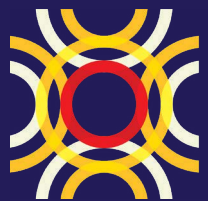


# Businesses in Aotearoa New Zealand

A snapshot - 2024



Rangahau  
Aotearoa

Research  
New Zealand

# About this report

This is a brief overview of **businesses in Aotearoa New Zealand**, based on the most current available statistics from Statistics New Zealand (February 2023).

In this report, these statistics are put into perspective by **comparing** them with the situation five years prior (2019); that is, the year **before** the COVID-19 lockdowns in 2020.

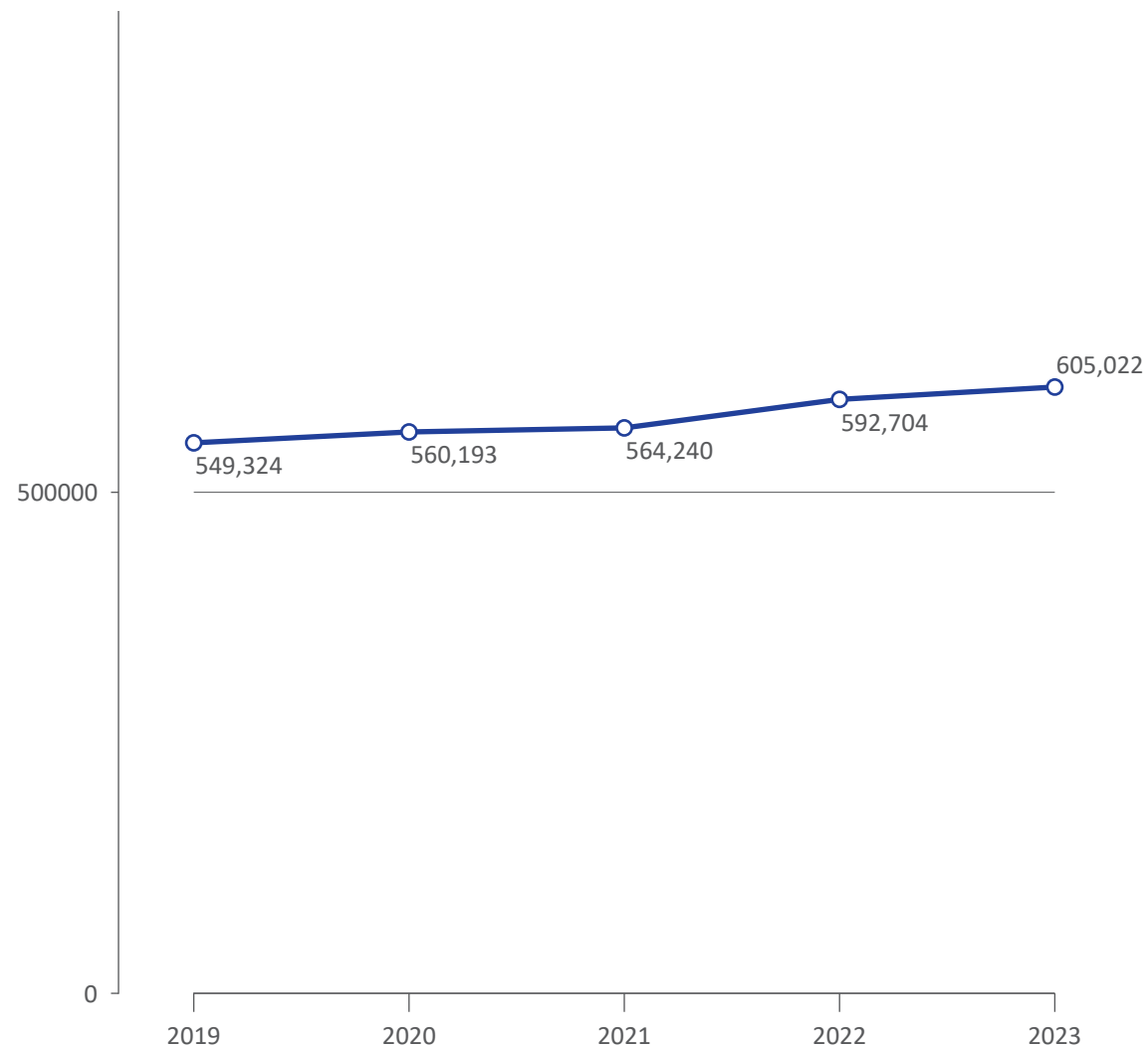


# Highlights

1. There are **605,022 business enterprises** in Aotearoa New Zealand.
2. Ninety percent are either **sole traders** (73%) or **small businesses** with up to 5 workers (17%).
3. The **Auckland Region** accounts for about one-third of all business enterprises (35%).
4. Compared with the number of business enterprises as at February 2019 (549,324), the current number represents a **10% increase** in the 5 years covered by this report.
5. Aotearoa New Zealand's business enterprises employ almost **2.5 million workers**.
6. Although the majority of business enterprises in Aotearoa New Zealand are small, over one-half of all workers are employed by **very large business enterprises** (58%).
7. Reflecting the dominance of the **Auckland Region** in terms of business enterprises, the region also accounts for about one-third of workers (35%).
8. Compared with the number of workers as at February 2019 (2,285,000), the current number represents a **8% increase** in the 5 years covered by this report.

