

Retail Spending in Christchurch, November 2021

Summary:

- Retail spending in Christchurch was approximately \$547.8 million in November 2021. Christchurch experienced an increase in retail spending of 6.2 percent or \$31.8 million compared to November 2020. This spending growth took place despite Christchurch being in COVID-19 Response Alert Level 2 for all of November 2021, while in November 2020 all of New Zealand was at Alert Level 1.

- All but two retail categories experienced positive spending growth in November 2021 compared to November 2020. Fuel and automotive, and home and recreation retail experienced the largest increases in spending compared to November 2020 (up 25.8% and 9.7%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -2.0%) and on other consumer spending (down -15.7%).

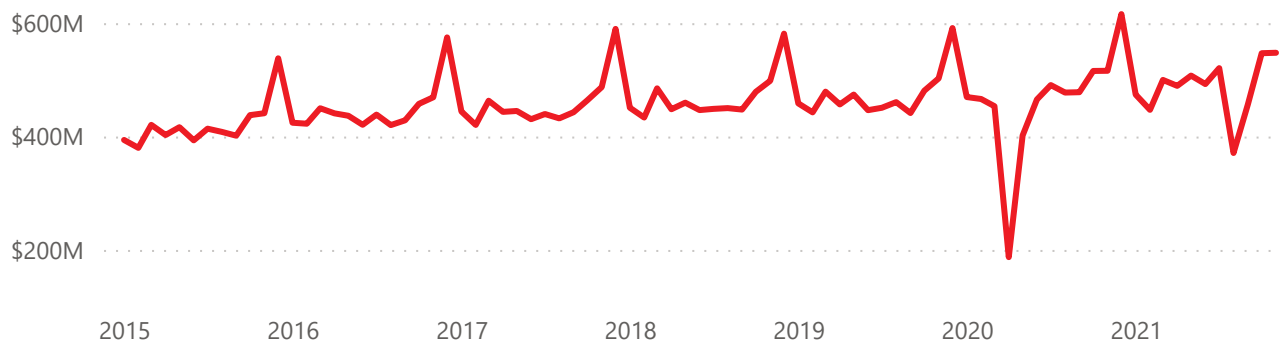
- Expenditure in the central city was down -2.9 percent in November 2021 compared to the same month in 2020. Spending growth was negative for four of the six spending categories when compared to November 2020. Spending growth was largest for fuel and automotive (up 17.2%) while other consumer spending experienced the largest decline in spending (down -29.4%).

Total Retail Spend Christchurch:

Retail spending in Christchurch increased by 6.2 percent or \$31.8 million in November 2021 compared to the same month in 2020, from \$516 million in November 2020 to \$547.8 million in November 2021. This spending growth took place despite Christchurch being in COVID-19 Response Alert Level 2 for all of November 2021, compared to November 2020 when all of New Zealand was at Alert Level 1.

Retail spending in Christchurch over the year ended November 2021 increased by 8.3 percent or \$455.7 million compared to the previous 12-month period.

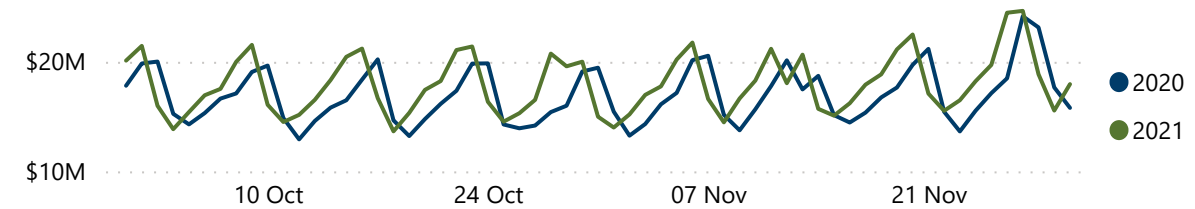
Figure 1. Christchurch Total Retail Spending, January 2015 - November 2021



Daily Spending

Daily retail spending in Christchurch averaged at \$18.3 million per day in November 2021, compared to \$17.2 million per day in November 2020.

