

WEEKLY CONSUMER SPENDING SERIES

Week ending
20 January 2019



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
+2.43%	+5.67%	+2.80%
TRANSACTIONS	TRANSACTIONS	TRANSACTIONS
+2.09%	+4.98%	+3.30%

THIS WEEK AT A GLANCE

Eradicating the holiday blues with another holiday

December may have been an unexpectedly slow month. But spending has not slowed down. This week, spending was up 2.43%, more than the increase in number of transactions which was up 2.09%.

Possibly a case of the holiday blues and needing a future holiday to look forward to, spending at Travel Agents was up 7.6%. Continually keen to get a good bargain at the ongoing sales, spending at Department Stores was also up 7.2%. Meanwhile, pina colodas must be had as the sun is shining and spend on Liquor was up 4.5%.

Going up

 Travel Agents	+7.6%
 Department Stores	+7.2%
 Liquor	+4.5%



Spending in the regions soars

The beauty about New Zealand's summer is that this is the one time Kiwis take off to the regions in cohorts. Whether it's the annual camping holiday with like-minded groups of friends, with the wider family or with sporting groups, spending figures this week show significant increases in regions such as Northland (4%), Waikato (8%), Bay of Plenty (4%), Manawatu-Whanganui (3%), Tasman (6%), Nelson (4%) and the West Coast (5%).

Whilst last week's figures showed a return to routine, this week's figures show an uptake on typical camping/bach holidays. Spending by non-locals was up significantly in places like Thames-Coromandel (12%), Masterton (12%), Waikato (8%), Westland (8%), Rangitikei (7%), Palmerston North (7%) and South Wairarapa (7%). Think popular sunny beaches, camping grounds popular with families who book the same spots each year, beachside family baches, visiting the elderly relatives, and weekend boutique getaway hotspots.

Conversely, spending in Taranaki, Canterbury and Otago were down 2%, 1% and 1% respectively. They were all largely driven by a decrease in non-local spending, with Taranaki's non-local spending recording a drop of 10%, Canterbury's a drop of 5%, and Otago's a drop of 7%.

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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