



RETAIL WATCH

VALUE OF ELECTRONIC CARD TRANSACTIONS WITHIN RETAIL CATEGORIES PERIOD ENDING 28 / 03 / 2016














SOME BACKGROUND ON THIS REPORT

Total retail spend in New Zealand for the 28 days ending 28 March 2016 was \$3.5 billion. This represents an increase of 3.1% compared to the same period last year, and an increase of 0.2% when compared to the previous month. Categories with the greatest increases when compared to the previous month were Clothing & Footwear (+7.4%) and Department Stores (+4.4%).

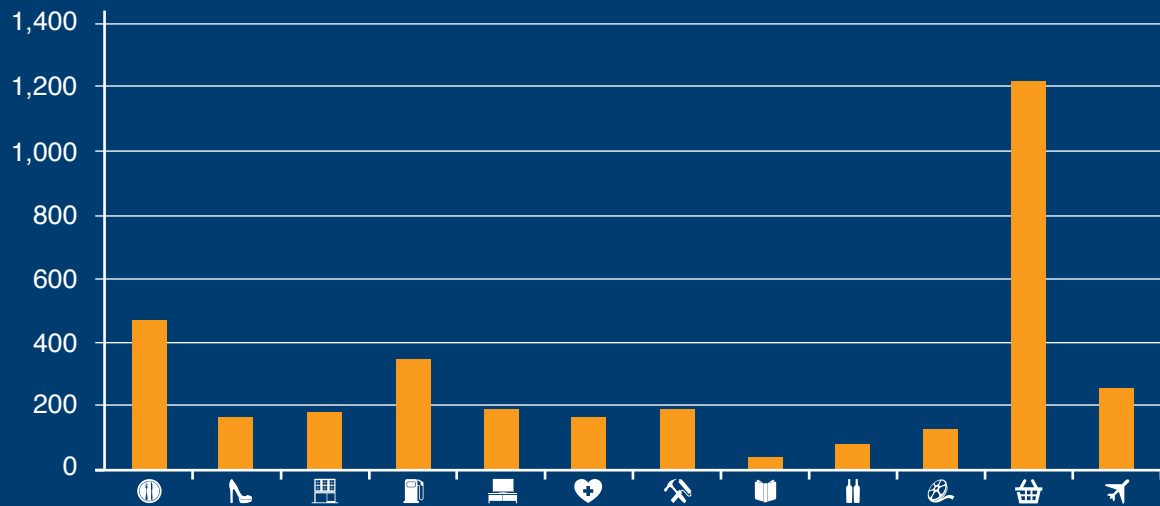
The greatest month on month decreases were in Books & Stationery Stores (-6.2%) and Travel & Accommodation (-4.8%) categories. After a strong month in February, Health Goods & Services (-0.7%) and Liquor Stores (-2.2%) saw a decrease in month on month spend. Categories with the greatest increase in spend when compared to the same period last year were Home & Building Supplies (+15.8%), Liquor Stores (+9.0%) and Café/Restaurants/Bars (+7.7%).

Despite a decrease when compared to the previous month, Travel & Accommodation (+6.6%) again saw a year on year increase in spend. Those categories that saw the greatest decreases in spend when compared to the same period last year were Books & Stationery Stores (-10.1%), Fuel/Service Stations (-3.3%) and Recreation & Entertainment (-2.7%).