**1**  
**There**  
**are 605,022**  
**business**  
**enterprises in**  
**Aotearoa New**  
**Zealand**

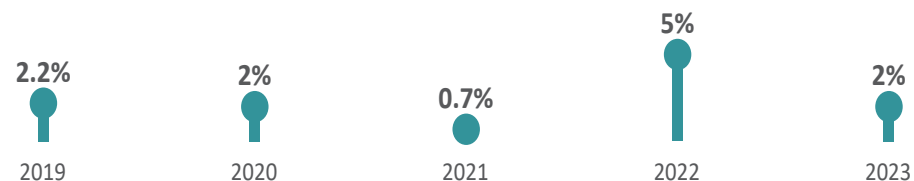
### Total business enterprises, 2019-2023



The current number represents a **10% increase** when compared with the number of business enterprises in February 2019.

There was limited growth in terms of the number of business enterprises during the COVID lockdown years (2020-21), but the number grew in 2022 and then returned to the previous annual 'average' increase of about 2% in 2023.

### Year-on-year increase

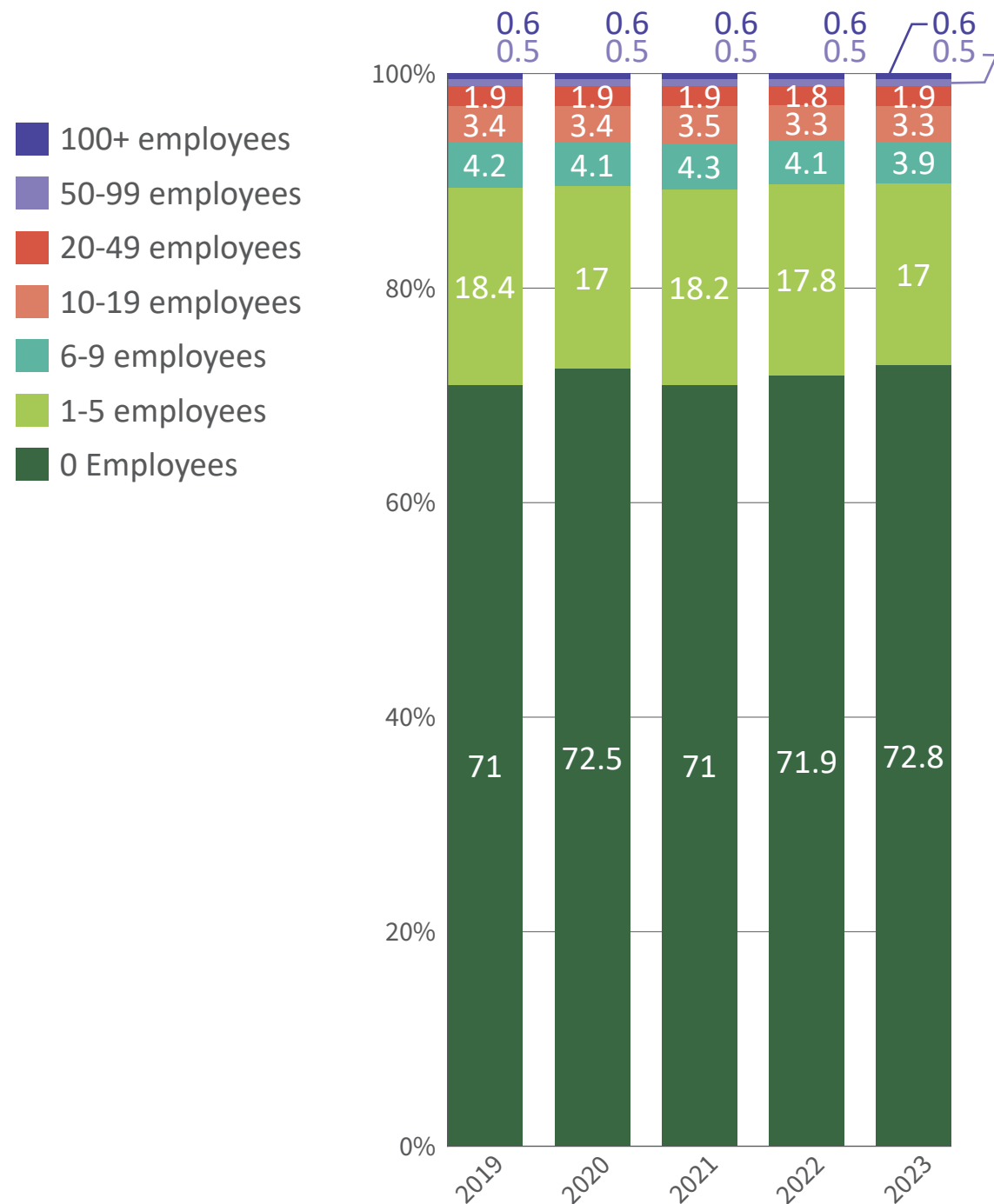


2

The large majority of business enterprises are either sole traders or small businesses with up to 5 workers



Business enterprises by size, 2019-2023



Most business enterprises are sole traders (73% or 440,772). An additional 17% (103,038) employ up to 5 workers.

Therefore, collectively, these two groups account for 90% (543,810) of the total of enterprises in New Zealand.

