Global Innovation Index 2025

New Zealand ranking in the Global Innovation Index 2025

New Zealand ranks 26th among the 139 economies featured in the GII 2025.

The Global Innovation Index (GII) ranks world economies according to their innovation capabilities. Consisting of roughly 80 indicators, grouped into innovation inputs and outputs, the GII aims to capture the multi-dimensional facets of innovation.

New Zealand ranks 25th among the 54 High-income group economies.

New Zealand ranks 7th among the 17 economies in South East Asia, East Asia, and Oceania.

New Zealand GII Ranking (2020-2025)

The table shows the rankings of New Zealand over the past six years. Data availability and changes to the GII model framework influence year-on-year comparisons of the GII rankings. The statistical confidence interval for the ranking of New Zealand in the GII 2025 is between ranks 25 and 31.

Year	GII Position	Innovation Inputs	Innovation Outputs
2020	26th	19th	33rd
2021	26th	19th	32nd
2022	24th	23rd	28th
2023	27th	24th	31st
2024	25th	21st	34th
2025	26th	22nd	34th

New Zealand performs worse in innovation outputs than innovation inputs in 2025.

This year New Zealand ranks 22nd in innovation inputs. This position is lower than last year.

New Zealand ranks 34th in innovation outputs. This position is the same as last year.

New Zealand has no clusters in the world's top innovation clusters of the Global Innovation Index.

Global Innovation Index 2025

> Global Innovation Tracker

The Global Innovation Tracker 2025 shows what is the current state of innovation in New Zealand, how rapidly is technology being embraced and what are the resulting societal impacts.

For New Zealand, 7 indicators have improved in the short-term and 4 indicators have worsened.

Science and innovation investment

	Scientific publications	R&D investments	Venture capital deal numbers	International patent filings
Short term	▼ -1.2 % 2023 - 2024	▲ 4.1 % 2019 - 2021	▼ -0.9 % 2023 - 2024	▲ 2.9 % 2023 - 2024
Long term (annual growth)	▲ 1.1 % 2014 - 2024	▲ 4.8 % 2011 - 2021	▲ 1.6 % 2020 - 2024	▼ -1.9 % 2014 - 2024

Technology adoption

	Safe sanitation	Connectivity		Robots	Electric vehicles
		Fixed broadband	5G		
Short term	0% 2023 - 2024	▲ 5.1% 2022 - 2023	▲ 92.5% 2022 - 2023	▲ 0.1% 2022 - 2023	▲ 22.8% 2023 - 2024
Long term (annual growth)	▲ 0.1% 2014 - 2024	▲ 4.1% 2013 - 2023	n/a	▲ 6.1% 2013 - 2023	▲ 75.4% 2014 - 2024
Penetration	88.8 per 100 inhabitants in 2024	37.9 per 100 inhabitants in 2023	26.8 per 100 inhabitants in 2023	n/a	3.3 per 100 cars in 2024

Socioeconomic impact

	Labor productivity	Life expectancy	Temperature change
Short term	▼ -0.8 % 2023 - 2024	▲ 1.3 % 2022 - 2023	+ 0.6 °C 2024
Long term (annual growth)	▲ 0.7 % 2014 - 2024	▲ 0.1 % 2013 - 2023	+ 0.4 °C 2014
Level	101,957.5 USD in 2024	82.1 years in 2023	n/a

Notes: Not all indicators of the Global Innovation Tracker are used to calculate the Global Innovation Index. Long-term annual growth refers to the compound annual growth rate (CAGR) over the indicated period. For each variable, a one-year growth rate is set for the short run, and ten-year CAGR is set for the long run; time windows might differ when gaps exist in data availability. The end period corresponds to the most recent available observation, which may differ among countries. Temperature change is an exception: it indicates the change in degrees Celsius with respect to the average temperature in the countries. from 1951–1980. Figures are rounded.

