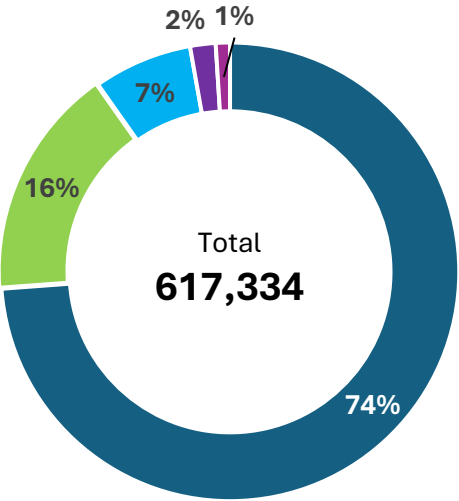


# Small business in New Zealand 2025 factsheet

All graphs generated from from StatsNZ - Business Demography Survey

In 2025, The majority of businesses in New Zealand have no employees



Total  
**617,334**

Zero Employees  
**455,730**

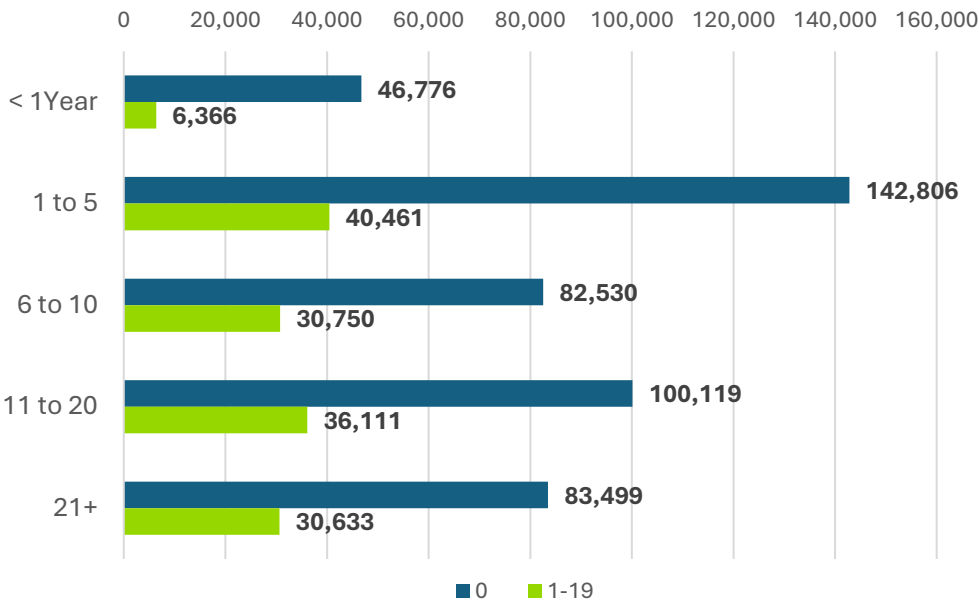
1-5 Employees  
