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Report Highlights:

New Zealand continues to be an important market for U.S. agricultural products. In 2021, despite logistical and other challenges because of COVID-19, New Zealand's imports continued to grow to a record US\$ 625 million of U.S. agricultural products. Despite its relatively small population size, it is already a top market for several U.S. exports including dairy ingredients like lactose and whey, fresh fruit such as grapes, and distiller's dried grains. It is also a key market for consumer-oriented products including grocery products and New Zealand continues to present opportunities for U.S. exporters.

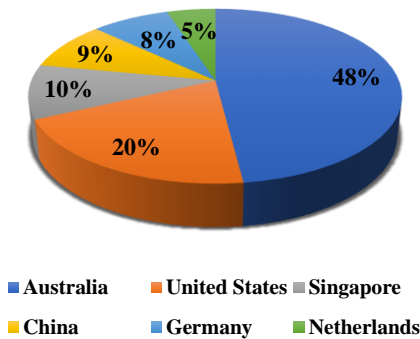
Market Fact Sheet: New Zealand

Executive Summary

New Zealand is a wealthy economy with a GDP per capita of US\$ 44,509. The economy grew by 4.6 percent in 2021 despite the impact of COVID-19. Underpinning New Zealand's strong recovery is its open and transparent trade and investment environment. However, the economy is facing challenges with lower expected growth and strong inflation.

Imports of Consumer-Oriented Products

New Zealand Imports of Consumer Orientated Products 2021



New Zealand is an island nation with a small geographic area. This geographic area limits production and requires it to import large quantities of ingredients. The country imported US\$ 3.4 billion of consumer orientated products in 2021.

Food Processing Industry

New Zealand has a sophisticated food processing industry and has the capacity to create numerous consumer goods, pet food and other food products from raw ingredients. Some of the large companies include Davis Foods, Ceres Organics, Sherratt Ingredients and Pacific Ingredients.

Food Retail Industry

New Zealand's food retail sales reached US\$ 25 billion in 2021. The three largest retailers, Food Stuffs, Countdown and The Warehouse, plan to maintain investments in New Zealand's market. Together, the three groups represent 90 percent of retail revenues. Costco opened in Auckland in September 2022.

Sources: Trade Data Monitor LLC, Statistics New Zealand.

Quick Facts CY 2021

Imports of Consumer-Oriented Products

US\$ 3.4 billion

List of Top 10 Growth Products in Host Country

- | | |
|----------------------|--------------------|
| 1) Food Preparations | 2) Pet Food |
| 3) Pork | 4) Baked Goods |
| 5) Distilled Spirits | 6) Wine |
| 7) Sauces | 8) Animal Feed |
| 9) Cocoa Products | 10) Sparkling Wine |

Food Industry by Channels (U.S. billion) 2021

Food Exports	\$ 34
Food Imports	\$ 5.9
Domestic Market*	\$13
Retail	\$25
Food Service	\$5.6

Food Industry Gross Sales (US\$ Billion) 2021

Food Industry Revenues
- Food (Domestic market*): US\$ 13 billion

Top Host Country Retailers

Foodstuffs North Island
Foodstuffs South Island
Countdown
Warehouse Group
Farro's
Moore Wilsons

GDP/Population

Population (*millions*): 5.1
GDP (*billions USD*): 227
GDP per capita (*USD*): 44,509

Sources: Trade Data Monitor LLC, World Bank, Statistics New Zealand, IBISWorld.com and Statista.com/food/new-zealand
*This includes all dairy, eggs, meat, seafood consumer products and pet food produced domestically.

Strengths/Weaknesses/Opportunities/Challenges

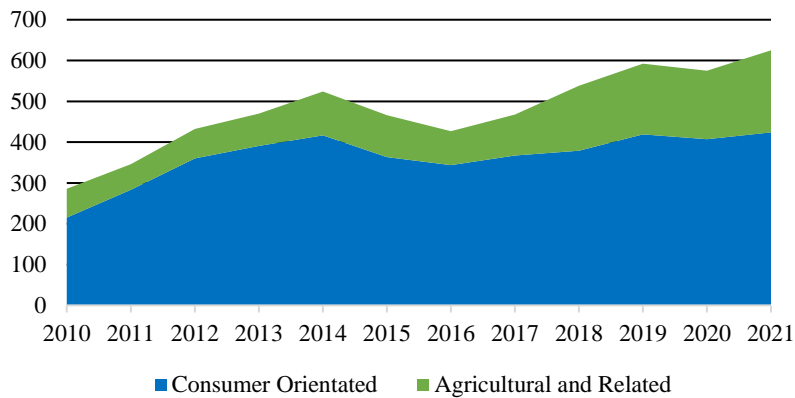
Strengths	Weaknesses
<p>U.S. products enjoy a reputation for quality as well as for the reliability of the supply chain.</p> <p>The New Zealand retail market is quite consolidated, and it is easy to access it using sales and marketing agencies (SMA).</p>	<p>Transport costs to get products to market are expensive.</p> <p>In recent years, the United States dollar has been strong against the New Zealand dollar, making imports more expensive.</p>
Opportunities	Threats
<p>The New Zealand retail market already has many U.S. products and retailers are looking for more products.</p>	<p>Growing competition from Australia and China in the consumer orientated food category.</p>