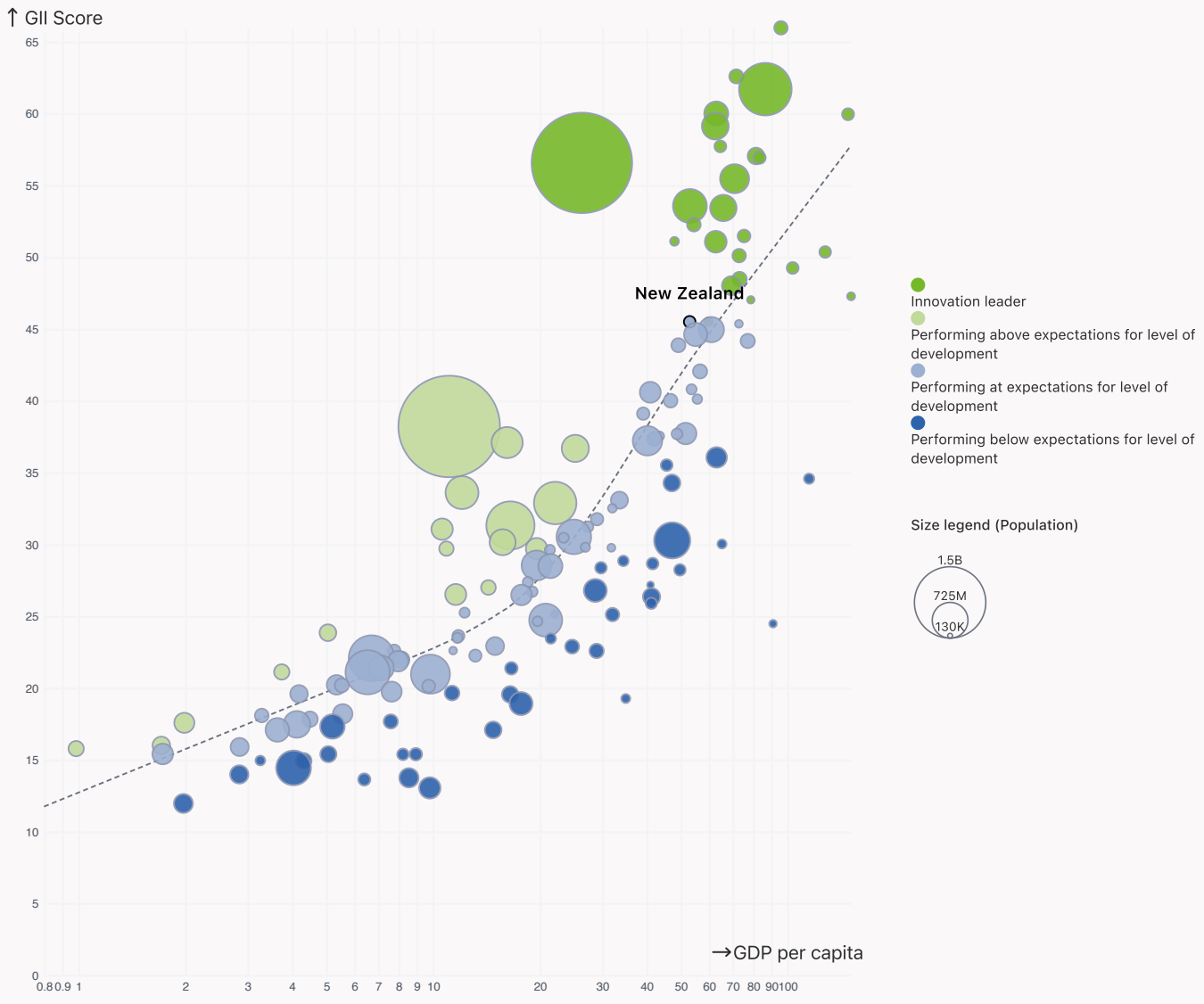
Global Innovation Index 2025

Expected vs. Observed Innovation Performance

The bubble chart below shows the relationship between income levels (GDP per capita) and innovation performance (GII score). The trend line gives an indication of the expected innovation performance according to income level. Economies appearing above the trend line are performing better than expected and those below are performing below expectations.

Relative to GDP New Zealand performs at expectations for its level of development.

> Innovation overperformers relative to their economic development



Global Innovation Index 2025

Effectively translating innovation investments into innovation outputs

The chart below shows the relationship between innovation inputs and innovation outputs. Economies above the line are effectively translating costly innovation investments into more and higher-quality outputs.

