



## RETAIL WATCH

### VALUE OF ELECTRONIC CARD TRANSACTIONS WITHIN RETAIL CATEGORIES PERIOD ENDING 28 / 02 / 2016














#### SOME BACKGROUND ON THIS REPORT

Total retail spend in New Zealand for the 28 days ending 28 February 2016 was \$3.5 billion. This represents an increase of 3.8% compared to the same period last year, and an increase of 4.6% when compared to the previous month.

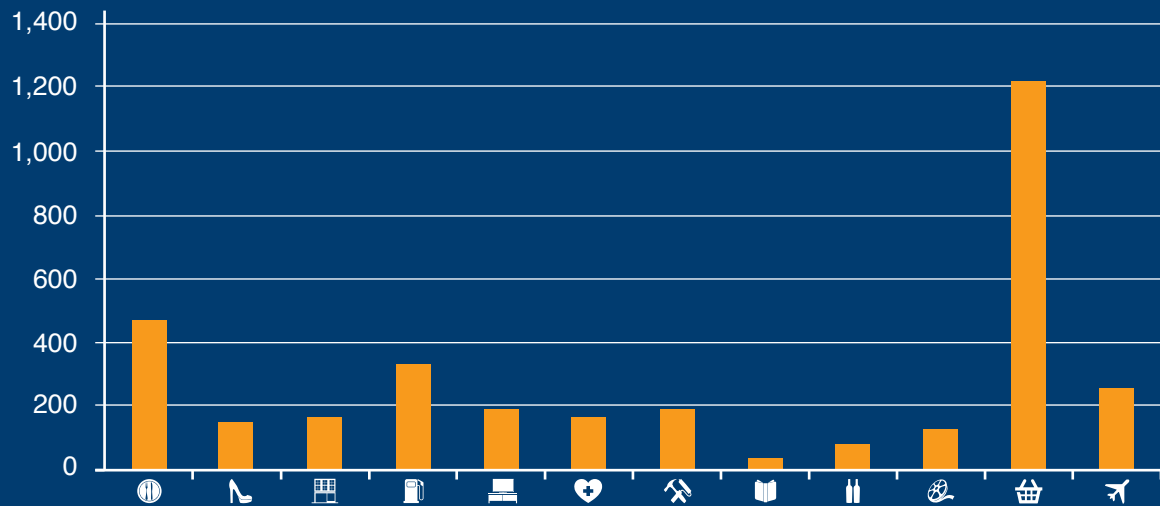
Categories with the greatest increases when compared to the previous month were Health Goods & Services (+21.1%), Liquor Stores (+10.8%) and Travel & Accommodation (+6.5%). Month on month spend was also up in the Furniture/Appliances/Electronics (+3.0%) and Supermarkets/Food Retailers (+6.3%) categories, reversing the month on month decrease seen in January. The greatest month on month decreases were seen in Clothing & Footwear (-4.1%) and Books & Stationery Stores (-3.2%) categories. Home & Building Supplies also experienced a month on month decrease (-2.5%) but was up when compared to the same period last year (+13.3%).

Other categories with notable year on year increases were Liquor Stores (+8.8%), Café/Restaurants/Bars (+7.9%) and Travel & Accommodation (+6.8%).