**101,253**

6-19 Employees  
**43,068**

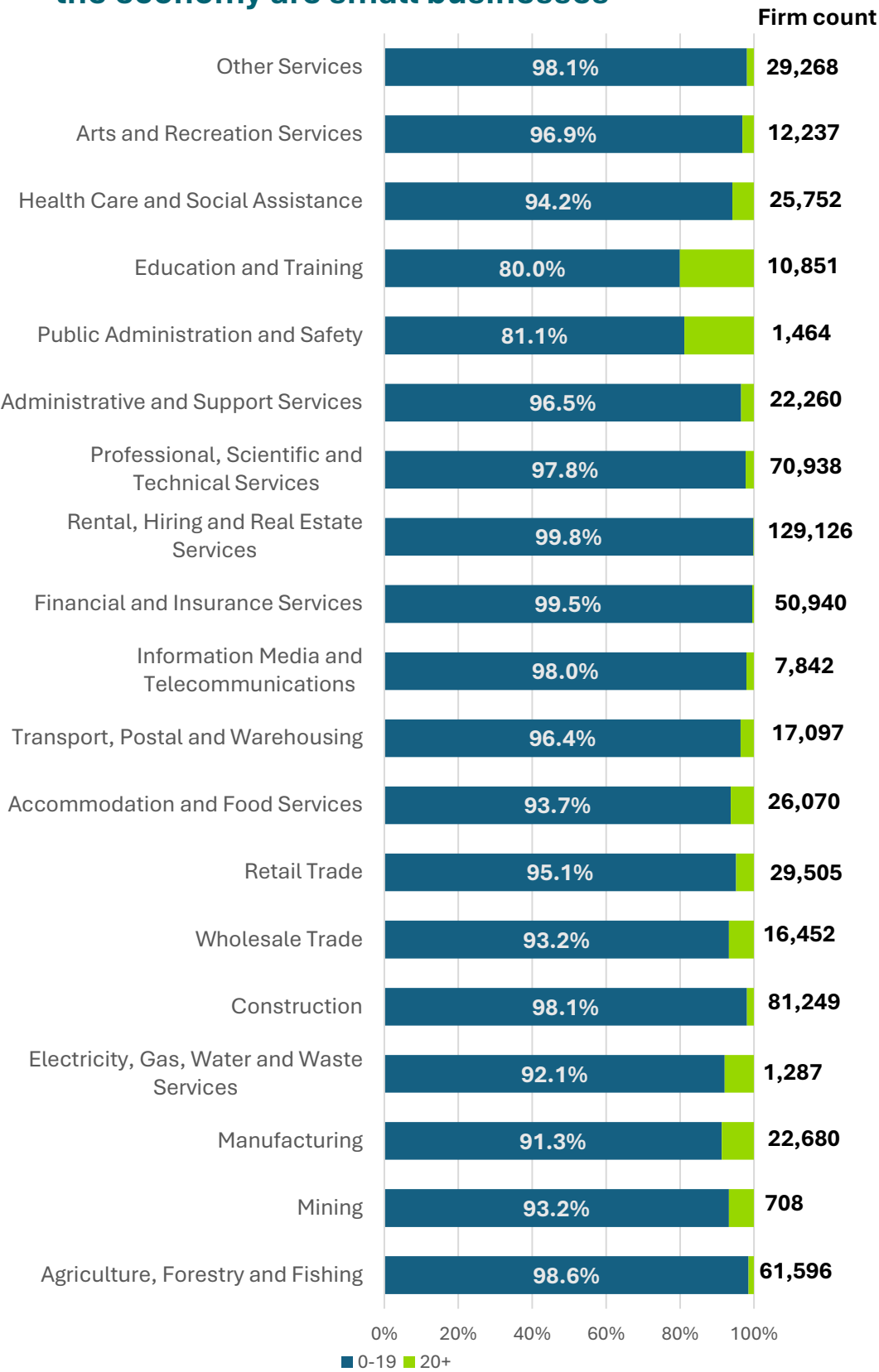
20-49 Employees  
**11,100**

50+ Employees  
**6,180**

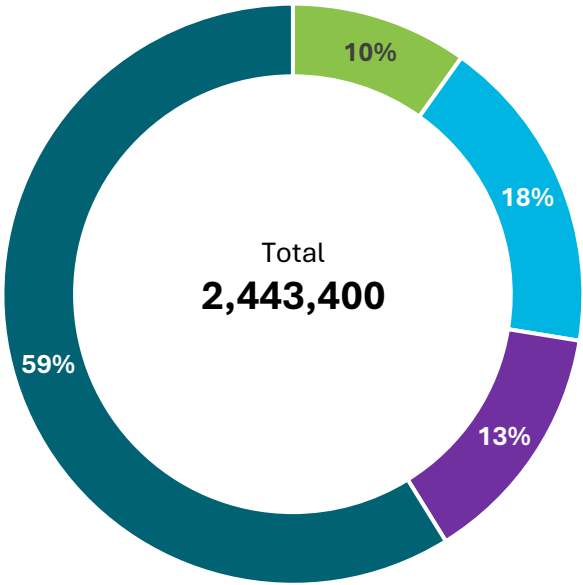
Most small businesses in New Zealand are only between 0 and 5 years old



80 per cent or more of the firms in each sector of the economy are small businesses