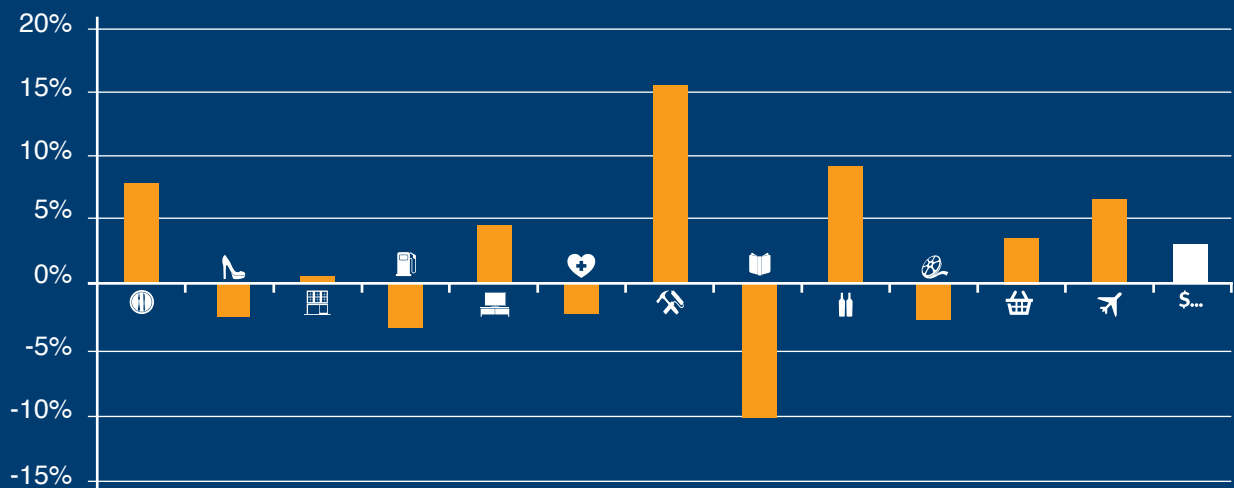
MONTHLY SUMMARY MARCH 2016

Retailer Category	Month Total \$M	% Change vs Prior Month	% Change vs Last Year	% Share
 Café/Restaurants/Bars	485	1.8%	7.7%	14.0%
 Clothing & Footwear	175	7.4%	-2.4%	5.1%
 Department Stores	184	4.4%	0.5%	5.3%
 Fuel/Service Stations	347	2.0%	-3.3%	10.0%
 Furniture/Appliances/Electronics	191	1.2%	4.7%	5.5%
 Health Goods & Services	169	-0.7%	-2.1%	4.9%
 Home & Building Supplies	191	2.4%	15.8%	5.5%
 Books & Stationery Stores	44	-6.2%	-10.1%	1.3%
 Liquor Stores	84	-2.2%	9.0%	2.4%
 Recreation & Entertainment	130	-2.8%	-2.7%	3.8%
 Supermarkets/Food Retailers	1,206	-1.0%	3.4%	34.9%
 Travel & Accommodation	250	-4.8%	6.6%	7.2%
 TOTAL RETAIL SPEND	3,458	0.2%	3.1%	100%

MONTHLY RETAIL SPEND BY CATEGORY



CHANGE VS LAST YEAR



QUARTERLY SUMMARY MARCH 2016














The total quarterly retail spend for the 91 days ending 28 March 2016 was \$11.2 billion. This is a decrease of 7.9% compared to the previous quarter and an increase of 2.3% when compared to the same period last year. The decrease in spend compared to the previous quarter is expected as the previous quarter includes the high spend month of December.

Travel & Accommodation was the only category to see an increase when compared to the previous quarter, up 21.9%. The greatest decreases in spend when compared to the previous quarter were in Department Stores (-32.0%), Furniture/Appliances/Electronics (-20.8%) and Clothing & Footwear (-20.6%), categories which all saw high spend around the Christmas period.

