

New Zealand Online Retail Sales



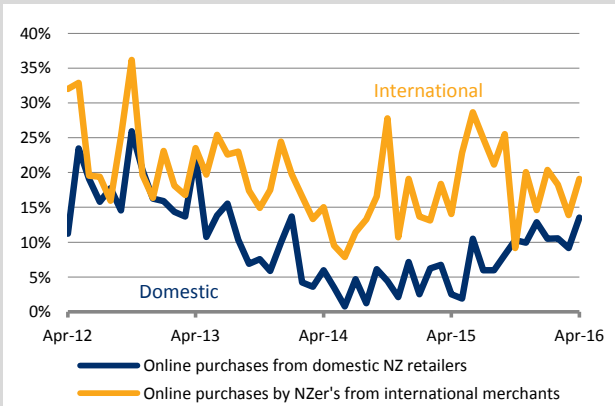
Monthly Update: April 2016 online retail sales

31 May 2016

- A strong month, with total online retail spending by New Zealanders in April up **16%** on April last year.
- **Online spending at local merchants was up 14% on April last year**, well ahead of the 7% annual growth rate for sales at physical stores (based on Statistics NZ figures for electronic card transactions for core retail excluding hospitality).
 - Clothing and Food purchases (including “Other Specialised Food”) have been key contributors to higher spending over the past 12 months, responsible for approximately 60% of the increase in online spending at local merchants since April last year.
 - Online spending at local Computer, Department and Entertainment Media stores has also grown strongly.
- **Online spending at offshore sites was up 19% on April last year.** Part of this growth will reflect higher offshore prices in NZ dollar terms. Computer and Entertainment Media stores again featured strongly.
- Comparing with latest figures reported in Statistics New Zealand’s RTS, the \$3.4 billion in online retail spending (excl. GST) for the 12 months ended 31 March 2016 was equivalent to 6.9% of reported retail sales, for the categories we cover. If we exclude the grocery and liquor sectors from both the RTS and our Index, annual online spending is equivalent to 10.3% of officially reported retail sales.

Growth in NZ online sales by retailer location

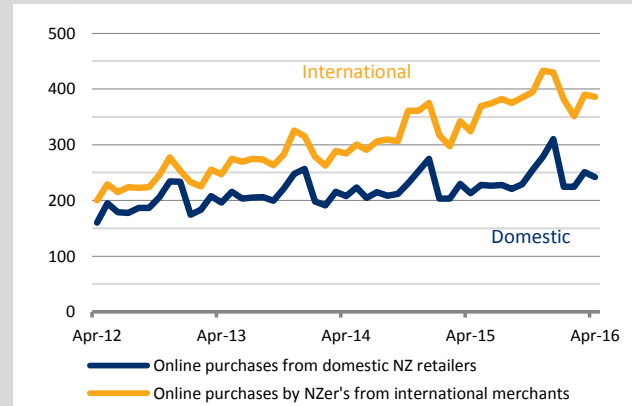
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

Index of NZ Online Retail Sales, by retailer location

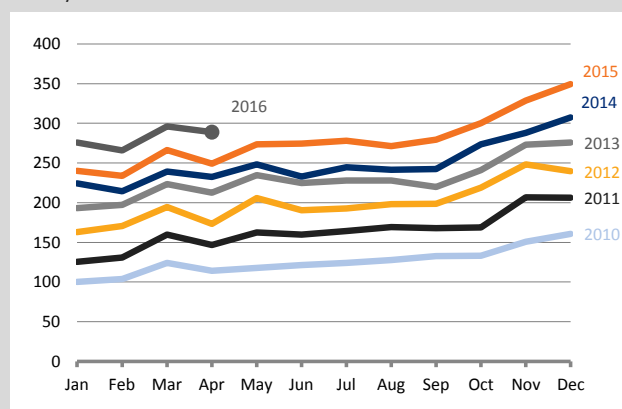
January 2010 = 100



Source: BNZ and Marketview.

Index of Total NZ Online Retail Sales

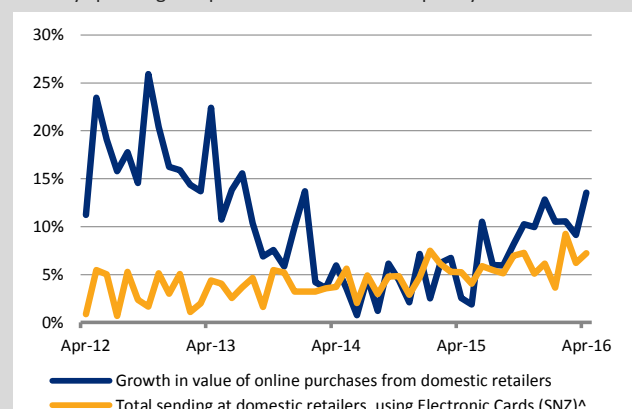
January 2010 = 100



Source: BNZ and Marketview.

