

# New Zealand Online Retail Sales

June 2018

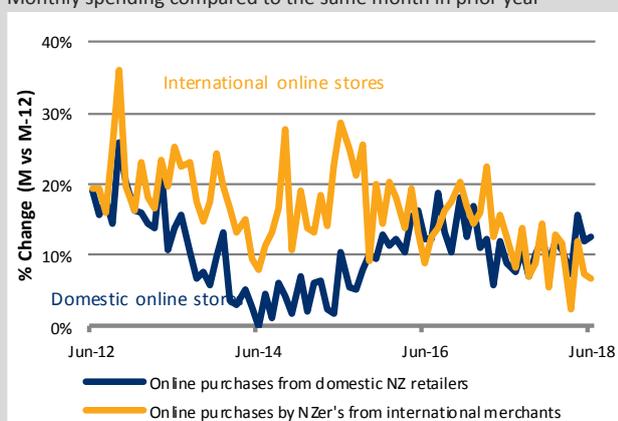
31 July 2018

- Online retail spending continued recent trends, with sales in June **10%** higher than in June last year.
- Spending at domestic online sites was up **12%** compared to June last year. Once again, this outpaced growth in spending at traditional stores<sup>1</sup>, which was only up 3% on the prior June.
  - Very strong growth in the Grocery, Electronic and Computer categories was responsible for half of the year-on-year increase in online spending at domestic merchants.
- Online spending at **international** merchants was up **7%** compared to June last year.
  - Online spending at overseas Entertainment Media stores and overseas Computer stores was up 20% compared to a year ago.
- For the past 4 months, spending at domestic online stores has been growing at a faster rate than spending at international sites.

<sup>1</sup>Using Statistics NZ figures for electronic transactions in core retail industries excluding hospitality, as a proxy for physical stores.

## Growth in NZ online sales by retailer location

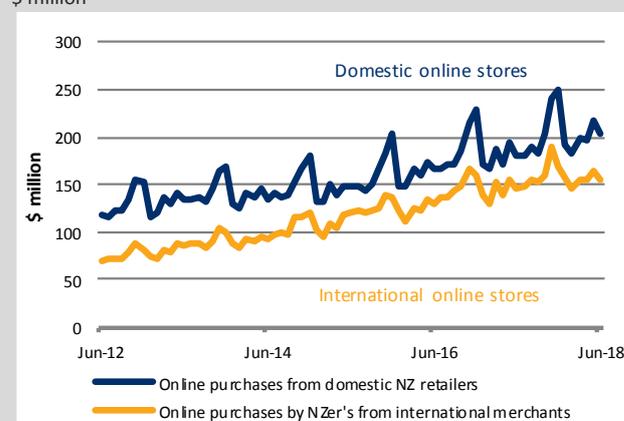
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

## Monthly Online Retail spending by New Zealanders

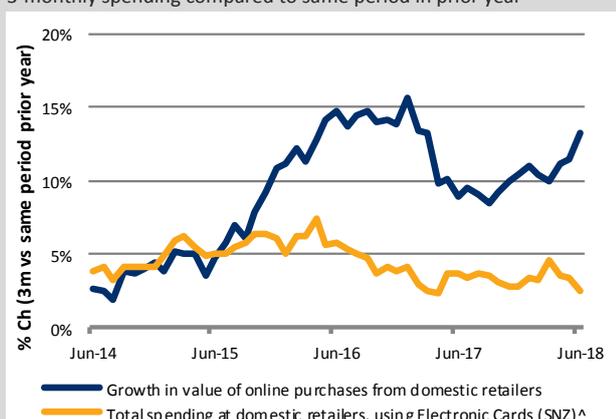
\$ million



Source: BNZ and Marketview

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

3-monthly spending compared to same period in prior year



Source: BNZ, Marketview, Statistics NZ.

<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

### June 2018 vs June 2017

<b>10%</b>	Groceries & Liquor (incl health food and supplements)
<b>9%</b>	Furniture, Housewares and Hardware
<b>14%</b>	Electrical & Electronic goods (incl computers & appliances)
<b>9%</b>	Recreation, Toys, Games, Entertainment media, Books
<b>13%</b>	Clothing, Footwear and Accessories
<b>11%</b>	Variety, Department and Other*
<b>1%</b>	Pharmacy, Cosmetics, Stationery, Antiques, Flowers

Source: BNZ and Marketview

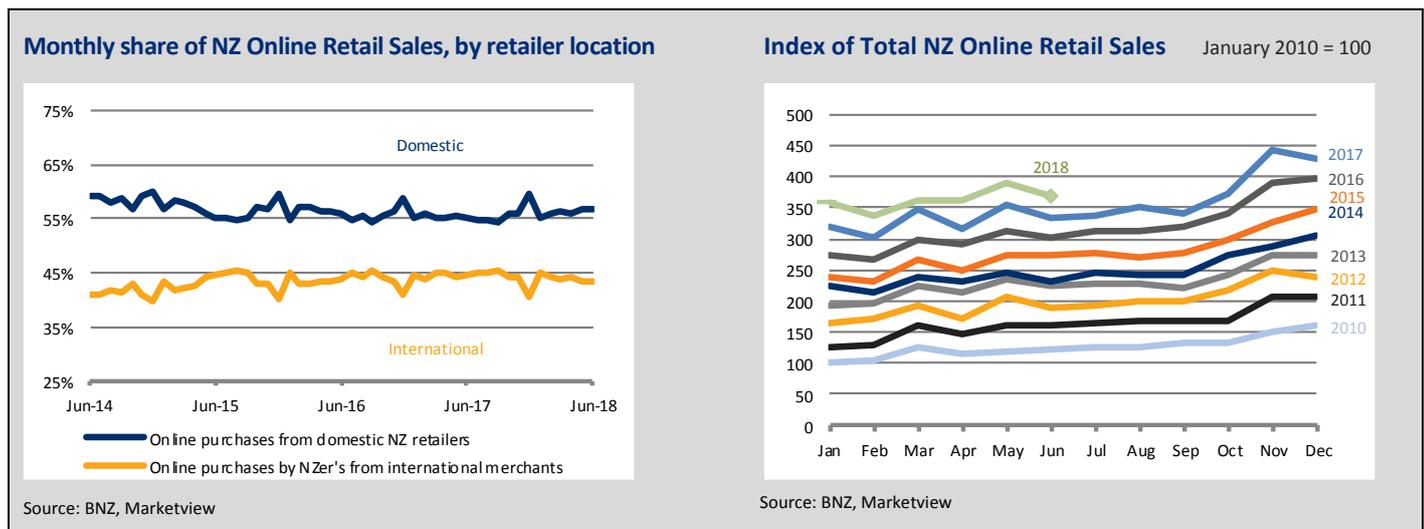
\*Note: “Other” includes unclassified stores and specialty stores that don’t neatly fit into defined ANZSIC categories. Unclassified Trade Me spending (the estimated “retail” component) is included with Department Store spending.

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Apr-18	May-18	Jun-18	Apr-18	May-18	Jun-18	Apr-18	May-18	Jun-18
Month ended >>>									
Monthly spending vs Same month prior year	14%	10%	10%	16%	12%	12%	12%	7%	7%
3-monthly average vs Same period prior year	10%	10%	11%	11%	12%	13%	8%	7%	9%

**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: June 2018



## 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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