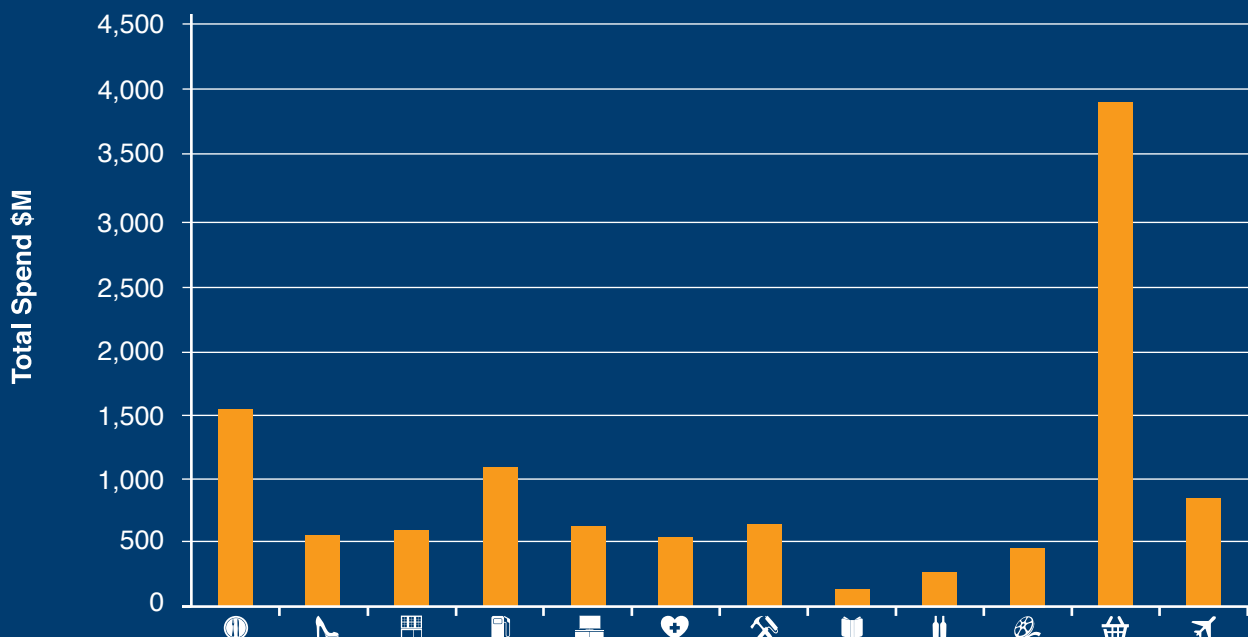
Home & Building Supplies also saw a significant decrease when compared to the previous quarter of 17.7% but experienced a year on year increase of 11.3%. Other categories which saw year on year increases were Café/Restaurants/Bars (+7.1%), Liquor Stores (+7.1%), Travel & Accommodation (+4.8%) and Furniture/Appliances/Electronics (+4.6%). Decreases in spend when compared to the same period last year were again led by Books & Stationery Stores (-10.0%) and Fuel/Service Stations (-3.8%) this month.