NZ Domestic Online vs SNZ Electronic Card Transactions[^]

Monthly spending compared to same month in prior year



[^]“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		
	Feb-16	Mar-16	Apr-16	Feb-16	Mar-16	Apr-16	Feb-16	Mar-16	Apr-16
Month ended >>>									
Monthly spending vs Same month prior year	14%	11%	16%	11%	9%	14%	18%	14%	19%
3-monthly average vs Same period prior year	14%	13%	14%	11%	10%	11%	18%	17%	17%

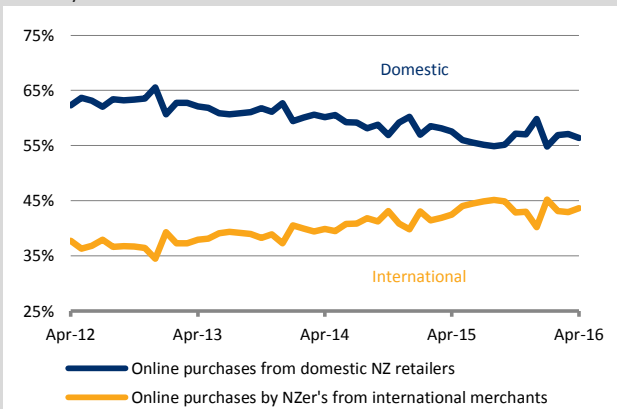
Data notes: Online sales data is produced by Marketview. Traditional retail sales data is from Statistics New Zealand quarterly releases. For both data sets, the figures we use correspond to Statistics New Zealand’s ANZSIC Division G (Retail Trade) excluding fuel, motor vehicles and parts, and marine. 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.

Supplemental Charts

Share of online sales by retail merchant location

Monthly shares



Source: BNZ and Marketview.

Composition of online spending by sector

Composition of online spending for the 12 months to 30 April 2016

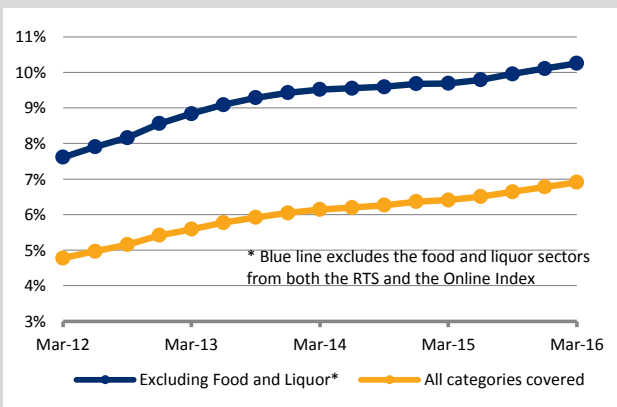
15%	Groceries & Liquor (incl health food and supplements)
6%	Furniture, Housewares and Hardware
15%	Electrical & Electronic goods (incl computers & appliances)
15%	Recreation, Toys, Games, Entertainment media, Books
12%	Clothing, Footwear and Accessories
4%	Daily Sales (at specialist sites)
27%	Variety, Department and Other*
6%	Pharmacy, Cosmetics, Stationery, Antiques, Flowers

*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.

Data source: BNZ/Marketview

Online retail spending as a % of reported retail sales*

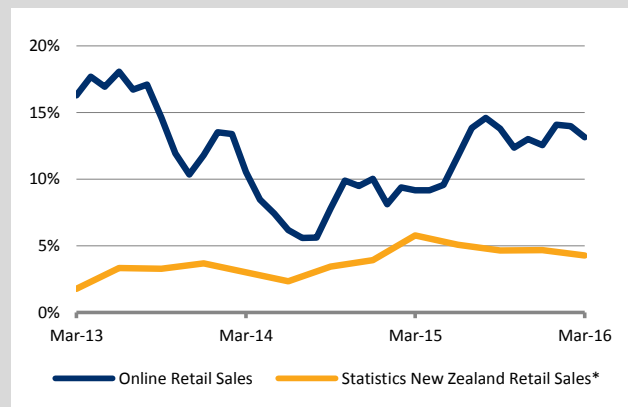
Online retail sales / Retail sales in Statistics NZ Retail Trade Survey (RTS)



Official retail sales statistics are from Statistics New Zealand's Retail Trade Survey (RTS)*
Online data is from BNZ/Marketview. The footnote on page 1 lists categories included in the analysis.

Growth in online retail sales vs reported retail sales

Quarterly spending compared to same period in prior year



Official retail sales statistics are from Statistics New Zealand's Retail Trade Survey (RTS)*
Online data is from BNZ/Marketview. The footnote on page 1 lists categories included in the analysis.

Reports can be downloaded here:

www.bnz.co.nz/onlineretailindex and www.marketview.co.nz/our-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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