



RESIDENTIAL MARKET REPORT

RENTAL REPORT SEPTEMBER 2025

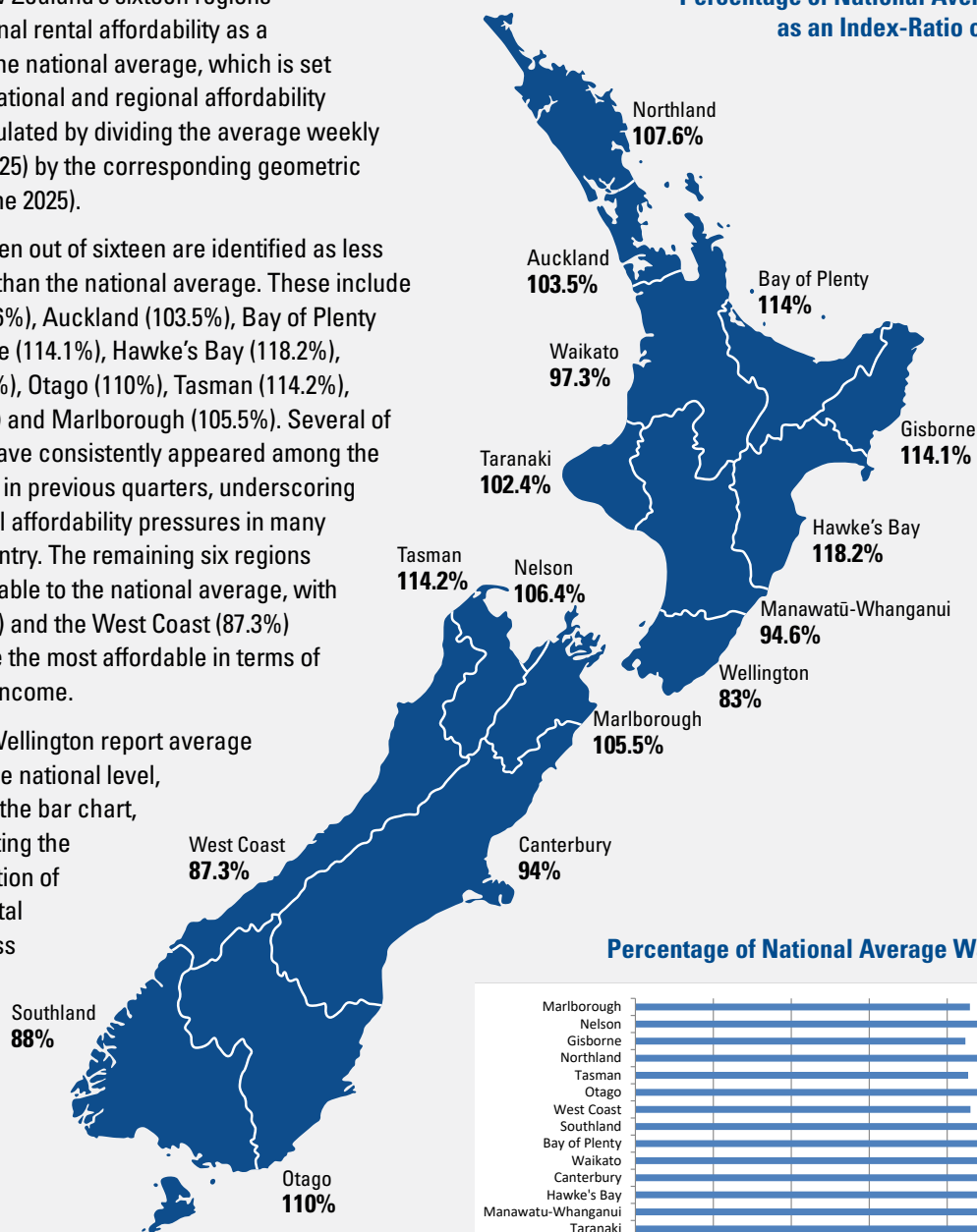
REGIONAL RENTAL MARKET AFFORDABILITY

The map of New Zealand's sixteen regions illustrates regional rental affordability as a percentage of the national average, which is set at 100%. Both national and regional affordability have been calculated by dividing the average weekly wages (June 2025) by the corresponding geometric mean rents (June 2025).