Section I. Detailed Market Overview
Agricultural Trade and Economy

New Zealand is an important market for U.S. agricultural products and imported a record US\$ 625 million of food and agricultural products (including edible fishery) in 2021 (see graph 1), representing approximately eight percent of total New Zealand food imports. The main products the United States supplies are prepared food, lactose for milk powder, distiller’s dried grains for animal feed, pet food, corn, whisky, pork, and fresh fruit. New Zealand is one of the largest markets in the world for a significant number of U.S. products (see table 1) and the United States is the second largest supplier of consumer-oriented products to New Zealand (see table 2).

Graph 1.

New Zealand Imports of Food and Agricultural Products from the United States (US\$ millions)



Source: Trade Data Monitor LLC

Table 1. New Zealand’s Ranking as a Top U.S. Market

Product Type	Rank for U.S. Market	Value US\$
Lactose	2	53 million
Lemons/Limes	6	4 million
Whey	8	22 million
Fresh Grapes	8	14 million
Pet Food	10	39 million
Distiller’s Dried Grains	11	71 million
Oranges	12	4 million
Cheese	13	11 million
Pork	15	29 million
Whiskey	16	13 million

Source: Trade Data Monitor LLC

Table 2. Countries Exporting to New Zealand

Ranking	New Zealand Imports of Consumer-Orientated Food Products			
	Country	Amount (US\$ millions)	Share of Total New Zealand Imports (%)	Top Imported Consumer-Oriented Products
1	Australia	1,038	30	Prepared food, beer, dairy products, non-alcoholic beverages, snack foods
2	United States	424	12	Prepared food, dairy products, pet food, pork, fresh fruit
3	Singapore	195	6	Prepared food cocoa butter, chocolate prep, sauces, wine, and beer
4	China	170	5	Prepared food, snack foods, processed fruit, cocoa preparations, processed vegetables
5	Germany	155	4	Dairy products, coffee extracts, beer and wine processed fruit, processed vegetables

Source: Trade Data Monitor LLC

Consumers in New Zealand in general have high disposable incomes and desire high-quality and safe food products, creating opportunities for U.S. suppliers. However, although New Zealand has a very strong economy, there have been some economic trends which have presented challenges for U.S. imports. Because of inflationary pressures on the economy, key New Zealand banks are forecasting an impact on discretionary income and a slowing of private consumption. As of November 2022, the general inflation rate sat at 7.3 percent. In addition, shipping and logistical issues continue to impact imports, although some industry analysts expect the situation to improve in 2023. And lastly, the U.S. dollar continues to be strong against the New Zealand dollar, impacting the price point of imported goods.

Despite these headwinds, however, New Zealand imports of U.S. agricultural products have continued to be resilient, and so far this year (January to October) imports have been slightly stronger than last year's record pace (up 1 percent on the same period in 2021). Expectations are that there will be continued strong demand for a wide range of imported food products, including from the United States.

Table 3. Economic Indicators New Zealand 2018-2021

	2018	2019	2020	2021
Population	4.92 million	5.0 million	5.1 million	5.1 million
Per Capita GDP US\$	42,949	42,084	41,791	44,509
GDP Growth (percent)	2.6	2.3	-2.9	4.6

Minimum Wage Rate (US\$)	10.38	12.38	14.30	13.53*
Consumer Price Inflation (percent)	1.0	1.9	1.4	5.9
Food Price Inflation (percent)	0.9	-0.2	2.5	4.5

Note: The New Zealand financial year begins in April.

(Source: Statistics New Zealand and the World Bank)

*Exchange rate: Exchange rate used for this calculation is NZD=.64 USD.

