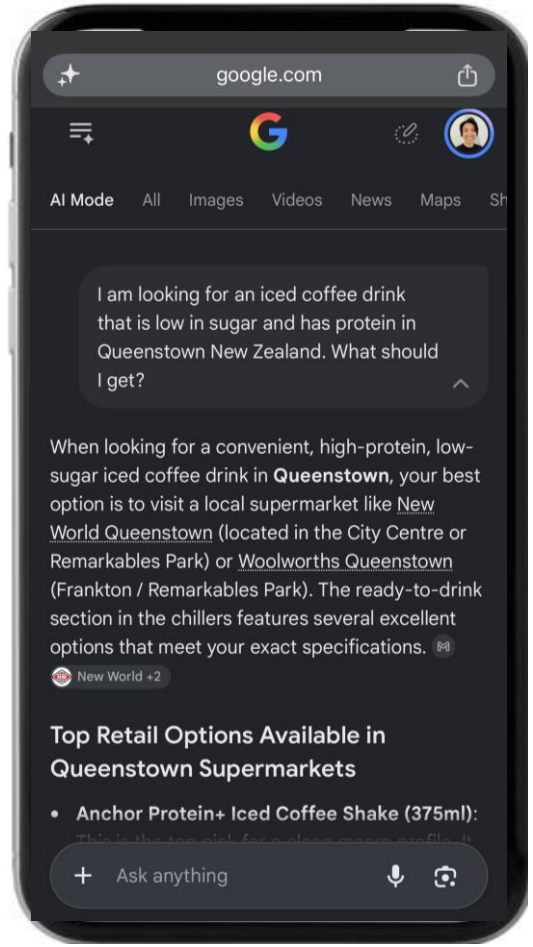








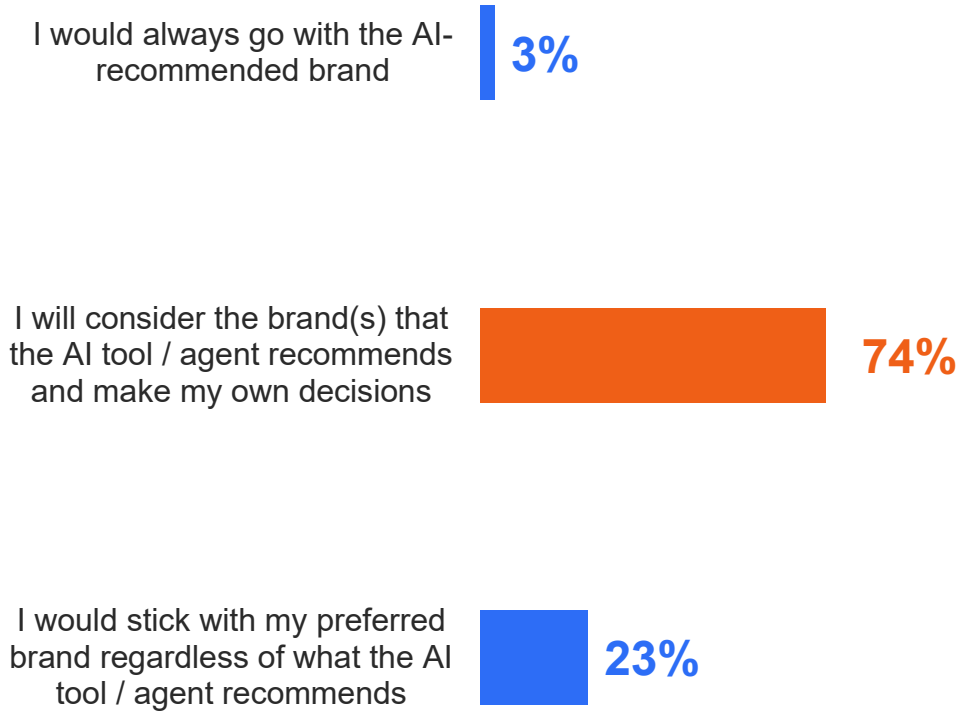
VS



The routine used to be disrupted at the shelf.
Agentic commerce brings this autopilot disruption to the exploration stage and will make it easier to jump from search to trial in a few clicks

AI is not yet overriding human choice in NZ

Who Decides?



What triggers switching?

