

# New Zealand Online Retail Sales

## September 2018

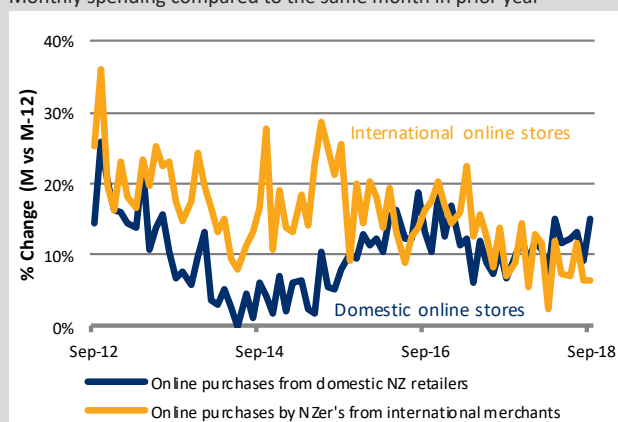
31 October 2018

- New Zealand's **total online retail** spending in September was **11% higher** than in September last year.
- Annual online spending across the retail categories we cover\* is now running at approximately **\$4.5 billion** (excl GST).
- Spending at **local online sites** grew very strongly and was up **15%** compared to September last year. In contrast, growth in spending at traditional stores was only up 4.5%<sup>1</sup>.
- Online spending at **international merchants** was up **7%** compared to September last year. Computer, Entertainment and Department store categories drove a lot of the rise in spending at international merchants. But overall, spending growth at offshore sites was mixed, with roughly equal numbers of categories showing rises and falls compared to last September.
- Online **clothing** sales showed impressive growth for domestic retailers (up 26% on last September). But were less impressive for international retailers (down 3% on September last year).

<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

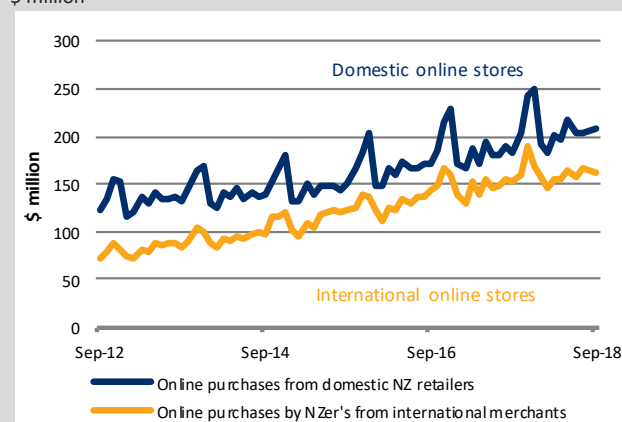
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

### Monthly Online Retail spending by New Zealanders

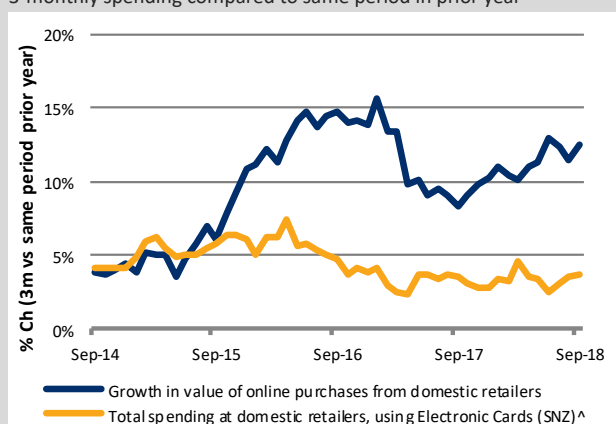
\$ million



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

#### September 2018 vs September 2017

<b>7%</b>	Groceries & Liquor (incl health food and supplements)
<b>14%</b>	Furniture, Housewares and Hardware
<b>21%</b>	Electrical & Electronic goods (incl computers & appliances)
<b>8%</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.

