

# New Zealand Online Retail Sales

## Monthly Update: August 2015 online retail sales



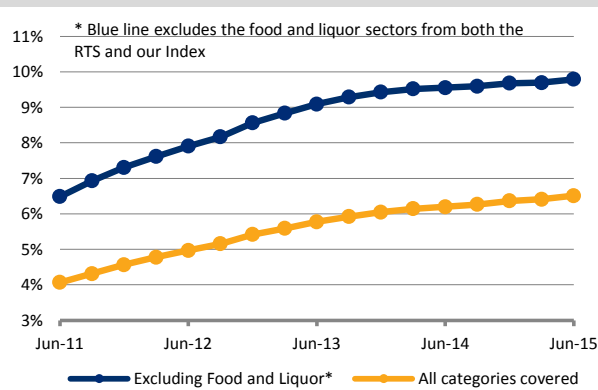
1 October 2015

### A fairly flat month for online retail, but sales are still well up on last year's levels

- Total online retail spending in August was a fraction down on July, but up 12% compared to August 2014.
- Recent trends have continued. Online spending at international sites is still running strong - up 21% on August 2014 (partly due to NZD effects). Online spending at local merchants is up 5% on August last year. International merchants accounted for 45% of online spending in August, well up on the 35% level prevailing 3 years ago.
- For the categories we cover, online retail sales are equivalent to approximately 6.5% of reported retail sales. This figure rises to 9.8% if we exclude the food and liquor sectors from both official retail and online statistics.
- The review to improve the Online Retail Sales Index mentioned last month is continuing. The quarterly reports will resume once the review is completed. In the meantime, extra charts are included in this monthly.

#### Annual online retail as a % of reported retail sales\*

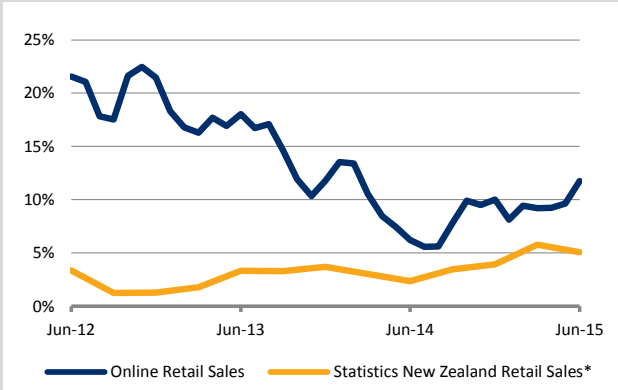
Online retail sales / Retail sales reported in official Retail Trade Survey (RTS)



\*Official retail sales statistics are sourced from Statistics New Zealand. We only include the same categories used in the online index. Online data is from BNZ/Marketview.

#### Growth in online retail sales and reported retail sales\*

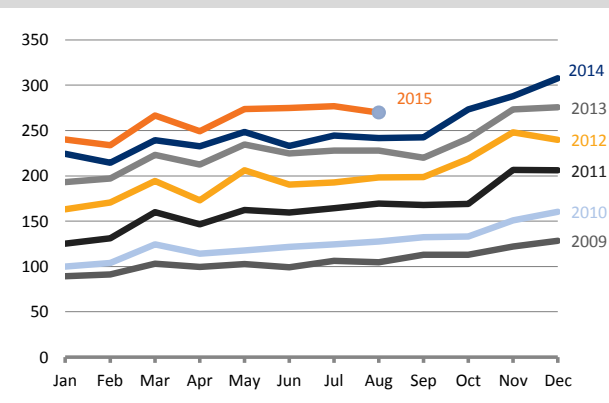
Quarterly spending compared to same period in prior year



\*Official retail sales statistics are sourced from Statistics New Zealand. We only include the same categories used in the online index. Online data is from BNZ/Marketview.

#### Total Online Retail Sales Index

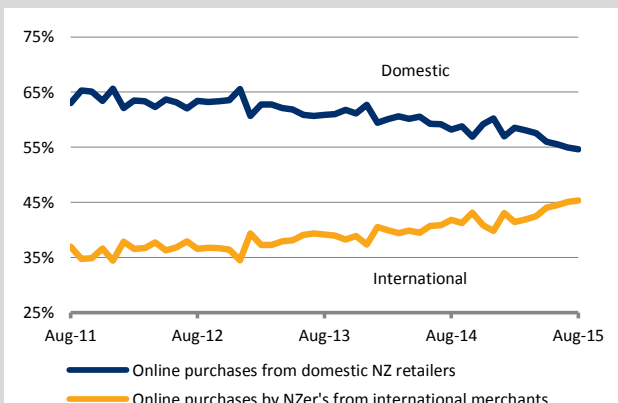
January 2010 = 100



Source: BNZ and Marketview

#### Share of online sales by retailer location

Monthly share



Source: BNZ and Marketview

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Jun-15	Jul-15	Aug-15	Jun-15	Jul-15	Aug-15	Jun-15	Jul-15	Aug-15
Month ended >>>									
Monthly spending vs Same month prior year	18%	13%	12%	11%	5%	5%	29%	25%	21%
3-monthly average vs Same period prior year	12%	14%	14%	5%	6%	7%	22%	26%	25%

**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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