

# New Zealand Online Retail Sales



## Monthly Update for March 2017

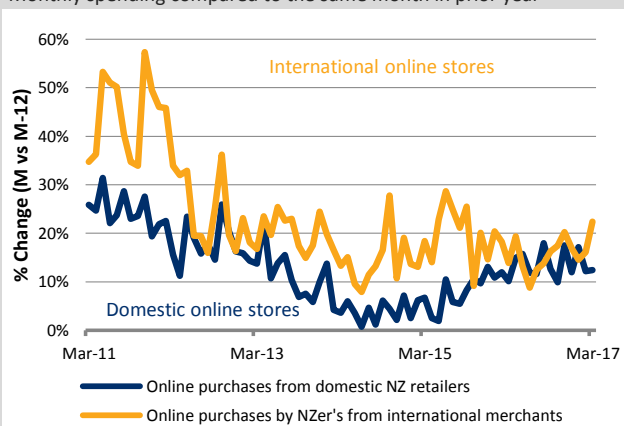
4 May 2017

- **Total** online retail spending by New Zealanders in March was up 17% compared to the previous March, continuing the strong growth pattern observed so far in 2017.
- Annual growth in purchases from **offshore** online retailers pushed through the 20% mark for the second time over the past 12 months. International purchases in March were up 22% on March 2016. Computer, Clothing and Electronic stores accounted for just over half of the year-on-year increase.
- Spending at **local** online retailers was up 12% on March last year, with food categories and Department/Variety stores again experiencing strong growth. Online momentum is continuing to outstrip that of local bricks-and-mortar stores, where sales grew approximately 4% compared to last March<sup>1</sup>.

<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

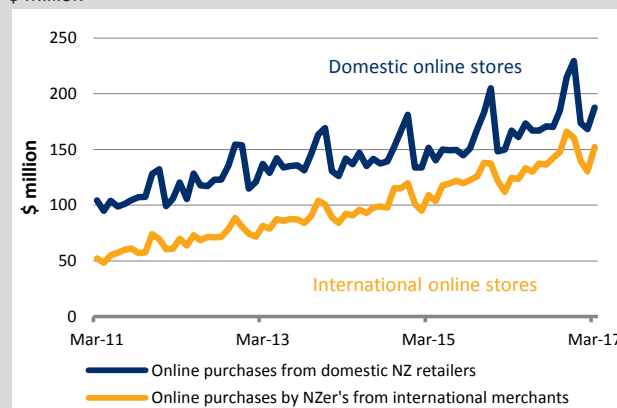
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

### Monthly Online Retail spending by New Zealanders

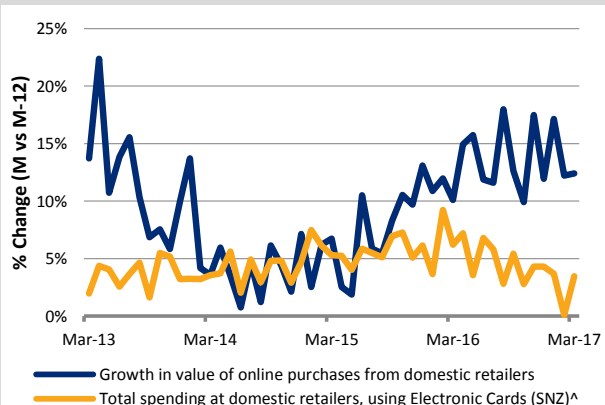
\$ million



Source: BNZ and Marketview.

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

Monthly spending compared to same month in prior year



Source: BNZ and Marketview.

<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

<b>23%</b>	Groceries & Liquor (incl health food and supplements)
<b>-4%</b>	Furniture, Housewares and Hardware
<b>32%</b>	Electrical & Electronic goods (incl computers & appliances)
<b>6%</b>	Recreation, Toys, Games, Entertainment media, Books
<b>15%</b>	Clothing, Footwear and Accessories
<b>8%</b>	Daily Sales (at specialist sites)
<b>14%</b>	Variety, Department and Other*
<b>30%</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	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Jan-17	Feb-17	Mar-17	Jan-17	Feb-17	Mar-17	Jan-17	Feb-17	Mar-17
Month ended >>>									
Monthly spending vs Same month prior year	16%	14%	17%	17%	12%	12%	15%	16%	22%
3-monthly average vs Same period prior year	16%	15%	16%	15%	14%	14%	17%	16%	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 \$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/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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