... and most New Zealanders were employed by large businesses



Total  
**2,443,400**

1-5 Employees  
**240,700**

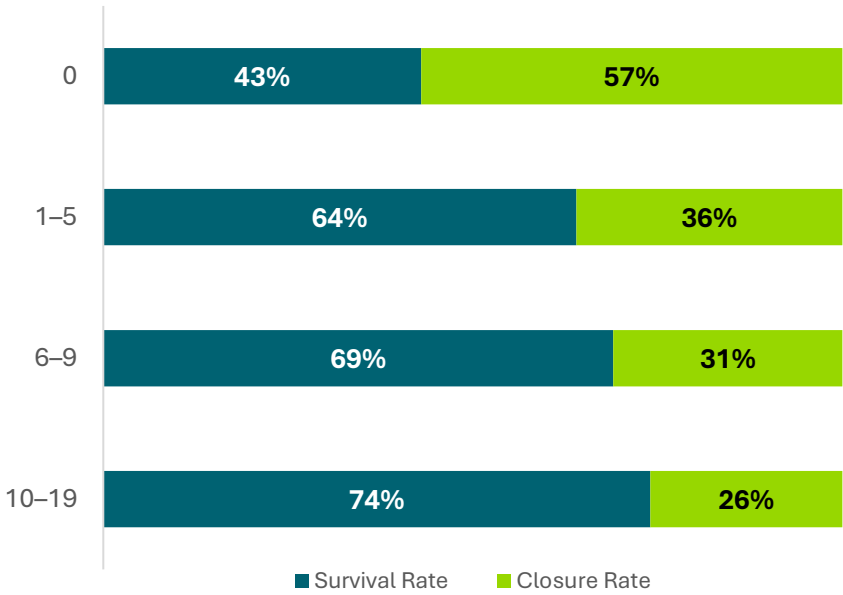
6-19 Employees  
**432,800**

20-49 Employees  
**332,600**

50+ Employees  
**1,437,400**

\*excludes working proprietors

Firms born in 2020 without any employees did not survive as long as those with them



97.2%

Sector concentration

34.5%

A nation of sole traders

of all New Zealand enterprises are small businesses

Small businesses are mainly concentrated in the rental, hiring and real estate services sector (over 128,000 enterprises) followed by the agriculture, forestry and fishing sector (over 60,000 enterprises)

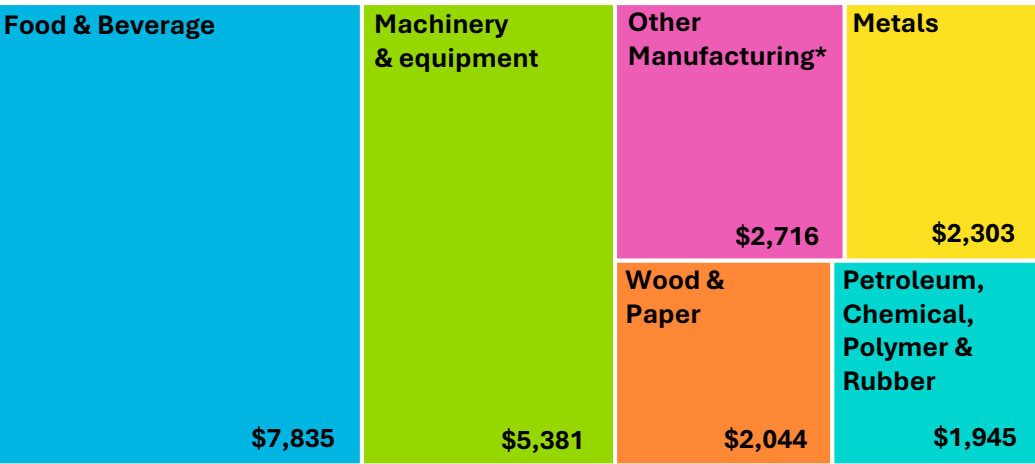
or, over 846,000 people, are employed by small businesses

Over 455,000 businesses in New Zealand are sole trader businesses, representing more than 73% of all businesses

Most sole traders are involved in the rental, hiring and real estate services sector, followed by the construction sector

