

# New Zealand Online Retail Sales



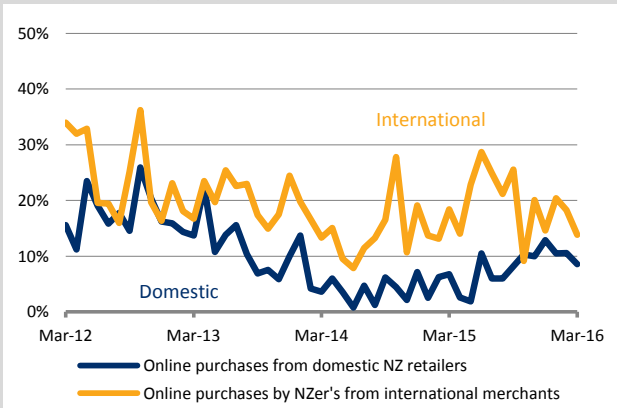
## Monthly Update: March 2016 online retail sales

4 May 2016

- **Total** online retail spending by New Zealanders in March was up **11%** on spending in March last year.
- Although the headline annual growth rate has eased slightly, it is similar to February's figure if we adjust February spending for leap year affects.
- Online spending at **local merchants** was up **9%** on March last year, slightly ahead of the 6% annual growth rate for sales at physical stores (based on Statistics NZ figures for electronic card transactions for core retail excluding hospitality).
- Online spending at **offshore sites** was up **14%** on March last year. Part of this growth will reflect higher offshore prices in NZ dollar terms. For example, the NZD has depreciated 10% against the USD and 12% against the Euro since March last year.
- Purchases of Computer and Entertainment Media goods continued their strong run, with both categories up by more than 30% on March last year. Spending on Clothing was up 16% from a year ago, with both local and offshore sites showing double-digit growth. Online food purchases from local merchants grew strongly; as did purchases from department and variety stores (locally and offshore).
- For the 12 months ended March, Kiwis spent \$3.4 billion online (excl. GST), across the categories we cover.

### Growth in NZ online sales by retailer location

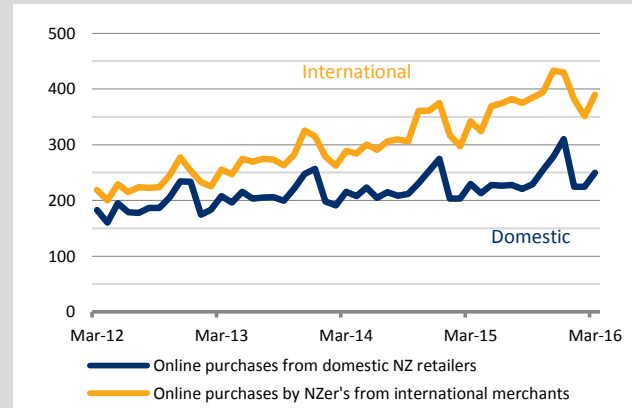
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

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

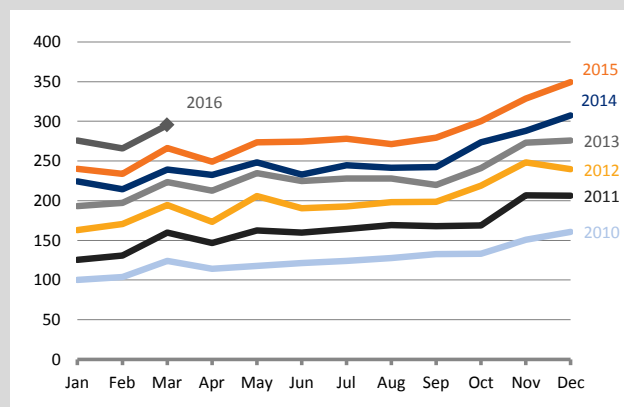
January 2010 = 100



Source: BNZ and Marketview.

### Index of Total NZ Online Retail Sales

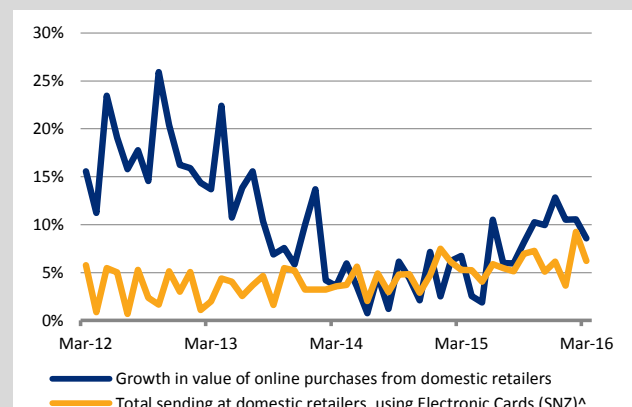
January 2010 = 100



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		
	Jan-16	Feb-16	Mar-16	Jan-16	Feb-16	Mar-16	Jan-16	Feb-16	Mar-16
Month ended >>>									
Monthly spending vs Same month prior year	15%	14%	11%	11%	11%	9%	20%	18%	14%
3-monthly average vs Same period prior year	14%	14%	13%	11%	11%	10%	18%	18%	17%

**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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