



RETAIL WATCH

VALUE OF ELECTRONIC CARD TRANSACTIONS WITHIN RETAIL CATEGORIES PERIOD ENDING 28 / 01 / 2016

SOME BACKGROUND ON THIS REPORT

Total retail spend in New Zealand for the 28 days ending 28 January 2016 was \$3.4 billion. This represents an increase of 2.6% compared to the same period last year, and a decrease of 19.4% when compared to the previous month.

Categories with the greatest increases since the same period last year were Furniture/Appliances/Electronics (+9.7%), Café/Restaurants/Bars (+8.1%) and Home & Building Supplies (+8.1%).

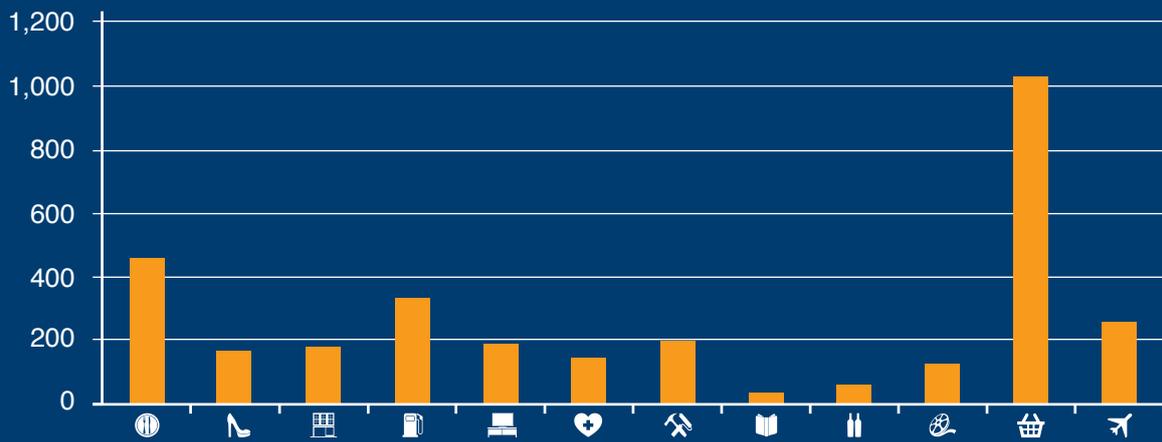
The greatest month on month decreases were in the Department Stores (-53.5%), Furniture/Appliances/Electronics (-38.3%) and Clothing & Footwear (-36.8%) categories.

Travel & Accommodation was the only category to see a month on month increase up 36.0%. Travel & Accommodation spend was also up since the same period last year by 6.3%. Supermarkets/Food Retailers experienced a month on month decrease in spend of 14.1% and a decrease of 0.1% when compared to the same period last year.

