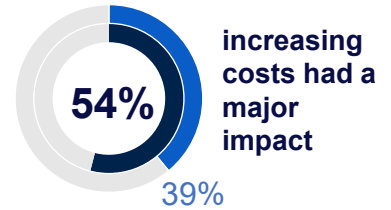
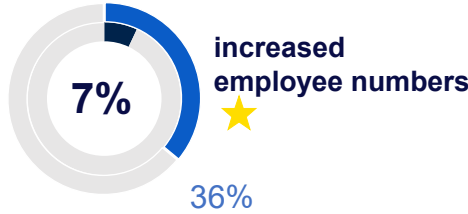


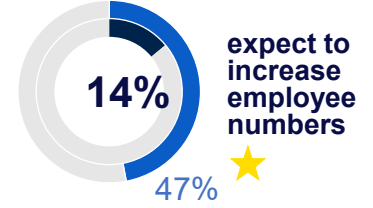
New Zealand continues to rank at or near the bottom of the 11 Asia-Pacific markets surveyed across key indicators of business growth, innovation, hiring and technology adoption

## Performance in 2025

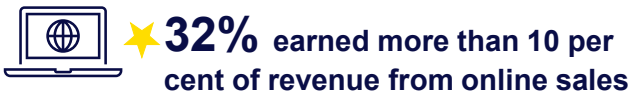
New Zealand | Asia-Pacific average | ★ Lowest in the region



## Outlook for 2026



## Technology adoption



Asia-Pacific average 68%



Asia-Pacific average 56%

**Computer equipment** was the top technology investment New Zealand

**Artificial Intelligence** was top tech investment Asia Pacific

## Demographics

**68%** of NZ business owners are aged 50 or over  
Asia-Pacific average: 30%

**12%** of NZ business owners are aged under 40 – lowest in the region  
Asia-Pacific average 38%

Businesses led by under-40 owners were nearly 3 x more likely to grow than those led by over-60s (71% vs 25%)

## Recommendations

Develop a comprehensive small business strategy to lift performance

Attract younger entrepreneurs through targeted programs

Lift technology adoption through bundled digital support programs