QUARTERLY SUMMARY

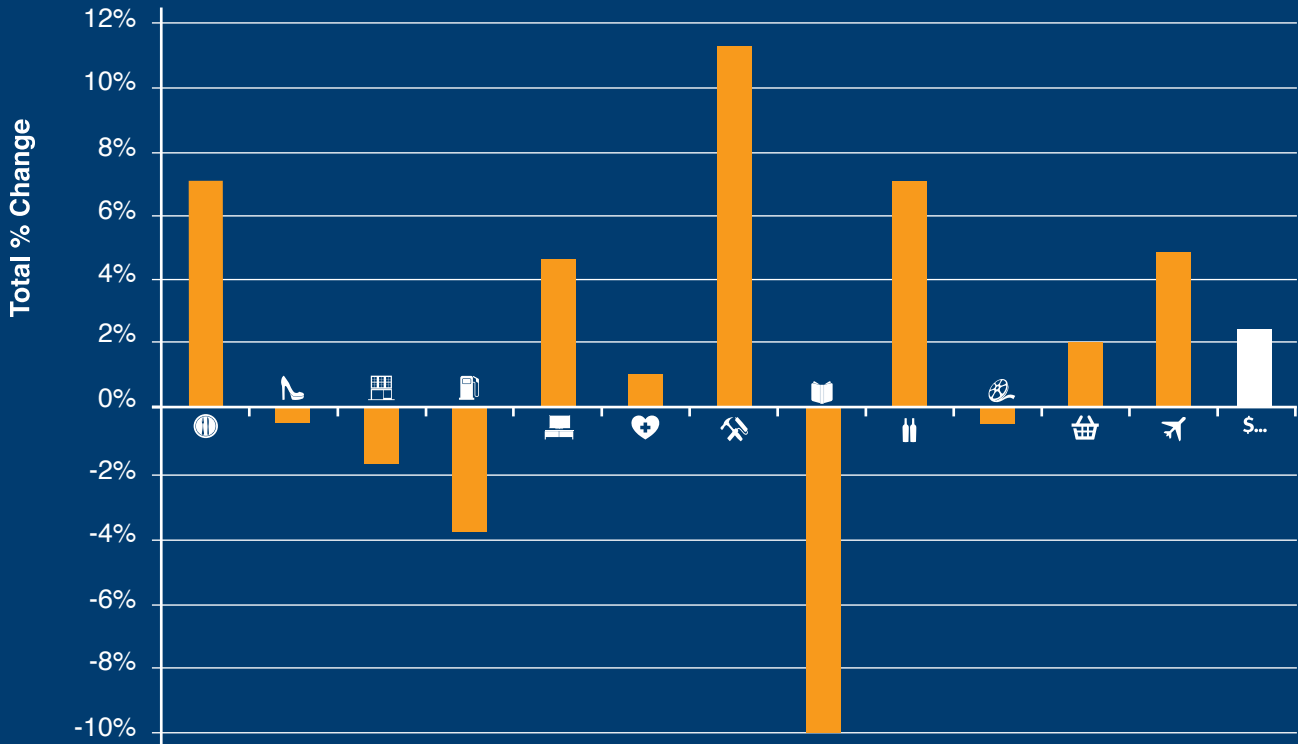
MARCH 2016

Retailer Category	Quarter Total \$M	% Change vs Prior QTR	% Change vs QTR Last Year	% Share
 Café/Restaurants/Bars	1,544.8	-1.8%	7.1%	13.8%
 Clothing & Footwear	561.2	-20.6%	-0.5%	5.0%
 Department Stores	597.1	-32.0%	-1.7%	5.3%
 Fuel/Service Stations	1,106.1	-6.4%	-3.8%	9.9%
 Furniture/Appliances/Electronics	622.6	-20.8%	4.6%	5.6%
 Health Goods & Services	511.9	-12.9%	1.0%	4.6%
 Home & Building Supplies	634.7	-17.7%	11.3%	5.7%
 Books & Stationery Stores	152.8	-15.8%	-10.0%	1.4%
 Liquor Stores	282.1	-8.4%	7.1%	2.5%
 Recreation & Entertainment	437.0	-0.7%	-0.5%	3.9%
 Supermarkets/Food Retailers	3,908.2	-3.5%	2.0%	35.0%
 Travel & Accommodation	823.2	21.9%	4.8%	7.4%
 TOTAL RETAIL SPEND	11,181.7	-7.9%	2.3%	100%