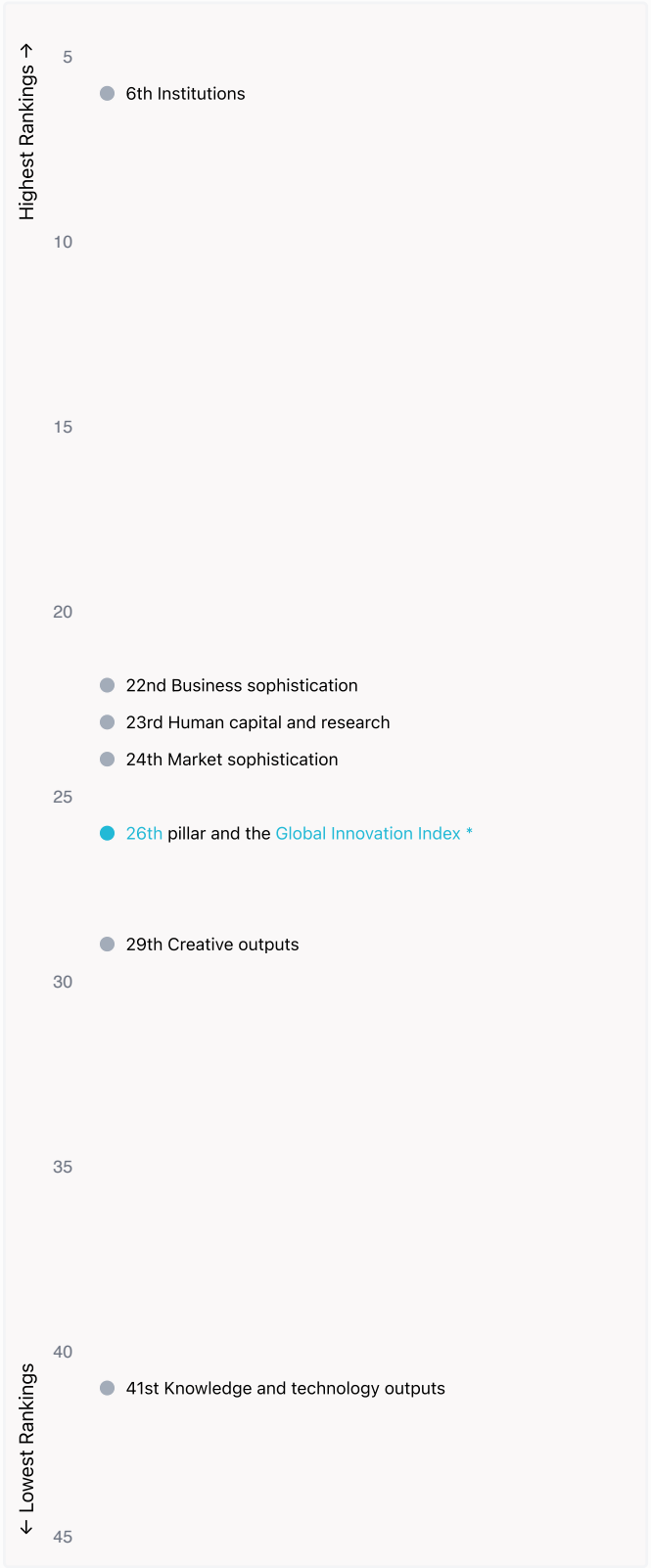
New Zealand produces less innovation outputs relative to its level of innovation investments.

> Relationship between innovation inputs and outputs

Global Innovation Index 2025

Overview of New Zealand's rankings in the seven areas of the GII in 2025

The chart shows the ranking for each of the seven areas that the GII comprises. The strongest areas for New Zealand are those that rank above the GII (shown in blue) and the weakest are those that rank below.



Highest Rankings

New Zealand ranks highest in Institutions (6th), Business sophistication (22nd), Human capital and research (23rd) and Market sophistication (24th).

Lowest Rankings

New Zealand ranks lowest in Knowledge and technology outputs (41st), Creative outputs (29th) and Infrastructure, GII Index (26th).

* Infrastructure

The full WIPO Intellectual Property Statistics profile for New Zealand can be found on https://www.wipo.int/edocs/statistics-country-profile/en/nz.pdf

Global Innovation Index 2025

Benchmark of New Zealand against other economy groupings for each of the seven areas of the GII Index

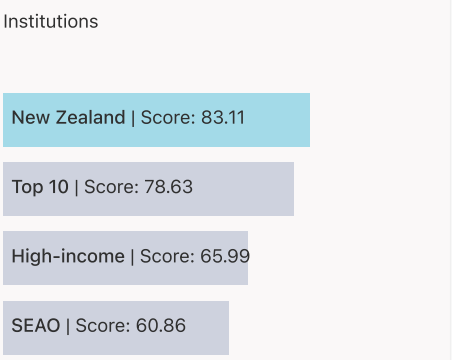
The charts shows the relative position of New Zealand (blue bar) against other economy groupings (grey bars)

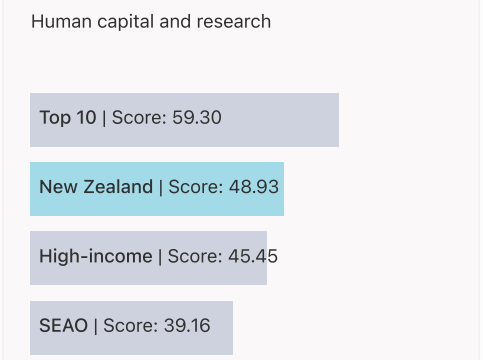
High-income economies

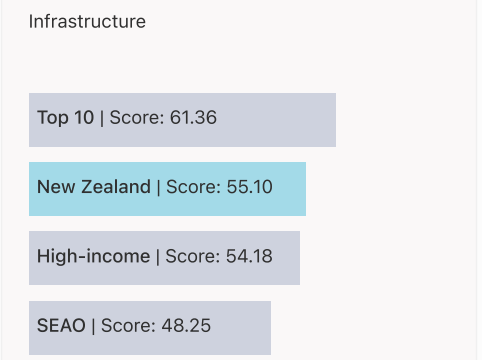
New Zealand performs above the High-income group average in Institutions, Human capital and research, Infrastructure, Market sophistication, Business sophistication, Creative outputs.

