

Expanding your business to New Zealand?



Market context

More than **1.8 Million¹** people made online purchases in 2012 – that's almost half of the population shopping online! Each year 45% of these shoppers spend up to NZ\$100 each online, with another 39% spending between NZ\$101 and NZ\$500¹. With trade ties between Australia and New Zealand strengthening, more Australian businesses are expanding into the region.




For the 12 months ending January 2014, New Zealand's top five import partners were China, Australia, USA, Japan and Germany and accounted for 51% of total goods imported².

The importance of eCommerce in New Zealand

Online shoppers in New Zealand are spending more on international websites, with almost 58% of all online consumers in New Zealand purchasing from overseas. The average online consumer in the country spent NZ\$1659 a year in 2012³.

Did you know?




In New Zealand, spending on overseas websites is more common among younger age groups and male shoppers.

The New Zealand consumer

Everyday household costs provide lingering constraints to spending in New Zealand, so shoppers are responding by adjusting their buying habits. Most consumers conduct research before making a purchase online. This usually involves reviewing websites such as online retailers, eBay, price comparison websites, product review websites and discussion forums³.

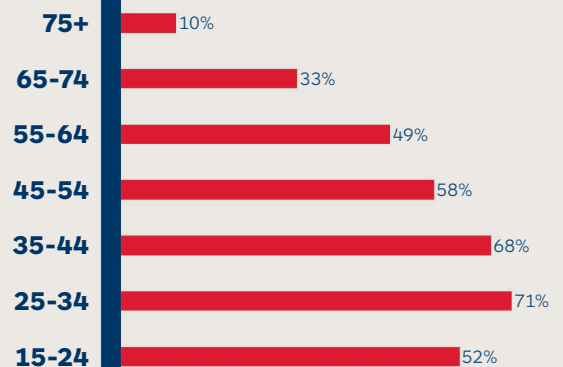


What are they buying?



The most common online purchases in New Zealand fall under the categories of electronic items, clothing and footwear, personal accessories, and books and magazines³.

Online purchasing by age group⁴:



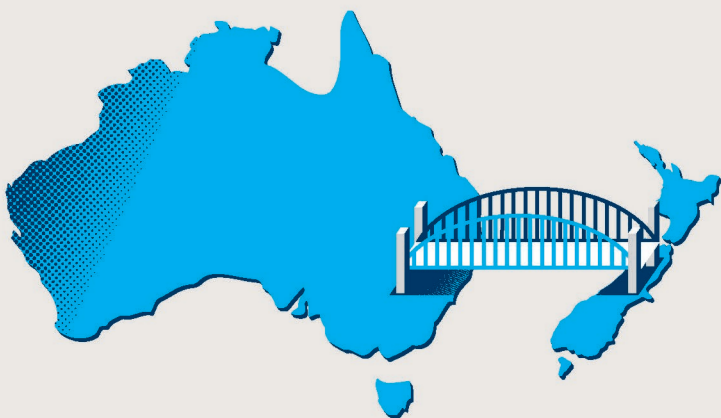


Marketing in New Zealand

Australia and New Zealand are natural allies with a shared sense of family. Migration, trade and defense ties and competitive sports have helped shape a close and cooperative relationship – so they're considerably like-minded. As New Zealanders often use their smartphones to research products in order to make informed purchasing decisions, it's important that your website is compatible with both desktop and mobile.

Did you know?

The Australian and New Zealand Governments have taken a single economic market approach to the two economies to enable businesses to operate in both markets. To find out more, visit: www.ipaustralia.gov.au/about-us/what-we-do/international-activity/single-economic-market.



Customs, duty and taxes to be aware of

It's always best to check what you can send and how you can send it, before you send it. For more information, visit: auspost.com.au/parcels-mail/dangerous-and-prohibited-items.html

For more specific information, visit the New Zealand Customs Service at: www.customs.govt.nz



Get started



How we can help get you there

Through the combined services of Australia Post and StarTrack, we can offer you a range of products and services to help you reach your customers in New Zealand. Whether you require urgent or standard delivery, flat-rate postage, supply chain solutions, sea or air freight, we can tailor a solution for you. For more information, contact your Account Manager or visit auspost.com.au/international-business

Before you begin

1. Do your research

Research your target market and consider the unique selling points of your product or service.

2. Develop your strategy

Consider recent market trends and your long and short-term strategies.

3. Confirm your logistics

Contact Australia Post to see how we can help streamline your logistics and help you reach your customers in New Zealand.

