

New Zealand Online Retail Sales



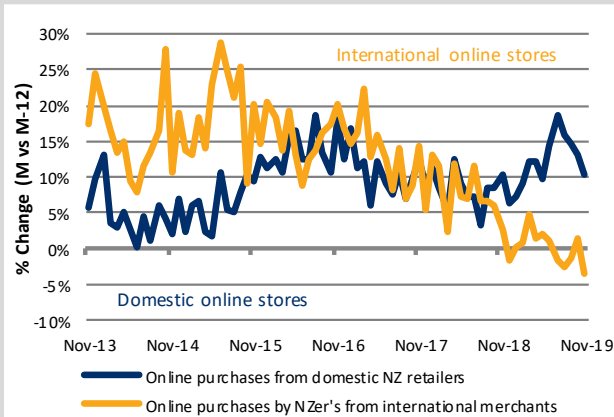
November 2019

19 Dec 2019

- This note is an early release covering November online retail sales. Figures are provisional.
- NZ's **total online retail** spending in November was **4% higher** than a year ago. Recent months were stronger, running at 8% year-on-year growth.
- Spending at **local online stores** was **up 10%** on November last year. Most categories were up locally, with Food and Electronics very strong.
- In contrast, spending at **offshore sites** was **down 3%** on last November. November remains the peak month for purchases from overseas sites, but the rise from October wasn't as large as we saw last year. Most categories were down on last year's levels for offshore spending, with Clothing and Entertainment Media notable exceptions.
- With **GST** on online purchases from **offshore sites** widening from 1 December, we wondered if consumers would bring forward some December offshore shopping into November. However, the November spending figures did not show any obvious signs of this.
 - It's possible any GST-driven behaviour may have been masked by other effects, such as the weaker NZ dollar.
 - But it's also possible that NZ consumers missed the window for some GST savings on their Christmas shopping. Or perhaps the discounting at domestic stores in late November (eg Black Friday sales) was particularly compelling....

Growth in NZ online sales by retailer location

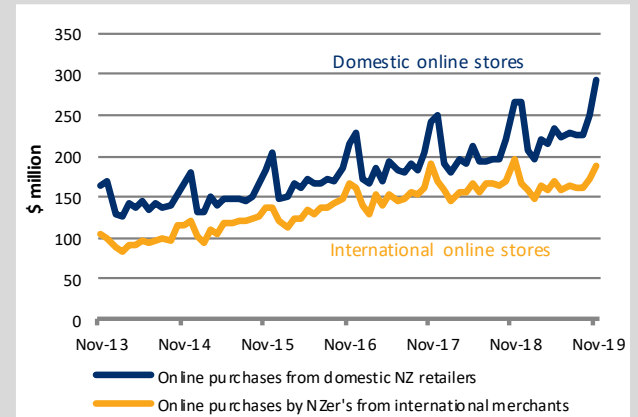
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

Monthly Online Retail spending by New Zealanders

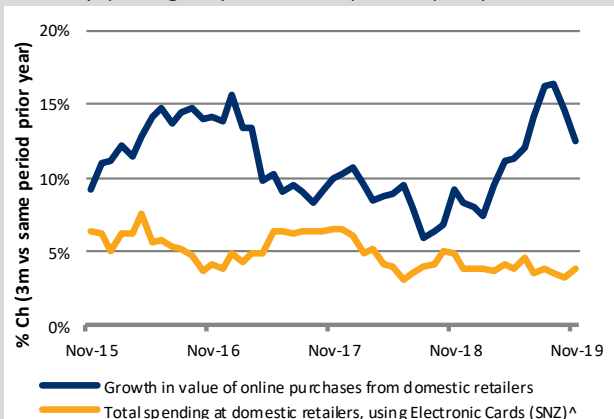
\$ million



Source: BNZ and Marketview

NZ Domestic Online vs SNZ Electronic Card Transactions[^]

3-monthly spending compared to same period in prior year



Source: BNZ, Marketview, Statistics NZ.

[^]“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 in total online spending by broad category group

Monthly spending compared to the same month in prior year

November 2019 vs November 2018

16%	Groceries & Liquor (incl health food and supplements)
3%	Furniture, Housewares and Hardware
-10%	Electrical & Electronic goods (incl computers & appliances)
10%	Recreation, Toys, Games, Entertainment media, Books
3%	Clothing, Footwear and Accessories
5%	Variety, Department and Other*
0%	Pharmacy, Cosmetics, Stationery, Antiques, Flowers

Source: BNZ and Marketview

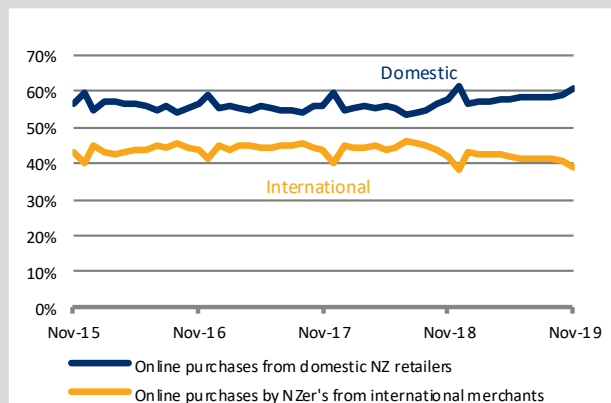
*Note: “Other” includes unclassified stores and specialty stores that don't neatly fit into defined ANZSIC categories. Unclassified Trade Me spending (the estimated “retail” component) is included with Department Store spending.

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Sep-19	Oct-19	Nov-19	Sep-19	Oct-19	Nov-19	Sep-19	Oct-19	Nov-19
Month ended >>>									
Monthly spending vs Same month prior year	8%	8%	4%	15%	13%	10%	-1%	1%	-3%
3-monthly average vs Same period prior year	8%	8%	7%	16%	15%	13%	-2%	-1%	-1%

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 \$49 billion.

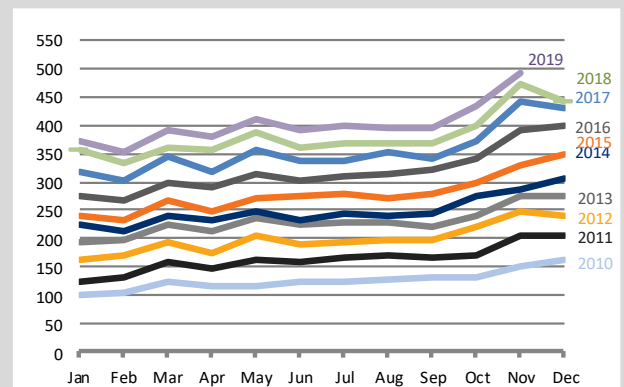
*Categories included in the BNZ Online Retail Index are: supermarket and grocery stores; specialised food and liquor; furniture, floor coverings, houseware and textile goods; electrical and electronic goods; hardware, building and garden supplies; recreational goods; clothing, footwear and personal accessories; department stores; pharmaceutical and other store-based retailing; non-store retailing; and retail commission-based buying and/or selling.

Monthly share of NZ Online Retail Sales, by retailer location



Source: BNZ, Marketview

Index of Total NZ Online Retail Sales January 2010 = 100



Source: BNZ, Marketview

Reports can be downloaded here:

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