Advantages and Challenges

Advantages	Challenges
U.S. products are high quality and are increasing in their presence in the New Zealand market.	Growing competition from Australia, Singapore, and China for consumer-oriented food products.
Low tariffs ranging between zero and 5 percent on U.S. products.	Strict phytosanitary/sanitary regulations regarding fresh produce and meats.
Opportunities to market U.S. fresh products counter-seasonally.	Consumer foods imported from Australia are duty free, while many U.S. products are assessed some tariffs.
Some supermarkets make individual buying decisions, and this allows importers to approach them directly.	
Ease of doing business and size of market make it a good fit for new-to-export and small-to-medium U.S. companies.	New Zealand's retail market is highly consolidated, dominated by two supermarket chains with a high minimum wage (US\$13.05).
New Zealand and Australia share a joint labelling standard.	The labelling standard is very different from the United States and requires a sticker, which is an additional cost.

Section II. Exporter Business Tips

Market Entry Strategy

Imported goods must conform to local standards and labeling regulations. A local sales and marketing agency or distributor should be able to assist with obtaining the necessary certifications and permits. The Foreign Agricultural Service can assist with connecting you to in-country importers and provide promotional support for your sector's products in general, rather than specific to your company/brand. Small to medium size exporters may consider working with the appropriate U.S. State Regional Trade Groups (SRTG) to take advantage of the SRTG's resources for marketing and promotion support in major export markets. The SRTGs provide export assistance to companies located in their geographic region through a variety of export programs and integrated marketing services. To learn about more services available, contact the SRTG for your geographic region as per the list provided below.

- Western U.S. Agricultural Trade Association ([WUSATA](#))
- Southern U.S. Trade Association ([SUSTA](#))
- Food Export-Midwest ([Food Export](#))
- Food Export-Northeast ([Food Export](#))

2022/23 New Zealand Trade Show Schedule

Companies interested in entering the New Zealand market could also attend one of the key trade shows listed below. These trade shows feature all the major companies of the food and agricultural sectors in New Zealand.

	Show Name	Show Date	Products Featured
1	New Zealand Fine Food Show	June 2023	Consumer products, meat, and seafood
2	The Food Show	March 2023	Consumer products
3	Field Days New Zealand	November 2023	Animal feed and Agricultural technology

Market, Business Customs and General Consumer Tastes and Trends

- New Zealand is a well-developed market. Establishing good working relationships with importers/distributors is key to entering the New Zealand marketplace. More information on doing business in New Zealand can be found [here](#).
- While email transactions are good, New Zealand businesses prefer building personal rapport and face-to-face meetings.
- Consumers are becoming more health conscious. In response, grocery operators and supermarkets are bringing in more health and wellness products. Health-conscious consumers tend to be less concerned about prices when shopping for products believed to be healthier and more nutritious.
- The cost of international freight is a significant percentage of the final cost of a product. U.S. exporters can contact freight forwarders in the United States to determine transportation cost. New Zealand importers and distributors can arrange shipment with the help of customs brokers in New Zealand.
- High quality products with innovative packaging and unique features that are price competitive tend to do well in New Zealand.
- Fresh U.S. produce is a welcome addition on New Zealand retail shelves, particularly during the winter season, which runs from June-August in the southern hemisphere.
- Innovative, environmentally friendly packaging has an advantage in retail food products.

Section III: Import Food Standard and Regulations

Import Procedures

The Ministry of Primary Industries (MPI) is the main organization that regulates imported food and takes the lead role in biosecurity matters (e.g., preventing unwanted pests and diseases from importation into New Zealand and controlling, managing, or eradicating pests should they be found). Food Standards Australia New Zealand (FSANZ) is the regulatory body responsible for setting food standards that govern the content and labeling of foods sold in both New Zealand and Australia. The standards also cover food composition, contaminants, and microbiological limits.

New Zealand has strict biosecurity rules and prohibits unprocessed products from entering unless it meets the established Import Health Standard (IHS). IHS specifies the biosecurity requirements that need to be met before a product is allowed entry into the country. Information on import health standards for specific products can be found at <http://mpi.govt.nz/importing/overview/import-health-standards/>.

The [Food Act 2014](#) made fundamental changes to New Zealand's domestic food regulatory regime. These changes aimed to provide an efficient, effective, and risk-based food regulatory regime to manage food safety and suitability issues, improve business certainty, and minimize compliance costs for business. Information on the Act can be found at <http://www.foodsafety.govt.nz/policy-law/food-act-2014/>.

Other important legislation and international agreements with New Zealand include:

- The Joint Food Standards Treaty, which committed the Australian and New Zealand Governments to a joint food standards system.
- [The Agricultural Compounds and Veterinary Medicines Act 1997](#);
- [Animal Products Act 1999 and Animal Products Amendment Act 2002](#);
- [Wine Act 2003](#);
- The Trans-Tasman Mutual Recognition Arrangement - This allows products made or imported into New Zealand that meet New Zealand's legal requirements, to also be sold in Australia and vice versa (some products are currently exempt from the agreement, including each country's high-risk food list); and
- The Sanitary and Phytosanitary and World Trade Organization Agreements.