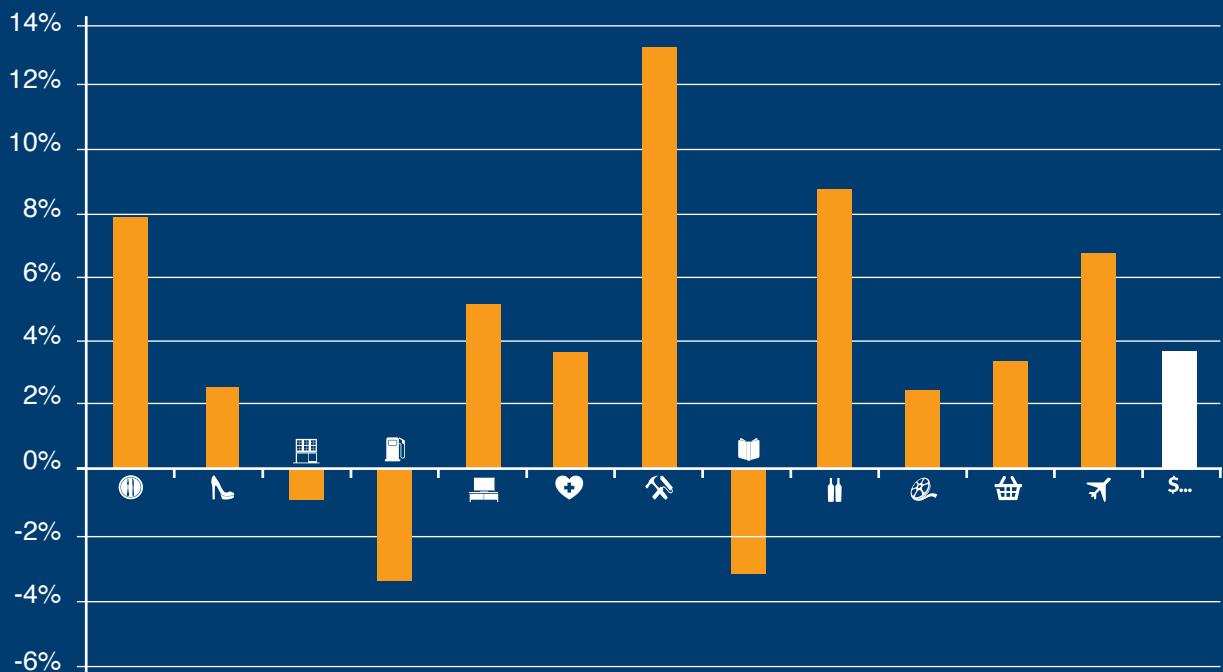
#### MONTHLY SUMMARY FEBRUARY 2016

Retailer Category	Month Total \$M	% Change vs Prior Month	% Change vs Last Year	% Share
 Café/Restaurants/Bars	479	4.5%	7.9%	13.7%
 Clothing & Footwear	165	-4.1%	2.5%	4.7%
 Department Stores	179	-1.2%	-0.9%	5.1%
 Fuel/Service Stations	344	4.1%	-3.3%	9.8%
 Furniture/Appliances/Electronics	192	3.0%	5.3%	5.5%
 Health Goods & Services	173	21.1%	3.7%	5.0%
 Home & Building Supplies	190	-2.5%	13.3%	5.5%
 Books & Stationery Stores	47	-3.2%	-3.1%	1.4%
 Liquor Stores	87	10.8%	8.8%	2.5%
 Recreation & Entertainment	136	-0.1%	2.4%	3.9%
 Supermarkets/Food Retailers	1,229	6.3%	3.3%	35.2%
 Travel & Accommodation	269	6.5%	6.8%	7.7%
 <b>TOTAL RETAIL SPEND</b>	<b>3,490</b>	<b>4.6%</b>	<b>3.8%</b>	<b>100%</b>

## MONTHLY RETAIL SPEND BY CATEGORY



## CHANGE VS LAST YEAR



## QUARTERLY SUMMARY FEBRUARY 2016














The total quarterly retail spend for the 91 days ending 28 February 2016 was \$12.0 billion. This is an increase of 6.3% compared to the previous quarter and 3.4% when compared to the same period last year. Books & Stationery Stores again saw strong performance when compared to the previous quarter up 27.0%. Department Stores (+22.2%), Liquor Stores (+19.8%) and Clothing & Footwear (+12.6%) also experienced significant increases when compared to the previous quarter still buoyed by Christmas spending.

Health Goods & Services saw the greatest decrease when compared to the previous quarter (-6.7%) but an increase when compared to the same period last year (+4.5%).