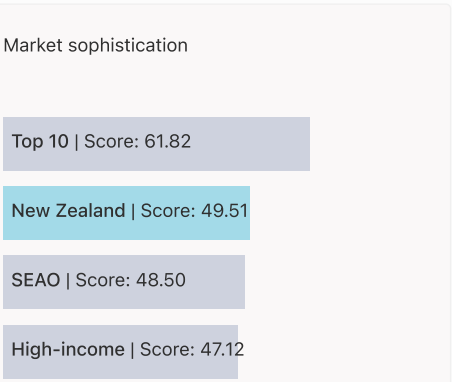
South East Asia, East Asia, and Oceania

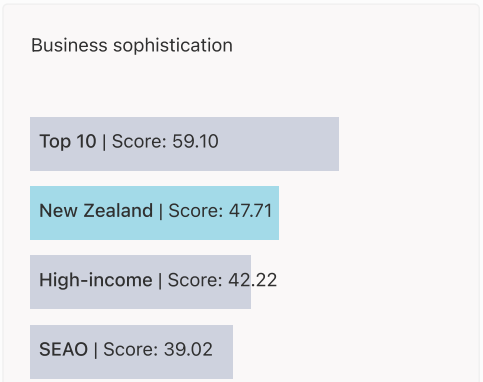
New Zealand performs above the regional average in Institutions, Human capital and research, Infrastructure, Market sophistication, Business sophistication, Creative outputs.

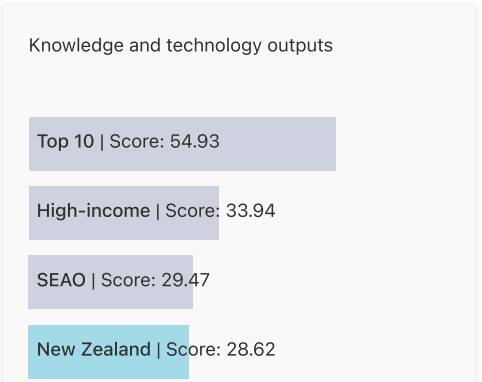


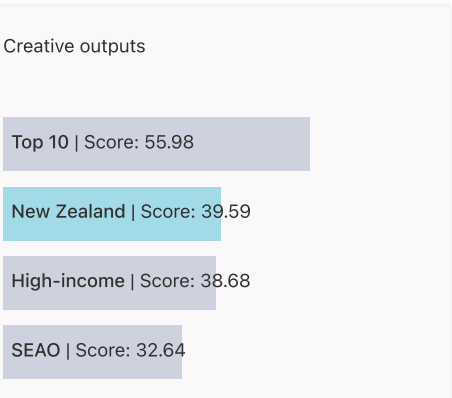












Global Innovation Index 2025

Innovation strengths and weaknesses in New Zealand

The table below gives an overview of the indicator strengths and weaknesses of New Zealand in the GII 2025.

New Zealand's best-ranked innovation strengths are **Operational stability for businesses*** (rank 3), **Regulatory quality*** (rank 4) and **School life expectancy, years** (rank 6).

Strengths

Rank	Code	Indicator name
3	1.1.1	Operational stability for businesses*
4	1.2.1	Regulatory quality*
6	2.1.3	School life expectancy, years
8	4.3.1	Applied tariff rate, weighted avg., %
8	3.1.3	Government's online service*
9	4.1.2	Domestic credit to private sector, % GDP
9	1.2.2	Rule of law*
12	5.3.3	ICT services imports, % total trade
13	7.3.2	GitHub commits/mn pop. 15–69
13	6.3.1	Intellectual property receipts, % total trade

Weaknesses

Rank	Code	Indicator name
97	6.2.1	Labor productivity growth, %
85	5.1.3	Youth demographic dividend, %
83	5.3.4	FDI net inflows, % GDP
83	4.3.2	Domestic industry diversification
80	2.1.5	Pupil–teacher ratio, secondary
68	6.2.4	High-tech manufacturing
64	7.2.2	National feature films/mn pop. 15–69
61	2.2.2	Graduates in science and engineering, %
60	2.1.2	Government funding/pupil, secondary, % GDP/cap
53	6.2.2	Unicorn valuation, % GDP

Global Innovation Index 2025

New Zealand's innovation system

As far as practicable, the plots below present unscaled indicator data.