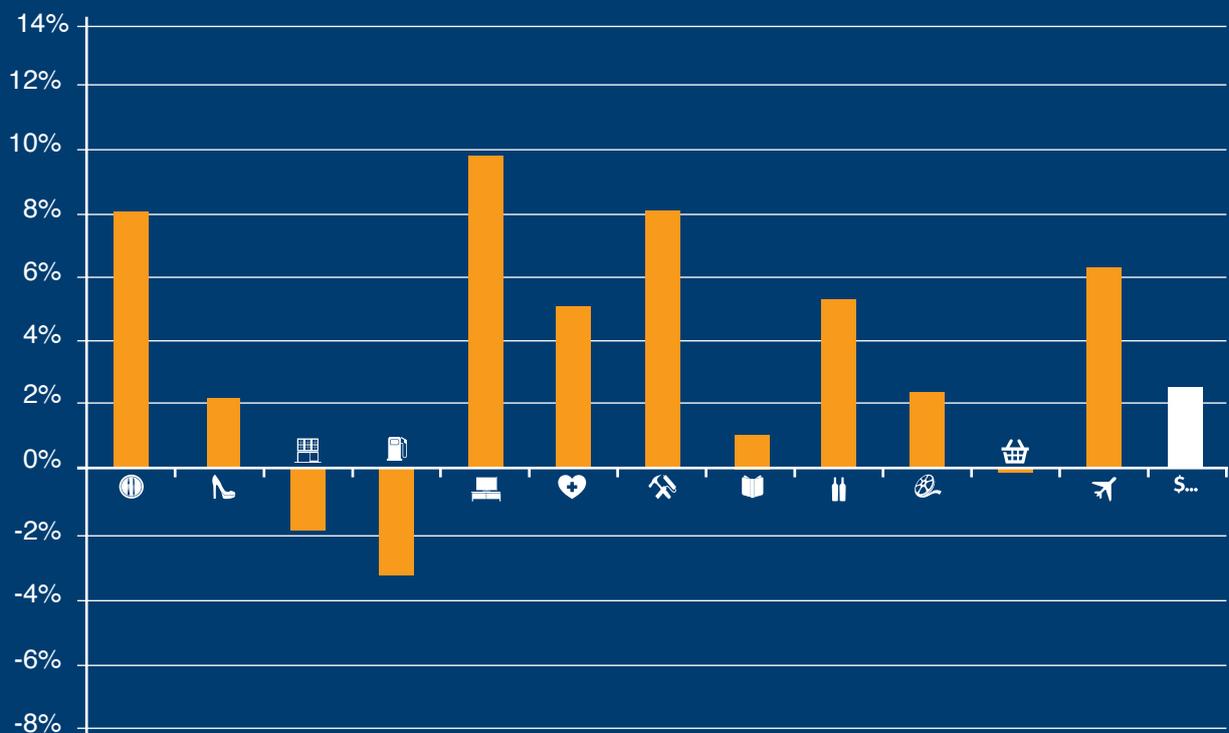
MONTHLY SUMMARY JANUARY 2016

Retailer Category	Month Total \$M	% Change vs Prior Month	% Change vs Last Year	% Share
 Café/Restaurants/Bars	461	-9.5%	8.1%	13.7%
 Clothing & Footwear	174	-36.8%	2.1%	5.2%
 Department Stores	183	-53.5%	-1.9%	5.4%
 Fuel/Service Stations	333	-11.4%	-3.1%	9.9%
 Furniture/Appliances/Electronics	189	-38.3%	9.7%	5.6%
 Health Goods & Services	145	-23.0%	5.1%	4.3%
 Home & Building Supplies	198	-20.3%	8.1%	5.9%
 Books & Stationery Stores	49	-31.4%	1.0%	1.5%
 Liquor Stores	79	-32.6%	5.3%	2.4%
 Recreation & Entertainment	138	-7.8%	2.4%	4.1%
 Supermarkets/Food Retailers	1,164	-14.1%	-0.1%	34.5%
 Travel & Accommodation	258	36.0%	6.3%	7.7%
 TOTAL RETAIL SPEND	3,370	-19.4%	2.6%	100%

MONTHLY RETAIL SPEND BY CATEGORY



CHANGE VS LAST YEAR



QUARTERLY SUMMARY JANUARY 2016

The total quarterly retail spend for the 91 days ending 28 January 2016 was \$12.1 billion. This is an increase of 10.9% compared to the previous quarter and 3.6% when compared to the same period last year. Department Stores led the increases again this month with a 47.3% increase compared to the last quarter followed by Books & Stationery Stores up 31.5%, Clothing & Footwear up 28.8% and Liquor Stores up 27.4%.

Home & Building Supplies continued positive performance with an increase of 13.9% compared to the previous quarter and an increase of 12.8% compared to the same period last year.

Furniture/Appliances/Electronics were another category that was up compared with previous quarter with an increase of 19.1% and up year on year by 7.2%.

