

New Zealand Online Retail Sales



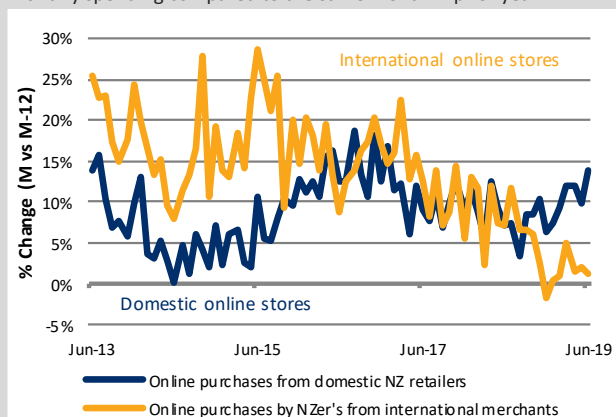
June 2019

31 July 2019

- New Zealand's **total online retail** spending in June was **8% higher** than a year ago.
- Recent trends have continued. Growth in spending at **local online sites** was again strong - June was up 14% on a year earlier. In contrast, spending at **offshore sites** is still growing slowly, with June just 1% higher than June last year.
- The biggest overall contributors to year-on-year growth were 4 categories: Food and Groceries; Department and Variety; Entertainment Media; and Computers.
- At **domestic sites** we are seeing ongoing strength in Food and Groceries, which remains a key driver of the differential in growth rates between domestic and international online stores. Department and Electrical/Electronic stores also performed well at local sites.
- Online **clothing** purchases at domestic online stores were up 9% on last June, more than offsetting a 4% fall in spending on clothing at offshore sites.

Growth in NZ online sales by retailer location

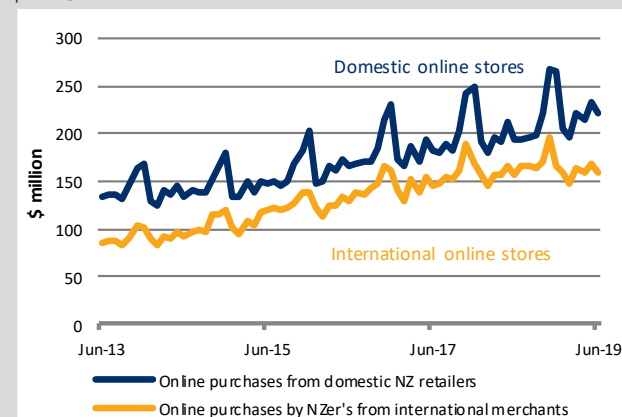
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

Monthly Online Retail spending by New Zealanders

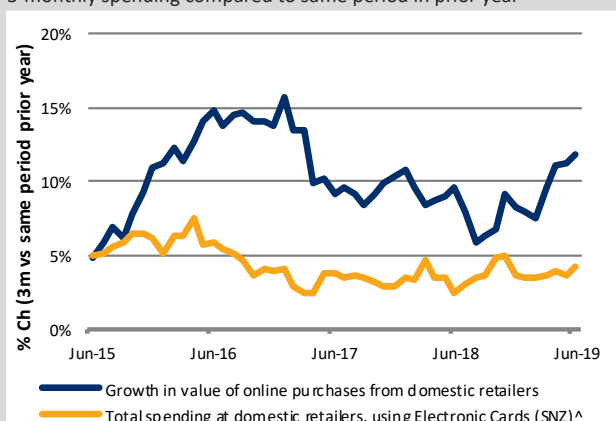
\$ million



Source: BNZ and Marketview

NZ Domestic Online vs SNZ Electronic Card Transactions[^]

3-monthly spending compared to same period in prior year



Source: BNZ, Marketview, Statistics NZ.

[^]"SNZ" refers to official figures released by Statistics New Zealand. The SNZ ECT data used in our calculations is for core retail excluding hospitality. Online data is from BNZ & Marketview.

