

# WEEKLY CONSUMER SPENDING SERIES

Week ending  
16 September 2018



## CHANGE IN SPENDING

Note: Calculations exclude spending on fuel

LAST 7 DAYS VS. SAME WEEK LAST YEAR	LAST 30 DAYS VS. SAME PERIOD LAST YEAR	LAST 52 WEEKS VS. SAME WEEKS YEAR PRIOR
SPENDING	SPENDING	SPENDING
<b>-0.01%</b>	<b>+1.60%</b>	<b>+3.83%</b>
TRANSACTIONS	TRANSACTIONS	TRANSACTIONS
<b>+3.38%</b>	<b>+2.69%</b>	<b>+4.07%</b>

## THIS WEEK AT A GLANCE

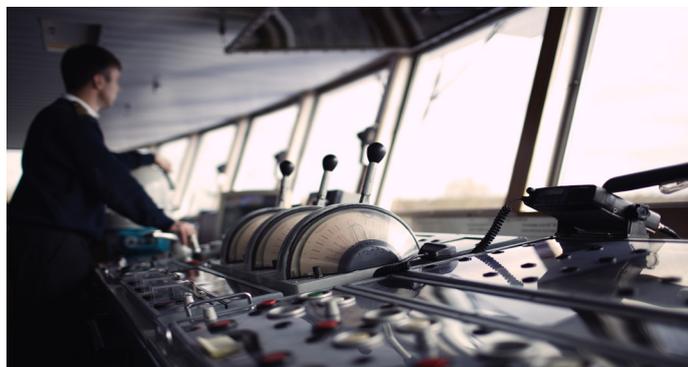
### Spending falls this week

Spending fell this week narrowly dipping into the negatives, with a fall of 0.01%. Consumers' were clearly still out shopping in droves though, as transactions were up by 3.4%.

But given the spending fall, it is clear they were spending on low value categories like Takeaways (up 6.4%) and Sporting and Camping Equipment (up 3.2%), and not on high value categories like Homeware and Hardware (down 19.9%), and Appliances (down 6.8%).

#### Going up

 Fuel	<b>+17.9%</b>
 Travel Agents	<b>+7.6%</b>
 Liquor	<b>+7.5%</b>



**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.

### Category captains take the lead

This week we decided to take a closer look at the growth of New Zealand's 'category captains' across a number of different categories, to see how fast they are growing relative to the rest of the market. A category captain was defined as a brand that receives the most spending in its category, and holds greater than 10% market share of that particular category. Therefore excluding categories like Clothing where there is no clear category leader.

The results showed that total spending at category captains grew by 5.7% this week vs last year, while the rest of the categories they are in grew by 0.1%. This shows that dominant players grew at a rate significantly faster than the rest of the categories they are in. A big part of this is likely due to the economies of scale 'captains' enjoy, allowing them to provide cheaper prices to consumers relative to competitors.

With total retail sales down this week, it suggests that smaller players in categories where there is at least one dominant player were as a whole doing better than players in categories where there are lots of smaller competitors.

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