

# New Zealand Online Retail Sales



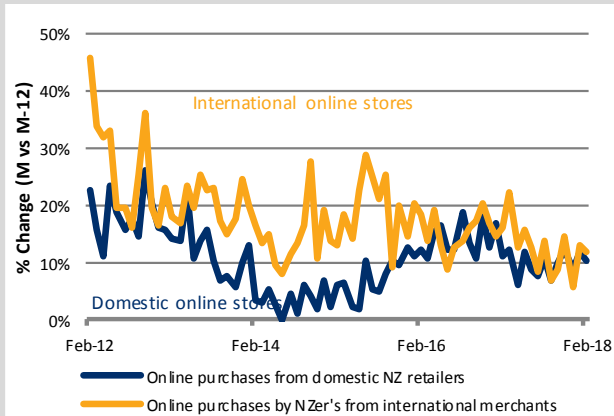
February 2018

27 March 2018

- Another solid month for growth in NZ online shopping, with total spending in February up 11% on February last year.
- The growth dip we saw in December is increasingly looking like nothing more than a temporary blip (possibly timing related).
- Spending at international merchants was up 12% year-on-year and spending at domestic retailers up 10%.
- Annual online spending across the retail categories we cover\* is now estimated at \$4.2 billion (excl GST). This is equivalent to 7.6% of total retail sales reported in Statistics NZ's Retail Trade Series (RTS), comparing like-for-like categories. Excluding the food and liquor sectors from both the RTS and our Index, online spending is equivalent to 10.9% of retail sales.
  - Please note that while the proportion of spending online is continuing to rise, the figures in this report are not comparable with earlier publications. This is because Statistics NZ recently made major revisions to its RTS, and published RTS figures increased.
- 44% of annual online spending was at offshore sellers, which is up slightly (+0.5%) compared to the prior year.
- Sales of Computers and Entertainment Media goods were very strong at international sites in February. At domestic online retailers, sales of Food, Clothing and Electronic goods all showed solid year-on-year growth.

## Growth in NZ online sales by retailer location

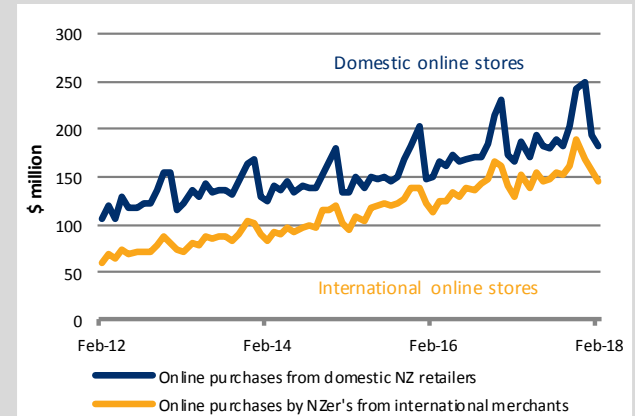
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

## Monthly Online Retail spending by New Zealanders

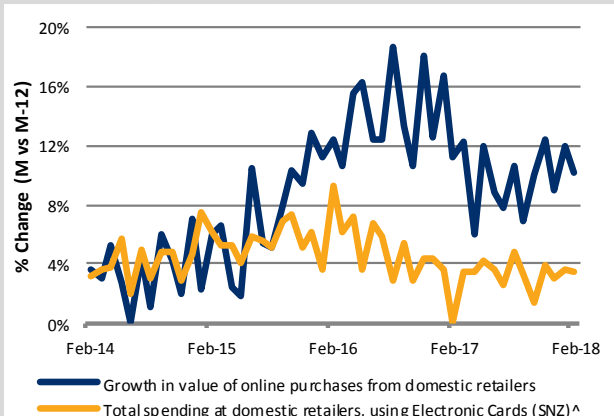
\$ million



Source: BNZ and Marketview

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

Monthly spending compared to same month in prior year



Source: BNZ, Marketview, Statistics NZ.

<sup>A</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

### February 2018 vs February 2017

<b>15%</b>	Groceries & Liquor (incl health food and supplements)
<b>7%</b>	Furniture, Housewares and Hardware
<b>20%</b>	Electrical & Electronic goods (incl computers & appliances)
<b>6%</b>	Recreation, Toys, Games, Entertainment media, Books
<b>11%</b>	Clothing, Footwear and Accessories
<b>12%</b>	Variety, Department and Other*
<b>-4%</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.

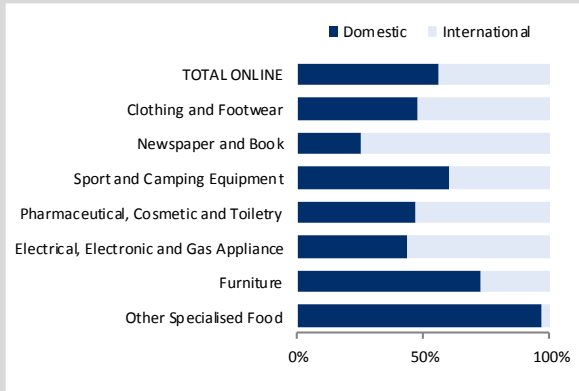
Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Dec-17	Jan-18	Feb-18	Dec-17	Jan-18	Feb-18	Dec-17	Jan-18	Feb-18
Month ended >>>									
Monthly spending vs Same month prior year	8%	12%	11%	9%	12%	10%	6%	13%	12%
3-monthly average vs Same period prior year	10%	11%	10%	10%	11%	10%	10%	11%	10%

