

# New Zealand Online Retail Sales



## Monthly Update: September 2015 online retail sales

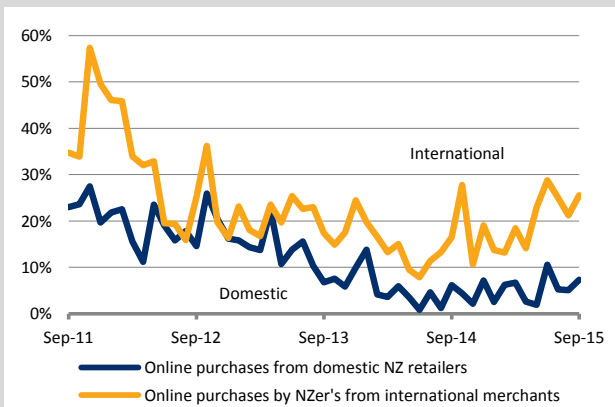
29 October 2015

### A strong month – particularly for electronic goods

- Total online retail spending in September was up 15% compared to September last year.
- Online purchases of electrical and electronic goods (including computers) were particularly strong - up nearly 40% compared to September last year. In July and August the annual growth rate had been running at around 25-30%. September saw new smartphone releases - although, so did September last year.
- Online spending at international sites showed continued buoyancy - up 26% on September 2014. This partly reflects currency effects. Compared to a year ago the NZ dollar was flat relative to the Australian dollar, but down 22% against the US dollar (a key transaction currency) and down 18% against the British pound. The weaker NZD makes imported goods more expensive, but the data suggests volumes are rising nonetheless.
- Growth in online spending at local merchants mirrored that for physical goods, up 7% on September last year.

#### Growth in NZ online sales by retailer location

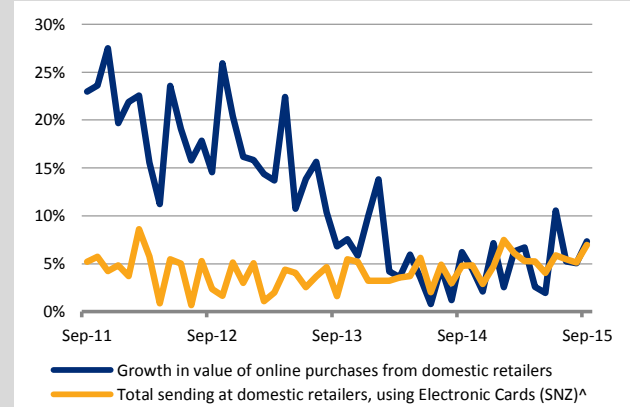
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

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

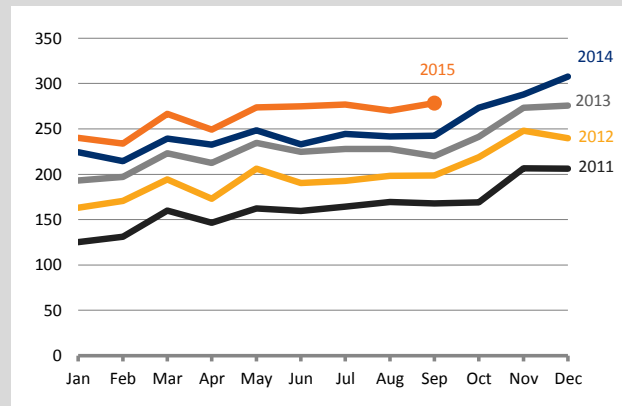
Monthly spending compared to same month in prior year



<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.

#### Index of Total NZ Online Retail Sales

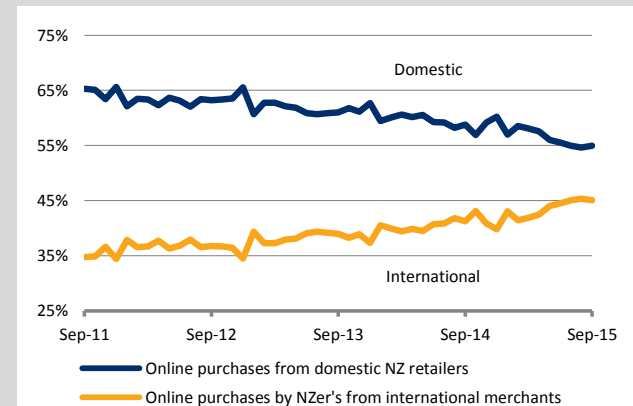
January 2010 = 100



Source: BNZ and Marketview

#### Share of NZ online sales by retailer location

Monthly share



Source: BNZ and Marketview

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases			
	Month ended >>>	Jul-15	Aug-15	Sep-15	Jul-15	Aug-15	Sep-15	Jul-15	Aug-15	Sep-15
Monthly spending vs Same month prior year		13%	12%	15%	5%	5%	7%	25%	21%	26%
3-monthly average vs Same period prior year		14%	14%	13%	6%	7%	6%	26%	25%	24%

**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](http://www.bnz.co.nz/onlinetailindex) and [www.marketview.co.nz/our-reports/](http://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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