

Retail Spending in Christchurch, May 2022

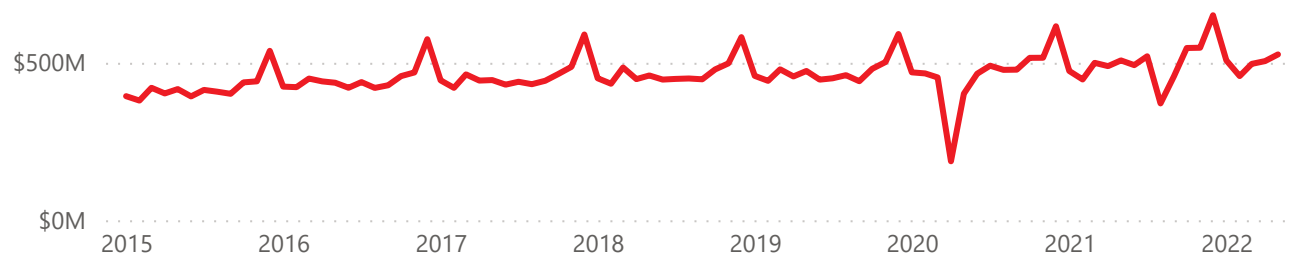
Summary:

- Similar to recent months, retail spending figures for May 2022 reflect the impact of two opposing forces- upward pressure on prices due to inflation, and a reduction in the volume of spending due to these cost increases and the effects of Omicron on consumer behaviour. To provide more comprehensive insight, some of the figures in this months report include both the value of retail spending and the number of retail spend transactions.
- Retail spending in Christchurch was \$526.6 million in May 2022. Christchurch experienced an increase in retail spending of 3.8 percent or \$19.1 million compared to May 2021. Over the same period, the number of retail spend transactions declined by -5.6 percent. This indicates that price inflation had partially offset the impact of a reduction in the volume of spending during May 2022.
- Spending on fuel and automotive, and apparel and personal proved to be the most resilient during May 2022. Four of the six retail spend categories experienced positive spending growth compared to May last year, with spending on fuel and automotive increasing by the largest amount (29.7%). However, fuel and automotive, and apparel and personal were the only two store types to also experience an uplift in the volume of spending, with transaction numbers falling across all other categories.
- Retail spending in the central city in May 2022 decreased by -4.3 percent or \$1.6 million compared to May 2021, with four of the six store types experiencing negative spending growth. The number of retail transactions within the central city fell by -13.9 percent over the same period.

Total Retail Spend Christchurch:

The value of retail spending in Christchurch increased by 3.8 percent or \$19.1 million in May 2022 compared to the same month in 2021, to a total of \$526.6 million. The number of retail spend transactions declined by -5.6 percent over the same period. Retail spending in Christchurch over the year to May 2022 reached \$6.1 billion, an increase of 1.7 percent or \$103 million compared to the previous 12-month period.

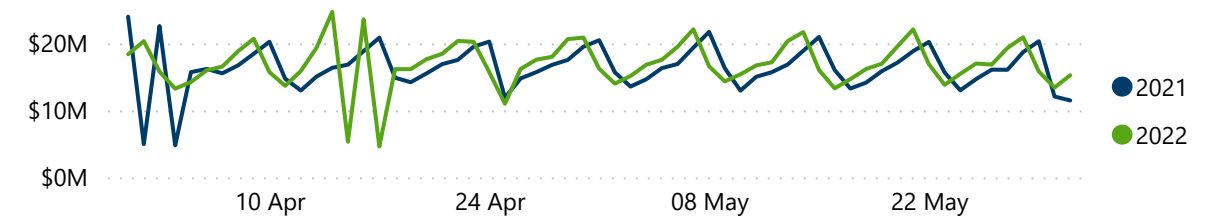
Figure 1. Christchurch Total Retail Spending, January 2015- May 2022



Daily Spending

Daily retail spending in Christchurch averaged at \$17 million per day in May 2022, compared to \$16.4 million per day in May 2021.