QUARTERLY RETAIL SPEND BY CATEGORY



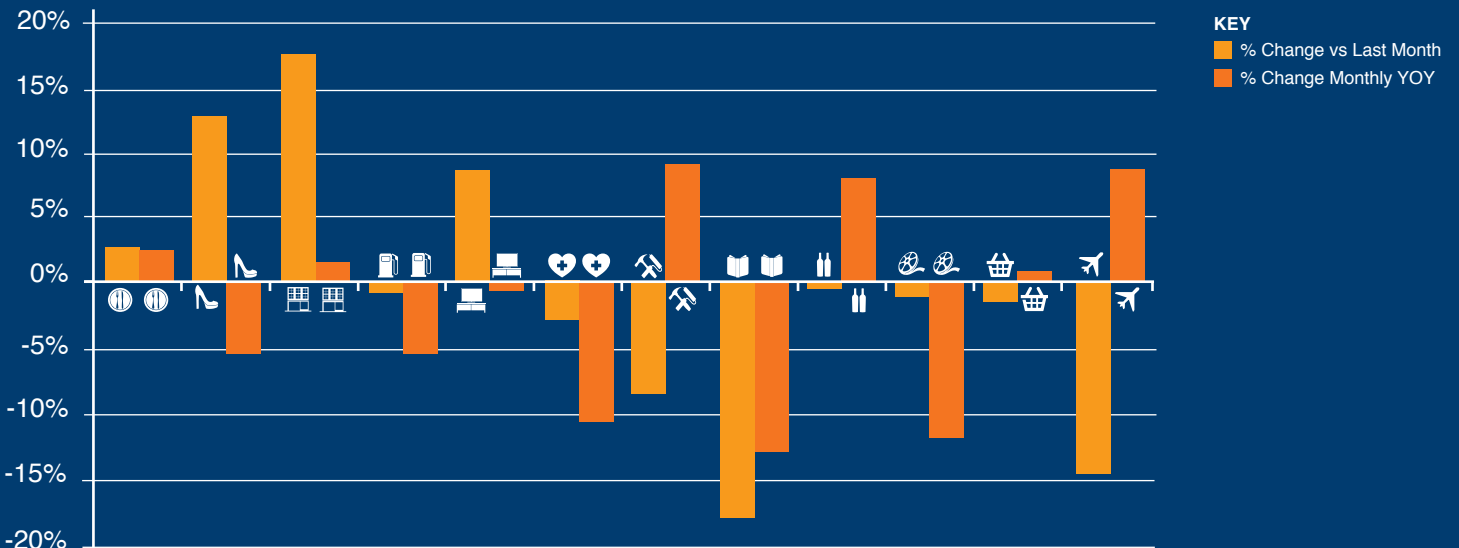
CHANGE VS LAST YEAR



SELECTED REGIONS OF INTEREST

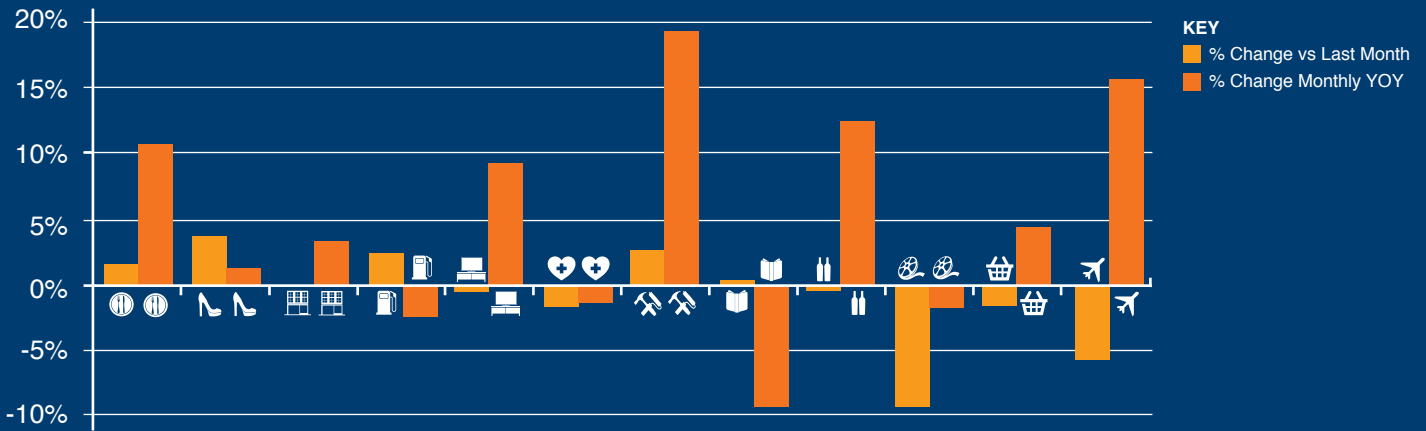
MONTHLY TRENDS - MARLBOROUGH

The Marlborough region experienced month on month increases in Department Stores (+17.8%), Clothing & Footwear (+13.0%) and Furniture/Appliances/Electronics (+8.7%) spend that were higher than the national average. The region also saw decreases in spend that were greater than the national average. The greatest decreases in spend when compared to the previous month are in the Books & Stationery Stores (-17.8%), Travel & Accommodation (-14.5%) and Home & Building Supplies (-8.3%) categories. When compared to the same period last year, Home & Building Supplies (+9.3%), Travel & Accommodation (+8.8%) and Liquor Stores (+8.0%) saw the greatest increases in spend. Decreases in spend when compared to the same period last year were led by Books & Stationery (-12.8%), Recreation & Entertainment (-11.8%) and Health Goods & Services (-10.5%) and are also below the national average.