Learn more about the New Zealand importing requirements [here](#).

Customs

All imported items are cleared through Customs. Prior to exporting, companies are advised to check the prohibited and restricted import list to determine if the product is:

- Allowed into New Zealand.
- Requires approval or consent.

To learn more about New Zealand customs importing requirements click [here](#)

Exporters are recommended to ask customs brokers and freight forwarders for help in importing products. To search for a New Zealand Customs Broker by area click [here](#).

Food Standards Australia New Zealand (FSANZ)

[Food Standards Australia New Zealand \(FSANZ\)](#) is a statutory authority operating under the (Australian Commonwealth) *Food Standards Australia New Zealand Act 1991*. FSANZ is responsible for setting food standards that govern the content and labeling of foods sold in both New Zealand and Australia. The standards also cover food composition, contaminants, and microbiological limits.

Bilateral and Multilateral Agreements

New Zealand has concluded free trade agreements with several countries, including Taiwan, China, and South Korea to reduce tariffs and commercial barriers.

The United States and New Zealand have a Trade and Investment Framework Agreement (TIFA) and serves as the basis for consultations on trade and investment issues. New Zealand works closely with the United States through the World Trade Organization (WTO) for the purpose of further dismantling non-tariff barriers and lowering tariffs.

In November 2018, New Zealand ratified the Comprehensive and Progressive Transpacific Partnership (CPTTP). New Zealand was the fifth nation to ratify, closely followed by Australia.

Trademark and Patent Information

New Zealand has umbrella trademark and patent information. To learn more about the rules and regulations in the New Zealand market, click [here](#).

You can also find out more about the food regulations in New Zealand by reviewing the [FAIRS Report](#).

Section IV. Market Sector Structure and Trends

Sales and Marketing

New Zealand often follows United States and Australia in food trends. Currently there are several products that New Zealand food retailers are looking for, as part of their range expansion. One of these are functional beverages, which are beverages that convey a health benefit or performance enhancing substances such as vitamins, minerals, amino acids, and others.

Section V. Agriculture and Food Imports

Table 4. Key Product Areas for U.S. Suppliers 2021

Product Category	Imports From U.S. In 2021 (US\$ millions)	Year-On-Year Percentage Change	Key Constraints Over Market Development	Market Attractiveness for the USA
Distiller's Dried Grains	80	+31	High transportation costs.	Emissions reduction strategies and the need to boost productivity is increasing the demand for grain as an animal feed input.
Prepared Food	73	+14	High transportation costs.	New Zealand consumers view U.S. products as high quality and safe.
Lactose	65	+1	High transportation costs.	Dairy trade regulations require New Zealand to lower the fat content of its milk powders by adding lactose imported from the United States.
Pet Food	47	+27	Imports from Australia have lower transportation costs to New Zealand.	The United States offers a wide variety of pet food products, including ultra-premium products.
Pork	29	+7	Biosecurity requirements are strict and can cause shipping delays.	U.S. pork is a popular choice for consumers and for further processing.
Whiskies	18	0	Distance to market.	U.S. whiskies are popular in New Zealand and the premium brands are growing in popularity
Grapes (fresh)	14	-12	Transportation costs coupled with strict biosecurity measures make New Zealand an expensive market.	The United States is one of the leading exporters of table grapes and New Zealand relies on it for counter-seasonal supplies.

Source: Trade Data Monitor LLC

Online shopping in New Zealand is expanding and according to industry sources is forecast to grow 83 percent by 2026 (Source: Neilson Consumer Research). Group buying, online shopping apps, and several new types of e-commerce shopping business models have enjoyed growth in the recent years. COVID-19 has also had an impact on how food is sold and marketed in New Zealand and has accelerated the growth in e-commerce. Consumers are now increasingly valuing traceability in the products they buy.

A popular trend is the growth of U.S. consumer-oriented products, which are growing in demand and many of these products are on shelves in small, independent stores and increasingly they are finding their way onto mainstream supermarket shelves.

Section VI. Key Contacts and Further Information

Contact Information for FAS Office in New Zealand

For Market information/Trade Policy/Market Access and General Agricultural Issues:

Office of the Foreign Agricultural Service in New Zealand, Wellington	
Office Hours:	8:00 AM – 5:00 PM
Telephone:	(+64-4) 462-6030
Email-FAS:	AGWellington@fas.usda.gov

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