

Press release

Purchasing power for watches and jewelry in New Zealand

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GfK releases 2017 product-line purchasing power

Bruchsal, Germany, November 30, 2017 – Inhabitants of New Zealand have an average of approximately €100 per person for spending on watches and jewelry. This is one of the results of the study “GfK Purchasing Power for Retail Product Lines 2017,” which is now available. But the purchasing power for watches and jewelry differs substantially from region to region.

In 2017, New Zealanders have a total of approximately €455 mil. for spending on watches and jewelry. This corresponds to an average per-capita purchasing power of €97. But the GfK study reveals that this purchasing power potential varies widely according to region. Even at the level of the country's 17 regional councils, values range from €108 per person in Taranaki (around 11 percent above the national average) to €86 per person in Northland (around 22 percent below the national average). The capital region of Wellington has €104 per person, which is around seven percent above the national average. Eleventh-ranked Auckland is the nation's most populous region. Inhabitants there have €94 per person, which is 3.5 percent less than the national average.

Top regional councils for purchasing power for watches & jewelry

ranking (of 17*)	regional council	inhabitants	2017 per-capita purchasing power for watches & jewelry in €	purchasing power index per inhabitant (100 = national average)
1	Taranaki	116,648	108	110.8
2	Canterbury	600,024	106	108.8
3	Wellington	504,903	104	106.9
4	Waikato	449,403	100	102.8
5	Hawke's Bay	161,541	98	100.6
6	Bay of Plenty	293,348	97	99.6
7	Southland	98,100	97	99.5
8	Marlborough	45,500	96	98.9
9	Manawatu-Wanganui	236,877	96	98.6
10	West Coast	32,560	95	97.6
11	Auckland	1,614,300	94	96.5
	New Zealand (total)	4,693,250	97	100.0

source: GfK Purchasing Power for Retail Product Lines, New Zealand 2017; 1 EUR = 1.5478 NZD

*Regions with fewer than 1,000 inhabitants were not taken into account in the rankings.

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Due to its 1.6 mil. inhabitants, Auckland has the highest total purchasing power for watches and jewelry at €151.2 mil. Taranaki, which tops the per-capita purchasing power rankings, has a total of just €12.5 mil. purchasing power for watches and jewelry due to its much lower number of inhabitants (just under 117,000).

The more granular the regional level, the larger the spread

At the level of New Zealand's territorial authorities, 33 of these 68 regions have above-average purchasing power for watches and jewelry, while the other 35 regions have below-average values. Inhabitants of Wellington, Ashburton and Waipa have the most per-capita purchasing power for watches and jewelry. According to the GfK study, these three regions have a per-capita purchasing power ranging from €112 to €115 for this product line. By way of comparison, the metropolitan region of Auckland is ranked forty-second.

Top ten territorial authorities, per-capita purchasing power for watches & jewelry

ranking (of 68*)	territorial authority	inhabitants	2017 per-capita purchasing power for watches & jewelry in €	purchasing power index per inhabitant (100 = national average)
1	Wellington City	207,900	115	118.7
2	Ashburton District	33,700	115	118.3
3	Waipa District	51,600	112	115.9
4	New Plymouth District	79,800	108	110.8
5	South Taranaki District	27,700	107	110.6
6	Stratford District	9,300	107	110.3
7	Matamata-Piako District	34,100	107	110.0
8	Christchurch City	375,000	106	109.6
9	Southland District	30,900	106	109.3
10	Selwyn District	56,200	105	108.4

source: GfK Purchasing Power for Retail Product Lines, New Zealand 2017; 1 EUR = 1.5478 NZD

*Regions with fewer than 1,000 inhabitants were not taken into account in the rankings.

The national average is represented by Hamilton City, whose inhabitants have €97 per person for spending on watches and jewelry.

By contrast, inhabitants of Far North District have just €80 per person (27 percent below the national average), while inhabitants of Kawerau District have just €70 per person. The distribution of regional purchasing power potential spans from almost 19 percent above the national average in Wellington City to 27.5 percent below the national average in Kawerau District.

About the study

The study “GfK Purchasing Power for Retail Product Lines, New Zealand 2017” features data on the purchasing power potential for various product groups, from food to the watches and jewelry products referenced herein. The data on regional potential is provided in absolute values, as a per mille share, as an index (compared to the national average) and in per-capita values in euros.

Data is provided at the level of the country’s 17 regional councils, 68 territorial authorities and granular four-digit postcodes. The study also includes data on inhabitants and households. GfK additionally offers digital maps for the regional analysis of data in geomarketing and GIS applications.

Purchasing power is provided in the form of forecasted nominal values, meaning that they have not been adjusted for inflation. These values are based on consumers' places of residence rather than on points of sale. The data comprises average values for all inhabitants of a given region. Correct assumptions about the financial assets of individuals can therefore not be made based on these figures.

Additional information

on GfK’s regional market data can be found [here](#).

Print-quality illustrations

can be found [here](#).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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