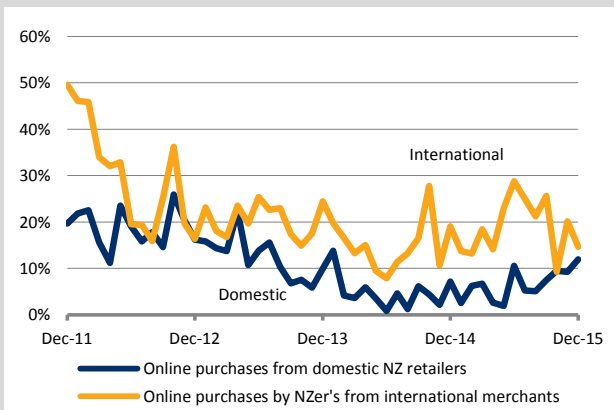


### Online shopping increases its share of the Christmas wallet

- Total online retail spending in December was up 13% compared to the same month a year ago. There were solid performances by both local and overseas merchants, which were up on the previous December by 12% and 15% respectively.
- The 12% growth in online purchases from local merchants outpaced the annual growth in December spending at physical stores, which was around 4% (based on Statistics New Zealand figures for electronic card transactions, for “core retail” industries excluding hospitality).
- Online spending at local merchants in some of the major Food categories was up on last December’s level by well over 20% (Christmas feasting anyone?). Other categories showing strong growth at domestic retailers were Sport and Camping Equipment, Entertainment Media, Department Stores, and Newspapers and Books. The growth in purchases from offshore sites was particularly strong for Computer Stores and Entertainment Media, which were both up by more than 40% compared to the same month a year earlier.
- Clothing continues to be a significant online item. Sales in this category were up 17% on the prior December.

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

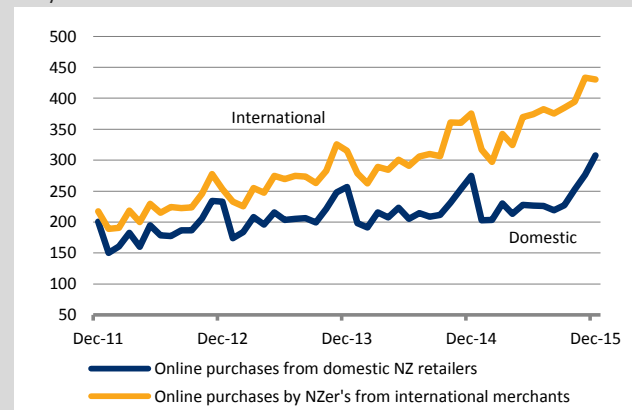
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

#### Index of NZ Online Retail Sales, by retailer location

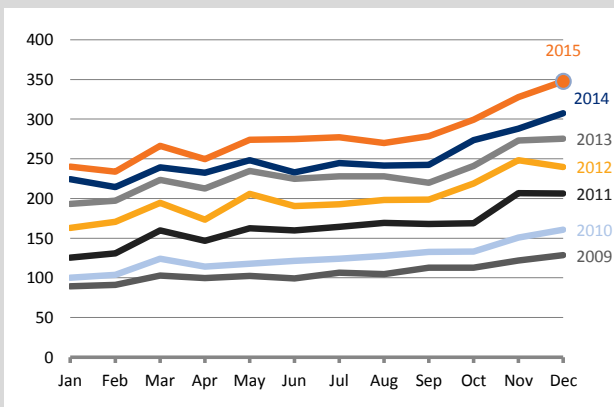
January 2010 = 100



Source: BNZ and Marketview.

#### Index of Total NZ Online Retail Sales

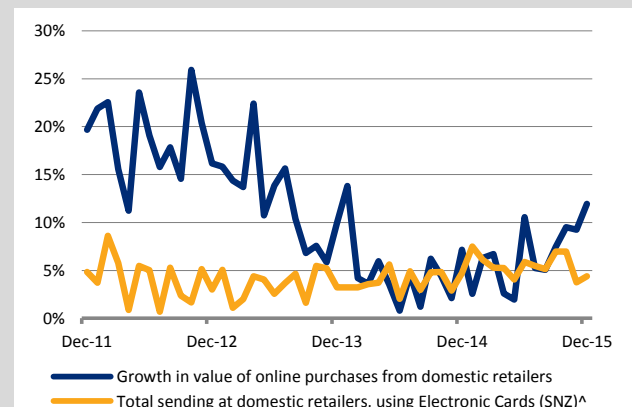
January 2010 = 100



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.

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Oct-15	Nov-15	Dec-15	Oct-15	Nov-15	Dec-15	Oct-15	Nov-15	Dec-15
Month ended >>>									
Monthly spending vs Same month prior year	9%	14%	13%	9%	9%	12%	9%	20%	15%
3-monthly average vs Same period prior year	12%	13%	12%	7%	9%	10%	18%	18%	15%

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