# Manufacturing in New Zealand 2025 factsheet

## Manufacturing contributed around \$22 billion to GDP in 2025



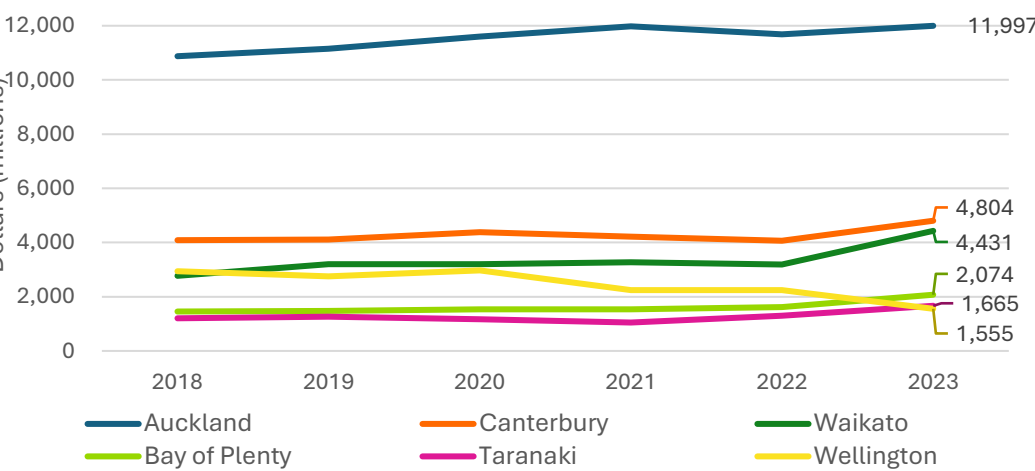
Source: StatsNZ - National Accounts

## Biggest changes in subsector GDP over 5 years

Machinery and Equipment grew by **2.7%**

Petroleum, Chemical, Polymer and Rubber declined by **-13.4%**

## Auckland, Waikato and Canterbury continue to be the main centres for New Zealand manufacturing



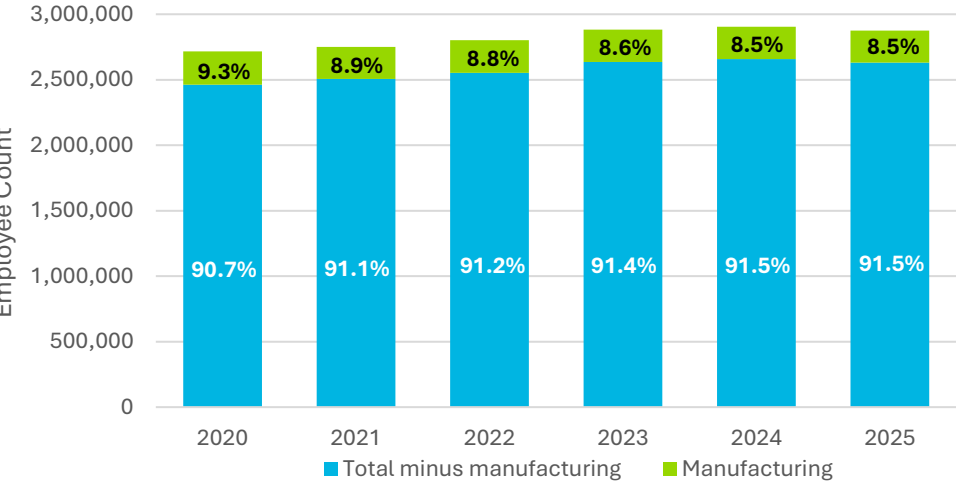
Source: StatsNZ - Regional Gross Domestic Product

## Biggest change in main centres GDP over 5 years

Waikato grew by **16.9%**

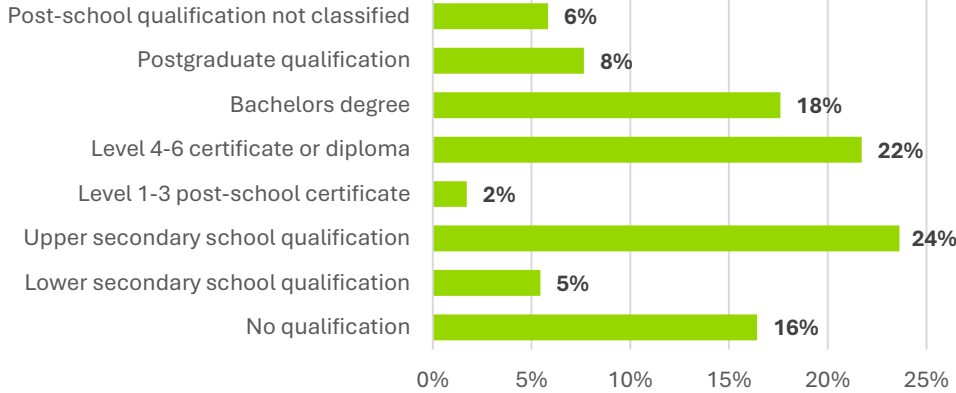
Wellington declined by **-19.1%**

## Share of manufacturing workforce has remained relatively steady over the last 5 years



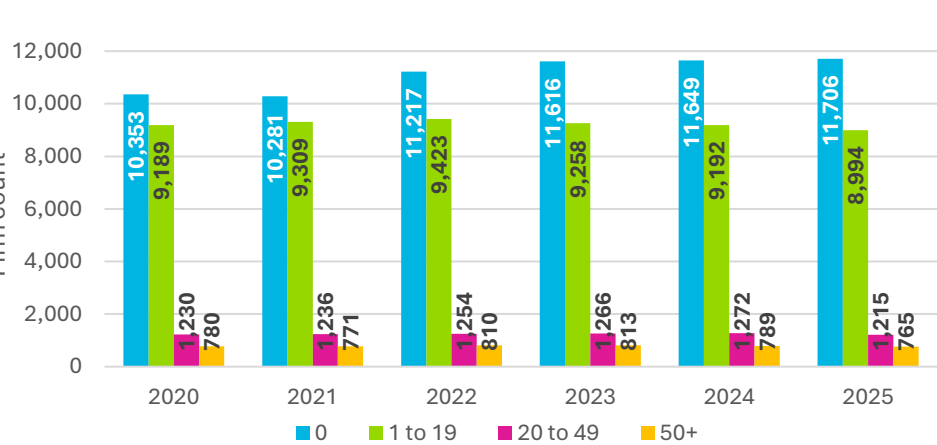
Source: StatsNZ - Household Labour Force Survey