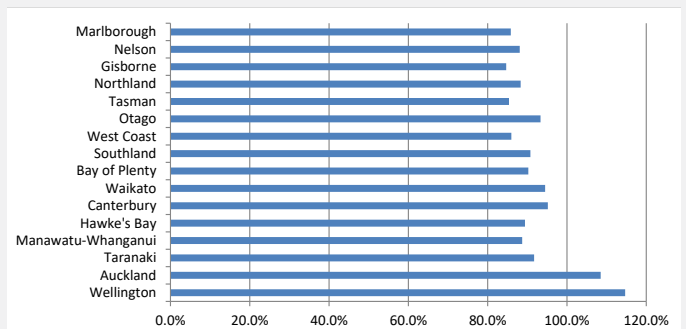
In this quarter, ten out of sixteen are identified as less rent affordable than the national average. These include Northland (107.6%), Auckland (103.5%), Bay of Plenty (114%), Gisborne (114.1%), Hawke's Bay (118.2%), Taranaki (102.4%), Otago (110%), Tasman (114.2%), Nelson (106.4%) and Marlborough (105.5%). Several of these regions have consistently appeared among the least affordable in previous quarters, underscoring persistent rental affordability pressures in many parts of the country. The remaining six regions are more affordable to the national average, with Southland (88%) and the West Coast (87.3%) continuing to be the most affordable in terms of rent relative to income.

Auckland and Wellington report average wages above the national level, as illustrated in the bar chart, further highlighting the uneven distribution of income and rental pressures across regions.

Percentage of National Average by Region:
as an Index-Ratio of Wages/Rents



Percentage of National Average Wages by Region





QUARTERLY CHANGES IN RENTAL AFFORDABILITY INDEX

MARCH 2025 – JUNE 2025

Quarterly Change in Indices (March 2025 – June 2025)

	IMPROVEMENT	DETERIORATION
Northland	1.96%	
Auckland		0.75%
Waikato	2.83%	
Bay of Plenty	3.19%	
Gisborne	16.38%	
Hawke's Bay		3.57%
Taranaki	1.35%	
Manawatu-Wanganui		2.95%
Wellington	5.98%	
West Coast		4.44%
Canterbury		1.54%
Otago		4.74%
Southland	1.69%	
Tasman	3.38%	
Nelson		7.02%
Marlborough	2.98%	
National	0.99%	

Overall, rental affordability improved slightly at the national level, increasing by 0.99% this quarter. At the regional level, the pattern was mixed: nine regions recorded improvements, while seven experienced a decline. The Gisborne region showed the most significant quarterly improvement, driven primarily by a sharp reduction in average rents.

REGIONAL RENTALS

The table (right) summarises rental changes across Aotearoa New Zealand's main regions over both the quarter (March 2025 to June 2025) and the year (June 2024 to June 2025).

Over the past quarter, half of the regions recorded rental increases, while the remaining half experienced declines, resulting in an overall national decline of 0.9%. The most significant quarterly change was observed in Gisborne, where rents decrease sharply by 15.8%, contributing to its marked improvement in rental affordability.

On an annual basis, a slight decline was recorded at the national level. However, regional trends varied considerably. The largest annual increases were seen in the West Coast (16%) and Southland (13.7%), reflecting sustained upward pressure in these markets. These figures highlight the diverse and evolving dynamics of rental markets across Aotearoa New Zealand, with some regions exhibiting volatility and others demonstrating more stable long-term trends.

	June 2024	March 2025	June 2025	Qtrly Change	Annual Change
Northland	\$525	\$543	\$533	-1.8%	1.5%
Auckland	\$643	\$628	\$630	0.3%	-2.0%
Waikato	\$504	\$532	\$516	-3.0%	2.4%
Bay of Plenty	\$603	\$601	\$577	-4.0%	-4.3%
Gisborne	\$543	\$644	\$542	-15.8%	-0.2%
Hawke's Bay	\$604	\$570	\$593	4.0%	-1.8%
Taranaki	\$537	\$541	\$527	-2.6%	-1.9%
Manawatu-Wanganui	\$488	\$458	\$471	2.8%	-3.5%
Wellington	\$566	\$557	\$534	-4.1%	-5.7%
West Coast	\$363	\$406	\$421	3.7%	16.0%
Canterbury	\$501	\$497	\$502	1.0%	0.2%
Otago	\$538	\$539	\$576	6.9%	7.1%
Southland	\$394	\$448	\$448	0.0%	13.7%
Tasman	\$519	\$559	\$547	-2.1%	5.4%
Nelson	\$494	\$489	\$426	7.6%	6.5%
Marlborough	\$476	\$514	\$508	-1.2%	6.7%
National	\$572	\$566	\$561	-0.9%	-1.9%