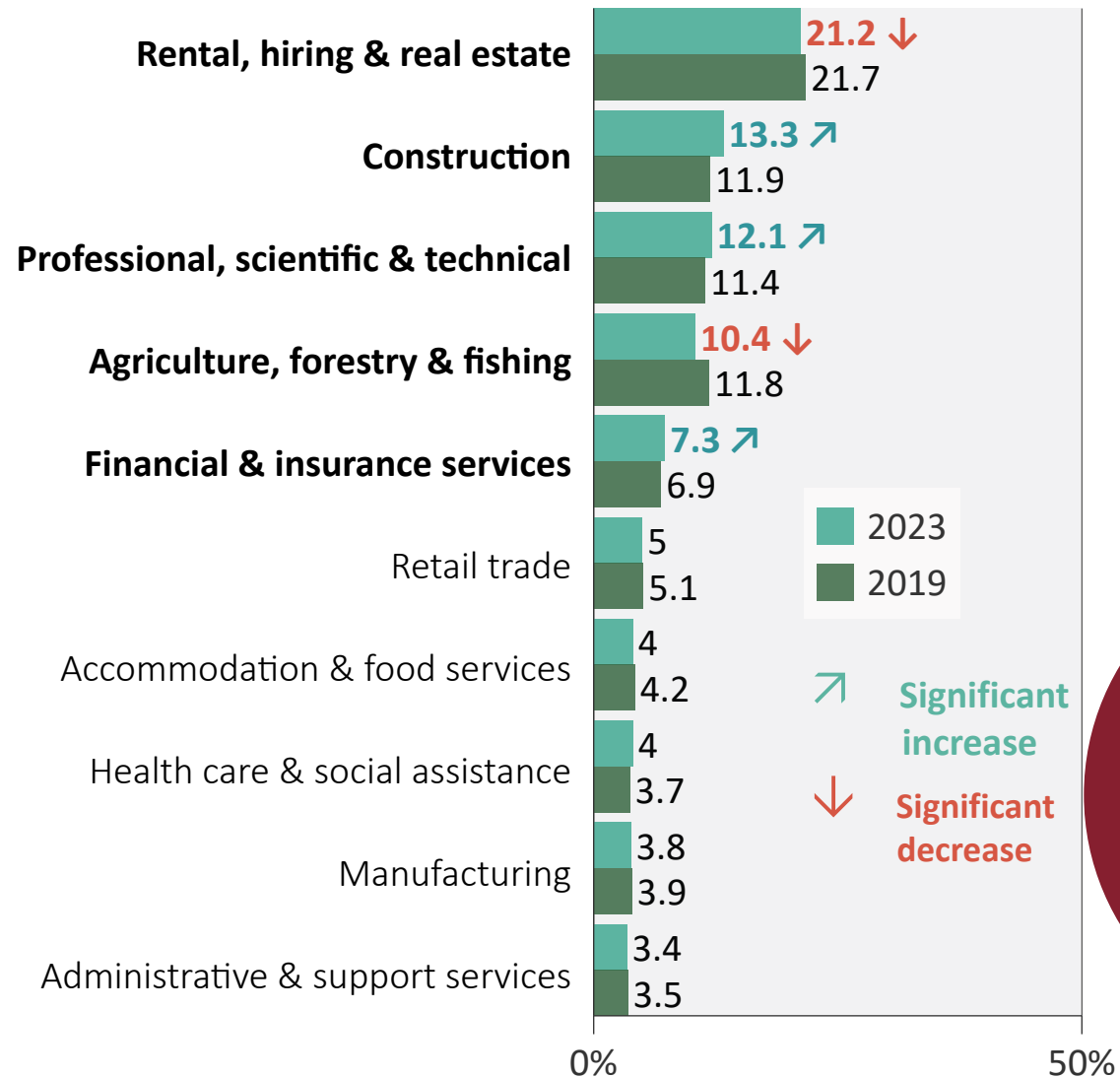
This has **not** changed significantly since February 2019.

3

The 'Rental, hiring & real estate' category leads the Top 5 industry categories in terms of number of business enterprises

The Top 5 industry categories are: Rental, hiring & real estate (21%); Construction (13%); Professional, scientific & technical (12%); Agriculture, forestry & fishing (10%); and Financial & insurance services (7%).

Main industry categories by size, 2019 compared with 2023



Collectively, these five categories account for almost two-thirds of all business enterprises (63% or 388,221).

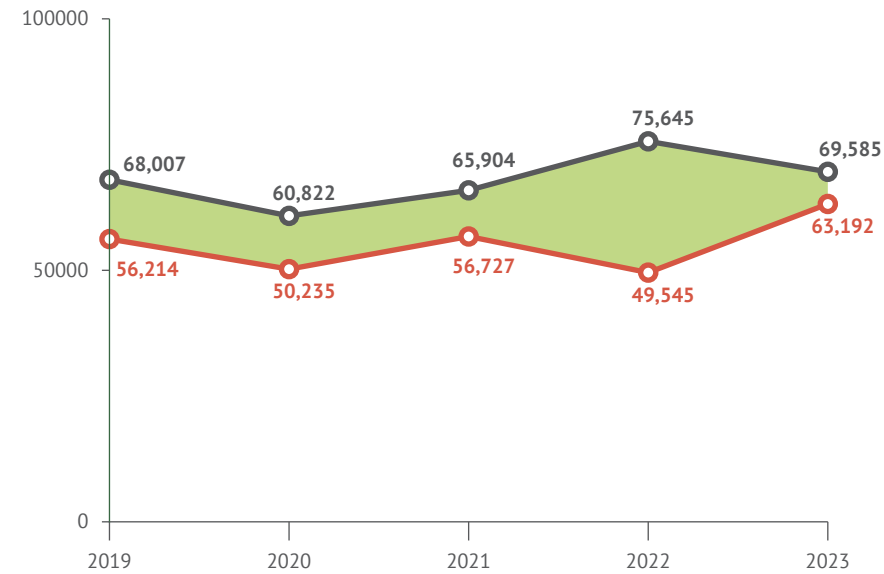
In February 2019, they accounted for a similar percentage of all business enterprises (64% or 348,859). That is, overall, there has been no significant change.

