

# Retail Spending in Christchurch, April 2022

## Summary:

- Similar to last month, retail spending figures for April 2022 reflect the impacts 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 month's report include both the value of retail spending and the number of retail spend transactions.

- Retail spending in Christchurch was \$505.4 million in April 2022. Christchurch experienced an increase in retail spending of 3.3 percent or \$16 million compared to April 2021. Over the same period, the number of retail spend transactions declined by -7.2 percent. This indicates that price inflation had partially offset the impact of a reduction in the volume of spending during April 2022.

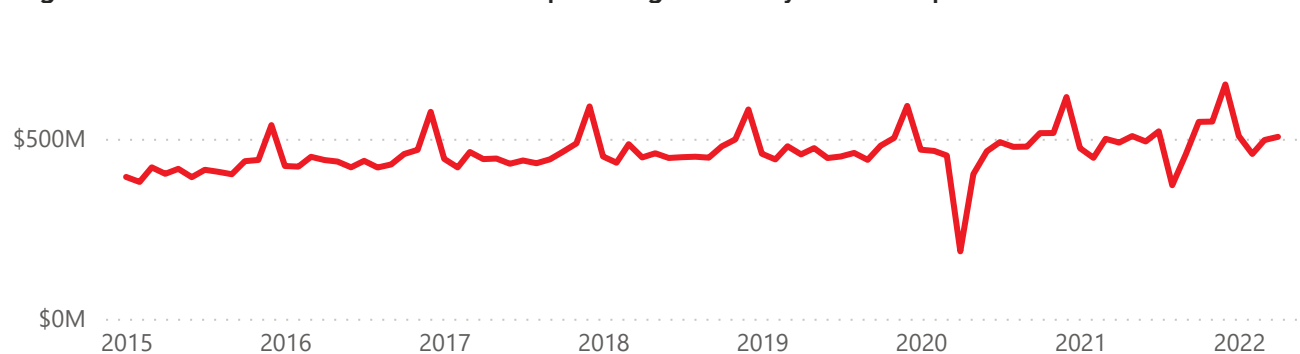
- All spending categories except for cafes, restaurants, bars and takeaways experienced positive growth in the value of spending compared to April last year. Spending on fuel and automotive increased by the largest amount (13.4%). Meanwhile, a reduction in the volume of spending was experienced across almost all store types, with all categories except for apparel and personal registering a decline in the number of transactions.

- Retail spending in the central city in April 2022 decreased by -6.9 percent or \$2.5 million compared to April 2021, with four of the six spending categories experiencing negative spending growth. The number of retail transactions within the central city fell by -19.3 percent over the same period.

## Total Retail Spend Christchurch:

The value of retail spending in Christchurch increased by 3.3 percent or \$16 million in April 2022 compared to the same month in 2021, to a total of \$505.4 million. The number of retail spend transactions declined by -7.2 percent over the same period. Retail spending in Christchurch over the year to April 2022 reached \$6.1 billion, an increase of 3.2 percent or \$189.6 million compared to the previous 12-month period.

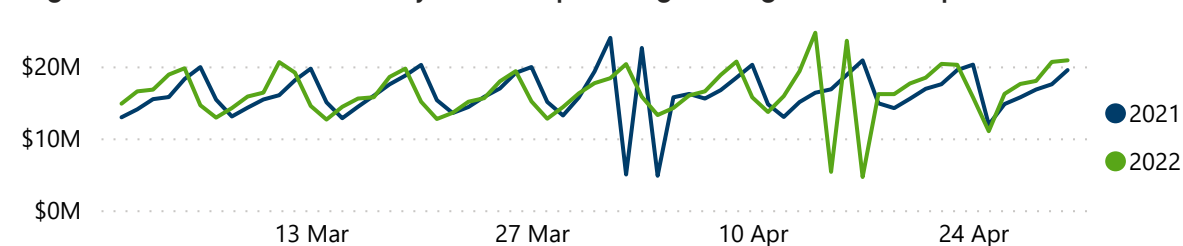
Figure 1. Christchurch Total Retail Spending, January 2015- April 2022



## Daily Spending

Daily retail spending in Christchurch averaged at \$16.8 million per day in April 2022, compared to \$16.3 million per day in April 2021. The closure of retail stores over the Easter period led to some variance in daily spending figures.

Figure 2. Christchurch Daily Retail Spending during March & April



## Spending by Location

Five of the nineteen reported locations across Christchurch experienced negative spending growth in April 2022 compared to April 2021. The largest fall in spending occurred at the airport (down -17.3%), while the largest increase occurred in Shirley (up 13.9%). Meanwhile, the number of transactions fell across all locations except for Papanui (up 1.7%). The largest decline in transactions compared to April 2021 also occurred at the airport, with transactions down -34.5 percent.

