

New Zealand Online Retail Sales



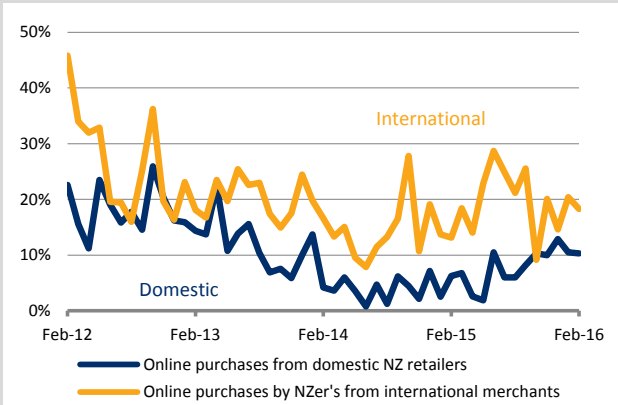
Monthly Update: February 2016 online retail sales

31 March 2016

- Total** online retail spending in February was up 14% compared to the same month a year ago, helped along by an extra day for the 2016 leap year. Removing the leap year effect, the growth rate drops to approximately 10%. This is slightly slower than the growth trend we've seen in recent months, but still a solid performance.
- Online spending at **local merchants** was up 10% on February last year, essentially mirroring the performance of physical stores (based on Statistics NZ figures for electronic card transactions). Food categories were very strong at domestic sites, with online sales for Supermarket/Groceries/Other Specialised Foods together up by more than 30% on February last year. Online clothing sales by local merchants were up 13% on last February.
- Online spending at **offshore sites** by New Zealanders was up 18% on February last year (14% if we apply a simple leap year adjustment). Purchases of Computer and Entertainment Media goods from offshore merchants were up significantly on last February's levels, growing by approximately 40% and 55% respectively. Spending on Clothing from offshore sites was up 12% from a year ago.
- For the 12 months ended February, Kiwis spent \$3.3 billion online (excl. GST), across the categories we cover.

Growth in NZ online sales by retailer location

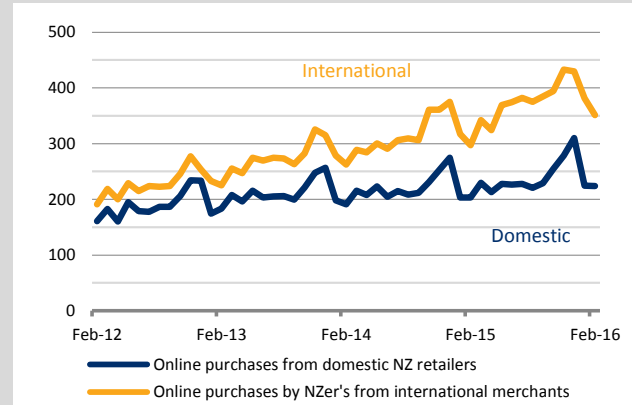
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

Index of NZ Online Retail Sales, by retailer location

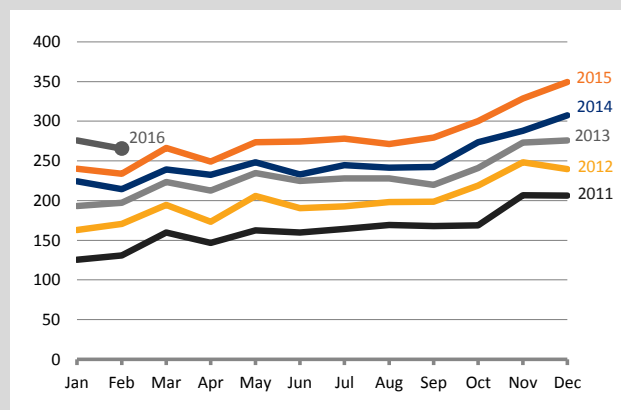
January 2010 = 100



Source: BNZ and Marketview.

Index of Total NZ Online Retail Sales

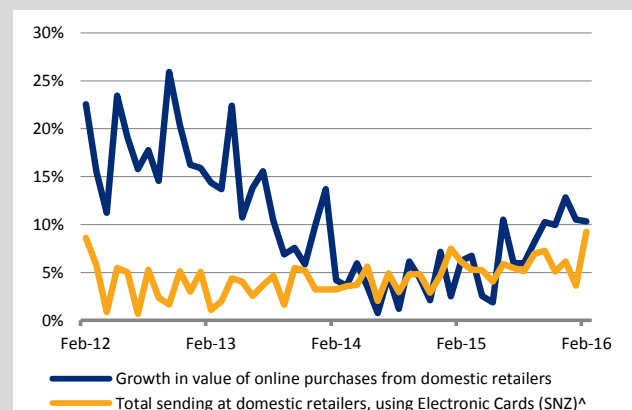
January 2010 = 100



Source: BNZ and Marketview.

NZ Domestic Online vs SNZ Electronic Card Transactions[^]

Monthly spending compared to same month in prior year



[^]"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 Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Dec-15	Jan-16	Feb-16	Dec-15	Jan-16	Feb-16	Dec-15	Jan-16	Feb-16
Month ended >>>									
Monthly spending vs Same month prior year	14%	15%	14%	13%	11%	10%	15%	20%	18%
3-monthly average vs Same period prior year	13%	14%	14%	11%	11%	11%	15%	18%	18%

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 \$44 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 and www.marketview.co.nz/our-reports/

For technical notes, please refer to one of our “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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