

# Retail Spending in Christchurch, December 2021

## Summary:

- Retail spending in Christchurch hit a record high of \$651 million in December 2021. This reflected an increase in retail spending of 5.7 percent or \$35 million compared to December 2020.

- All but two retail categories experienced positive spending growth in December 2021 compared to December 2020. Fuel and automotive, and groceries and liquor experienced the largest increases in spending compared to December 2020 (up 20.6% and 6.6%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -2.8%) and on other consumer spending (down -10.6%).

- Expenditure in the central city was down -2.5 percent in December 2021 compared to the same month in 2020. Spending growth was negative for four of the six spending categories when compared to December 2020. Spending growth was largest for fuel and automotive (up 15.6%) while other consumer spending experienced the largest decline in spending (down -24.3%).

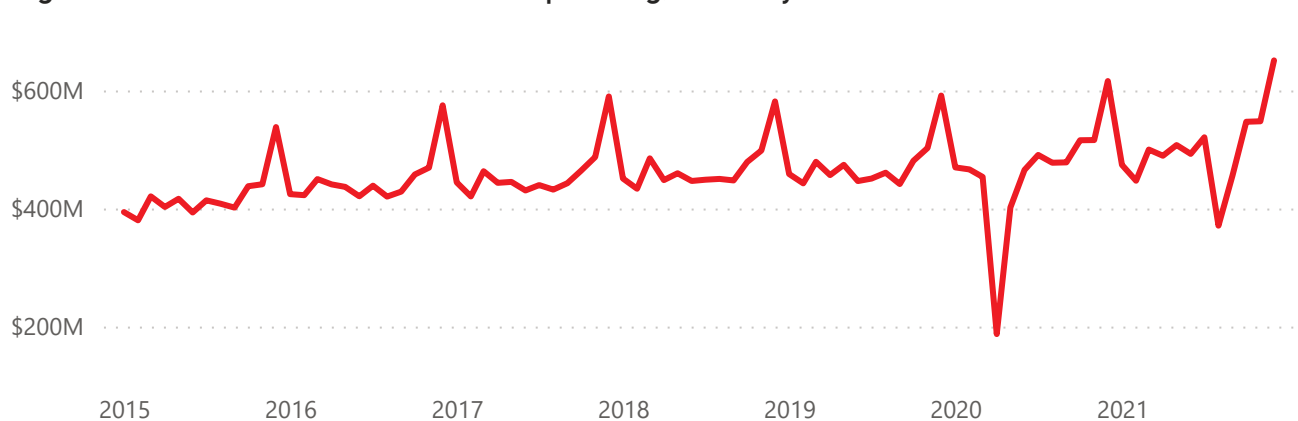
## Total Retail Spend Christchurch:

Retail spending in Christchurch increased by 5.7 percent or \$35 million in December 2021 compared to the same month in 2020, from \$616 million in December 2020 to \$651 million in December 2021.

Retail spending in Christchurch over the year to December 2021 reached \$6 billion, an increase of 8.4 percent or \$466.1 million compared to the previous 12-month period.

- Please note that the Consumer Price Index (CPI) annual inflation rate for the December 2021 quarter was 5.9 percent (compared to the December 2020 quarter).

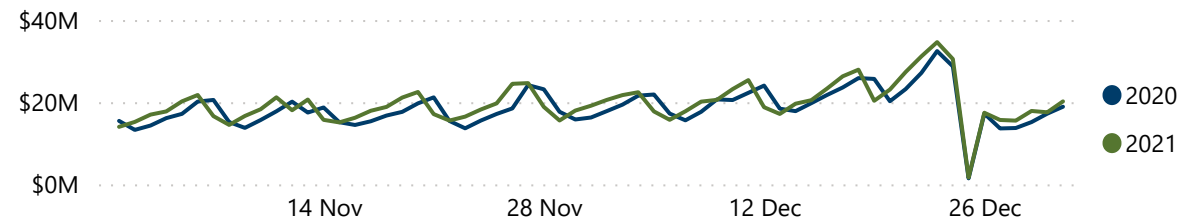
Figure 1. Christchurch Total Retail Spending, January 2015-December 2021



## Daily Spending

Daily retail spending in Christchurch averaged at \$21 million per day in December 2021, compared to \$19.9 million per day in December 2020.

Figure 2. Christchurch Daily Retail Spending during November & December



## Spending by Location

Three-quarters of the reported locations across Christchurch experienced positive spending growth in December 2021 compared to December 2020. The largest increases in spending occurred in Hornby and Shirley with growth rates of 11.5 percent and 10.1 percent, respectively. The Four Aves Fringe and Lyttelton experienced the largest declines in spending compared to December 2020 (down -7.6% and -4.7%, respectively). See Table 7, page 3 for a full breakdown of spending growth by suburb.