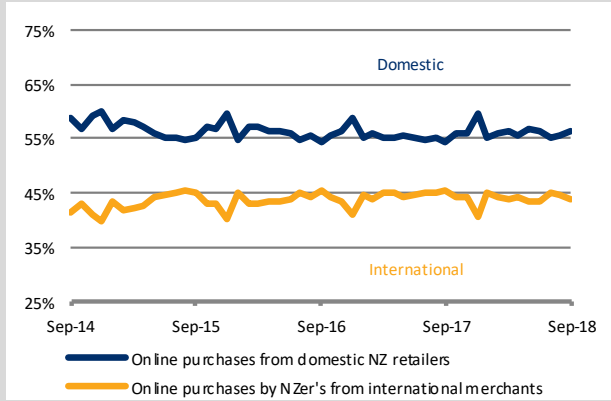
Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Jul-18	Aug-18	Sep-18	Jul-18	Aug-18	Sep-18	Jul-18	Aug-18	Sep-18
Month ended >>>									
Monthly spending vs Same month prior year	13%	8%	11%	13%	9%	15%	12%	7%	7%
3-monthly average vs Same period prior year	11%	10%	11%	12%	12%	12%	9%	8%	8%

**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.

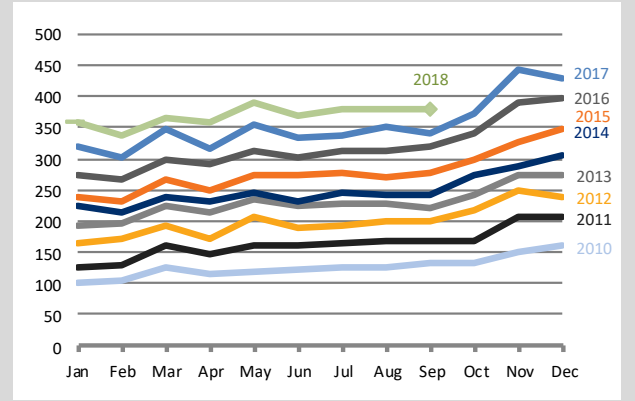
## Supplementary charts: September 2018

Monthly share of NZ Online Retail Sales, by retailer location



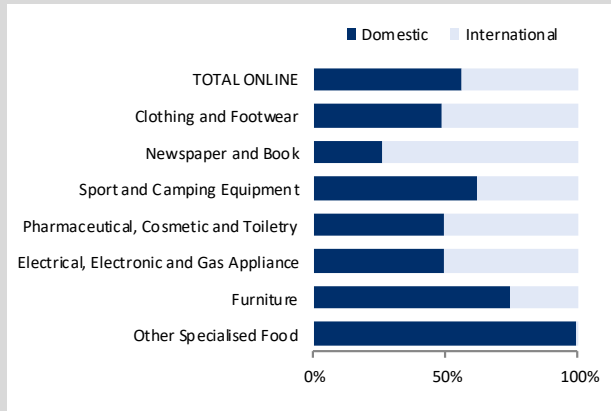
Source: BNZ, Marketview

Index of Total NZ Online Retail Sales January 2010 = 100



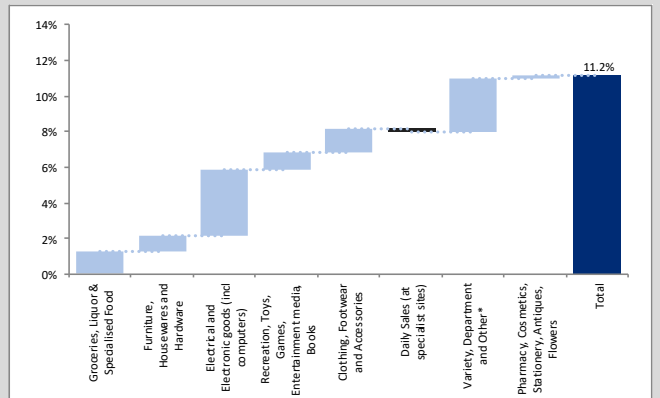
Source: BNZ, Marketview

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



Data sources: BNZ, Marketview

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



Data sources: BNZ, Marketview

\* "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.

## Reports can be downloaded here:

[www.bnz.co.nz/onlineretailindex](http://www.bnz.co.nz/onlineretailindex) 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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