

WEEKLY CONSUMER SPENDING SERIES

Week ending
06 September 2020



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
+14.6%	+1.47%	-0.99%
TRANSACTIONS	TRANSACTIONS	TRANSACTIONS
+3.80%	-6.38%	-7.55%

THIS WEEK AT A GLANCE

Level 2.5 allows retailers to breathe a little

Amazing what impact dropping half a level has on spend! Last week was Auckland's first time at Level 2.5, while everywhere else remained at Level 2. This had the effect of increasing spend throughout NZ by 14.6%, and transaction volumes at 3.80% when compared to last year. The relaxing of restrictions for just the one region was enough to move the 30-day trend back into the positives, up 1.47% on the same 30-day period last year.

Of the 18 storetypes we monitor, 15 saw a spend increase last week. A huge contrast on the previous two weeks.

Going up

 Sports & Camping Equipment	+50.8%
 Hardware & Homeware	+48.9%
 Liquor	+39.7%



Everyone Wins When Auckland Thrives

The Auckland cluster that brought the country to Lockdown 2.0 has been tough for all but especially so for Auckland. Last week, when cabinet relaxed Auckland to a new level, it was not quite the Level 2 we were anticipating, but it was nonetheless still welcomed news for most retailers and consumers alike.

Spend in Auckland rose 91.6% at Level 2.5 when compared to the previous week at Level 3. The impact on Clothing and Footwear was huge, with spend on both combined over 13 times more than what was spent the previous week. Like what we saw with the first lockdown, there was also plenty of spend on the home (or home office). Spend on Appliances, Furniture & Flooring, and Hardware & Homeware combined, was over 4 times more. Level 2.5 is still pretty restrictive for hospitality, but they still did good, with spend up nearly 4 times more at Bars, Cafes & Restaurants.

Most of the regions saw an increase in spend too. All across New Zealand, spend rose 22.8% when compared to the previous week. Excluding Auckland, the rest of the country was up 6.2%.

Everyone wins when our largest city thrives. Kia kaha Auckland!

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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