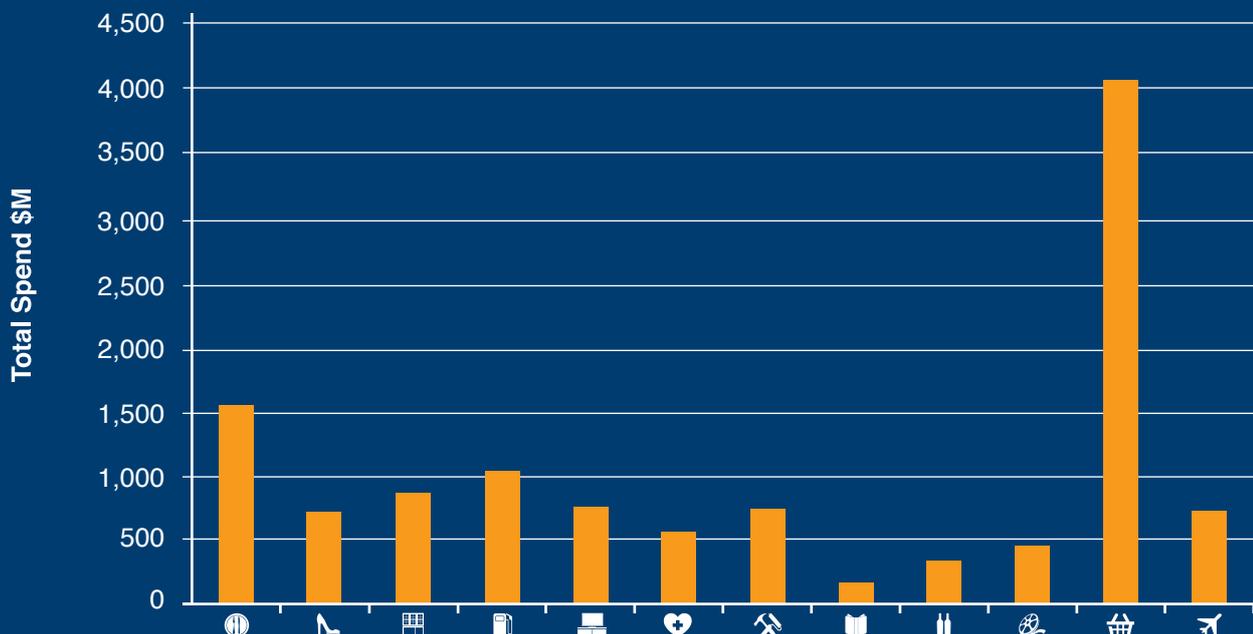
Health Goods & Services were the only category to see a decrease when compared with the previous quarter, down 2.7%. However, this category saw a year on year increase of 5.4%.