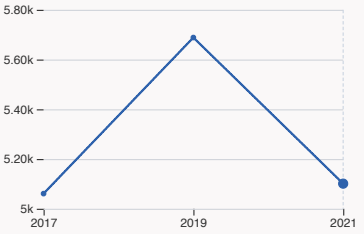
Innovation inputs in New Zealand

2.1.1 Expenditure on education

was equal to 5.23 % GDP in 2022, down by 0.32 percentage points from the year prior – and equivalent to an indicator rank of 32.

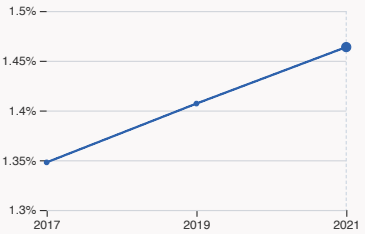
2.2.2 Graduates in science and engineering

was equal to 23.01 % of total graduates in 2022, up by 0.27 percentage points from the year prior – and equivalent to an indicator rank of 61.



2.3.1 Researchers

was equal to 5101.04 FTE per million population in 2021, down by 10.33% from the year prior – and equivalent to an indicator rank of 21.

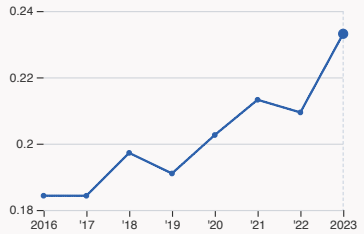


2.3.2 Gross expenditure on R&D

was equal to 1.46 % GDP in 2021, up by 0.06 percentage points from the year prior – and equivalent to an indicator rank of 30.

2.3.4 QS university ranking

was equal to an average score of 52.2 for the top three universities in 2024, up by 1.95% from the year prior – and equivalent to an indicator rank of 20.

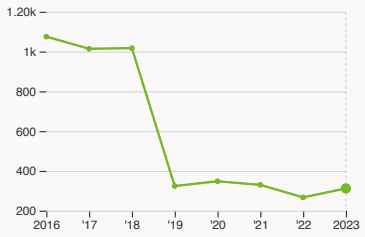


4.3.2 Domestic industry diversification

was equal to an index score of 0.23 in 2023, up by 11.32% from the year prior – and equivalent to an indicator rank of 83.

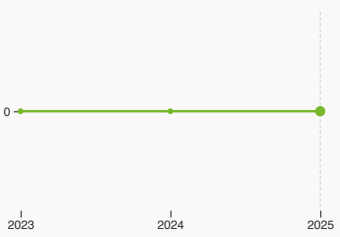
Global Innovation Index 2025

Innovation outputs in New Zealand



6.1.1 Patents by origin

was equal to 312 patents in 2023, up by 16.85% from the year prior – and equivalent to an indicator rank of 50.

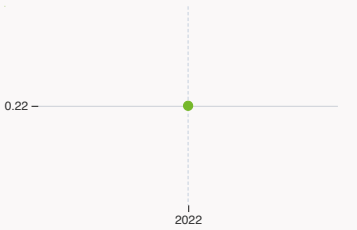


6.2.2 Unicorn valuation

The country does not have unicorns in 2025.

6.2.4 High-tech manufacturing

was equal to 13.54 high-tech manufacturing output in billion USD in 2023, up by 4.88% from the year prior – and equivalent to an indicator rank of 68.

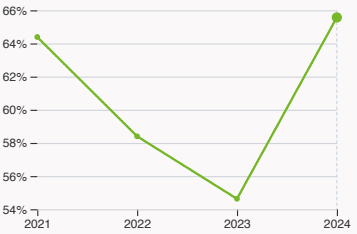


6.3.2 Production and export complexity

was equal to a score of 0.22 in 2022 – and equivalent to an indicator rank of 50.

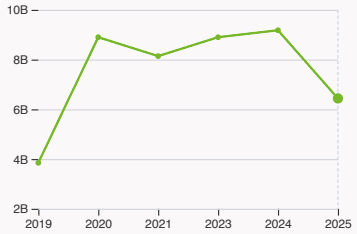
6.3.3 High-tech exports

was equal to 1.28 billion USD in 2023, down by 0.78% from the year prior – and equivalent to an indicator rank of 61.



7.1.1 Intangible asset intensity, top 15

was equal to 65.57 % for the top 15 companies in 2024, up by 10.94 percentage points from the year prior – and equivalent to an indicator rank of 22.