Some business categories have recorded slight increases ↗ and others, decreases ↓.

4

In the 5 years to February 2023, there were **23% more** enterprise 'births' than there were 'deaths'

### Enterprise 'births' over 'deaths', 2019-2023

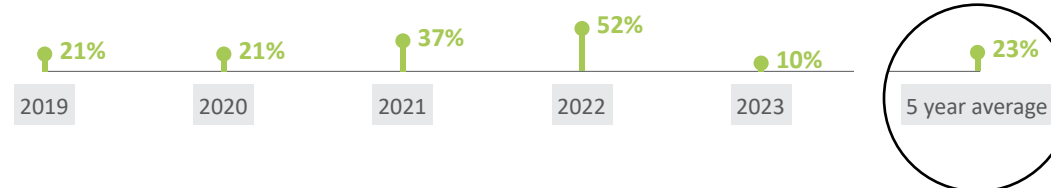


In the 12 months to February 2023, there were **10% more** enterprise 'births' (69,585) compared with 'deaths' (63,193).

However, this is the lowest percentage difference in the 5 years covered by this report, with 'births' over 'deaths' peaking in 2021 and 2022 (at 37% and 52% respectively).

Overall, in the 5 years, there were 339,963 enterprise 'births' and 275,913 'deaths'; that is, **23% more** 'births' than 'deaths'.

### Enterprise 'births' over 'deaths', annual difference

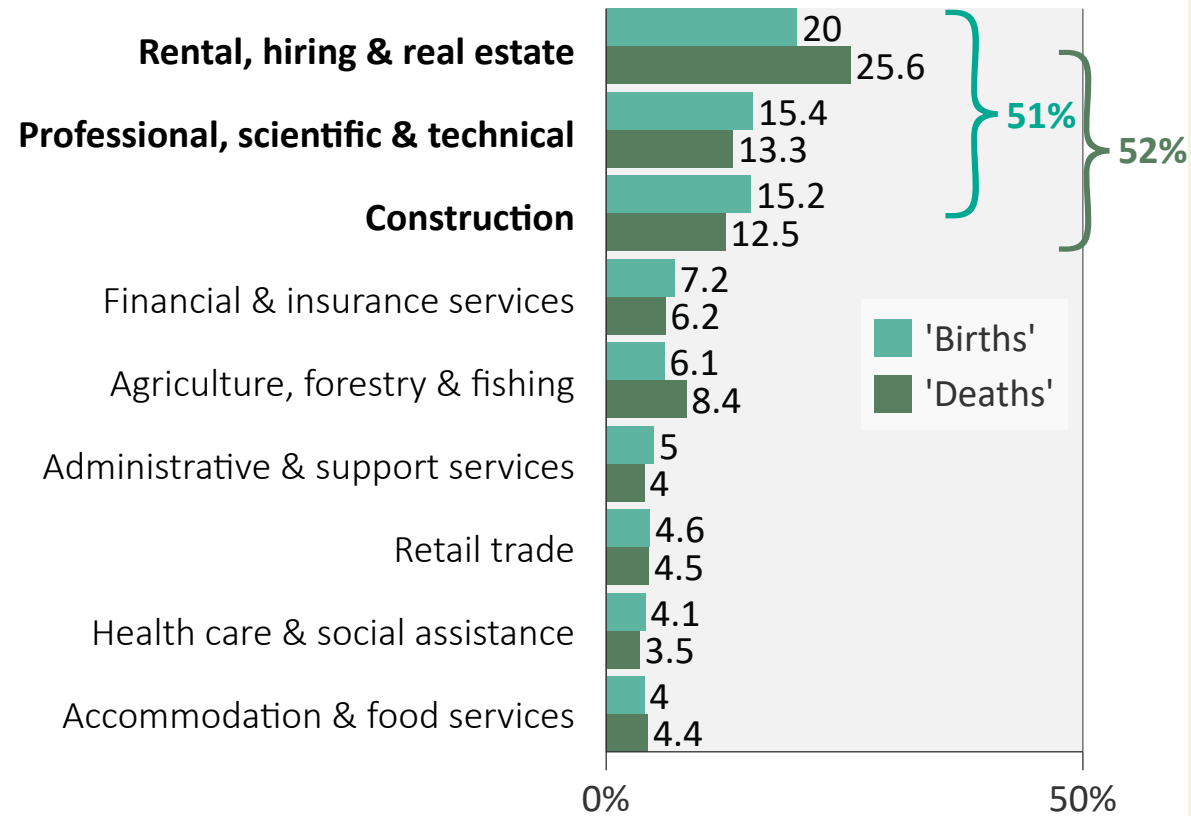


5

Most 'births' and 'deaths' in the 12 months to February 2023 were accounted for by the same industry categories

Most of the 'births' in the 12 months to February 2023 were accounted for by three industry categories (51%): Rental, hiring & real estate (20%); Professional scientific (15%); and Construction (15%). These are already some of the largest categories.

Enterprise 'births' and 'deaths' by industry category, top 10, 2023 (%)



Our three largest industry categories accounted for the greatest numbers of 'births', and for most (52%) of the 'deaths'; Rental, hiring & real estate (26%); Professional, scientific (13%); and Construction (13%).



