

CHANGE IN SPENDING

Note: Calculations exclude spending on fuel

LAST 7 DAYS VS. SAME WEEK LAST YEAR	
SPENDING	+2.45%
TRANSACTIONS	+3.04%

LAST 30 DAYS VS. SAME PERIOD LAST YEAR	
SPENDING	+2.93%
TRANSACTIONS	+4.02%

LAST 52 WEEKS VS. SAME WEEKS YEAR PRIOR	
SPENDING	+3.57%
TRANSACTIONS	+4.17%




THIS WEEK AT A GLANCE

Dropping fuel prices bringing spending back to norm

July looks to have gotten off to a relatively average start for consumer activity. Spending was up 2.45% on the same week last year, while transactions were up 3.04%.

Fuel experienced one of the quietest weeks we have seen for a while - spending was up just 1.3%, following price drops around the country. Fuel prices last week were down 1.7% on the equivalent week last year, so the small increase in spending suggests Kiwis were only using slightly more petrol, despite the lower prices.

Going up

 Hardware and homeware	+13.0%
 Takeaways	+10.9%
 Sports and camping equipment	+9.4%



Winter chill heating up some retailers

Now that winter is well and truly upon us, we are starting to see consumer spending habits shift slightly, potentially as a result of the cooler weather.

Last week, hardware and homeware stores saw spending up 13%, a big jump from the 4% average of the last six months. Transaction growth was only 2.7% for the week, indicating consumers were making much higher value purchases than usual, rather than making more purchases.

Warmth and dampness of NZ houses has been a topical issue in the media in recent weeks, highlighting the health risks of living in cold and damp homes. Temperatures have also dropped considerably over the last few weeks, and the first six months of the year were actually 1.4° colder than the same time last year (according to NIWA). Combining these factors, the jump in spending at hardware and homeware stores may be from Kiwis stocking up on home heating solutions.

Electricity prices have also been in the news, as dropping hydro lake levels have further increased power bills for some households, during already expensive winter months. With more cold weather on the way, it will be interesting to see if consumer spending habits change as usually higher winter power bills start coming through.

NB: The BNZ Marketview Consumer Spending Series provides a measure of national consumer spending trends in the core retail categories (excluding fuel). It is based on the monthly credit and debit card spending of BNZ customers. It includes GST, but excludes other forms of electronic transactions such as overseas cards, gift cards, corporate and fuel cards. Numbers reported are actual values and volumes i.e. not seasonally or inflation adjusted. Accordingly the series may differ from other electronic transaction data reports.

Disclaimer: While every effort has been made in the production of this report, BNZ and Marketview Limited are not responsible for the results of any actions taken on the basis of the information in this report and expressly disclaim any liability to any person for anything done or omitted to be done by any such person in reliance on the contents of this report and any losses suffered by any person whether direct or indirect, including loss of profits.

Want results like this specific to your industry?

Contact Marketview to discuss reporting options tailored to your business

info@marketview.co.nz

(04) 472 1991