7.1.3 Global brand value, top 5,000

was equal to 6.44 billion USD for the brands in the top 5,000 in 2025, down by 29.85% from the year prior – and equivalent to an indicator rank of 42.

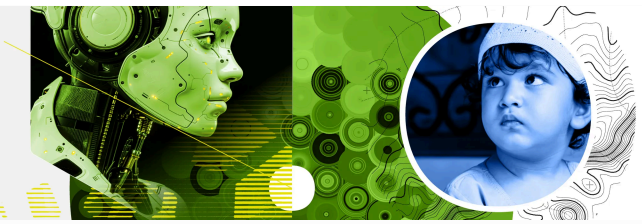
7.2.2 National feature films

was equal to 6 films in 2023, down by 25% from the year prior – and equivalent to an indicator rank of 64.

7.3.3 Mobile app creation

was equal to 89.18 million global downloads of mobile apps in 2024, down by 10.97% from the year prior – and equivalent to an indicator rank of 50.

Global Innovation Index 2025



New Zealand's innovation top performers

Data not available for 6.2.2 Top Unicorn Companies.

Disclaimer: This section contains only the top performers per country. For the complete list, please visit the GII Innovation Ecosystems and Data Explorer website.

2.3.3 Global corporate R&D investors from New Zealand

Rank	Firm	Industry	R&D [mn EUR]	R&D Growth [%]	R&D Intensity [%]
1	XERO	Software & Computer Services	215	-8	23
2	FISHER & PAYKEL HEALTHCARE	Health Care Equipment & Services	112	15	12

Source: WIPO, based on European Commission's Joint Research Centre (https://iri.jrc.ec.europa.eu/scoreboard/2024-eu-industrial-rd-investment-scoreboard) and Orbis database (https://www.moodys.com/web/en/us/capabilities/company-reference-data/orbis.html).
Note: Data is based on the 2024 EU Industrial R&D Investment Scoreboard from the European Commission's Joint Research Centre, which ranks the top 2,000 firms by R&D investment annually. For countries not represented in the Scoreboard, companies from Orbis with R&D expenditure above USD 50 million were identified and used to complement the dataset.

2.3.4 QS university ranking of New Zealand's top universities

Rank	University	Score
65	THE UNIVERSITY OF AUCKLAND	69.70
214	UNIVERSITY OF OTAGO	44.40
235	UNIVERSITY OF WAIKATO	42.50

Source: QS Quacquarelli Symonds Ltd (https://www.topuniversities.com/university-rankings/world-university-rankings/2024).
Note: QS Quacquarelli Symonds Ltd annually assesses over 1,200 universities across the globe and scores them between [0,100]. Ranks can represent a single value 'x', a tie 'x=' or a range 'x-y'.

5.2.3 University industry and international engagement, top 5 universities

Rank	University	Score
1	UNIVERSITY OF AUCKLAND	87.95
2	MASSEY UNIVERSITY	82.85
3	UNIVERSITY OF WAIKATO	80.45

Source: Times Higher Education (THE), World University Rankings 2025.
Note: Rank corresponds to within economy ranks. The score is calculated as the average of the International Outlook score (encompassing international staff, students, and co-authorship) and the industry score (reflecting industry income and patent citations). The 2025 ranking corresponds to data from the academic year that ended in 2022.

7.1.1 Top 15 intangible-asset intensive companies in New Zealand

Rank	Firm	Intensity, %
1	XERO LIMITED	98.23
2	FISHER & PAYKEL HEALTHCARE CORPORATION LIMITED	90.37
3	INFRATIL LIMITED	43.01

Source: Brand Finance (https://brandirectory.com/reports/gift-2024).
Note: Brand Finance only provides within economy ranks.

7.1.3 Top 5,000 companies in New Zealand with highest global brand value

Rank	Brand	Industry	Brand Value, mn USD
1	NZMP	Food	948.3
2	SPARK	Telecoms	733.6
3	ANCHOR	Food	675.3

Source: Brand Finance (https://brandirectory.com).
Note: Rank corresponds to within economy ranks.