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

Type	Shirley	Spreydon	Papanui	Four Aves Fringe	Airport
Spending	13.9%	13.6%	11.7%	-11.2%	-17.3%
Transactions	-0.3%	-0.6%	1.7%	-23.4%	-34.5%

Eight of the reported locations across Christchurch experienced negative spending growth over the year to April 2022 compared to the previous 12-month period. Overall, Christchurch City experienced a 3.2 percent increase in retail spending in the year to April 2022 compared to the year to April 2021. Year-to-date spending growth was highest in Papanui (up 7.2%), Spreydon (up 5.5%) and 'rest of Christchurch' (up 4.7%). Spending growth was lowest in the Four Aves Fringe (down -7.6%) and in the Four Aves Core & Core Fringe, also known as the central city (down -3.9%).

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

Year	Papanui	Spreydon	Rest of Christchurch	Core & Core Fringe	Four Aves Fringe
2021/2020	20.7%	15.1%	6.3%	9.3%	11.9%
2022/2021	7.2%	5.5%	4.7%	-3.9%	-7.6%

## Spending by Store Type

### Central City Expenditure:

The value of retail spending in the central city in April 2022 decreased by -6.9 percent or \$2.5 million compared to April 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 1.1% and 8.4%, respectively). Cafes, restaurants, bars and takeaways registered the largest fall in spending at -13.9 percent. The number of retail transactions in the central city fell by -19.3 percent over the same period, with all categories except for apparel and personal registering a decline in transactions.

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

Type	Apparel & Personal	Fuel & Automotive	Other Consumer Spending	Groceries & liquor	Home & Recreation Retail	Cafes, Restaurants, bars & takeaways
Spending	8.4%	1.1%	-7.4%	-8.2%	-8.4%	-13.9%
Transactions	1.2%	-10.5%	-27.3%	-18.0%	-9.1%	-23.3%

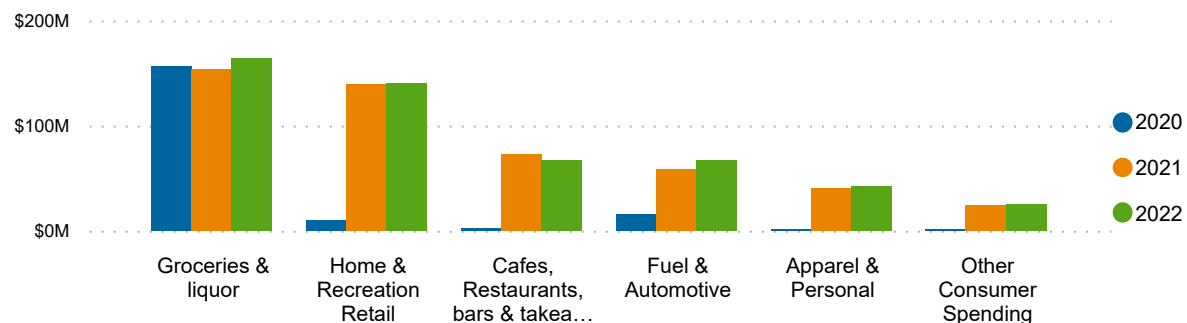
### Citywide Expenditure:

The value of retail spending across Christchurch City increased 3.3 percent in April 2022 compared to April 2021. All spending categories except for cafes, restaurants, bars and takeaways experienced positive spending growth compared to April last year. Spending on fuel and automotive increased by the largest amount (13.4%). Meanwhile, the number of retail transactions across Christchurch fell by -7.2 percent over the same period. This reduction in the volume of spending was experienced across almost all store types, with all categories except for apparel and personal registering a decline in the number of transactions.

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

Year	Fuel & Automotive	Groceries & liquor	Apparel & Personal	Other Consumer Spending	Home & Recreation Retail	Cafes, Restaurants, bars & takeaways
Spending	13.4%	6.7%	4.7%	1.6%	0.9%	-8.0%
Transactions	-2.1%	-5.0%	2.2%	-10.3%	-1.6%	-15.5%

