



New Zealand Asthma Facts

635,000

Kiwis take medication or asthma

1 in 8

Kiwis have asthma



99,000

Kiwi kids aged 2-14 years old were diagnosed with asthma last year*



7,530+

Kiwi kids hospitalised due to asthma in a year

*Environmental Health Intelligence New Zealand surveillance report 2025



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Sensitive Choice

Empowering people to live better with asthma and allergies.

The Sensitive Choice blue butterfly helps to identify products with the potential to benefit people living with asthma or allergies. These products are proudly recognised as asthma friendly or allergy aware.

