

New Zealand Online Retail Sales

September 2019

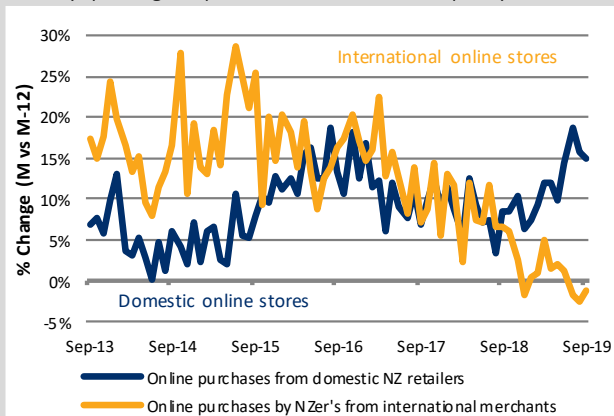
5 November 2019



- Recent trends have continued into September, driving New Zealand's **total online retail** spending to a level **8% higher** than a year ago.
- The monthly trend was again characterised by strong growth in spending at **local** online stores (**up 15%** on September last year) and softer spending at **offshore** sites (**down 1%** on last September).
- At **local online sites**, September saw exceptionally strong year-on-year growth in the Food and Grocery, Department Store and Electrical/Electronic categories. Spending in all 3 categories, at local sites, was up by more than 20% on last September's levels. Year-on-year growth in spending at local Clothing and Computer sites was more subdued, coming in at less than 5%.
- Online shopping at **offshore sites** grew very strongly in the Entertainment Media and Department store categories, which both showed double-digit rises since September last year. Spending at offshore Computer store sites was down on last September, as was online spending at Electrical/Electronic stores.
- Annual online spending across the retail categories we cover* is running at just over \$4.7 billion (excl GST).

Growth in NZ online sales by retailer location

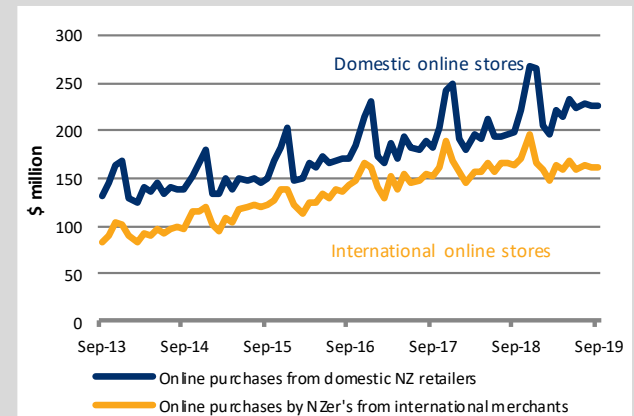
Monthly spending compared to the same month in prior year



Source: BNZ and Marketview.

Monthly Online Retail spending by New Zealanders

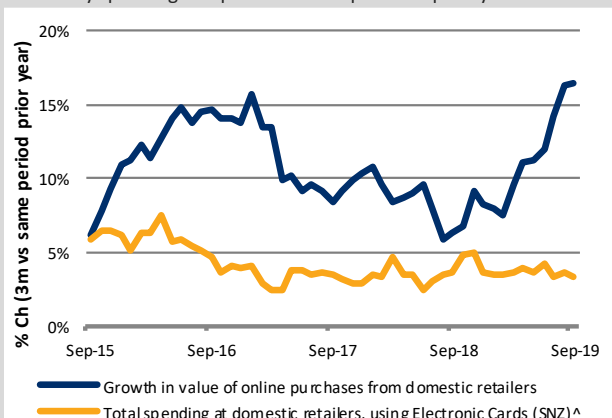
\$ million



Source: BNZ and Marketview

NZ Domestic Online vs SNZ Electronic Card Transactions[^]

3-monthly spending compared to same period in prior year

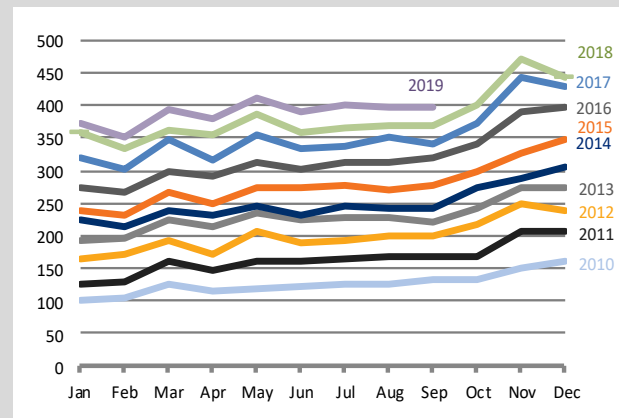


Source: BNZ, Marketview, Statistics NZ.

[^]"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.

Index of Total NZ Online Retail Sales

January 2010 = 100



Source: BNZ and Marketview

Growth Rates	Total Online Index			Domestic Online Purchases			International Online Purchases		
	Jul-19	Aug-19	Sep-19	Jul-19	Aug-19	Sep-19	Jul-19	Aug-19	Sep-19
Month ended >>>									
Monthly spending vs Same month prior year	9%	7%	8%	19%	16%	15%	-2%	-3%	-1%
3-monthly average vs Same period prior year	8%	8%	8%	14%	16%	16%	0%	-1%	-2%

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.

Reports can be downloaded here:

www.bnz.co.nz/onlinetailindex 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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