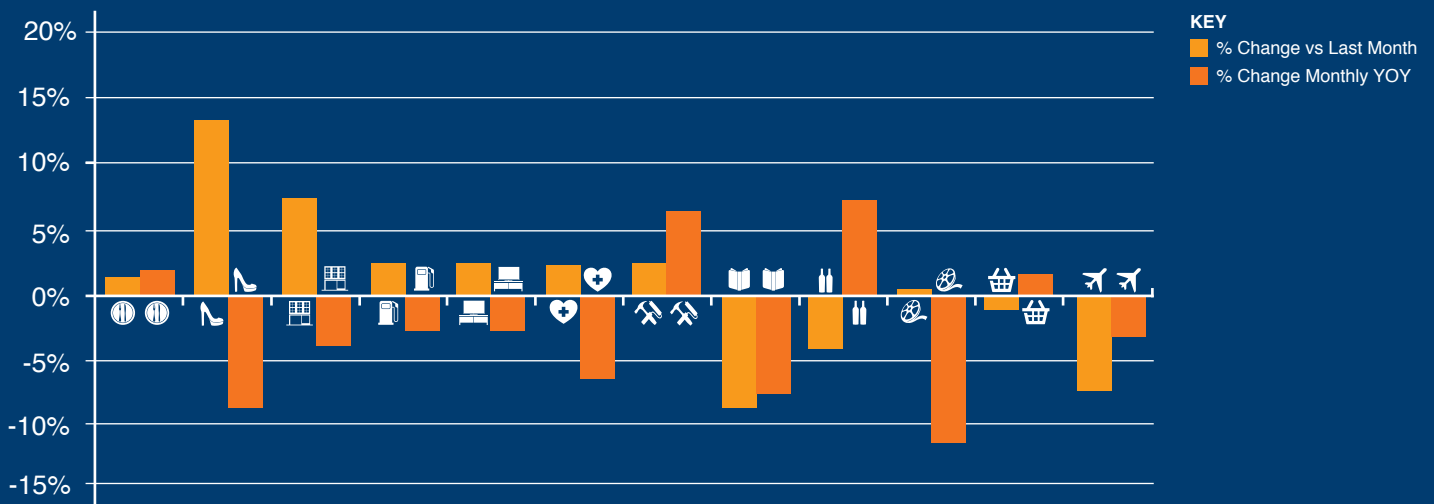
MONTHLY TRENDS - AUCKLAND

Auckland saw moderate changes in spend compared to the previous month. The greatest increases were in Clothing & Footwear (+3.7%), Home & Building Supplies (+2.8%) and Fuel & Service Stations (+2.5%). Categories that experienced the greatest decrease in spend when compared to the previous month are Recreation & Entertainment (-9.3%) and Travel & Accommodation (-5.6%). Increases in spend when compared to the same period last year were higher than the national average and led by Home & Building Supplies (+19.1%), Travel & Accommodation (+15.8%) and Liquor Stores (+12.2%). The greatest decrease in year on year spend was in Books & Stationery Stores (-9.3%).



MONTHLY TRENDS - CANTERBURY

Canterbury saw the greatest month on month increases in Clothing & Footwear (+13.2%), Department Stores (+7.6%) and Home & Building Supplies (+2.7%). Categories which experienced the greatest decrease when compared to the previous month are Books & Stationery (-8.6%), Travel & Accommodation (-7.2%) and Liquor Stores (-4.0%), following national trends. The only categories to see an increase in spend compared to the same period last year were Liquor Stores (+7.3%), Home & Building Supplies (+6.4%), Café/Restaurants/Bars (+2.0%) and Supermarkets/Food Retailers (+1.8%). Decreases in year on year spend were greatest in Recreation & Entertainment (-11.6%), Clothing & Footwear (-8.6%) and Books & Stationery (-7.4%) categories.



Clothing & Footwear saw the greatest month on month increase in spend (+7.4%)

Travel & Accommodation was the only category to see an increase compared to the previous quarter (+21.9%)

The Auckland region had the greatest increase in overall spend compared to the same period last year (+5.8%)

CATEGORIES UP THIS MONTH 6

REGIONS UP THIS MONTH 9

Books & Stationery stores saw the greatest month on month decrease in spend (-6.2%)

Department Stores saw the greatest decrease in spend when compared to the previous quarter (-32.0%)

The West Coast region saw the greatest decrease in overall spend compared to the same period last year (-2.9%)

CATEGORIES DOWN THIS MONTH 6

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