Quarter and annual changes in average weekly earnings

	3-month change (%)	3-month change (\$)	12-month change (%)	12-month change (\$)
Northland	0.1%	\$1.61	2.5%	\$33.02
Auckland	-0.4%	\$7.23	2.9%	\$47.95
Waikato	-0.2%	\$2.72	3.2%	\$44.88
Bay of Plenty	-0.8%	\$11.76	2.6%	\$35.70
Gisborne	0.7%	\$8.50	3.2%	\$40.96
Hawke's Bay	0.5%	\$6.24	2.0%	\$26.53
Manawatu-Whanganui	-1.2%	\$17.98	3.1%	\$42.95
Taranaki	-0.1%	\$1.48	2.8%	\$36.84
Wellington	2.0%	\$34.36	3.5%	\$59.75
Tasman	-0.7%	\$9.53	3.7%	\$47.37
Nelson	-0.5%	\$7.77	3.0%	\$43.53
Marlborough	2.0%	\$28.79	6.8%	\$91.68
West Coast	1.7%	\$23.70	5.0%	\$67.47
Canterbury	1.3%	\$16.73	3.9%	\$49.87
Otago	0.5%	\$6.89	3.8%	\$49.47
Southland	1.9%	\$24.34	2.4%	\$31.56
All Regions	0.1%	\$1.63	3.2%	\$47.52

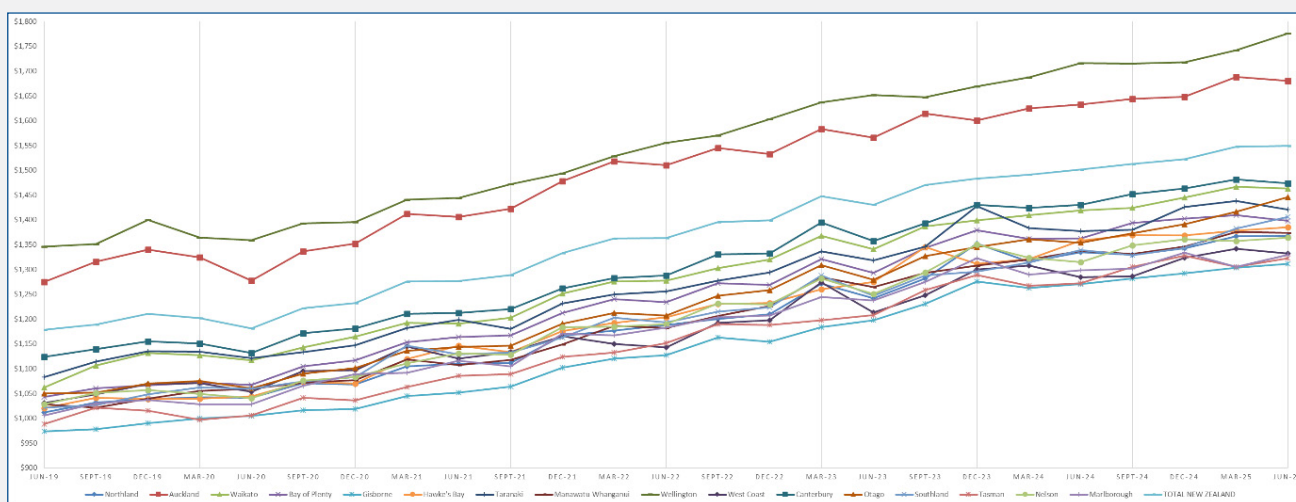
Average incomes across Aotearoa New Zealand increased slightly by 0.1% over the quarter from March 2025 to June 2025. Nine regions recorded an upward trend in weekly wages, while the remaining seven experienced a slight decline.

On an annual basis (June 2024 to June 2025), average incomes increased across all sixteen regions, indicating broad-based income growth nationwide. The strongest year-on-year increase was recorded in Marlborough, where average weekly wages rose by 6.8% (\$91.68).

These figures reflect a pattern of steady national income growth, though regional variations remain evident, highlighting the differing economic conditions and labour market dynamics across the country.

Quarterly Average Earnings June 2019 – June 2025

(Source: Statistics New Zealand, Monthly Employment Indicator)





DATA SOURCES

This publication has been developed from private sector rental data supplied by the Ministry of Business Innovation and Employment (Bond Centre). Information on wage rates, demographics and the structure of the rental housing stock is drawn from Statistics NZ data. House price information has been extracted from Real Estate Institute New Zealand (REINZ).

TERMINOLOGY

Geometric mean rents are used in this publication as a better measure of rental trends than median and average rents because rents at the top end of the market are down weighted. For example, take three numbers 2, 3, and 6.

The average is 3.66, the median is 3 and the geometric mean is 3.3. To calculate the geometric mean multiply the three numbers together and then calculate the cubed root.

REAL ESTATE ANALYSIS UNIT (REAU):

The REAU delivers cutting-edge academic consultancy for a wide range of public, private, not-for-profit, and partnership-based projects. As Director of the REAU, Dr Arshad Javed is available to speak to the media on issues related to home and rental affordability, offering expert insights in his role as both a critic and conscience of society.

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