



EXPORTNZ DHL EXPORT BAROMETER 2021

IMPACT OF COVID-19 HAS UNDOUBTEDLY CHANGED THE FUTURE FOR KIWI EXPORTERS

MAJOR BARRIERS TO EXPORTING

The most common barriers encountered by exporters are driven by the ongoing impacts of Covid-19



Cost and availability of transport and logistics
(78%)



Inability to travel due to Covid19 / Border MIQ restrictions
(51%)



High costs of doing business in NZ
(33%)



Cost of labour in NZ
(28%)

Kiwi exporters are calling for the government to step in and help with unpredictable transport options

88% of Kiwi exporters experienced an increase in logistics costs

86% experienced delayed transport times

57% are unable to even get shipping space

KIWI INNOVATIONS EMERGING FROM CRISIS

Many Kiwi businesses simply cannot operate as they have in the past. Traditions that supported years of stable, predictable growth may no longer be valid and 66% of Kiwi exporters have now changed the way they work.



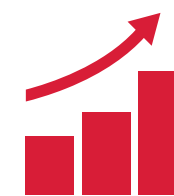
Developed new products/services
(46%)



Enhance online presence
(44%)



Improved business processes
(40%)



Invested in new sales & marketing approaches
(35%)



Invested in R&D
(30%)

KIWI EXPORTERS CONFIDENT ON SURVIVAL

62% of Kiwi exporters have indicated a strong year ahead in 2022; a statistic that is up there with the pre-Covid-19 territory of optimism.

51% reported an increase in their international export orders

31% are still experiencing a decrease in orders, highlighting a trend that more Kiwi exporters are experiencing decreases in export orders compared to the pre-Covid-19 years.