

# New Zealand Online Retail Sales



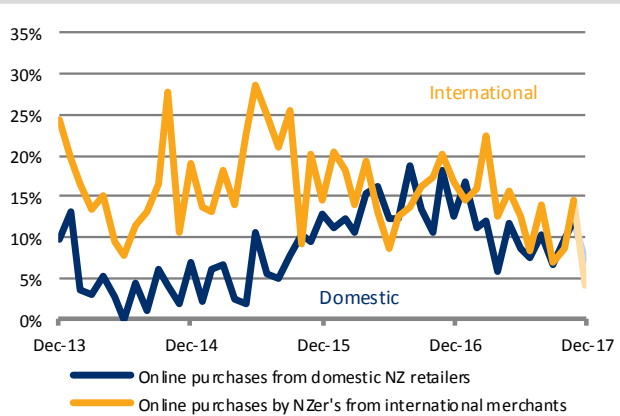
## November and provisional December 2017 spending

15 January 2018

- New Zealanders' total online retail spending in November 2017 was **13% higher than the previous November**. This figure is very close to our provisional estimate of 12%, so we feel encouraged to continue releasing provisional figures.
- Provisional December figures show total online spending up on last year's levels, but the growth rates for both domestic and overseas purchases took a big dip. Total online retail spending in December was only up 6% year-on-year.
  - **December online spending was up 7% year-on-year at local merchants but only up 4% at international sites.**
  - We are cautious not to read too much into the low growth rate for international purchases at this stage. For example, perhaps this year consumers brought forward some of their international spending from December into November (which was a very strong month). We will look to January figures for further clues, and check for classification changes and other potential data distortions prior to releasing the final figures for December next month.
- Sales of Food and Electronic goods at local merchants experienced strong growth in December. However international sites showed a year-on-year drop in Electronic goods sales, following standout sales growth for that sector in November.

### Growth in NZ online sales by retailer location

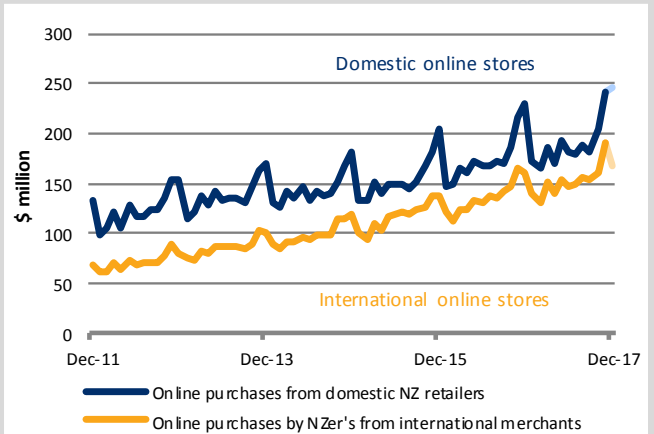
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

### Monthly Online Retail spending by New Zealanders

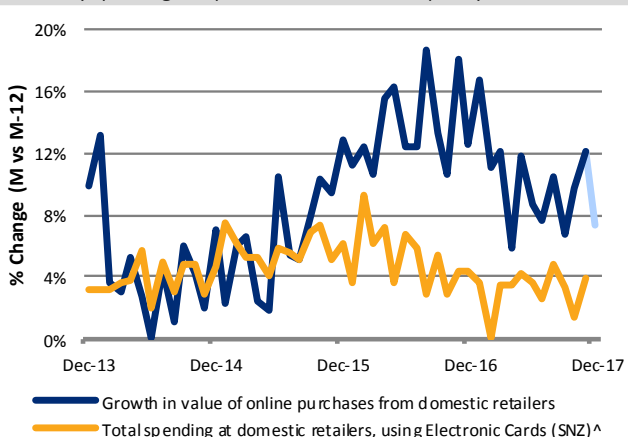
\$ million



Source: BNZ and Marketview

### NZ Domestic Online vs SNZ Electronic Card Transactions<sup>^</sup>

Monthly spending compared to same month in prior year



Source: BNZ, Marketview, Statistics NZ. (December SNZ ECT figures have not been released yet.)

<sup>^</sup>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

December 2017 (provisional) vs December 2016

<b>11%</b>	Groceries & Liquor (incl health food and supplements)
<b>14%</b>	Furniture, Housewares and Hardware
<b>11%</b>	Electrical & Electronic goods (incl computers & appliances)
<b>3%</b>	Recreation, Toys, Games, Entertainment media, Books
<b>4%</b>	Clothing, Footwear and Accessories
<b>-14%</b>	Daily Sales (at specialist sites)
<b>6%</b>	Variety, Department and Other*
<b>-10%</b>	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. Figures may not add to 100% due to rounding.

Growth Rates	'p' = provisional	Total Online Index			Domestic Online Purchases			International Online Purchases		
		Oct-17	Nov-17	Dec-17	Oct-17	Nov-17	Dec-17	Oct-17	Nov-17	Dec-17
Month ended >>>										
Monthly spending vs Same month prior year		9%	13%	6% p	10%	12%	7% p	9%	14%	4% p
3-monthly average vs Same period prior year		9%	10%	9% p	9%	10%	10% p	10%	10%	9% p

**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.

**Reports can be downloaded here:**

[www.bnz.co.nz/onlinetailindex](http://www.bnz.co.nz/onlinetailindex) and [www.marketview.co.nz/free-reports/](http://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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