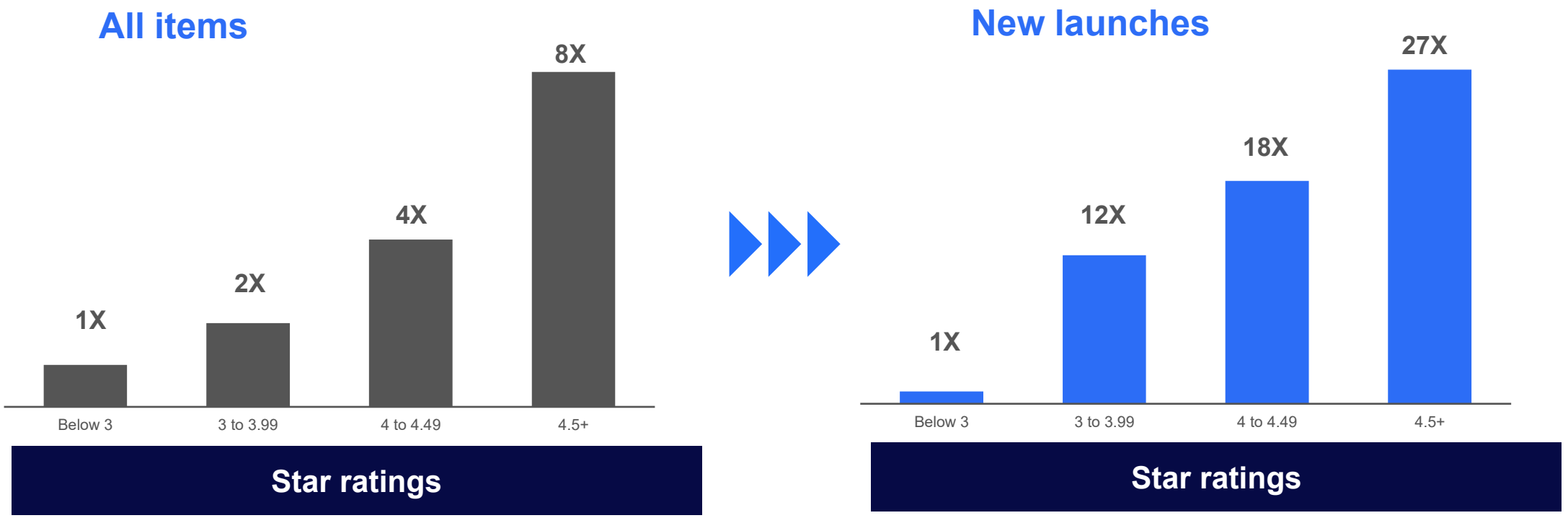
I would switch to the AI-recommended brand if…



NIQ Survey July 2026
Which of the following statements do you agree with when it comes to brand preference and AI shopping recommendations?
When would you be willing to switch from your preferred brand to the AI-recommended brand?

Every product experience can shape the next recommendation

Average of weekly $ sales index by ratings



Categories: Shampoo & Conditioners, Deodorants, Facial Cleansers, Salty Snack, Laundry Care & Pet Food.
Source: Profitero. The power of consumer reviews: Why online Ratings & Reviews matter, and how they impact your eCommerce sales, traffic and conversion. January-August 2020. USA and UK

Bot Readiness Scorecard

Discuss more with
jaye.wee@nielseniq.com

0: No, 1: Partly, 2: Yes

#	Be Seen	0 · 1 · 2
1	We have tested how often an agent names our brand unprompted in our top three highest priority category queries — and we know the number.	☐ ☐ ☐
2	Our product data is complete and machine-readable across occasion, use case, format and dietary attributes.	☐ ☐ ☐
3	Our brand.com content is crawlable, current, and written in natural language rather than keyword lists.	☐ ☐ ☐

0: No, 1: Partly, 2: Yes

#	Be Relevant	0 · 1 · 2
4	The job our product does — occasion, need state, the trade-off it solves — is written down in consumer language somewhere a machine can read it.	☐ ☐ ☐
5	We know the top 10 situation-based queries in our category, not just the keyword search terms.	☐ ☐ ☐
6	Our product content answers the questions shoppers ask — comparisons, suitability, "will this work for…" — not listing features.	☐ ☐ ☐

#	Be Bought	0 · 1 · 2
7	We know which retailers an agent routes to in our category, and we are findable and in stock across them.	☐ ☐ ☐
8	Our pack, size and naming architecture is unambiguous enough that an agent compares us correctly against competitors.	☐ ☐ ☐
9	We have tested whether an agent can complete a purchase of our product end-to-end, today.	☐ ☐ ☐

#	Be Trusted	0 · 1 · 2
10	Our top SKUs sit at or above category benchmark on both review volume and rating.	☐ ☐ ☐
11	We have an active program generating reviews on new launches within 90 days of listing.	☐ ☐ ☐
12	What our reviews say is consistent with what our product content claims.	☐ ☐ ☐

Score: 0-8: Exposed 9-16: Building 17-24: Ready

NIQ Source: NIQ POV

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Thank You!

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