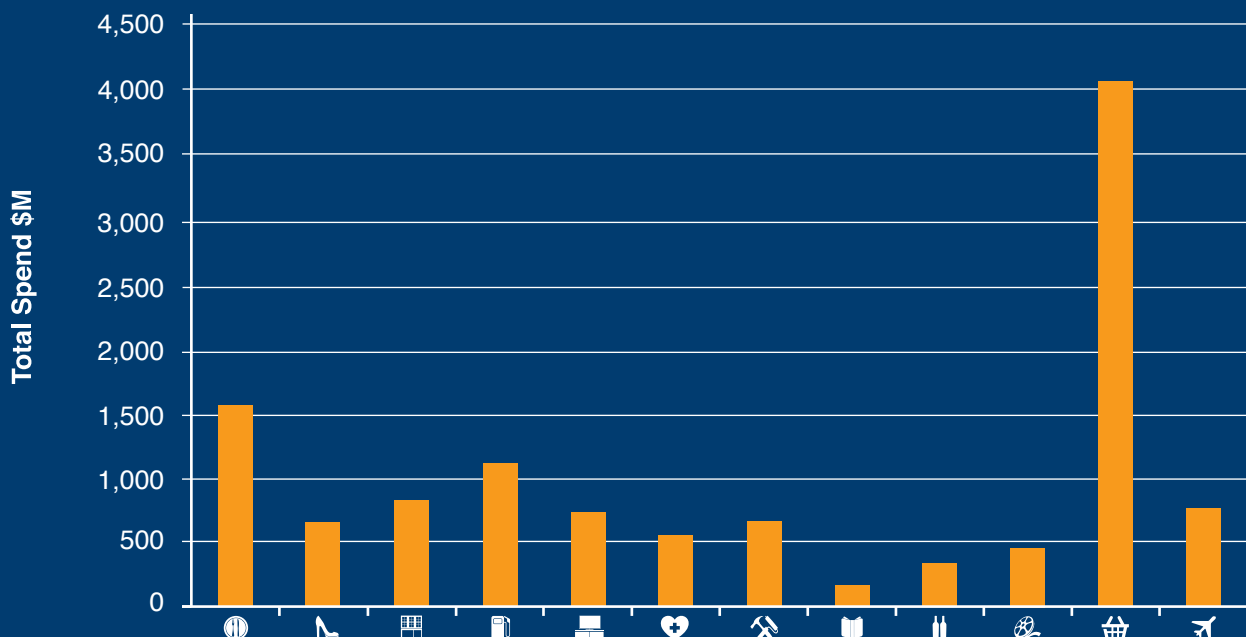
Increases in spend when compared to the same quarter last year were led by Home & Building Supplies (+12.6%), Liquor Stores (+8.4%) and Café/Restaurants/Bars (+8.0%). Other categories experienced moderate increases of 0.2% - 5.7% in spend when compared to the same quarter last year. The only categories to see year on year decreases were Fuel/Service Stations (-2.9%) and Books & Stationery Stores (-0.6%).

