

Arts and Creative Sector Profile 2022

Infometrics report summary

Since 2020, Manatū Taonga has measured the economic characteristics of the arts and creative sector using custom profiles of business and employment data supplied by Infometrics Ltd. The following figures present the latest available data for the year to March 2022.

\$14.9 billion
or 4.2% GDP

contribution of the arts and creative sector to New Zealand's total economy, the highest recorded contribution to date.

10% growth

in arts and creative sector GDP contribution from the prior year – almost double the growth of the total economy (5.3%).

35,955

Businesses in the arts and creative sector.



115,114

people have primary employment in the arts and creative sector.

3.8% growth in arts and creative sector employment in 2022.

10,754

Māori hold primary employment in the arts and creative sector.

32%

of people with primary jobs in the sector are self-employed—twice that of the total economy (16.2%).

GDP change over time

Year	Annual GDP (billions)	% change from prior year	% of total NZ GDP
2000	\$6.54b		3.32%
2010	\$9.53b	-1.0%	3.72%
2020	\$13.55b	4.6%	3.97%
2021	\$13.56b	0.1%	3.99%
2022	\$14.91b	10.0%	4.17%

What regions do people work in?