Table 1. Highest & lowest spend growth rates (Christchurch suburbs & Central City), December 2021 vs December 2020

Hornby	Shirley	Four Aves Fringe	Lyttelton
11.5%	10.1%	-7.6%	-4.7%

Two of the nineteen reported locations across Christchurch experienced negative spending growth over the year ended December 2021 compared to the previous 12-month period. These were Akaroa (down -1.3%) and Christchurch Airport (down -2.8%). Overall, Christchurch City experienced spending growth of 8.4 percent in the year ended December 2021 compared to the previous 12 months. Year-to-date spending growth was highest in Lyttelton (up 14%), Papanui (up 12.9%) and Linwood (up 11.7%) for the year to December 2021.

Table 2. Highest & lowest annual retail spend growth rates (Christchurch suburbs & Central City), year ended December 2021 vs year ended December 2020

Year	Lyttelton	Papanui	Linwood	Akaroa	Airport
2019/20	7.6%	7.8%	2.0%	-4.9%	-32.7%
2020/21	14.0%	12.9%	11.7%	-1.3%	-2.8%

## Spending by Store Type

### Central City Expenditure:

Spending in the central city in December 2021 decreased by -2.5 percent or \$1.2 million compared to December last year. Spending growth was negative for four of the six spending categories when compared to December 2020. Other consumer spending experienced the largest decline in spending, with a reduction of -24.3 percent. Meanwhile, spending growth was largest for fuel and automotive (up 15.6%).

Table 3. Central City expenditure growth by category, December 2021 vs December 2020

Fuel & Automotive	Apparel & Personal	Home & Recreation Retail	Groceries & liquor	Cafes, Restaurants, bars & takeaways	Other Consumer Spending
15.6%	8.9%	-0.1%	-1.1%	-7.3%	-24.3%

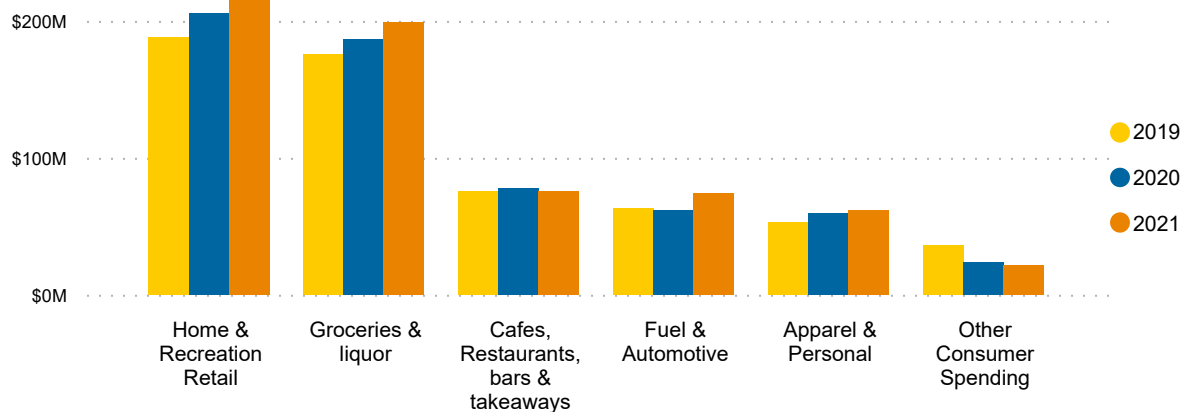
### Citywide Expenditure:

Retail spending across Christchurch City increased by 5.7 percent in December 2021 compared to December 2020. Fuel and automotive, and groceries and liquor experienced the largest increases in spending compared to December 2020 (up 20.6% and 6.6%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -2.8%) and on other consumer spending (down -10.6%).

Table 4. Citywide expenditure growth by category, December 2021 vs December 2020

Fuel & Automotive	Groceries & liquor	Home & Recreation Retail	Apparel & Personal	Cafes, Restaurants, bars & takeaways	Other Consumer Spending
20.6%	6.6%	5.9%	4.0%	-2.8%	-10.6%