## In 2025, manufacturing workforce tended to comprise of workers with



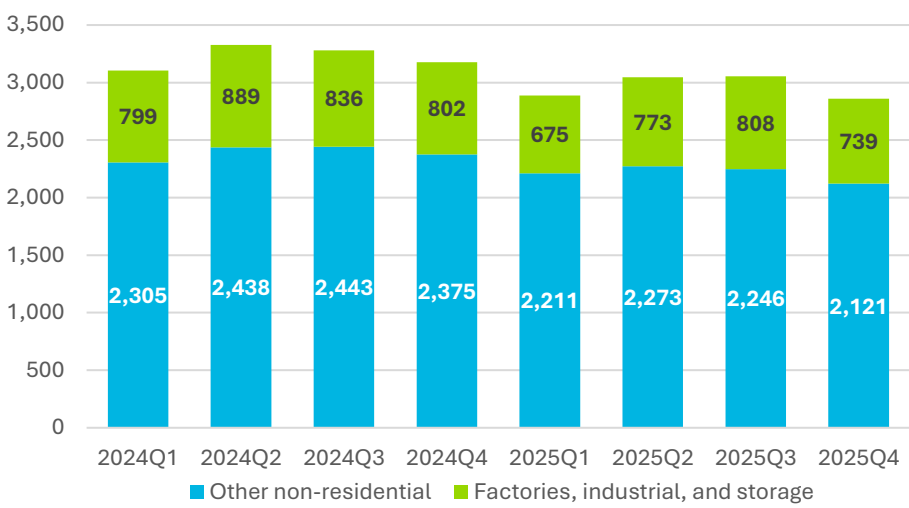
Source: StatsNZ - Household Labour Force Survey

## There have been a growing number of smaller manufacturers over the last 5 years



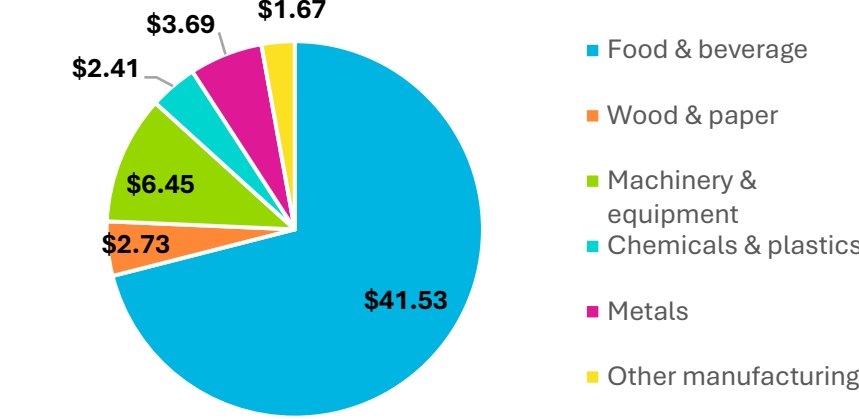
Source: StatsNZ - Business Demography Survey

## Manufacturing construction activity has remained steady over the last 2 years



Source: StatsNZ - Building Activity Survey

## In 2024, Manufacturers exported around \$58 billion in goods



Source: StatsNZ - National Accounts

The top destination for exports in 2024 was **China (\$12.6 billion)**

Fastest growing exporting subsector 3 years was **Machinery & Equipment (7%)**

**8.6%**      **8.5%**      **\$127b**      **\$1.15b**      **53%**      **Est 250,000**      **13.6%**      **\$1500**

Of New Zealand's GDP comes from manufacturing in 2025      Of New Zealand's workforce were employed by manufacturers in 2025      Total income of manufacturers in 2025      Was spent by manufacturers on research and development in 2024      Of manufacturing activity happens in Auckland, Waikato and Bay of Plenty      People were employed by manufacturers in 2025      Of the manufacturing workforce were Māori in 2024      Was the average weekly wage in 2024