**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.

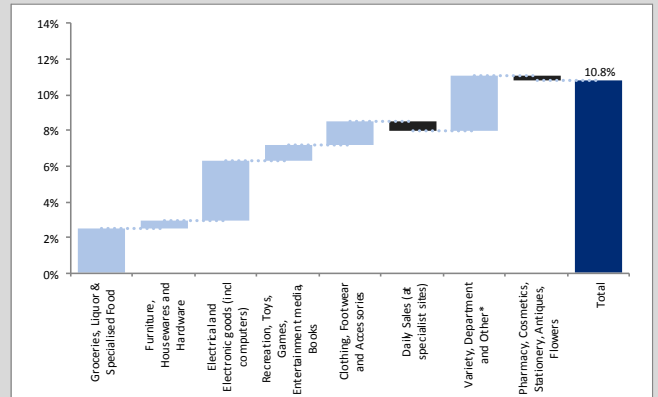
## Supplementary charts: February 2018

**Split of online spending between international and domestic sites**  
Selected categories, for the 12 months ended February 2018



Source: BNZ, Marketview

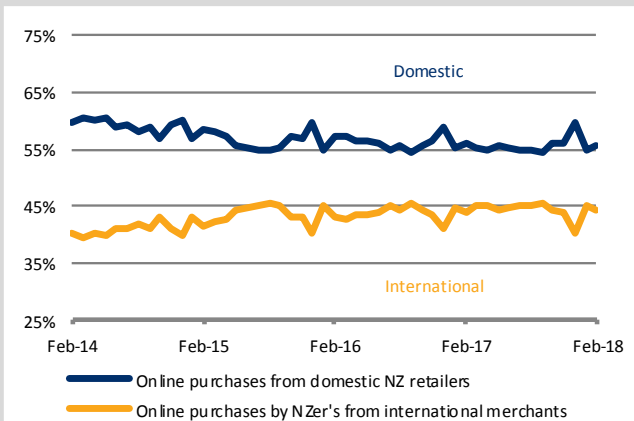
**Contributions to the 11% growth in monthly online retail sales between February 2017 and February 2018**



Source: BNZ, Marketview

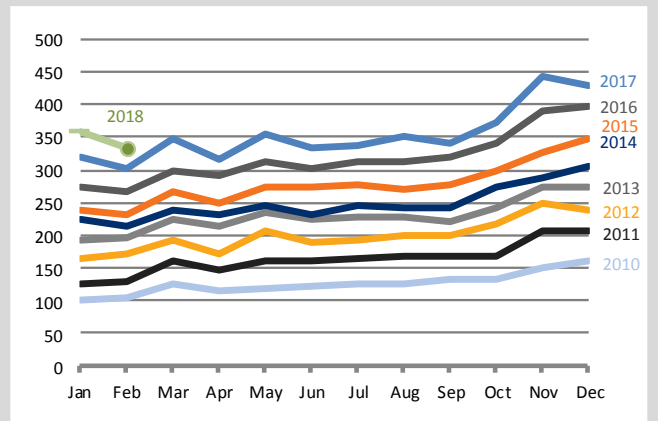
\*"Other" includes unclassified stores and specialty stores that don't neatly fit into defined ANZSIC categories. Unclassified Trade Me spending (estimated retail component) is included with Department Store spending.

**Monthly share of NZ Online Retail Sales, by retailer location**



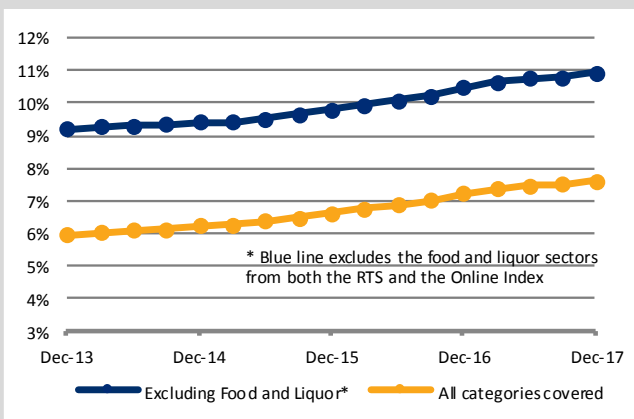
Source: BNZ, Marketview

**Index of Total NZ Online Retail Sales** January 2010 = 100



Source: BNZ, Marketview

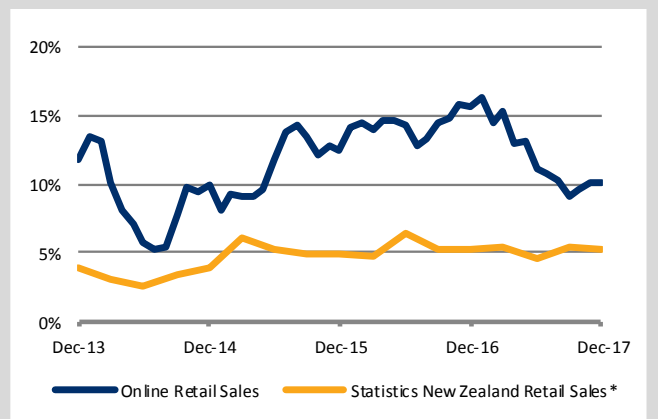
**Annual Online spending as a % of Statistics NZ Retail Sales**



Data sources: BNZ, Marketview, Statistics New Zealand

Includes like-for-like categories from our series and SNZ's Retail Sales  
Key exclusions: vehicles and parts, fuel, accommodation, cafes, takeaways

**Growth Rates: Online Sales vs Statistics NZ Retail Sales**  
Quarterly spending versus same quarter in prior year



Data sources: BNZ, Marketview, Statistics New Zealand

Includes like-for-like categories from our series and SNZ's Retail Sales  
Key exclusions: vehicles and parts, fuel, accommodation, cafes, takeaways

## 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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