



Global Longevity Economy® Outlook



New Zealand

The Global Longevity Economy® Outlook examines the current and future economic contributions of the 50-and-older (“50-plus”) population. For more information and to download the report, please visit: www.aarp.org/GlobalLongevityEconomy

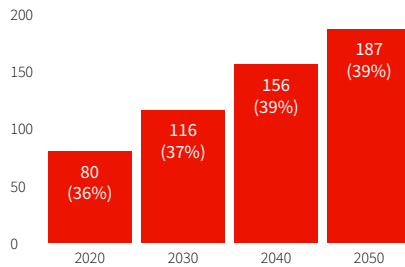


Economic impact of the 50-plus population

In 2020, spending by people age 50-plus generated economic impacts¹ in New Zealand equivalent to:

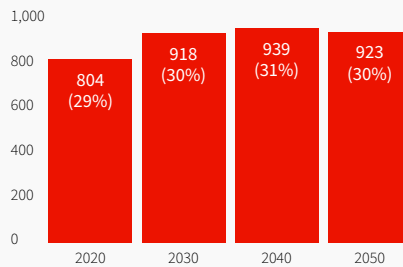
36% of total GDP
(or \$80 billion)

50-plus impact on GDP
\$ (billion) and % of total GDP



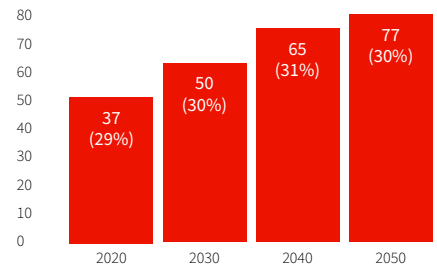
29% of total employment
(or 804,000 jobs)

50-plus impact on employment
thousand and % of total jobs



29% of total labor income
(or \$37 billion)

50-plus impact on labor income
\$ (billion) and % of total labor income



New Zealand's economy is more reliant on its domestic 50-plus population than on 50-plus consumers abroad.

New Zealand's older residents drove **68%** of the total impact in the economy in 2020—contributing \$55 billion to its GDP.

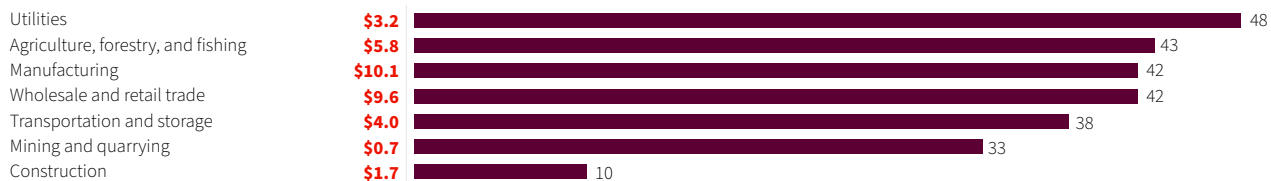
Impacts to industry

In 2020, people age 50-plus generated economic value across New Zealand's industries.

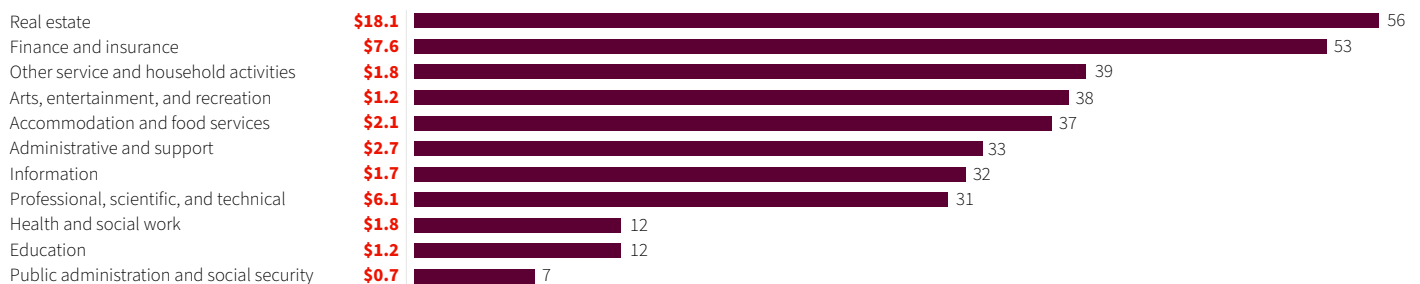
Their contribution was largest in the real estate sector, where 56% of its GDP was driven—directly and indirectly—by the spending of older people.

\$ = 50-plus impact (\$ billion) ■ 50-plus impact (% of sector GDP)

Goods-oriented industries



Services-oriented industries



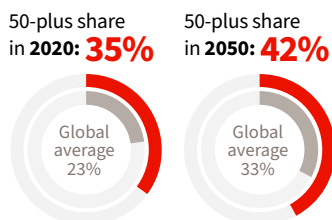
¹ "Impacts" refer to the direct and indirect effects generated in an economy as a result of the spending of older people.