## QUARTERLY SUMMARY

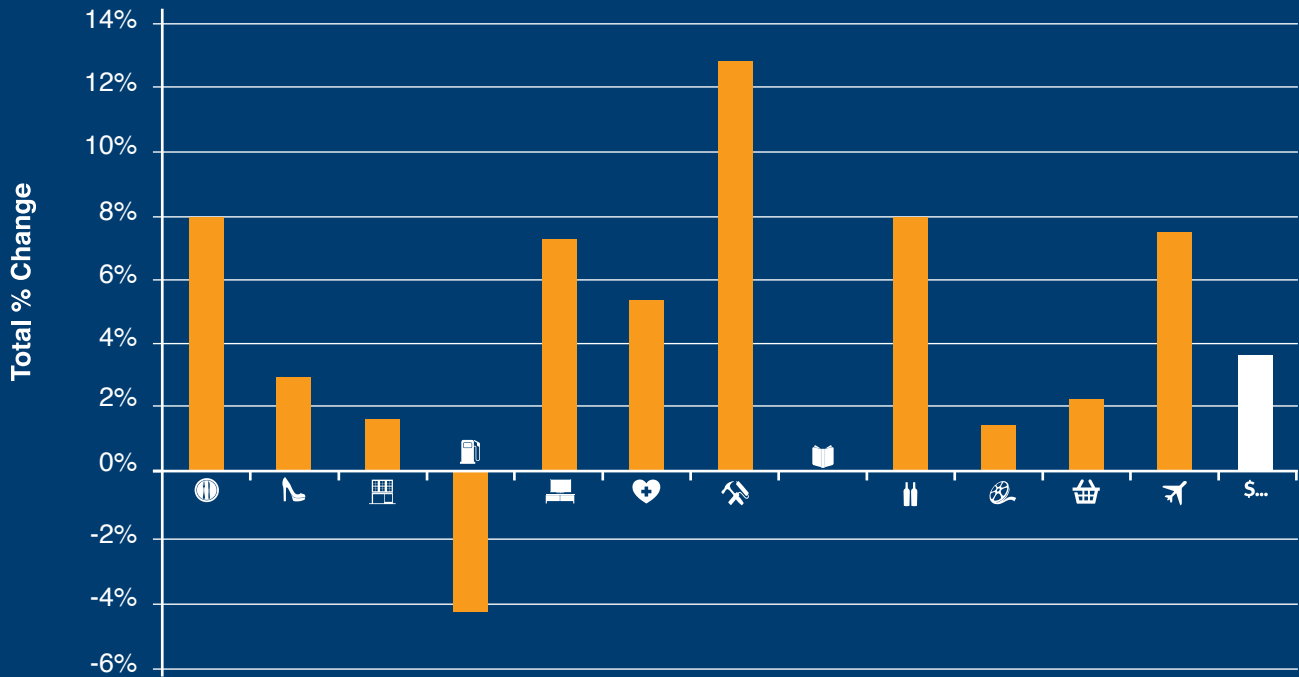
### FEBRUARY 2016

Retailer Category	Quarter Total \$M	% Change vs Prior QTR	% Change vs QTR Last Year	% Share
 Café/Restaurants/Bars	1,572.3	3.7%	8.0%	13.2%
 Clothing & Footwear	663.8	12.6%	1.7%	5.6%
 Department Stores	810.9	22.2%	0.2%	6.8%
 Fuel/Service Stations	1,138.8	-1.4%	-2.9%	9.5%
 Furniture/Appliances/Electronics	742.3	10.5%	5.7%	6.2%
 Health Goods & Services	535.0	-6.7%	4.5%	4.5%
 Home & Building Supplies	698.0	-1.6%	12.6%	5.8%
 Books & Stationery Stores	181.2	27.0%	-0.6%	1.5%
 Liquor Stores	316.8	19.8%	8.4%	2.6%
 Recreation & Entertainment	457.8	9.9%	1.4%	3.8%
 Supermarkets/Food Retailers	4,068.0	5.7%	2.1%	34.0%
 Travel & Accommodation	769.6	9.9%	5.3%	6.4%
 <b>TOTAL RETAIL SPEND</b>	<b>11,954.4</b>	<b>6.3%</b>	<b>3.4%</b>	<b>100%</b>