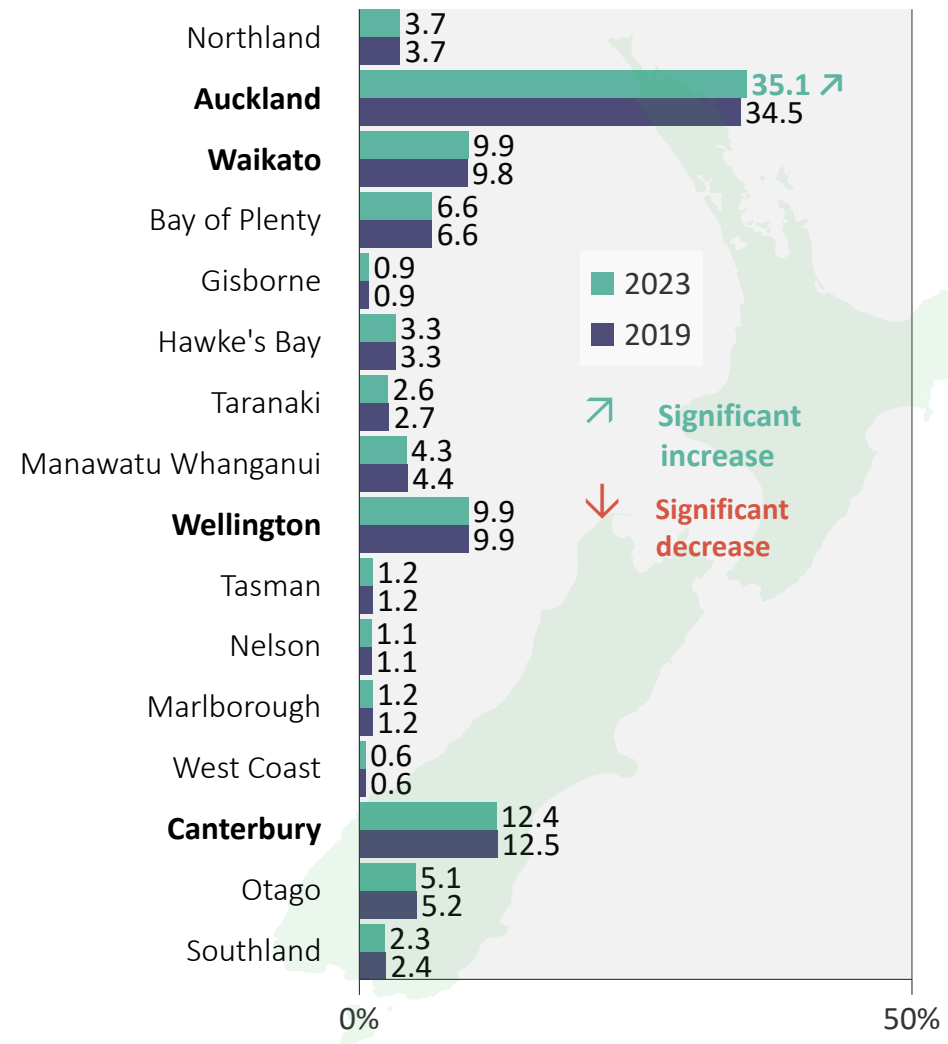


6

The Auckland Region accounts for about one-third (35.1%) of all business enterprises

In terms of the top 4 in number of business enterprises, the Auckland Region is followed by Canterbury (12%); Wellington (10%); and the Waikato (10%). Collectively, the four regions account for two-thirds of all business enterprises (67% or 431,934).

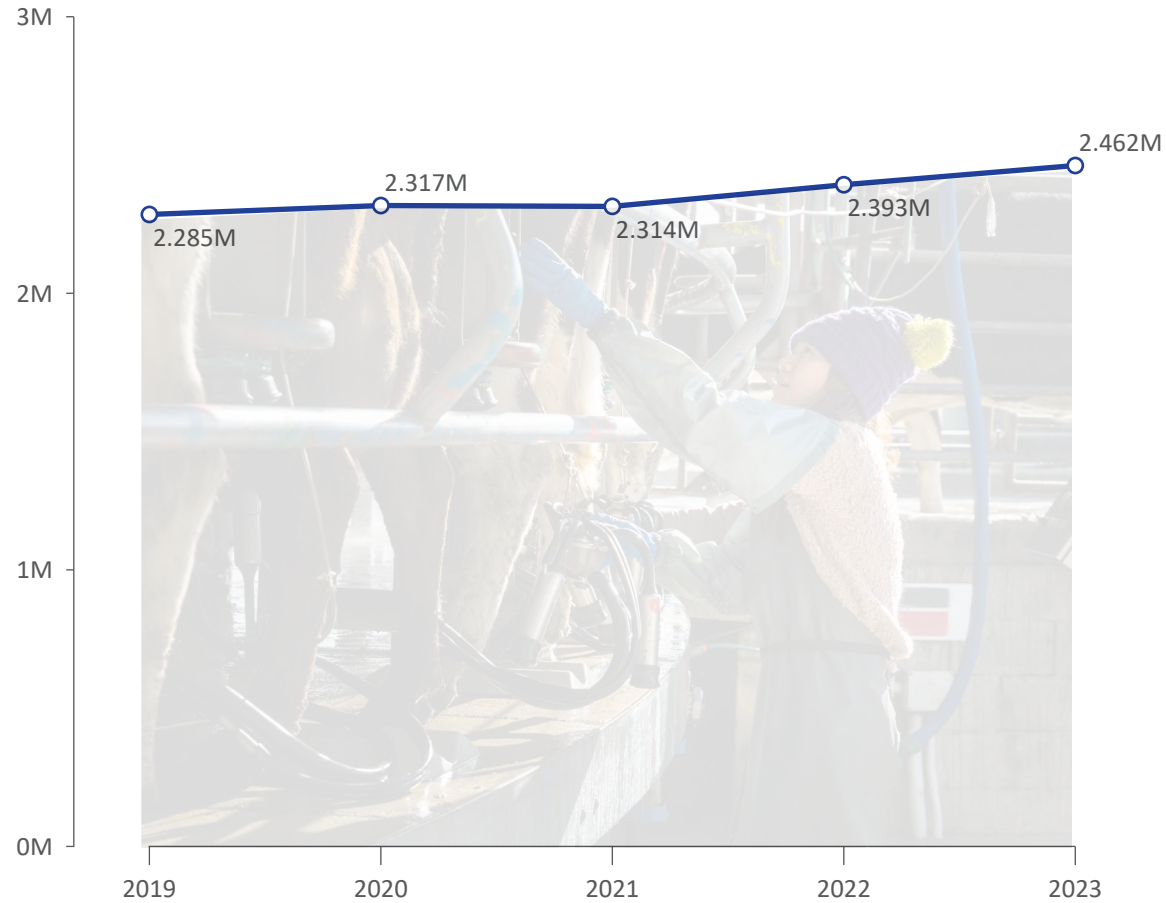
### Regional distribution of business enterprises, 2019 compared with 2023