Figure 2. Christchurch Daily Retail Spending during April & May



Spending by Location

Nine of the nineteen reported locations across Christchurch experienced negative spending growth in May 2022 compared to May 2021. The largest fall in spending occurred at the airport (down -15.5%), while the largest increase occurred in Shirley (up 14.8%). Meanwhile, the number of transactions fell across all locations except for Papanui (up 1.6%) and Shirley (up 1.0%). The largest decline in transactions compared to May 2021 also occurred at the airport, with transactions down -26.6 percent from the same month last year.

Table 1. Highest & lowest spend and transaction growth rates (Christchurch suburbs & Central City), May 2022 vs May 2021

Type	Shirley	Spreydon	Papanui	Four Aves Fringe	Airport
Spending	14.8%	11.4%	9.9%	-9.7%	-15.5%
Transactions	1.0%	-3.5%	1.6%	-17.7%	-26.6%

Ten of the reported locations across Christchurch experienced negative spending growth over the year to May 2022 compared to the previous 12-month period. Overall, Christchurch City experienced a 1.7 percent increase in retail spending in the year to May 2022 compared to the year to May 2021. Year-to-date spending growth was highest in Papanui (up 6.4%), Spreydon (up 5.1%) and Shirley (up 4.6%). Spending growth was lowest in the Four Aves Fringe (down -12.0%) and in the Four Aves Core & Core Fringe, also known as the central city (down -8.3%).

Table 2. Highest & lowest annual retail spend growth rates (Christchurch suburbs & Central City), year ended May 2022 vs year ended May 2021

Year	Papanui	Spreydon	Shirley	Core & Core Fringe	Four Aves Fringe
2021/2020	22.7%	16.0%	-15.0%	18.3%	21.6%
2022/2021	6.4%	5.1%	4.6%	-8.3%	-12.0%

Spending by Store Type

Central City Expenditure:

The value of retail spending in the central city in May 2022 decreased by -4.3 percent or \$1.6 million compared to May 2021, with four of the six store types experiencing negative spending growth. Fuel and automotive and apparel and personal were the only categories to experience positive spending growth (up 11.8% and 9.4%, respectively). Cafes, restaurants, bars and takeaways registered the largest fall in spending at -11.5 percent. The number of retail transactions in the central city fell by -13.9 percent over the same period, with all categories except for apparel and personal registering a decline in transactions. 'Other consumer spending' registered the largest fall in transaction numbers, with a decline of -23.7 percent.

Table 3. Central City expenditure growth by category, May 2022 vs May 2021

Type	Fuel & Automotive	Apparel & Personal	Other Consumer Spending	Groceries & liquor	Home & Recreation Retail	Cafes, Restaurants, bars & takeaways
Spending	11.8%	9.4%	-0.6%	-5.2%	-6.7%	-11.5%
Transactions	-7.2%	4.9%	-23.7%	-8.0%	-5.5%	-18.0%

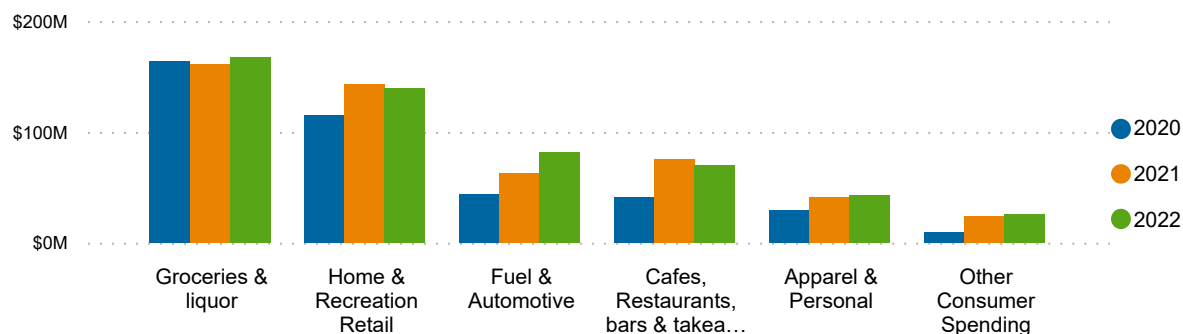
Citywide Expenditure:

