

Selwyn Business Opinion Survey

August 2025

This survey is a pulse check of business conditions in Selwyn. It is updated every six months.
The full summary of the survey is available at www.selwyn.govt.nz/businesssurvey.

Key messages from Selwyn businesses

- The August 2025 Selwyn Business Survey highlighted more conservative business trading conditions over recent months. It has become clear that the economic rebound anticipated at the start of 2025 is taking some time to get underway with consumers continuing to show a reluctance to spend. Nevertheless, Selwyn business still expect a better trading period ahead and that profit margins will rebuild over the latter stages of the year. Many businesses have commented that ongoing population growth will continue to underpin long-term business demand in Selwyn.
- Renewed operating cost pressures have continued to challenge some businesses, with many highlighting it has become more difficult to pass on these cost pressures to customers in the form of price increases.
- These cost pressures, coupled with a reluctance among consumers to spend has contributed to some squeezing of profit margins. In response, there has been more subdued hiring and investment activity among businesses over recent months.
- But businesses expect cost pressures to begin easing. Furthermore, with interest rates still tracking lower and farm incomes continuing to rise, businesses expect a better trading period over summer and are cautiously optimistic about profit margins beginning to rebuild moving into 2026.

Net Balance	Previous Experience (February 2025)	Current Experience (August 2025)	Predicted Experience (Next 6 Months)
Staff Numbers	7%	-7%	-3%
Investment	36%	23%	9%
Output / Sales	0%	-21%	11%
Prices	33%	34%	29%
Operating Costs	77%	80%	71%
Profitability	-4%	-30%	8%

Results are summarised in net terms by taking the percentage of businesses reporting an increase in the indicator in question minus the percentage reporting a decrease.