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



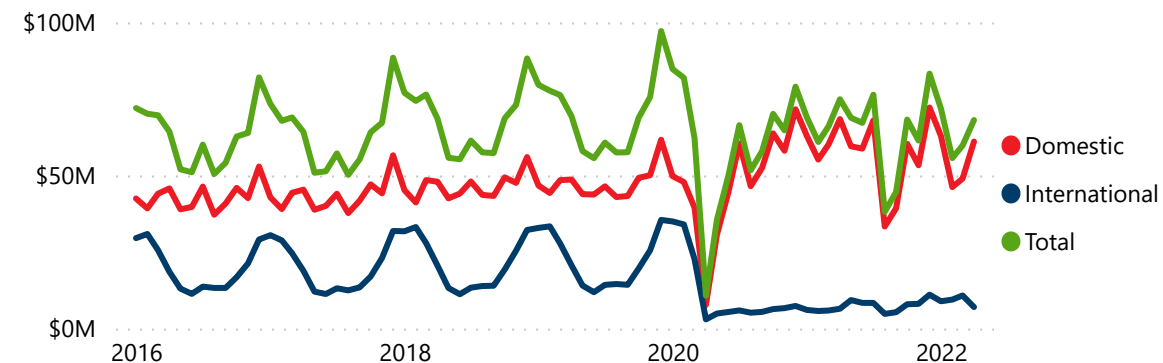
## Spending by customer origin

Domestic visitor spending in Christchurch during April 2022 was \$61.1 million, down -10.7 percent or \$7.3 million from the same month in 2021. International visitor spending experienced an increase of 8.4 percent or \$546k compared to April 2021, but remained around -66 percent below pre-COVID levels (vs April 2019). Overall visitor spending in Christchurch was \$68.1 million in April 2022, down -9.1 percent or \$6.8 million from April 2021.

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

Domestic	International	Total
-10.7%	8.4%	-9.1%

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



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

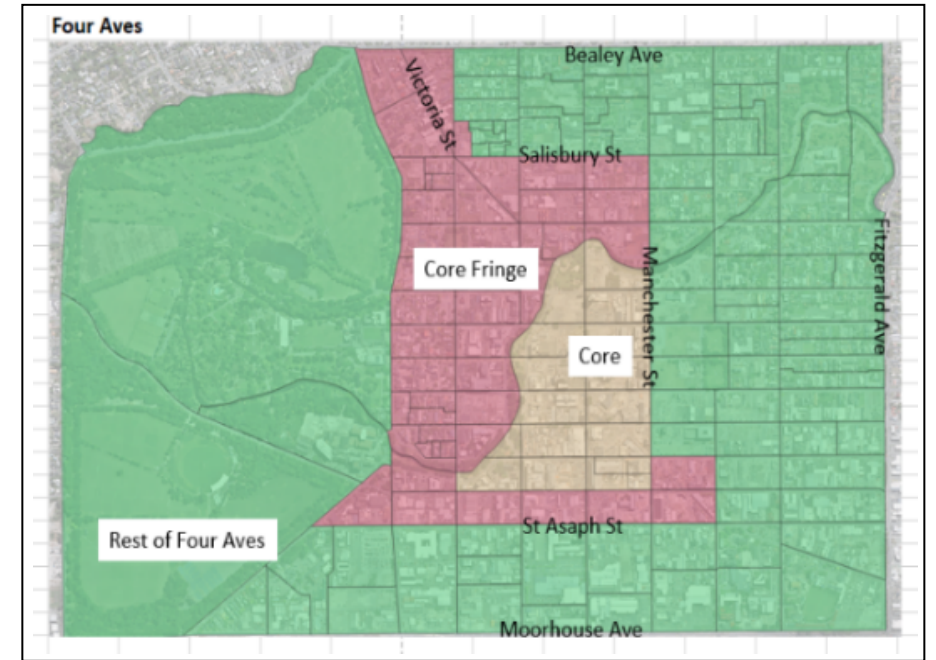
Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in April 2022 with that of April 2021 shows that while the value of local spending increased by 2.7 percent across Christchurch, the volume of spending by locals declined by -7.9 percent. This indicates that the increase in the value of retail spending is driven by price inflation, as opposed to a lift in retail activity. In the central city, both the value and volume of non-fuel spending by residents of Christchurch dropped compared to April last year. During April 2022, the value of local spending in the central city decreased by -3.7 percent, while the number of transactions fell -18.7 percent.

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

Type	Central City	Christchurch
Spending	-3.7%	2.7%
Transactions	-18.7%	-7.9%

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

Suburb	Spending	Transactions
Shirley	13.9%	-0.3%
Spreydon	13.6%	-0.6%
Papanui	11.7%	1.7%
Hornby	7.4%	-2.0%
Bush Inn/Church Corner	6.3%	-7.9%
Riccarton	4.8%	-8.3%
Tower Junction	3.8%	-0.8%
Rest of Christchurch	3.2%	-6.6%
Belfast	3.1%	-7.8%
Rest of Four Aves	2.7%	-8.2%
Linwood	2.3%	-5.0%
New Brighton	2.1%	-4.9%
Merivale	1.6%	-3.9%
Akaroa	0.8%	-8.8%
Four Aves Core	-4.6%	-17.4%
Core & Core Fringe	-6.9%	-19.3%
Lyttelton	-10.6%	-14.3%
Four Aves Fringe	-11.2%	-23.4%
Airport	-17.3%	-34.5%



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.

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