QUARTERLY SUMMARY

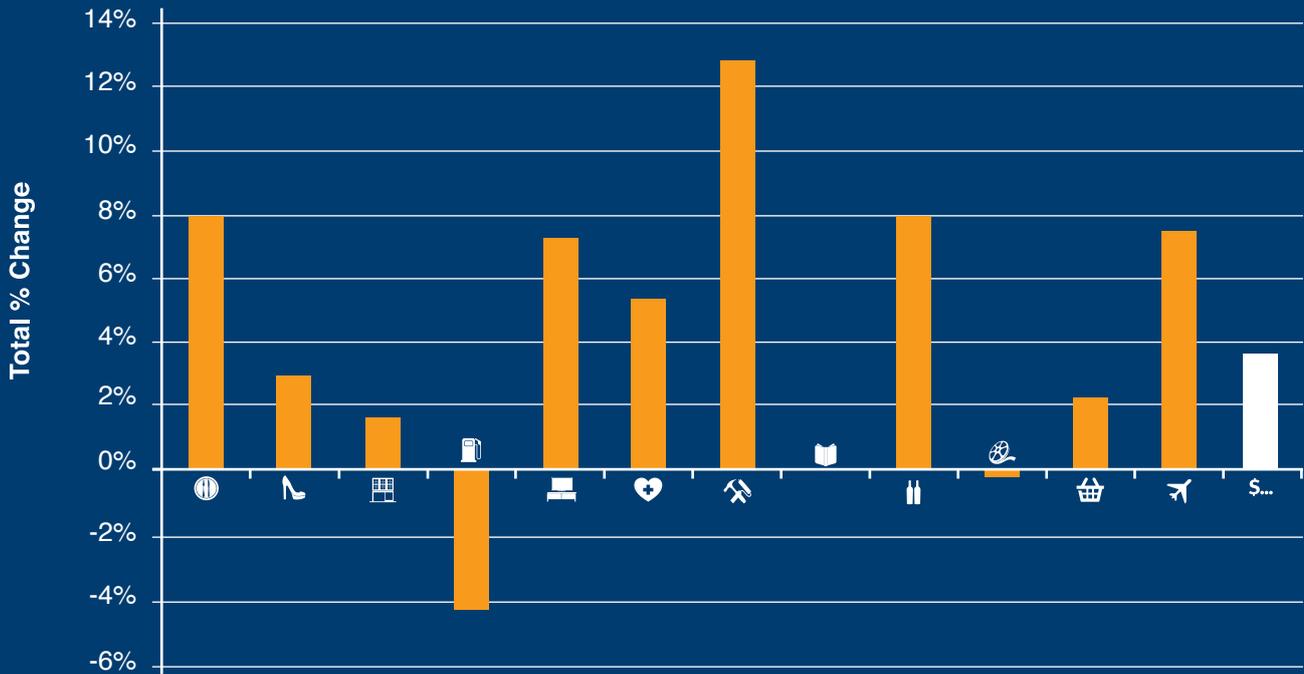
JANUARY 2016

Retailer Category	Quarter Total \$M	% Change vs Prior QTR	% Change vs QTR Last Year	% Share
 Café/Restaurants/Bars	1,573.6	5.6%	8.0%	13.0%
 Clothing & Footwear	702.5	28.8%	2.9%	5.8%
 Department Stores	873.9	47.3%	1.6%	7.2%
 Fuel/Service Stations	1,157.8	0.4%	-4.2%	9.6%
 Furniture/Appliances/Electronics	771.3	19.1%	7.2%	6.4%
 Health Goods & Services	549.3	-2.7%	5.4%	4.5%
 Home & Building Supplies	740.7	13.9%	12.8%	6.1%
 Books & Stationery Stores	180.0	31.5%	0.2%	1.5%
 Liquor Stores	317.4	27.4%	8.0%	2.6%
 Recreation & Entertainment	448.0	9.1%	-0.7%	3.7%
 Supermarkets/Food Retailers	4,061.3	7.8%	2.2%	33.6%
 Travel & Accommodation	717.7	2.7%	7.5%	5.9%
 TOTAL RETAIL SPEND	12,093.5	10.9%	3.6%	100%