In February 2019, the top 4 regions accounted for the same percentage of all business enterprises (67% or 391,044).

The only significant change has been in the Auckland Region, which has slightly more business enterprises in 2023 (35.1%) than in 2019 (34.5%).

## Total workers, 2019-2023



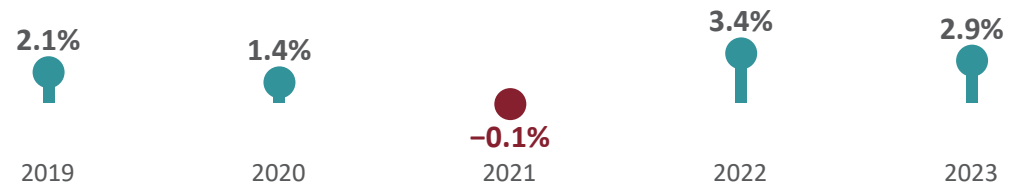
Given the results relating to business enterprises (outlined earlier), there was limited growth in terms of the number of workers during the COVID lockdown years (2020-21), but the number significantly increased in 2022 and 2023.



**7**  
**Aotearoa New Zealand's business enterprises employ almost 2.5 million workers**

The current number (2,462,000) represents a 7.7% increase (177,000) in the number of workers, when compared with the situation in February 2019 (2,285,000).

