

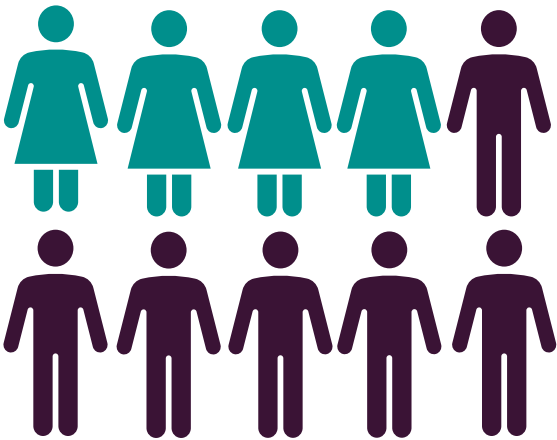
Understanding Ethnic Communities Business Owners in New Zealand

Factsheet August 2025

This factsheet is a profile of business owners from Ethnic Communities¹. It builds on the Business Development domain in *Ethnic Evidence 2024*.



SCAN ME



4 in 10 ethnic business owners are **women**

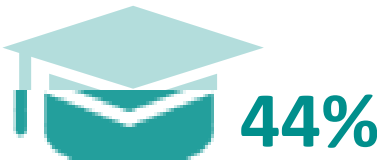
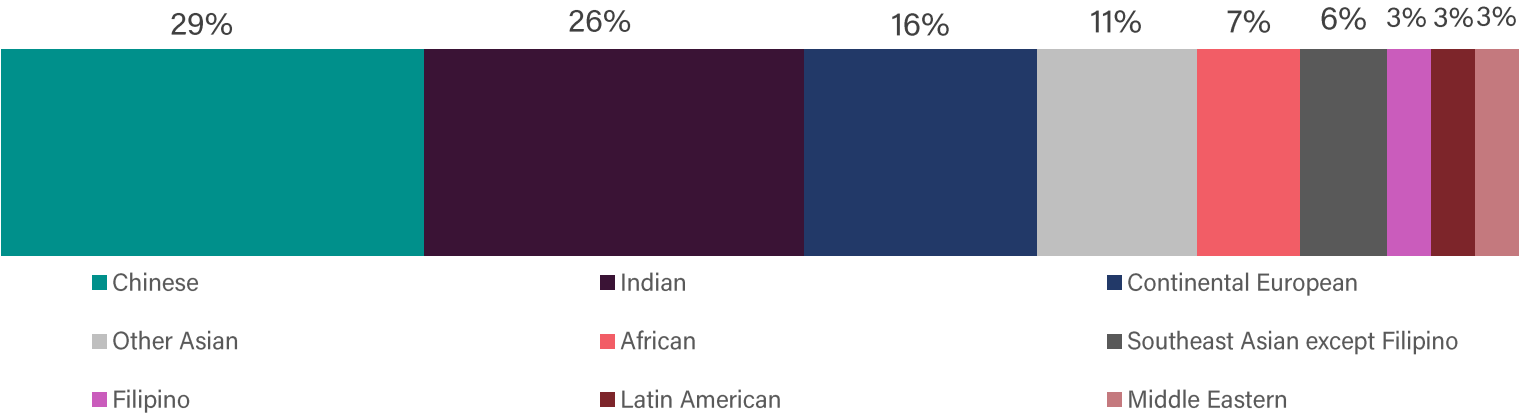


Auckland dominates as the main hub for ethnic business owners



20% of business owners in New Zealand are from **Ethnic Communities**

Business Ownership By Ethnicity



Ethnic business owners are highly educated – almost half hold a bachelor’s degree or higher, and **Middle Eastern and Continental European business owners stand out** at postgraduate levels.