## QUARTERLY RETAIL SPEND BY CATEGORY



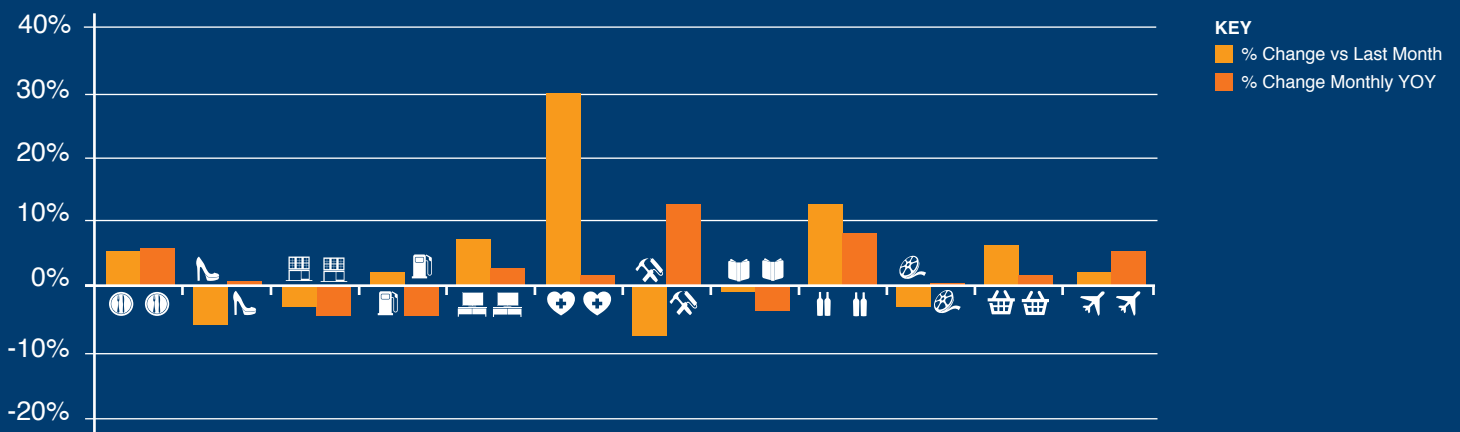
## CHANGE VS LAST YEAR



## SELECTED REGIONS OF INTEREST

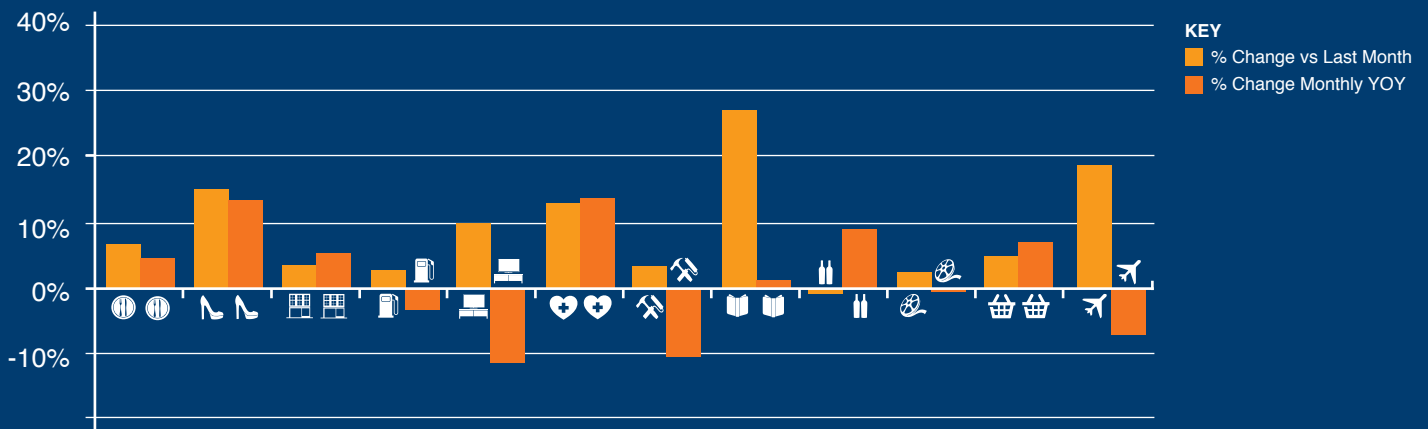
### MONTHLY TRENDS - WELLINGTON

Wellington saw a significant month on month increase in Health Goods & Services spend (+30.3%), ahead of national trends. This increase in spend when compared to the previous month was followed by Liquor Stores (+11.9%), Furniture/Appliances/Electronics (+7.0%) and Supermarkets/Food Retailers (+6.7%). The Wellington region experienced month on month decreases in Home & Building Supplies (-7.8%), Clothing & Footwear (-5.9%), Recreation & Entertainment (-3.1%) and Department Stores (-2.8%) that were lower than the national trend. Increases in spend when compared to the same period last year followed national trends and were led by Home & Building Supplies (+12.9%), Liquor Stores (+8.1%) and Cafes/Restaurants/Bars (+6.0%).