Figure 3. Retail spending in Christchurch by category in December 2019-2021



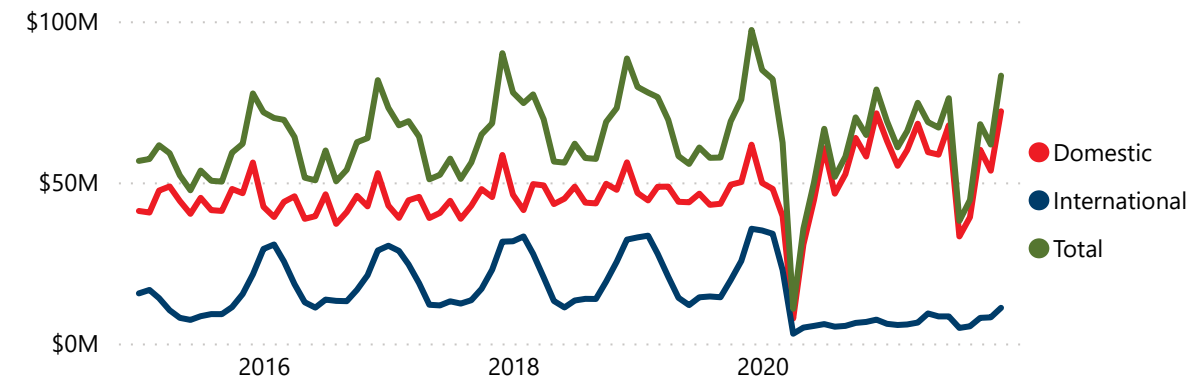
## Spending by customer origin

Domestic visitor spending in Christchurch during December 2021 was \$72.1 million, up 0.9 percent from the same month in 2020 and the highest monthly domestic visitor spend in Christchurch on record. This was driven by a strong upswing in spending in Christchurch by Aucklanders, with this reaching a record high in December despite travel out of Auckland only opening up in the second half of the month. International visitor spending experienced an increase of 49.7 percent or \$3.7 million compared to December 2020, but remained around -72 percent below pre-COVID levels. Overall visitor spending in Christchurch reached \$83.1 million in December 2021, up 5.4 percent or \$4.3 million from December 2020, but still -14.6 percent or \$14.2 million below that of December 2019.

Table 5. Visitor retail spending growth in December 2021 compared to December 2020

Domestic	International	Total
0.9%	49.7%	5.4%

Figure 4. Christchurch visitor spending, January 2015 – December 2021



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

Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in December 2021 with that of December 2020 shows that resident spending increased across Christchurch as a whole but decreased within the central city. Resident spending within the central city during December 2021 decreased by -2.1 percent compared to December 2020, while resident retail spending across Christchurch increased by 4.2 percent.

Table 6. Growth in resident retail spending in December 2021 compared to December 2020

Central City	Christchurch
-2.1%	4.2%

Table 7. Spending growth rates by suburb, December 2021 vs December 2020

Suburb	Change from same month in 2020
Hornby	11.5%
Shirley	10.1%
Papanui	9.9%
New Brighton	9.7%
Merivale	8.9%
Christchurch, Rest of	7.5%
Christchurch City	5.7%
Spreydon	5.6%
Tower Junction	4.7%
Linwood	3.1%
Rest of Four Aves	2.8%
Belfast	2.6%
Akaroa	2.3%
Riccarton	1.7%
Bush Inn/Church Corner	1.7%
Four Aves Core	-0.3%
Core & Core Fringe	-2.5%
Airport	-3.6%
Lyttelton	-4.7%
Four Aves Fringe	-7.6%

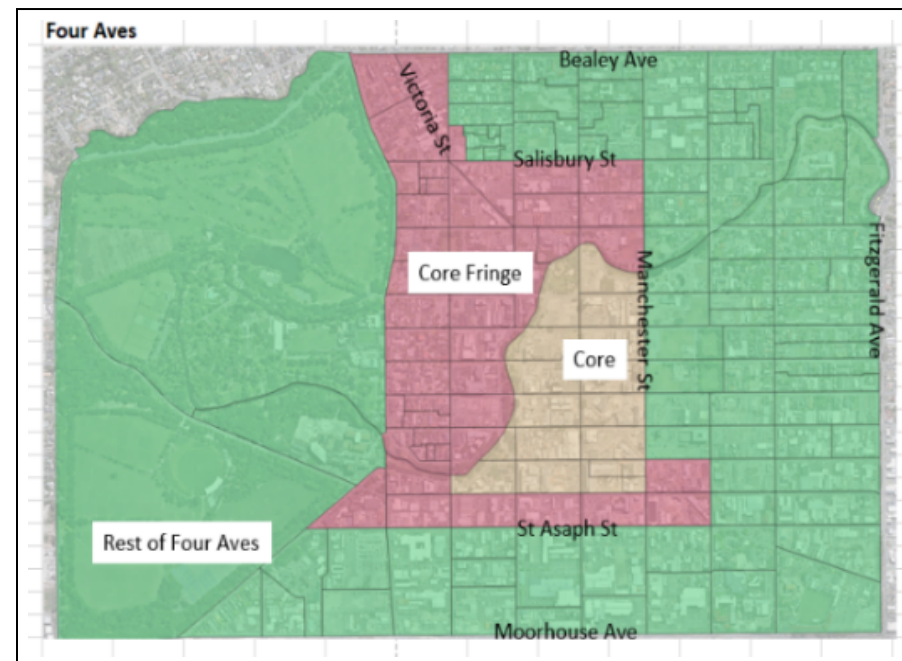
**Want to know more?**

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](http://ChristchurchNZ.com)

Further queries or feedback?

[Contact us](#)



*Note - Central City: core + core fringe.*

All retail spending data is sourced from Marketview.