

New Zealand business demography statistics: At February 2019

25 October 2019, 10:45am

Business demography statistics provide an annual snapshot of the characteristics of New Zealand businesses. The statistics cover economically significant enterprises that produce goods and services in New Zealand.

Download data

[Geographic units by industry and statistical area 2000–19 descending order – CSV](#)

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Zipped File, 20 MB

[New Zealand business demography statistics: At February 2019](#)

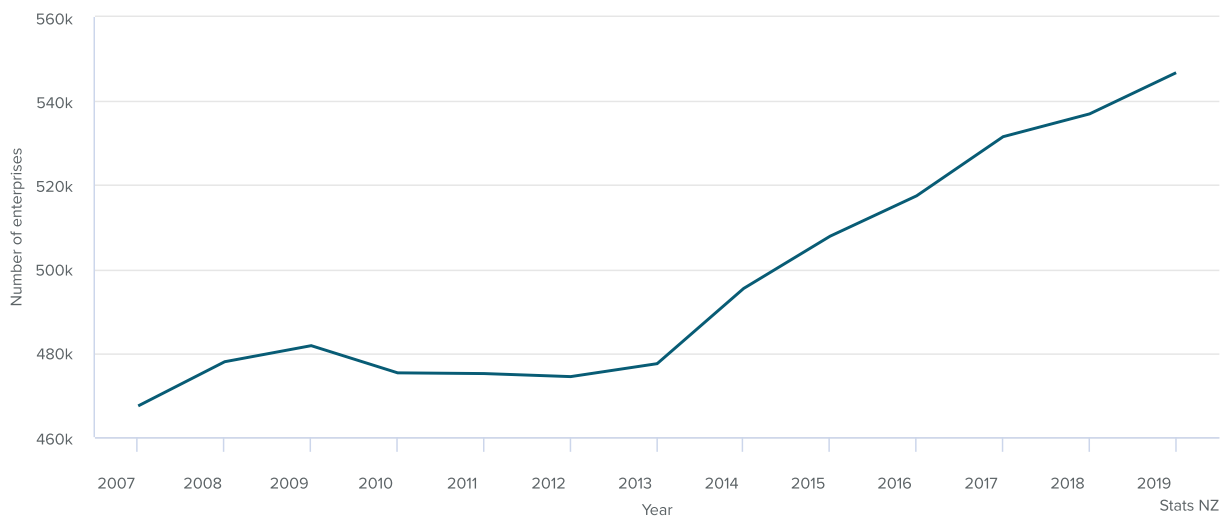
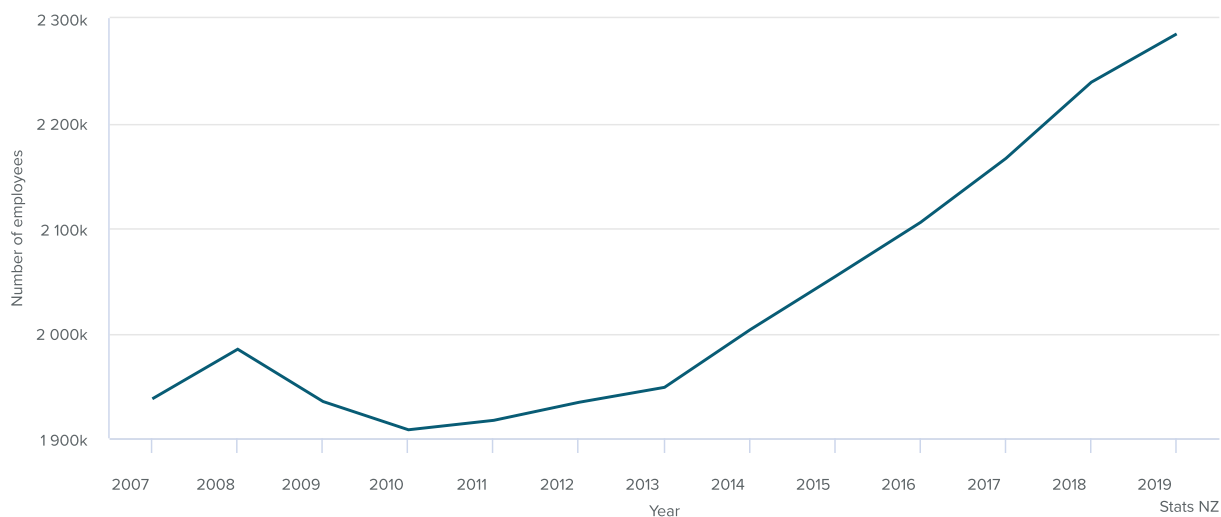
(/assets/Uploads/New-Zealand-business-demography-statistics/New-Zealand-business-demography-statistics-At-February-2019/Download-data/new-zealand-business-demography-statistics-at-february-2019.xlsx)

Microsoft Excel Open XML Spreadsheet, 150 KB

Key facts

Provisional data showed that at February 2019:

- New Zealand had 546,740 enterprises, an increase of 1.8 percent from February 2018.
- The number of paid employees in these enterprises (not an official employment statistic) was 2.3 million, up 2.1 percent from February 2018.
- These enterprises had 582,480 business locations, 1.8 percent more than at February 2018.
- Of the 19 industries, 14 had more enterprises than at February 2018; 18 had more employees.
- Of the 16 regions, 15 had more employees than at February 2018.

