

WEEKLY CONSUMER SPENDING SERIES

Week ending
27 August 2017



CHANGE IN SPENDING

Note: Calculations exclude spending on fuel

LAST 7 DAYS VS. SAME WEEK LAST YEAR
SPENDING
+2.28%
TRANSACTIONS
+5.19%

LAST 30 DAYS VS. SAME PERIOD LAST YEAR
SPENDING
+3.11%
TRANSACTIONS
+4.44%

LAST 52 WEEKS VS. SAME WEEKS YEAR PRIOR
SPENDING
+3.63%
TRANSACTIONS
+4.23%

THIS WEEK AT A GLANCE

Transactions continue to surge ahead

Consumers look to have had a busy week, especially in the volume of purchases made. Transactions were up 5.19% on last year, driven largely by liquor (up 12.7%), and hardware and homeware stores (up 10.5% on last year). Spending saw more moderate growth, up 2.28%.

The top categories this week saw the addition of liquor, which has seen growth figures slowly climb over the last few weeks. With fuel prices back above \$2 per litre, we can also probably expect to see this category stay in the top for a while.

Going up

 Liquor	+11.5%
 Takeaways	+11.2%
 Fuel	+7.3%



Coffee craze not just for the cities

In the second part of our cafe series, we are looking to the regions, to see who our biggest coffee drinkers and brunch-goers are around the country.

Over the past 12 months, spending at cafes has grown in every region we monitor, contributing to total national growth of 6.1% compared to a year prior. Interestingly, the strongest growth locations were not the fast paced, coffee fueled cities that you might expect, but some up and coming regional destinations.

Comparing the islands, the North Island took out the top growth spot by a small margin, particularly considering the population difference between the two. Spending at cafes in the North Island was up 6.2% over the past 12 months, while the South Island was up 5.8%.

The top region for cafe spend growth was also in the North Island, with the East Coast (which includes Central Hawkes Bay, Napier/Hastings and Gisborne) experiencing growth of 17% over the past 12 months. This was followed by Southland (up 12.7%), and Bay of Plenty (10%).

Surprisingly, the country's unofficial 'coffee capital', Wellington, experienced some of the lowest cafe spending growth over the last 12 months, up only 4%. The city did however punch above its weight in its share of cafe spending, accounting for just over 14% of national spending at cafes in the past 12 months, despite only having 10% of the country's population.

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.

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info@marketview.co.nz

(04) 472 1991