



Investor insights: Decoding the senior living market

- 1. Market Growth in New Zealand:** Since 2008, the retirement village market in New Zealand has experienced significant growth, with a 150% increase in units. Build rates hit record numbers recently, with a shift towards corporates owning around 61% of the market.
- 2. Motivations for Moving into Retirement Villages:** Similar to the UK, Kiwis move into retirement villages seeking companionship, security, medical assistance, downsizing, and equity release.
- 3. Importance of Care in Retirement Villages:** Care facilities are integral to village propositions in New Zealand, with a focus on providing various levels of care within the community, including memory care and specialized care units.
- 4. Diverse Village Offerings:** The New Zealand market features diverse village offerings, including destination villages, luxury options, and unique projects like Asian-focused villages tailored to specific demographics.
- 5. Challenges and Innovations:** The sector faces challenges such as rising inflation and interest rates, but innovations like care suites and flexible fee structures contribute to market adaptation and growth. The market benefits from robust consumer protection regulations implemented since 2003, ensuring transparency and safeguarding residents' interests.