New Zealand

GII 2025 rank **26**

Output rank	Input rank	Income	Region	Population (mn)	GDP, PPP$ (bn)	GDP per capita, PPP$
34	22	High	South East Asia, East Asia, and Oceania	5.2	283.9	52,983.1

	Score / Value	Rank	
Institutions	**83.1**	**6**	
1.1 Institutional environment	**86.3**	**7**	
1.1.1 Operational stability for businesses*	92	3	●
1.1.2 Government effectiveness*	80.7	15	
1.2 Regulatory environment	**92.2**	**5**	
1.2.1 Regulatory quality*	90.8	4	●
1.2.2 Rule of law*	93.7	9	●
1.3 Business environment	**70.8**	**[17]**	
1.3.1 Policy stability for doing business†	70.8	22	
1.3.2 Entrepreneurship policies and culture†	n/a	n/a	
Human capital and research	**48.9**	**23**	
2.1 Education	**61.7**	**33**	
2.1.1 Expenditure on education, % GDP	5.2	32	
2.1.2 Government funding/pupil, secondary, % GDP/cap	16.7	60	○
2.1.3 School life expectancy, years	19.1	6	●
2.1.4 PISA scales in reading, maths and science	494.7	12	
2.1.5 Pupil–teacher ratio, secondary	14.8	80	○ ◇
2.2 Tertiary education	**41.4**	**28**	
2.2.1 Tertiary enrolment, % gross	76.4	33	
2.2.2 Graduates in science and engineering, %	23	61	○
2.2.3 Tertiary inbound mobility, %	14.9	16	
2.3 Research and development (R&D)	**43.7**	**23**	
2.3.1 Researchers, FTE/mn pop.	5,101	21	
2.3.2 Gross expenditure on R&D, % GDP	1.5	30	
2.3.3 Global corporate R&D investors, top 3, mn USD	49.4	35	
2.3.4 QS university ranking, top 3*	53.5	20	
Infrastructure	**55.1**	**26**	
3.1 Information and communication technologies (ICTs)	**89**	**29**	
3.1.1 ICT access*	92.9	50	
3.1.2 ICT use*	80.6	56	
3.1.3 Government's online service*	93.4	8	●
3.2 General infrastructure	**47.5**	**29**	
3.2.1 Electricity output, GWh/mn pop.	8,506.7	17	
3.2.2 Logistics performance*	68.2	25	
3.2.3 Gross capital formation, % GDP	24.6	52	
3.3 Ecological sustainability	**28.8**	**44**	
3.3.1 GDP/unit of energy use	11	66	
3.3.2 Low-carbon energy use, %	42.3	20	
3.3.3 ISO 14001 environment/bn PPP$ GDP	1.5	58	
Market sophistication	**49.5**	**24**	
4.1 Credit	**55.9**	**[20]**	
4.1.1 Finance for startups and scaleups†	n/a	n/a	
4.1.2 Domestic credit to private sector, % GDP	142.6	9	●
4.1.3 Loans from microfinance institutions, % GDP	n/a	n/a	
4.2 Investment	**21.4**	**30**	
4.2.1 Market capitalization, % GDP	50.1	38	
4.2.2 Venture capital (VC) received, deal count/bn PPP$ GDP	0.5	15	
4.2.3 Late-stage VC deal count, % global VC	0.1	28	
4.2.4 VC investors, deal count/bn PPP$ GDP	0.5	24	
4.2.5 VC investor co-participation/bn PPP$ GDP	0.3	23	
4.3 Trade, diversification and market scale	**71.3**	**59**	
4.3.1 Applied tariff rate, weighted avg., %	0.7	8	●
4.3.2 Domestic industry diversification	65.6	83	○ ◇
4.3.3 Domestic market scale, bn PPP$	283.9	65	