Most ethnic business owners are aged 30–64

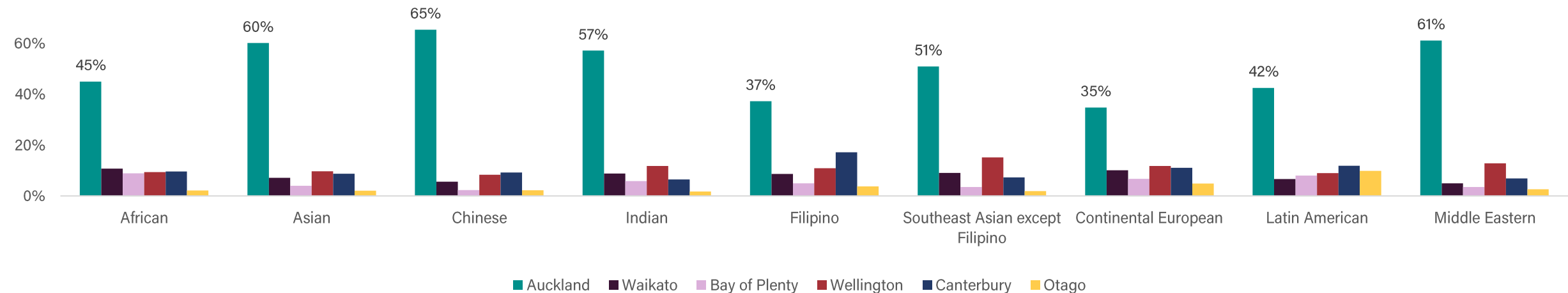
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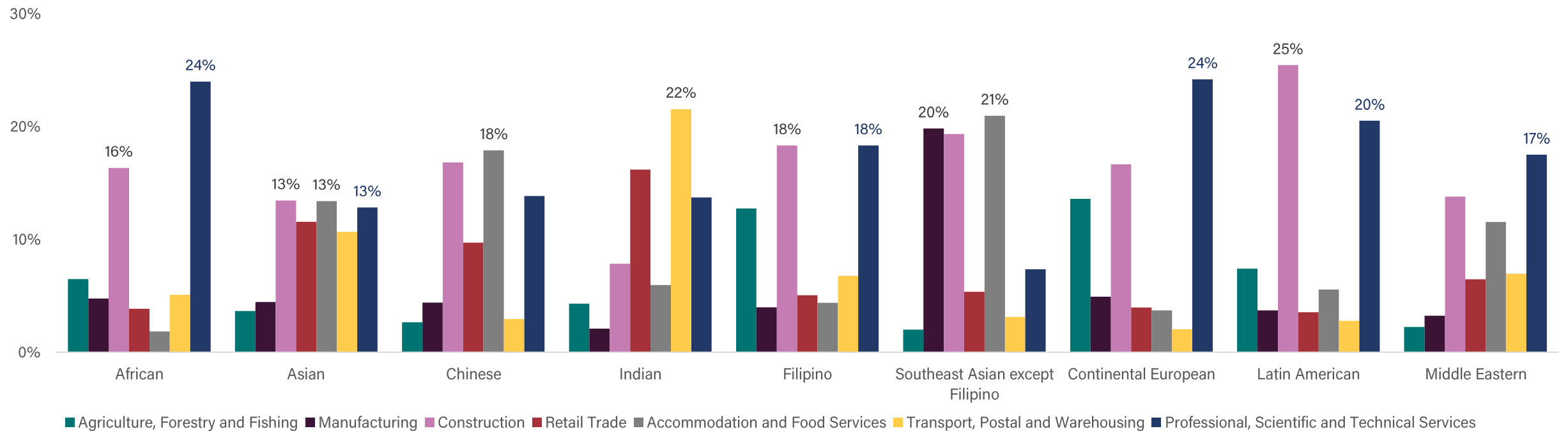
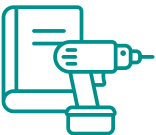
Regional breakdowns

Chinese (65%), Indian (57%) and Middle Eastern (61%) owners cluster in Auckland



Industry variation

In general, Ethnic **business ownership is widely spread** across sectors some groups have larger representation in particular industries