Figure 2. Christchurch Daily Retail Spending during October & November



Spending by Location

Approximately three-quarters of the reported locations across Christchurch experienced positive spending growth in November 2021 compared to November 2020. The largest increases in spending occurred in Papanui and Shirley with growth rates of 10.8 percent and 10.4 percent, respectively. The Four Aves Fringe and Christchurch Airport experienced the largest declines in spending compared to November 2020 (down -10% and -8.9%, 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), November 2021 vs November 2020

Papanui	Shirley	Four Aves Fringe	Airport
10.8%	10.4%	-10.0%	-8.9%

Three of the nineteen reported locations across Christchurch experienced negative spending growth over the year ended November 2021 compared to the previous 12-month period. These were Shirley (down -3.5%), Akaroa (down -4.8%) and Christchurch Airport (down -7.2%). Overall, Christchurch City experienced spending growth of 8.3 percent in the year ended November 2021 compared to the previous 12 months. Spending growth was highest in Lyttelton (up 15.7%), Papanui (up 13.9%) and Linwood (up 12.9%), for the year ended November 2021.

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

Year	Lyttelton	Papanui	Linwood	Shirley	Akaroa	Airport
2019/20	7.2%	5.8%	0.8%	-24.6%	-0.7%	-28.9%
2020/21	15.7%	13.9%	12.9%	-3.5%	-4.8%	-7.2%

Spending by Store Type

Central City Expenditure:

Spending in the central city in November 2021 decreased by -2.9 percent or \$1.1 million compared to November last year. Spending growth was negative for four of the six spending categories when compared to November 2020. Other consumer spending experienced the largest decline in spending, with a reduction of -29.4 percent. Meanwhile, spending growth was largest for fuel and automotive (up 17.2%).

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

Fuel & Automotive	Apparel & Personal	Home & Recreation Retail	Groceries & liquor	Cafes, Restaurants, bars & takeaways	Other Consumer Spending
17.2%	15.8%	-0.2%	-1.0%	-7.2%	-29.4%

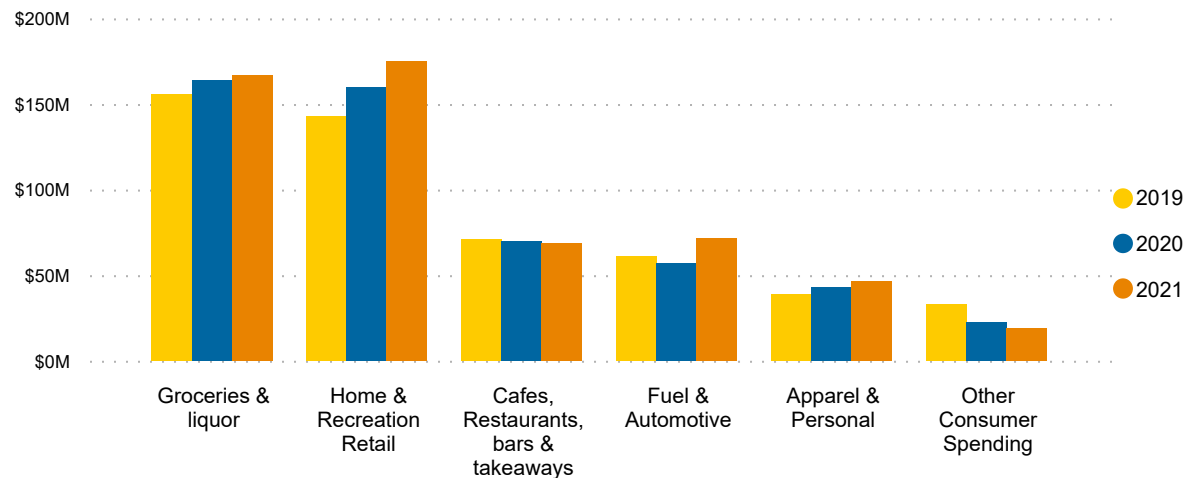
Citywide Expenditure:

Retail spending across Christchurch City increased by 6.2 percent in November 2021 compared to November 2020. Fuel and automotive, and home and recreation retail experienced the largest increases in spending compared to November 2020 (up 25.8% and 9.7%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -2.0%) and on other consumer spending (down -15.7%).

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

Fuel & Automotive	Home & Recreation Retail	Apparel & Personal	Groceries & liquor	Cafes, Restaurants, bars & takeaways	Other Consumer Spending
25.8%	9.7%	7.8%	2.0%	-2.0%	-15.7%