	Score / Value	Rank	
Business sophistication	**47.7**	**22**	
5.1 Knowledge workers	**44.9**	**37**	
5.1.1 Knowledge-intensive employment, %	n/a	n/a	
5.1.2 Females employed w/advanced degrees, %	21.5	30	
5.1.3 Youth demographic dividend, %	30.6	85	○
5.1.4 GERD performed by business, % GDP	0.9	29	
5.1.5 GERD financed by business, %	50.1	26	
5.2 Innovation linkages	**55.9**	**19**	
5.2.1 Public research–industry co-publications, %	4.2	20	
5.2.2 University–industry R&D collaboration†	61.5	19	
5.2.3 University industry & international engagement, top 5*	75.1	20	
5.2.4 State of cluster development†	79.2	20	
5.2.5 Patent families/bn PPP$ GDP	1.2	25	
5.3 Knowledge absorption	**42.3**	**24**	
5.3.1 Intellectual property payments, % total trade	1.6	21	
5.3.2 High-tech imports, % total trade	12.3	21	
5.3.3 ICT services imports, % total trade	3.5	12	●
5.3.4 FDI net inflows, % GDP	2.2	83	○
5.3.5 Research talent, % in businesses	46.2	30	
Knowledge and technology outputs	**28.6**	**41**	
6.1 Knowledge creation	**37.2**	**25**	
6.1.1 Patents by origin/bn PPP$ GDP	1.1	50	
6.1.2 PCT patents by inventor origin/bn PPP$ GDP	1.1	21	
6.1.3 Utility models by origin/bn PPP$ GDP	-	-	
6.1.4 Scientific and technical articles/bn PPP$ GDP	29.9	15	
6.1.5 Citable documents H-index	35.3	27	
6.2 Knowledge impact	**20.8**	**90**	
6.2.1 Labor productivity growth, %	0.1	97	○
6.2.2 Unicorn valuation, % GDP	0	53	○ ◇
6.2.3 Software spending, % GDP	0.2	57	
6.2.4 High-tech manufacturing	17.5	68	○
6.3 Knowledge diffusion	**27.9**	**49**	
6.3.1 Intellectual property receipts, % total trade	1.8	13	●
6.3.2 Production and export complexity	53.9	50	
6.3.3 High-tech exports, % total trade	2.1	61	
6.3.4 ICT services exports, % total trade	1.9	64	
6.3.5 ISO 9001 quality/bn PPP$ GDP	3.6	68	
Creative outputs	**39.6**	**29**	
7.1 Intangible assets	**38.3**	**39**	
7.1.1 Intangible asset intensity, top 15, %	65.6	22	
7.1.2 Trademarks by origin/bn PPP$ GDP	73.5	17	
7.1.3 Global brand value, top 5,000, % GDP	2.4	42	
7.1.4 Industrial designs by origin/bn PPP$ GDP	1.1	63	
7.2 Creative goods and services	**19.2**	**55**	
7.2.1 Cultural and creative services exports, % total trade	0.5	51	
7.2.2 National feature films/mn pop. 15–69	1.7	64	○
7.2.3 Entertainment and media market/th pop. 15–69	51.5	11	
7.2.4 Creative goods exports, % total trade	0.5	68	
7.3 Online creativity	**62.6**	**18**	
7.3.1 Top-level domains (TLDs)/th pop. 15–69	51.2	17	
7.3.2 GitHub commits/mn pop. 15–69	67.4	13	●
7.3.3 Mobile app creation/bn PPP$ GDP	69.2	50	

NOTES: ● indicates a strength ○ a weakness ◆ an income group strength ◇ an income group weakness * an index † a survey question 🕓 that the economy's data is outdated. Square brackets [ ] indicate the the data minimum coverage (DMC) requirements were not met at the sub-pillar or pillar level, n/a represents missing values, a dash - indicates an indicator which is not relevant to this economy and thus not considered for DMC thresholds.

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Data Availability

The following tables list indicators that are either missing or outdated for New Zealand.

New Zealand has missing data for five indicators and outdated data for eight indicators.

Missing data for New Zealand

Code	Indicator name	Economy year	Model year	Source
1.3.2	Entrepreneurship policies and culture†	n/a	2024	Global Entrepreneurship Monitor
4.1.1	Finance for startups and scaleups†	n/a	2024	Global Entrepreneurship Monitor
4.1.3	Loans from microfinance institutions, % GDP	n/a	2023	International Monetary Fund, Financial Access Survey (FAS)
5.1.1	Knowledge-intensive employment, %	n/a	2024	International Labour Organization
6.1.3	Utility models by origin/bn PPP$ GDP	n/a	2023	World Intellectual Property Organization; International Monetary Fund

Outdated data for New Zealand

Code	Indicator name	Economy year	Model year	Source
2.1.1	Expenditure on education, % GDP	2022	2023	UNESCO Institute for Statistics
2.3.1	Researchers, FTE/mn pop.	2021	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
2.3.2	Gross expenditure on R&D, % GDP	2021	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
5.1.2	Females employed w/advanced degrees, %	2020	2024	International Labour Organization
5.1.4	GERD performed by business, % GDP	2021	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
5.1.5	GERD financed by business, %	2021	2022	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
5.3.5	Research talent, % in businesses	2021	2023	UNESCO Institute for Statistics; Eurostat; OECD; RICYT
7.2.1	Cultural and creative services exports, % total trade	2022	2023	World Trade Organization, Organisation for Economic Co-operation and Development; United Nations Conference on Trade and Development

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About the Global Innovation Index

- The Global Innovation Index (GII) is published by the World Intellectual Property Organization (WIPO), a specialized agency of the United Nations.
- Recognizing that innovation is a key driver of economic development, the GII aims to provide an innovation ranking and rich analysis referencing around 140 economies. Over the last decade, the GII has established itself as both a leading reference on innovation and a "tool for action" for economies that incorporate the GII into their innovation agendas.

The Index is a ranking of the innovation capabilities and results of world economies. It measures innovation based on criteria that include institutions, human capital and research infrastructure, credit, investment, linkages, the creation, absorption and diffusion of knowledge and creative outputs.

The GII has two sub-indices: the Innovation Input Sub-Index and the Innovation Output Sub-Index, and seven pillars, each consisting of three sub-pillars.