

# Retail Spending in Christchurch, February 2022

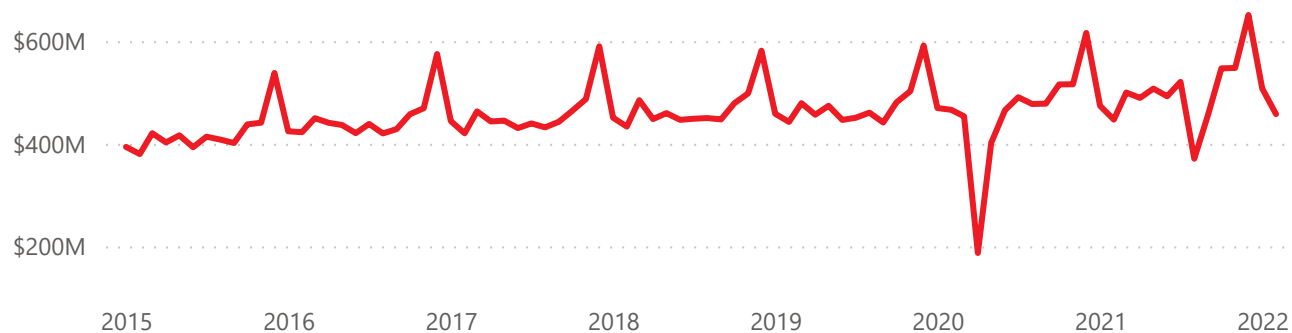
## Summary:

- Retail spending figures for February 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 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 \$457.9 million in February 2022. Christchurch experienced an increase in retail spending of 2.4 percent or \$10.8 million compared to February 2021. However, over the same period the number of retail spend transactions declined by -8.2 percent. This indicates that the increase in overall retail spending was driven primarily by price inflation as opposed to an uplift in the volume of spending.
- Three retail categories experienced positive spending growth in February 2022 compared to February 2021, with fuel and automotive registering the largest increase at 19.3 percent. Spending at cafes, restaurants, bars and takeaways experienced the largest decline, falling by -11.3 percent compared to February 2021. Meanwhile, the number of transactions fell across all categories except for fuel and automotive (with fuel and automotive transactions increasing by 0.9%).
- The effects of Omicron were particularly evident in spending figures from within the central city in February 2022. Retail spending in the central city decreased by -11.8 percent or \$3.7 million compared to February 2021, while the number of transactions fell by -26.5 percent over the same period.

## Total Retail Spend Christchurch:

Retail spending in Christchurch increased by 2.4 percent or \$10.8 million in February 2022 compared to the same month in 2021, to a total of \$457.9 million. The number of retail spend transactions declined by -8.2 percent over the same period. Retail spending in Christchurch over the year to February 2022 reached \$6 billion, an increase of 9.5 percent or \$525.4 million compared to the previous 12-month period.

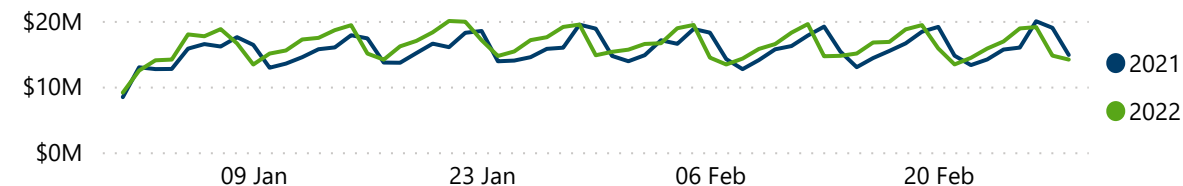
Figure 1. Christchurch Total Retail Spending, January 2015- 2022 February



## Daily Spending

Daily retail spending in Christchurch averaged at \$16.4 million per day in February 2022, compared to \$15.6 million per day in February 2021.

Figure 2. Christchurch Daily Retail Spending during January & February



## Spending by Location

Eight of the nineteen reported locations across Christchurch experienced negative spending growth in February 2022 compared to February 2021. The largest fall in spending occurred in Lyttelton (down -14.1%), while the largest increase occurred in Shirley (up 10.8%). Meanwhile, the number of transactions fell across all locations, except for Papanui (up 0.7%). The largest decline in transactions compared to February 2021 occurred at the airport, with transactions down -30.6 percent.

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

Type	Shirley	Papanui	Spreydon	Airport	Four Aves Fringe	Lyttelton
Spending	10.8%	8.4%	8.2%	-11.0%	-12.2%	-14.1%
Transactions	-2.8%	0.7%	-3.1%	-30.6%	-26.0%	-17.0%

All of the reported locations across Christchurch experienced positive spending growth over the year to February 2022 compared to the previous 12-month period. Overall, Christchurch City experienced a 9.5 percent increase in retail spending in the year to February 2022 compared to the year to February 2021. Year-to-date spending growth was highest in Papanui (up 12.7%), the Four Aves Core (up 12.5%) and Linwood (up 10.9%). Spending growth was lowest in Belfast (up 3.2%) and at Bush Inn/Church Corner (up 3.3%).

