

# Retail RADAR

## The REPORT

A quarterly Retail NZ Report // to 31 March 2025

### Retailers call for flexibility on Easter Trading Hours

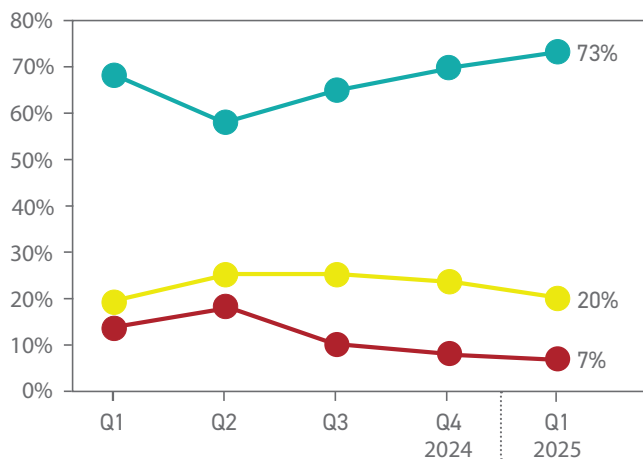
As retail continues to struggle to meet sales targets in a soft economic environment, two thirds of retailers want the ability to open over Easter. Easter trading hours are a long-debated topic and it's often unclear for customers to know when they can go shopping due to the different trading implementation from town to town across the country.

Generally, respondents thought that it should be up to the business to decide, and not the local council or Government. Consumers have the ability to shop online 24/7 every day of the year, for bricks and mortar stores the restrictions are not aligned with the trading environment in 2025.

### Retailers start the year with continued confidence

73% of respondents are confident or very confident that their retail business will survive the coming year. Up from the same quarter last year, that figure was 68%. The confidence is despite the turmoil of the international trading environment, instead focusing on the potential to see an uplift in consumer confidence with almost half of mortgages to be re-fixed in the next six months and unemployment expected to peak in the first half of 2025.

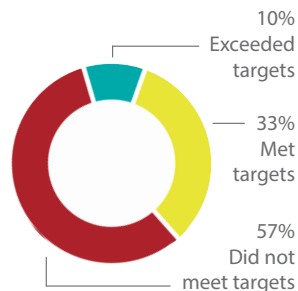
#### How confident are you that your business will survive the next 12 months?



— Confident, or very confident  
— Not sure, it could go either way  
— Not confident, or not at all confident

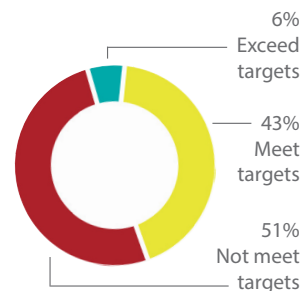
### Past three months

How did your business track against targets?



### Next three months

How do you expect to track against targets?



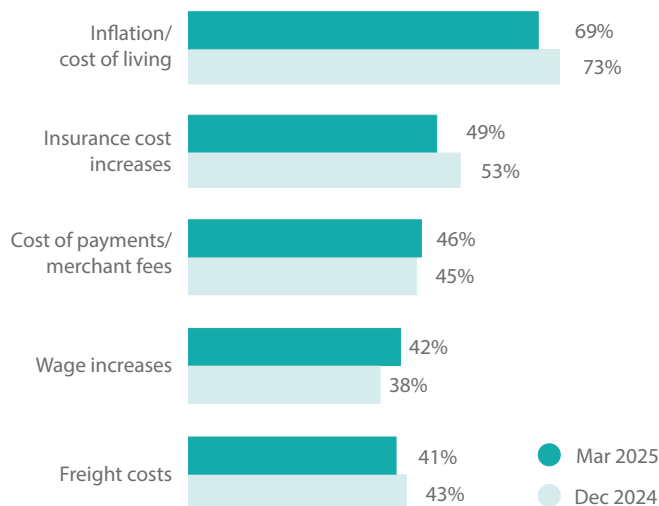
The first quarter of 2025 went largely as anticipated by retailers in our Q4 2024 survey. When we asked at the end of Q4 2024, 54% expected to not meet targets. In actuality, 57% ended up not meeting targets and 43% met or exceeded targets, not dissimilar from the predicted 46% meeting or exceeding targets. The big difference is that while only 3% expected to exceed targets, 10% of respondents exceeded targets for the quarter, which was more than anticipated and a positive takeaway for retailers.