Note: All dollar values are "international dollars" (i.e., adjusted for purchasing-power parity or PPP) and are adjusted for inflation post-2020. PPP adjustment improves currency comparability by correcting for price and cost-of-living differences across economies to better reflect actual purchasing power.

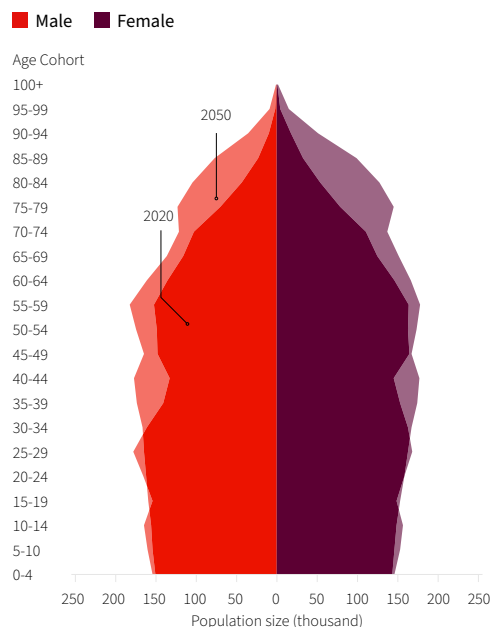
Demographic outlook

New Zealand has a moderately older population, which will continue to age at a steady pace.

- In 2020, 1.7 million people age 50 or older lived in New Zealand (35% of the population, compared to 34% on average across high-income economies).
- By 2050, New Zealand's 50-plus population will increase to 2.4 million, and its share will rise to 42%.



Age distribution of the population, 2020 and 2050



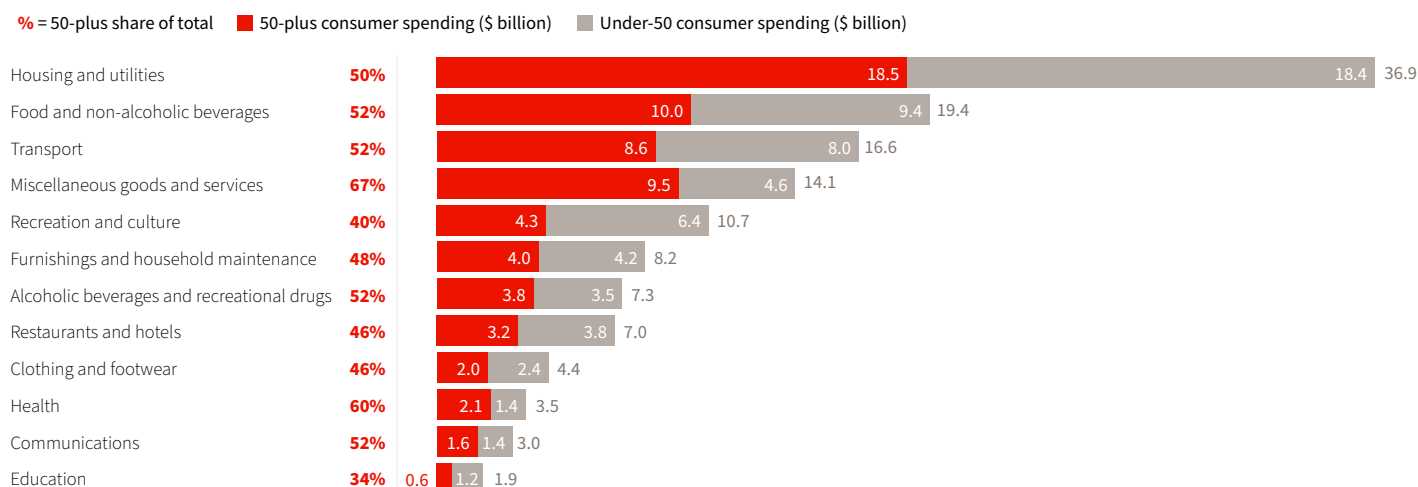
The 50-plus population in the New Zealand has a longer life expectancy than the global average. People in New Zealand can expect to live 34.2 years past age 50, or 3.2 years more than those in other high-income economies.

Life expectancy for those age 50 in 2020 (years)



Consumer spending

The 50-plus population in New Zealand was responsible for 51% of all domestic consumer spending in 2020. This will rise to 57% by 2050. Across product categories, 50-plus spending is most dominant in miscellaneous goods and services (67%), health (60%), and communications (52%).



Note: Miscellaneous goods and services include financial and insurance services, professional and personal services, and minor durable and non-durable goods.

Methodology and sources: This profile details the contribution of the 50-plus population (both domestic and globally) to New Zealand's economy. Impacts are estimated via a globally interlinked model comprising 76 economies and a rest-of-world region, each composed of 24 industries. Results and forecasts were informed by data from the Organisation for Economic Co-operation and Development, International Labour Organization, United Nations, Eora, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, Economist Intelligence Unit and various national and regional statistical agencies. Population projections are based on the U.N. World Population Prospects 2019 release (medium variant).

**ECONOMIST
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