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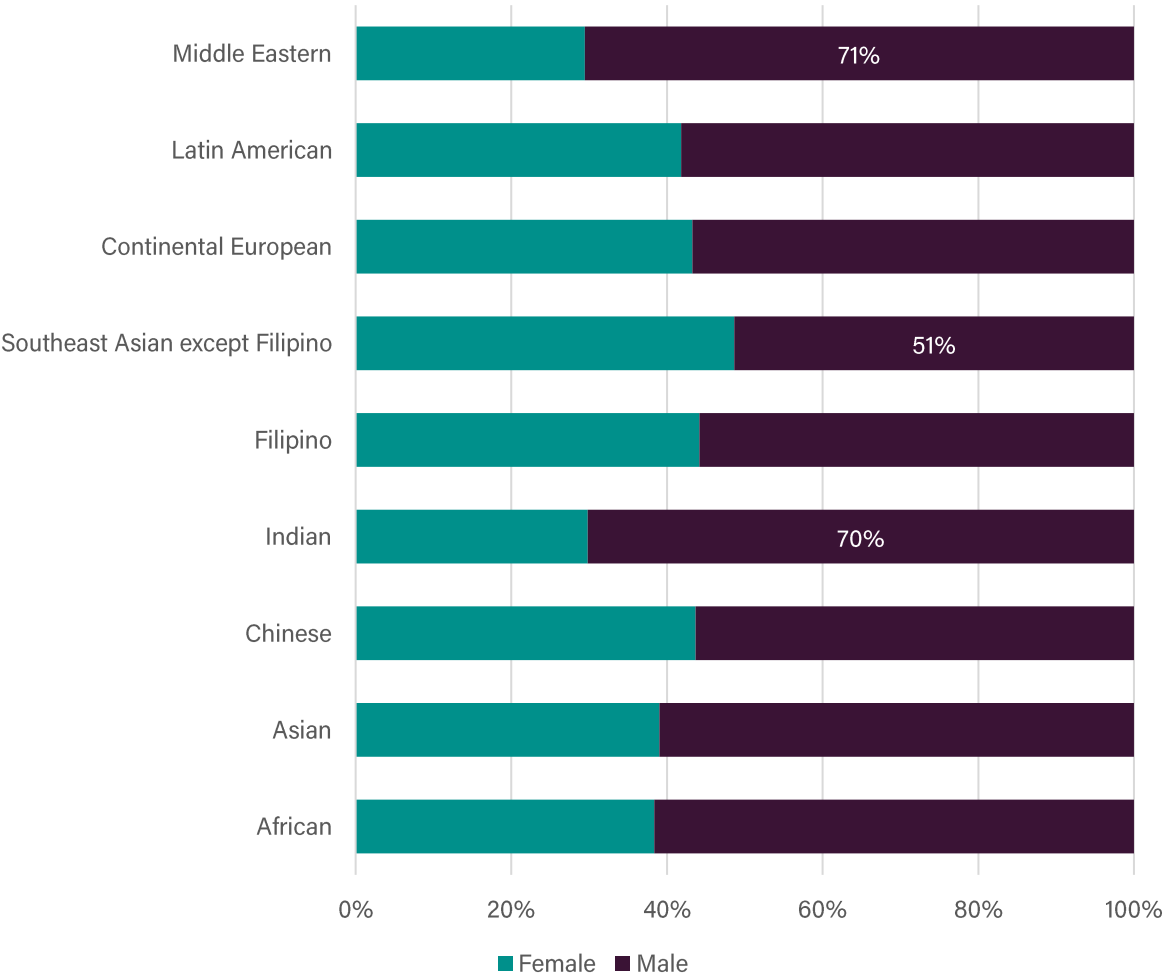