QUARTERLY RETAIL SPEND BY CATEGORY



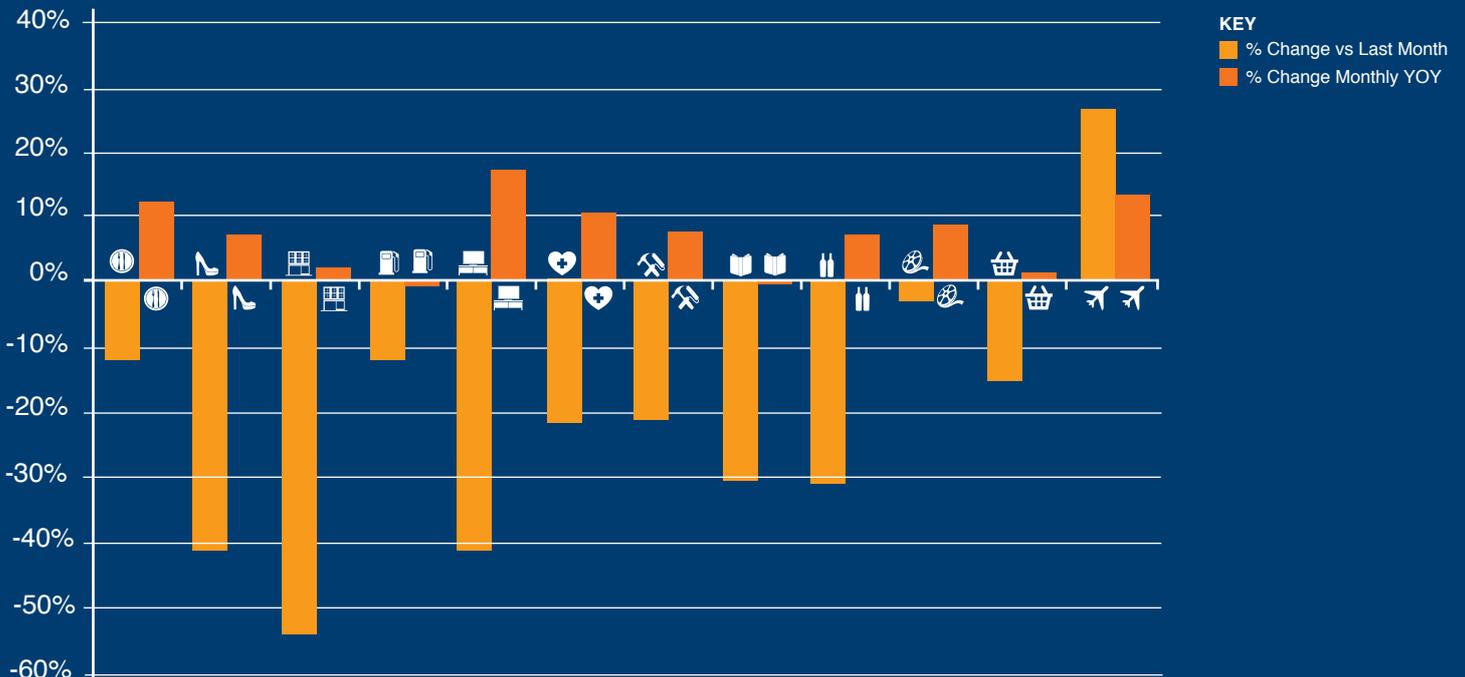
CHANGE VS LAST YEAR



SELECTED REGIONS OF INTEREST

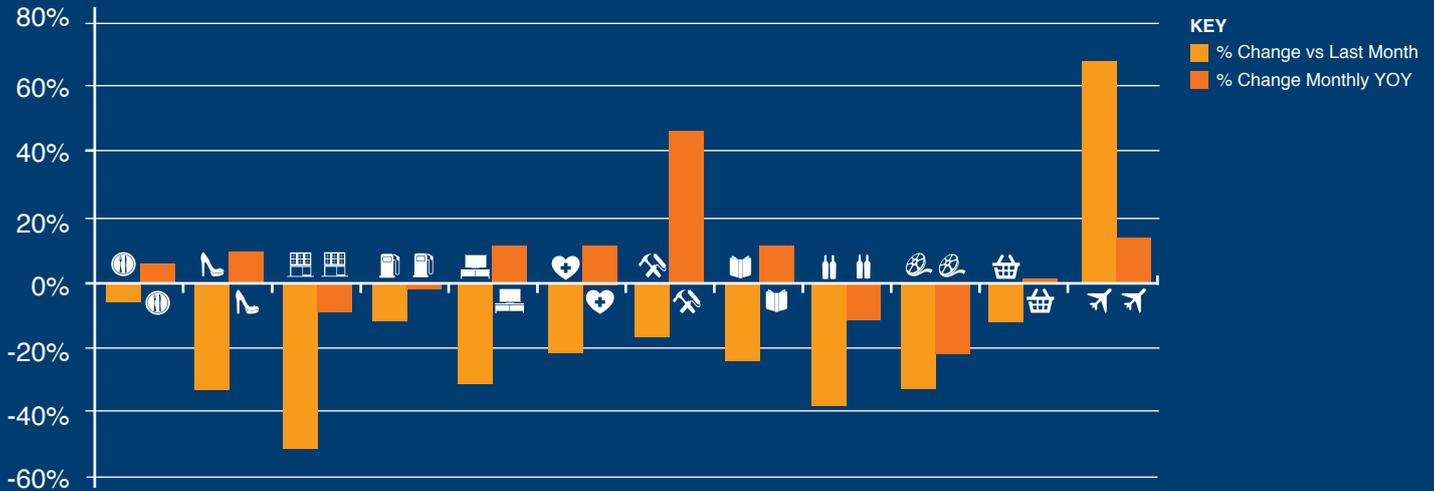
MONTHLY TRENDS - AUCKLAND

Auckland followed national trends experiencing a decrease in all categories except Travel & Accommodation, when compared to the previous month. The greatest month on month decreases were seen in Department Stores (-54.4%), Clothing & Footwear (-40.9%) and Furniture/Appliances/Electronics (-40.4%) categories. Despite these decreases, year on year increases were seen in Furniture/Appliances/Electronics (+16.9%), Café/Restaurants/Bars (+12.1%) and Health Goods & Services (+10.6%). The Travel & Accommodation category experienced an increase of 27.2% when compared to the previous month and a year on year increase of 13.2% in Auckland.