The value of retail spending across Christchurch City increased 3.8 percent in May 2022 compared to May 2021. Four of the six retail spend categories experienced positive spending growth compared to May last year, with spending on fuel and automotive increasing by the largest amount (29.7%). Meanwhile, the number of retail transactions across Christchurch fell by -5.6 percent over the same period. This reduction in the volume of spending was experienced across almost all store types, with all categories except for fuel and automotive and apparel and personal registering a decline in the number of transactions.

Table 4. Citywide expenditure growth by category, May 2022 vs May 2021

Year	Fuel & Automotive	Other Consumer Spending	Groceries & liquor	Apparel & Personal	Home & Recreation Retail	Cafes, Restaurants, bars & takeaways
Spending	29.7%	8.6%	3.9%	3.0%	-2.5%	-7.4%
Transactions	4.9%	-8.8%	-4.9%	1.0%	-2.3%	-12.2%

Figure 3. Retail spending in Christchurch by category, May 2020-2022



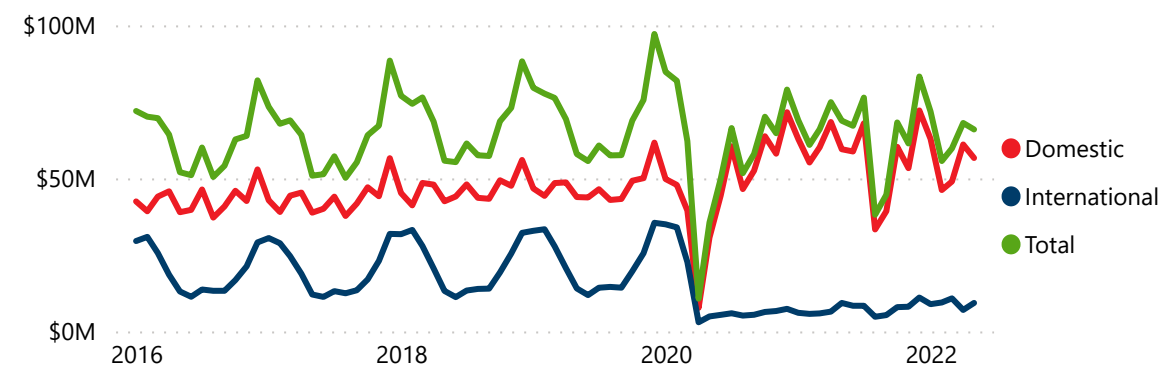
Spending by customer origin

Domestic visitor spending in Christchurch during May 2022 was \$56.7 million, down -4.8 percent or \$2.9 million from May 2021. International visitor spending experienced an increase of 0.1 percent or \$10.1k over the same period, but remained around -34 percent below pre-COVID levels (vs May 2019). This is the smallest gap between pre and post-COVID international visitor spending that has existed since the Trans-Tasman bubble was suspended in mid-2021. Overall visitor spending in Christchurch was \$66 million in May 2022, down -4.1 percent or \$2.9 million from May 2021.

Table 5. Visitor retail spending growth in May 2022 compared to May 2021

Domestic	International	Total
-4.8%	0.1%	-4.1%

Figure 4. Christchurch visitor spending, January 2015- May 2022



Domestic visitor spending captures electronic card spending by visitors from outside of Christchurch City, Selwyn, Waimakariri and Ashburton.