## Year-on-year increase

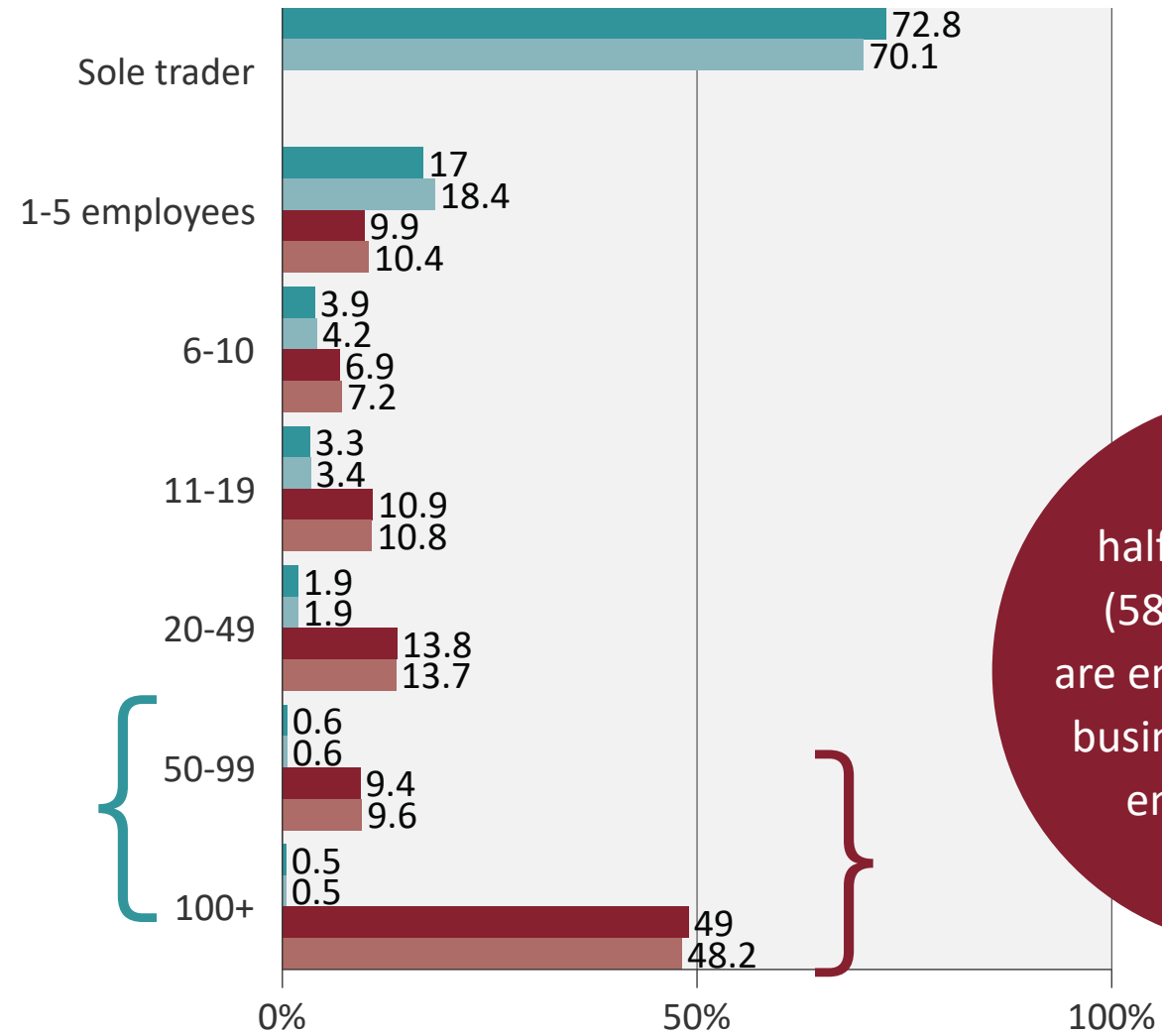


8

Although the majority of business enterprises in Aotearoa New Zealand are small, over one-half of all workers are employed by very large business enterprises (58%)

These large business enterprises represent just 1% (6,264) of all business enterprises.

Worker numbers by size of business enterprises, 2019 compared with 2023



■ Business enterprise 2023  
 ■ Business enterprise 2019  
 ■ Worker count 2023  
 ■ Worker count 2019

Over one-half of all workers (58% or 543,810) are employed by large business enterprises employing 50+ workers.

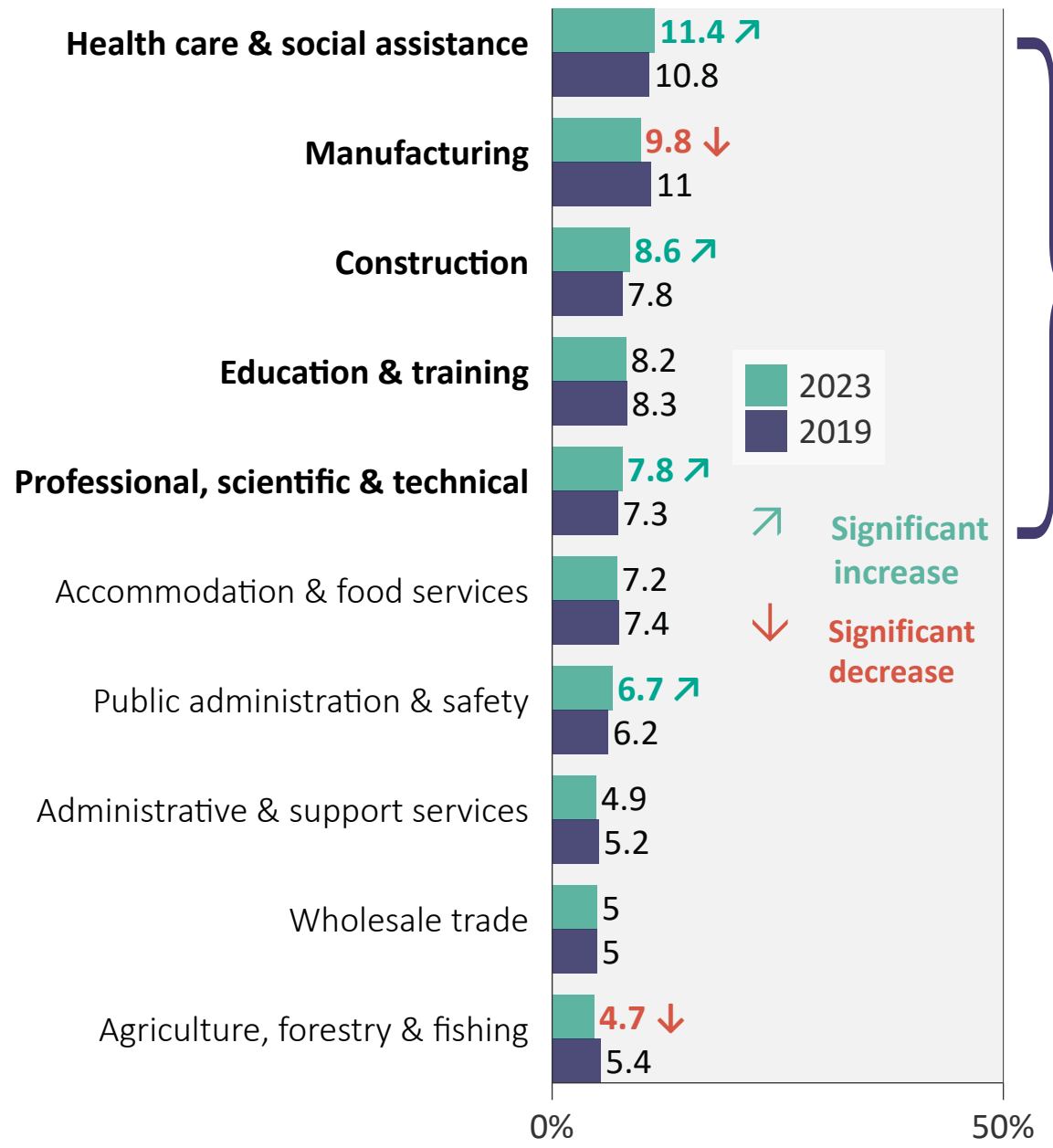
This profile has not changed significantly since February 2019.