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



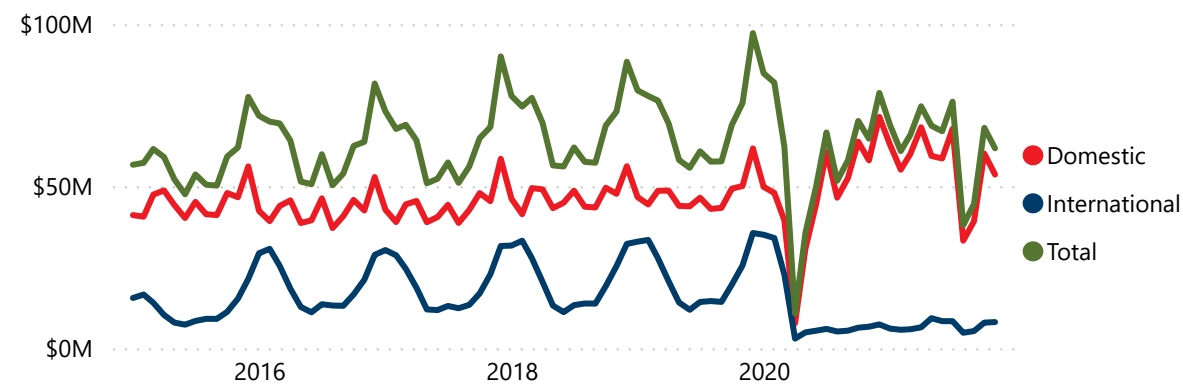
Spending by customer origin

Domestic visitor spending in Christchurch during November 2021 was \$53.6 million, a decline of -7.6 percent or \$4.4 million compared to November 2020. This decline is unsurprising, given the absence of visitors from Auckland due to COVID-related restrictions. Over the same period, international visitor spending experienced an increase of 21.3 percent, or \$1.4 million. Overall visitor spending in Christchurch reached \$61.7 million in November 2021, a -4.6 percent or \$2.9 million reduction from November 2020.

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

Domestic	International	Total
-7.6%	21.3%	-4.6%

Figure 4. Christchurch visitor spending, January 2015 – November 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 November 2021 with that of November 2020 shows that resident spending increased across both Christchurch as a whole and within the central city. Resident spending within the central city during November 2021 increased by 3.2 percent compared to November 2020, while resident retail spending across Christchurch increased by 4.9 percent.

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

Central City	Christchurch
3.2%	4.9%

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

Suburb	Change from same month in 2020
Papanui	10.8%
Shirley	10.4%
Hornby	10.3%
Lyttelton	9.0%
Christchurch, Rest of	8.2%
Tower Junction	7.8%
Christchurch City	6.2%
Merivale	5.9%
Linwood	5.4%
New Brighton	4.6%
Rest of Four Aves	4.0%
Spreydon	3.9%
Akaroa	3.4%
Riccarton	2.2%
Belfast	1.9%
Four Aves Core	1.2%
Bush Inn/Church Corner	-0.6%
Core & Core Fringe	-2.9%
Airport	-8.9%
Four Aves Fringe	-10.0%

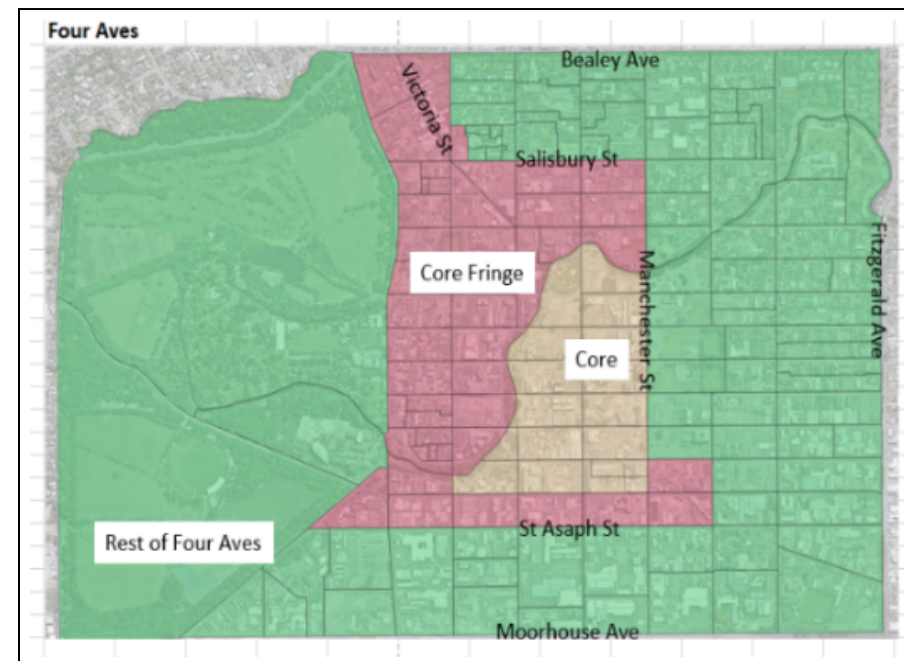
Want to know more?

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](#)



Note - Central City: core + core fringe.

All retail spending data is sourced from Marketview.