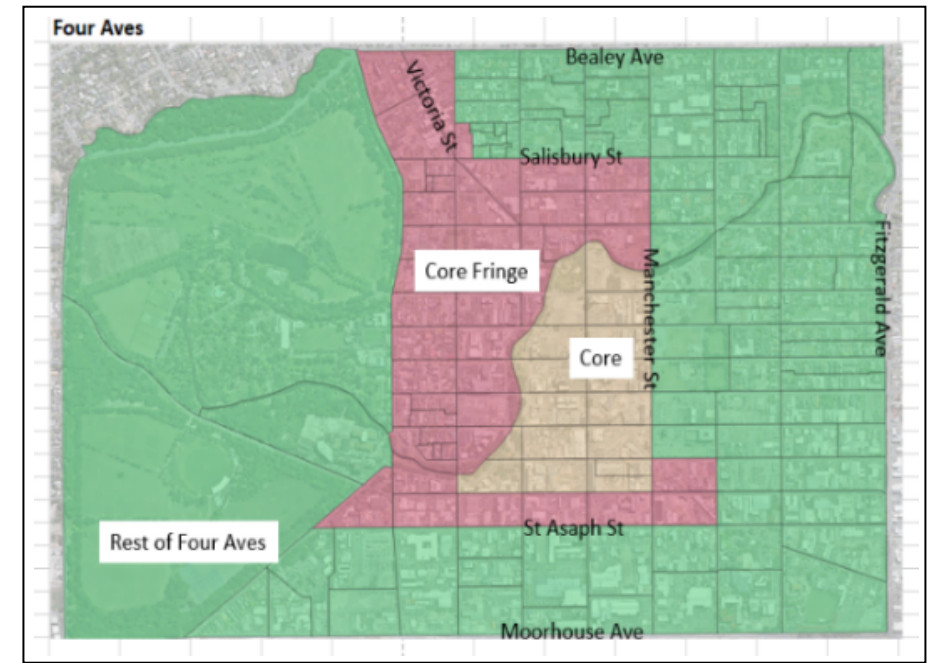
Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in May 2022 with that of May 2021 shows that while the value of local spending remained unchanged across Christchurch, the volume of spending by locals declined by -7.5 percent. This indicates that price inflation has offset the impact of a reduction in transaction numbers on overall spend value. In the central city, both the value and volume of non-fuel spending by residents of Christchurch dropped compared to May last year. During May 2022, the value of local spending in the central city decreased by -4.8 percent from May 2021, while the number of transactions fell -14.6 percent.

Table 6. Growth in resident retail spending in May 2022 compared to May 2021

Type	Central City	Christchurch
Spending	-4.8%	0.0%
Transactions	-14.6%	-7.5%

Table 7. Spending growth rates by suburb, May 2022 vs May 2021

Suburb	Spending	Transactions
Shirley	14.8%	1.0%
Spreydon	11.4%	-3.5%
Papanui	9.9%	1.6%
Bush Inn/Church Corner	6.7%	-7.1%
Rest of Christchurch	5.9%	-4.8%
Hornby	4.8%	-2.1%
Christchurch City	3.8%	-5.6%
Riccarton	3.5%	-6.7%
Belfast	0.2%	-7.5%
Akaroa	0.1%	-8.4%
Rest of Four Aves	0.0%	-8.1%
Merivale	-0.4%	-2.5%
Linwood	-0.6%	-5.4%
Four Aves Core	-1.3%	-12.0%
New Brighton	-1.5%	-5.6%
Tower Junction	-2.7%	-3.5%
Core & Core Fringe	-4.3%	-13.9%
Lyttelton	-9.7%	-12.1%
Four Aves Fringe	-9.7%	-17.7%
Airport	-15.5%	-26.6%



Note - 'Central City' refers to the core + core fringe.

All retail spending data is sourced from Marketview, and captures spending made instore via electronic card transactions.

Want to know more?

Read the latest [Quarterly Economic Report](#), to get the latest insights on the dynamics of the Christchurch and Canterbury economies directly from the experts.

To view work from our economics team exploring the impacts of COVID-19, please visit ChristchurchNZ.com

Further queries or feedback?
[Contact us](#)