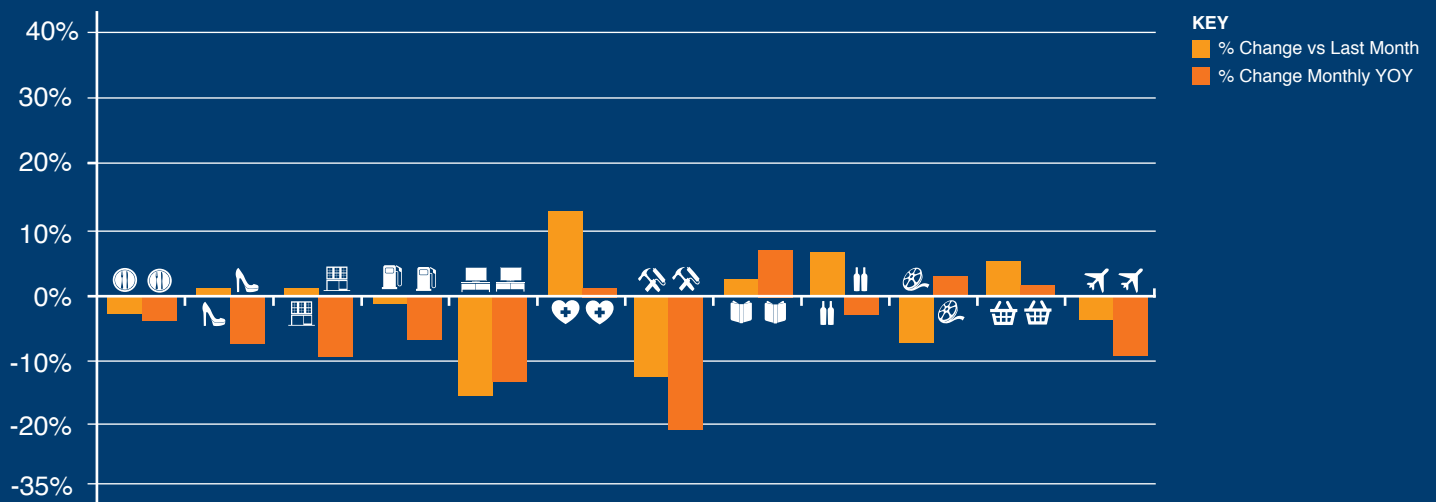
## MONTHLY TRENDS - GISBORNE

Gisborne had a strong month with significant increases in Books & Stationery Stores (+26.5%), Travel & Accommodation (+18.4%), Clothing & Footwear (+14.7%) and Health Goods & Services (+13.3%) compared to last month. The only month on month decrease was in Liquor Stores (-0.6%). Gisborne also saw increases when compared to the same period last year that were above national trends with Health Goods & Services up 13.9%, Clothing & Footwear up 13.4% and Liquor Stores up 9.2%. However, the region did see year on year decreases in Furniture/Appliances/Electronics (-11.7%), Home & Building Supplies (-10.1%) and Travel & Accommodation (-6.9%).



## MONTHLY TRENDS - WEST COAST

West Coast saw the greatest month on month increases in Health Goods & Services (+13.6%), Liquor Stores (+6.5%) and Supermarkets/Food Retailers (+5.7%) categories. These increases are below national trends. The region experienced month on month decreases in Furniture/Appliances/Electronics (-15.0%), Home & Building Supplies (-12.2%) and Recreation & Entertainment (-6.7%). Significant decreases in spend when compared to the same period last year were seen in Home & Building Supplies (-21.4%), Furniture/Appliances/Electronics (-13.4%), Department Stores (-9.0%) and Travel & Accommodation (-9.0%).



Health Goods & Services saw the greatest month on month increase in spend (+21.1%)

The Taranaki region saw the greatest year on year increase in Home & Building Supplies spend (+45.7%)

The Auckland region had the greatest increase in overall spend compared to the same period last year (+7.8%)

**CATEGORIES UP THIS MONTH 7**

**REGIONS UP THIS MONTH 11**

Clothing & Footwear saw the greatest month on month decrease in spend (-4.1%)

Fuel/Service Stations saw the greatest decrease in spend when compared to the same quarter last year (-2.9%)

The West Coast region saw the greatest decrease in overall spend compared to the same period last year (-3.8%)

**CATEGORIES DOWN THIS MONTH 5**

**REGIONS DOWN THIS MONTH 5**

## RETAIL WATCH NOTES

1. Retailer categories are taken from the Merchant Category Codes allocated by MasterCard and VISA
2. \$ Values are represented in \$millions. New Zealand estimates are exclusive of GST. Overseas estimates may be subject to foreign taxes, which are not excluded
3. Monthly and Quarterly periods of 28 days and 91 days were selected to ensure that the same number of weekdays/weekends are included for comparisons
4. Data for this report comes from Westpac Business Insight and is weighted to give national and regional totals