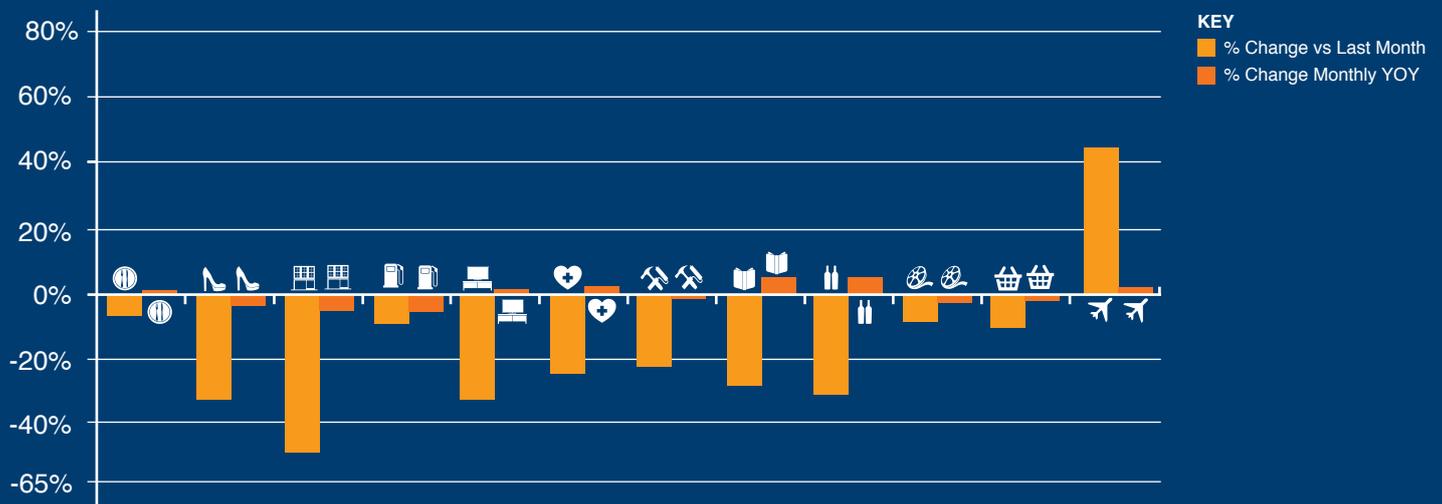
MONTHLY TRENDS - TARANAKI

Taranaki saw significant month on month decreases in the Department Stores (-51.6%), Liquor Stores (-39.4%), Clothing & Footwear (-33.7%) and Recreation & Entertainment (-33.0%) categories. Increases in the Travel & Accommodation category of 66.8% when compared to the previous month and 14.7% when compared to the same period last year were higher than national trends. Home & Building Supplies experienced a notable year on year increase of 45.8% although this category was down by 16.2% when compared to the previous month.



MONTHLY TRENDS - CANTERBURY

Canterbury also followed national trends with the greatest month on month decreases seen in the Department Stores (-53.1%), and Furniture/Appliances/Electronics (-36.4%) and Clothing & Footwear (-35.4%) categories. Canterbury also saw a significant month on month decrease in Liquor Store spend, down 35.7% although this category was up by 6.2% when compared to the same period last year. Canterbury experienced only moderate year on year changes. Department Stores (-6.1%) and Fuel & Service Stations (-5.2%) saw the greatest decreases when compared to the same period last year and Liquor Stores (+6.2%) and Health Goods & Services (+2.5%) saw the greatest increases when compared to the same period last year.



Travel & Accommodation only category with a month on month increase (+36.0%)

Furniture/Appliances/Electronics had the greatest year on year increase (+9.7%)

The Auckland region had the greatest increase in overall spend compared to the same period last year (+6.2%)

CATEGORIES UP THIS MONTH 1

REGIONS UP THIS MONTH 10

Department Stores saw the greatest month on month decrease (-53.5%)

Health Goods & Services only category with a decrease when compared to the previous quarter (-2.7%)

The West Coast region saw the greatest month on month decrease in overall spend (-4.8%)

CATEGORIES DOWN THIS MONTH 11

REGIONS DOWN THIS MONTH 6

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