Number of enterprises, 2007–19**Number of employees, 2007–19**

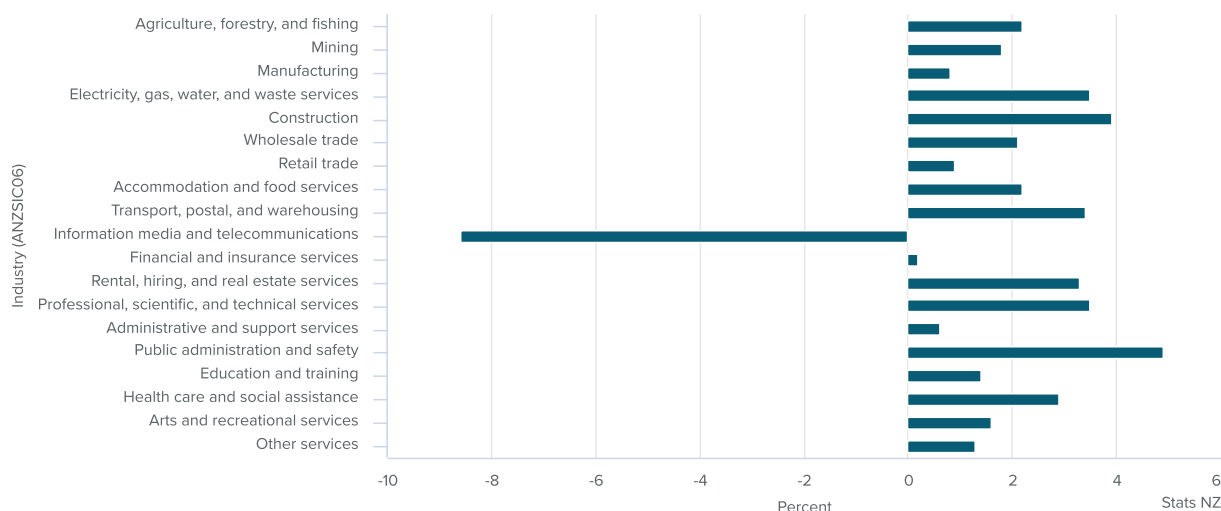
Construction industry maintains growth

Between February 2018 and February 2019:

- the number of enterprises in the construction industry increased to 65,320 (up 4.7 percent)
- construction enterprises engaged 6,700 (3.9 percent) more employees – consistent with the high growth trend of the last five years
- health care and social assistance enterprises added 7,000 (2.9 percent) extra employees
- public administration and safety enterprises had 6,600 (4.9 percent) more employees.

The manufacturing industry remained the largest employer, with 250,700 employees at February 2019, closely followed by health care and social assistance, with 246,500 employees. The third-highest employer was retail trade with 219,400 employees.

Annual change of employee count by industry, at February 2019



Industry share of employment changes over last ten years

Compared with February 2009, the manufacturing industry's contribution to the total number of employees has decreased by 1.5 percentage points to 11.0 percent at February 2019.

The industry with the largest increase in employment share was construction, which accounted for 7.7 percent of the total at February 2019 – 1.4 percentage points more than ten years ago.

The two industries with the next-largest increases in their share of employment were both services-related:

- professional, scientific, and technical services – up 1.0 percentage point to 7.3 percent

- administration and support services – up 0.7 percentage points to 5.2 percent.

The other industries where the share of employment change was more than 0.5 percentage points over the ten-year period were:

- retail trade – down 0.7 percentage points to 9.6 percent
- accommodation and food services – down 0.6 percentage points to 7.4 percent
- information media and telecommunications – down 0.6 percentage points to 1.4 percent.

Five regions show above-average growth during the last five years

The average growth in the numbers of employees over the last five years exceeded the national average of 2.7 percent in five regions.

Compared with February 2014:

- Bay of Plenty – up 4.0 percent (up 3.5 percent this year)
- Auckland – up 3.5 percent (up 2.3 percent this year)
- Northland – up 3.2 percent (up 1.8 percent this year)
- Otago – up 3.1 percent (up 2.7 percent this year)
- Waikato – up 2.9 percent (up 2.6 percent this year).

At February 2019, the Auckland region accounted for 35.0 percent of all employees in New Zealand, an increase from 33.6 percent five years ago.

More data

Use [NZ.Stat](http://nzdotstat.stats.govt.nz/wbos/index.aspx) (<http://nzdotstat.stats.govt.nz/wbos/index.aspx>) to access more data from this release.

Theme: Business demography statistics

Category: Business demography tables

[Explore the average growth for geographic units and employees during the last five years](http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?appid=5e8c14526c61421ea94bbfe420b1d5fe)

([http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?](http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?appid=5e8c14526c61421ea94bbfe420b1d5fe)

[appid=5e8c14526c61421ea94bbfe420b1d5fe](http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?appid=5e8c14526c61421ea94bbfe420b1d5fe)) by more detailed geographic areas in our interactive map.

Definitions and metadata

[Business demography statistics – DataInfo+](#)

(<http://datainfoplus.stats.govt.nz/Item/nz.govt.stats/bdb02aa2-866e-418f-83e8-342234867a0f#/nz.govt.stats/bdb02aa2-866e-418f-83e8-342234867a0f/43/#>) has information about this data, including general methodology about the collection, the terms used, and data accuracy.

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Next release

New Zealand business demography statistics: At February 2020 will be released in October 2020.

Related pages

Construction industry at the top of the ladder for business counts growth (</news/construction-industry-at-the-top-of-the-ladder-for-business-counts-growth>)

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