Gender

Middle Eastern and Indian business owners show a notable difference by gender



Proportion of business owners by ethnicity and gender

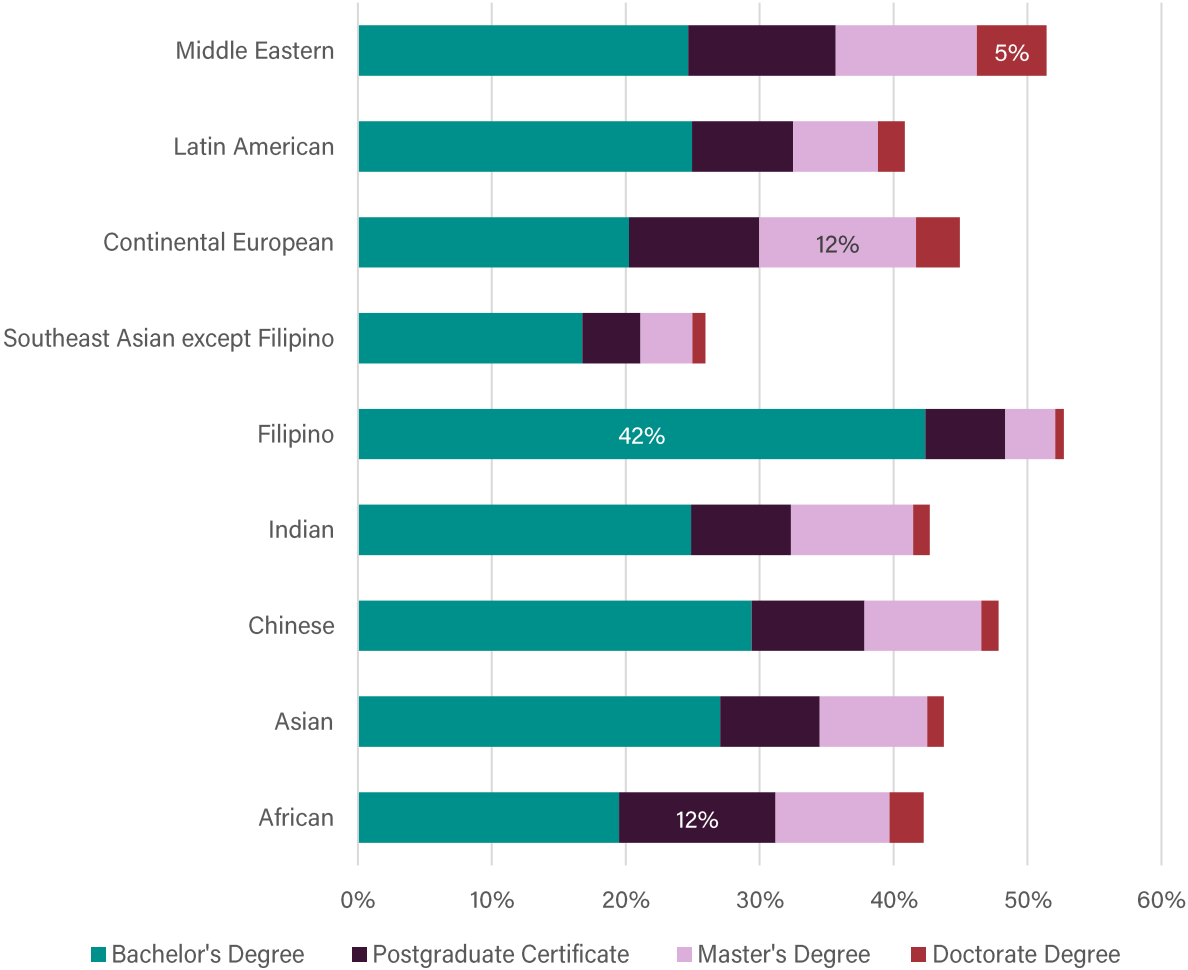


Educational qualifications

Middle Eastern and Filipino business owners have the highest proportion with at least a bachelor's degree



Proportion of business owners by ethnicity and highest educational qualification



Disclaimer

The results presented here are not official statistics. The results have been created for research purposes for this report from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD), which are carefully managed by Stats NZ. For more information about the IDI and LBD please visit <https://www.stats.govt.nz/integrated-data>.

The results are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes and is not related to the data's ability to support Inland Revenue's core operational requirements.

Footnotes

1. "Ethnic business owners" in this factsheet refers to business owners from Ethnic Communities.

For the year ended March 2023