9  
**The Top 5 industry categories in terms of worker numbers are similar in size**

The Top 5 industry categories account for almost one-half of all workers (47% or 1,163,000).

**Worker numbers by industry categories, 2019 compared with 2023 (top 10)(%)**



In February 2019, the same categories accounted for the same percentage of all workers (47% or 1,084,200). That is, overall, there has been no significant change.

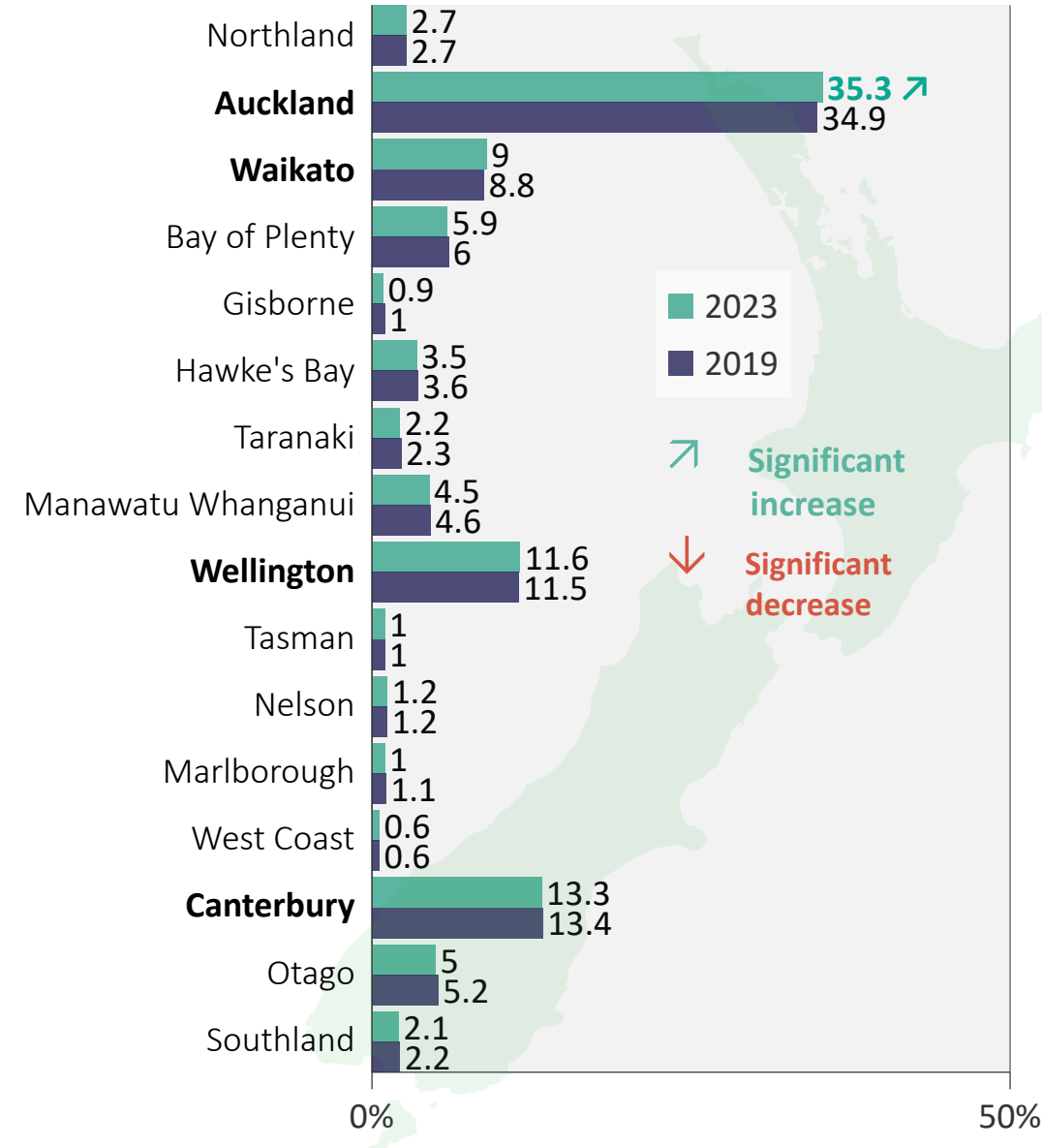
Some business categories have recorded slight increases ↗ and others, decreases ↓.

10

In addition to the business enterprise numbers, the Auckland Region also accounts for about one-third of all workers

The Auckland Region accounts for 35% of all workers (868,800), followed by Canterbury (13%); Wellington (12%); and the Waikato (9%).

Regional distribution of workers, 2019 compared with 2023 (%)



Collectively, the four regions account for over two-thirds of all workers (69% or 1,704,600).

In February 2019, these four regions accounted for the same percentage of all workers (69% or 1,570,200).

The only significant change, has been in the Auckland Region, which has slightly more workers (34.9% in 2019 and 35.3% in 2023).

## Further releases

This report will be updated when Statistics New Zealand releases the updated business enterprise results for the 12 months to February 2024



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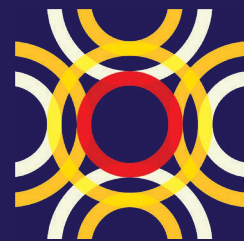
Author: Emanuel Kalafatelis, Managing Partner

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