Growth in total online spending by broad category group

Monthly spending compared to the same month in prior year

June 2019 vs June 2018

19%	Groceries & Liquor (incl health food and supplements)
0%	Furniture, Housewares and Hardware
5%	Electrical & Electronic goods (incl computers & appliances)
3%	Recreation, Toys, Games, Entertainment media, Books
3%	Clothing, Footwear and Accessories
15%	Variety, Department and Other*
5%	Pharmacy, Cosmetics, Stationery, Antiques, Flowers

Source: BNZ and Marketview

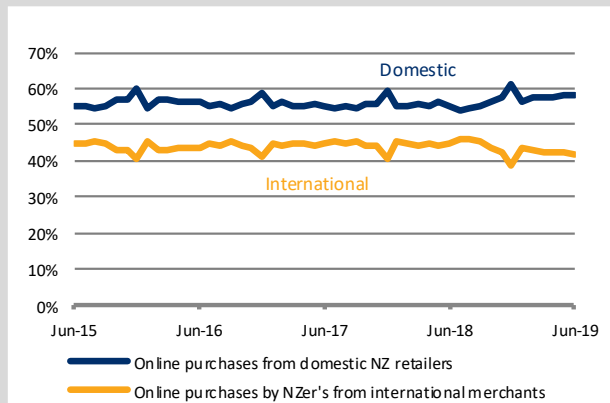
*Note: "Other" includes unclassified stores and specialty stores that don't neatly fit into defined ANZSIC categories. Unclassified Trade Me spending (the estimated "retail" component) is included with Department Store spending.

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Apr-19	May-19	Jun-19	Apr-19	May-19	Jun-19	Apr-19	May-19	Jun-19
Month ended >>>									
Monthly spending vs Same month prior year	7%	6%	8%	12%	10%	14%	1%	2%	1%
3-monthly average vs Same period prior year	7%	7%	7%	11%	11%	12%	2%	3%	1%

Data notes: Online sales data is produced by Marketview. Traditional retail sales data is from Statistics New Zealand quarterly releases. For both data sets, the figures we use correspond to Statistics New Zealand's ANZSIC Division G (Retail Trade) excluding fuel, motor vehicles and parts, and marine. The annual value of official retail sales in the categories we monitor is approximately \$49 billion.

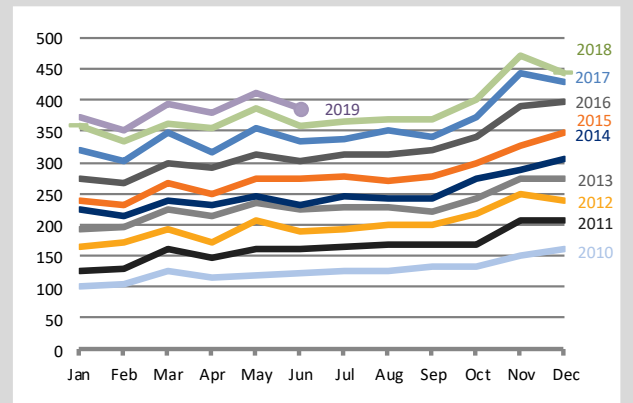
*Categories included in the BNZ Online Retail Index are: supermarket and grocery stores; specialised food and liquor; furniture, floor coverings, houseware and textile goods; electrical and electronic goods; hardware, building and garden supplies; recreational goods; clothing, footwear and personal accessories; department stores; pharmaceutical and other store-based retailing; non-store retailing; and retail commission-based buying and/or selling.

Monthly share of NZ Online Retail Sales, by retailer location



Source: BNZ, Marketview

Index of Total NZ Online Retail Sales January 2010 = 100



Source: BNZ, Marketview

Reports can be downloaded here:

www.bnz.co.nz/onlineretailindex and www.marketview.co.nz/free-reports/

For technical notes, please refer to one of our earlier “Quarterly update” reports.

For details on how our measure compares with other studies of online sales in New Zealand please refer to the “Quarterly update” report released in February 2014 and the report on May 2014 online sales released on 2 July 2014.

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