Looking ahead, 51% of respondents do not expect to meet targets in Q2 and 49% expect to meet or exceed targets. A slightly more optimistic prediction than when asked three months ago as 6% are expecting to exceed targets compared to 3% predicting the same last quarter.

### Consistent challenges

It's more of the same, with the key impacts from 12 months ago continuing to be major issues for retailers. Inflation/cost of living and insurance cost increases are still having the biggest impact. The cost of payments/merchant fees and wage increases are continuing to put the pressure on retailers, with some slight increases since Q4 2024.

#### Top issues impacting retailers (quarter on quarter)





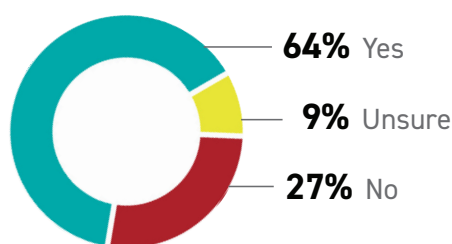
## Shop Trading Hours

Almost two thirds of retailers think everyone should have the freedom to choose to trade on Good Friday and Easter Sunday. Last year Cameron Luxton, MP had a private members bill intending to provide retailers the freedom to choose to if they want to open over Easter, levelling the playing field for bricks and mortar stores next to online shopping.

Of the 27% of retailers that didn't want to open over Easter we were told that they valued the guaranteed time off, where they could close the store and the additional salary costs they would incur if they did open.

We recommend customers check the opening hours of their local store online before setting out over Easter.

### Do you think everyone should have the freedom to trade on Good Friday and Easter Sunday?



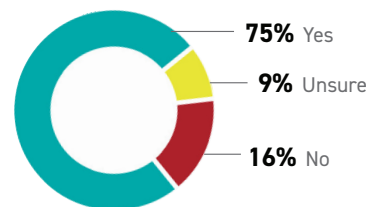
*"Public Holidays should not be solely based on Christian religious beliefs and observations. We are a multicultural and multi-religion society in NZ. It is time for a change to allow for individuals and businesses to observe holidays when they choose, rather than just Easter and Christmas."*

## Changes to Holidays Act

With the Government plans to reform the Holidays Act, we asked retailers their views on two key areas for business, sick leave and annual leave.

### Do you support pro-rated sick leave for part-time employees?

*Basing the number of sick days on work pattern instead of 10 days for all workers.*



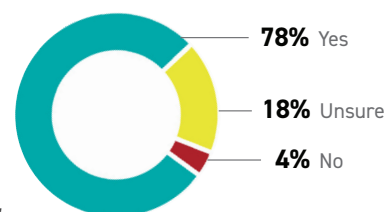
The potential move to pro-rata sick leave for part-time workers (rather than the fixed 10 days) was supported by 75% of respondents. Predominantly, fairness is given as the reason of the difference between part-time and full-time workers. Many retailers have part time employees in their business as they have to cover 6 – 7 days a week and late nights.

The remainder of respondents were split with 9% saying they didn't support the potential changes and 16% didn't know.

*"I had a member of staff who only worked Saturdays and they took 10 days sick leave!"*

### Do you support an actual hours worked-based accrual model for all leave?

*Leave accrued throughout the year based on hours worked, instead of a lump sum after 12 months.*



The current wording in the Holidays Act is that an employee is entitled to 4 weeks paid leave after 12 months continuous employment.

The potential changes to the Holidays Act could enable annual leave accruing from your first day of employment on an hourly basis, which is incredibly helpful in a retail environment where you have staff that may be part-time, casual, work weekends, holidays and changing shift patterns. 78% of respondents supported a change in the Holidays Act to accrue on an hourly basis, many believing it to be fairer, especially for workers whose hours change from week to week.

#### Methodological notes:

\*This Retail Radar report presents the results of a survey of Retail NZ members.

Got questions? Email us at [research@retail.kiwi](mailto:research@retail.kiwi)