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

Year	Papanui	Four Aves Core	Linwood	Bush Inn/Church Corner	Belfast
2021/2020	8.4%	-12.1%	2.5%	-18.2%	-1.5%
2022/2021	12.7%	12.5%	10.9%	3.3%	3.2%

## Spending by Store Type

### Central City Expenditure:

Retail spending in the central city in February 2022 decreased by -11.8 percent or \$3.7 million compared to February 2021, with four of the six spending categories experiencing negative spending growth. Fuel and automotive experienced the largest growth in spending at 11.3 percent, while cafes, restaurants, bars and takeaways registered the largest fall in spending at -21.0 percent. The number of retail transactions within the central city fell by -26.5 percent over the same period.

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

Type	Fuel & Automotive	Apparel & Personal	Groceries & liquor	Home & Recreation Retail	Other Consumer Spending	Cafes, Restaurants, bars & takeaways
Spending	11.3%	5.9%	-11.5%	-10.5%	-15.5%	-21.0%
Transactions	-11.3%	-2.5%	-21.4%	-13.9%	-20.5%	-32.7%

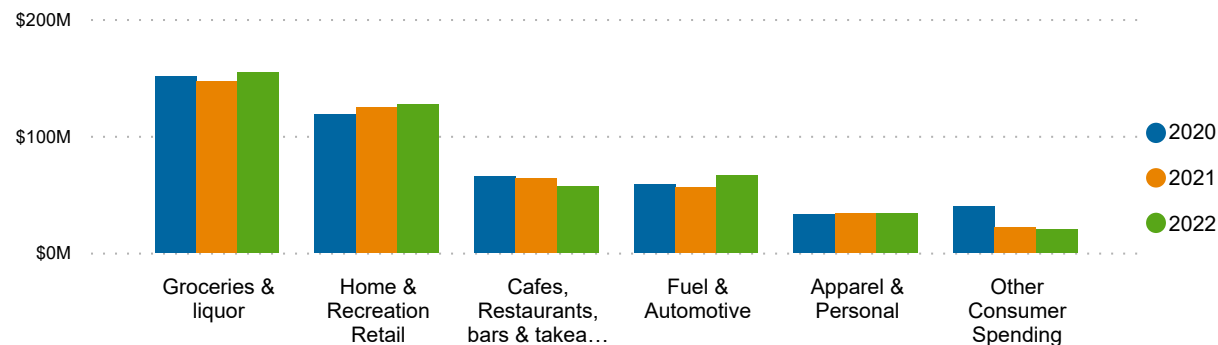
### Citywide Expenditure:

Retail spending across Christchurch City increased by 2.4 percent in February 2022 compared to February 2021. Fuel and automotive, and groceries and liquor registered the largest increases in spending compared to February 2021 (up 19.3% and 5.1%, respectively). Spending at cafes, restaurants, bars and takeaways registered the largest decline, falling -11.3 percent from February 2021. The number of retail transactions across Christchurch fell by -8.2 percent over the same period. The only category that did not experience a reduction in the number of transactions was fuel and automotive (increasing by 0.9% from February 2021).

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

Year	Fuel & Automotive	Groceries & liquor	Home & Recreation Retail	Apparel & Personal	Other Consumer Spending	Cafes, Restaurants, bars & takeaways
Spending	19.3%	5.1%	2.0%	-1.4%	-10.6%	-11.3%
Transactions	0.9%	-5.6%	-1.6%	-5.3%	-15.5%	-17.8%

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



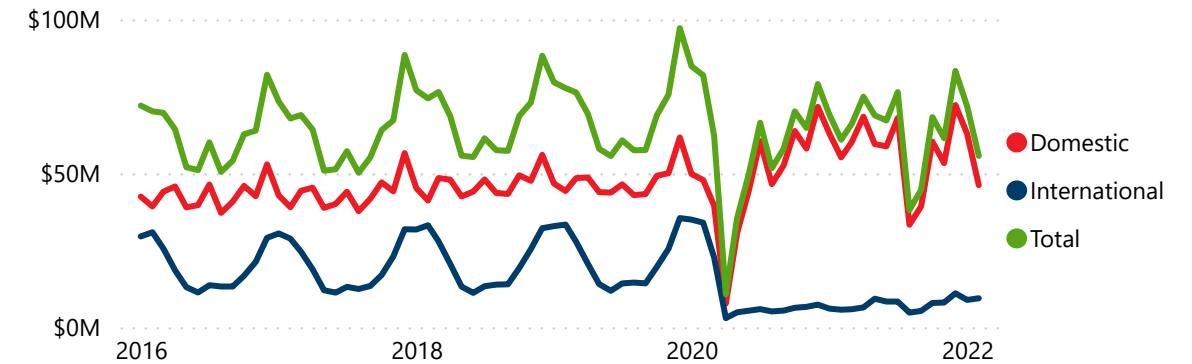
## Spending by customer origin

Domestic visitor spending in Christchurch during February 2022 was \$46.2 million, down -16.3 percent or \$9 million from the same month in 2021. International visitor spending experienced an increase of 64.9 percent or \$3.7 million compared to February 2021, but remained around -72.2 percent below pre-COVID levels. Overall visitor spending in Christchurch fell to \$55.7 million in February 2022, down -8.6 percent or \$5.3 million from February 2021.

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

Domestic	International	Total
-16.3%	64.9%	-8.6%

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



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

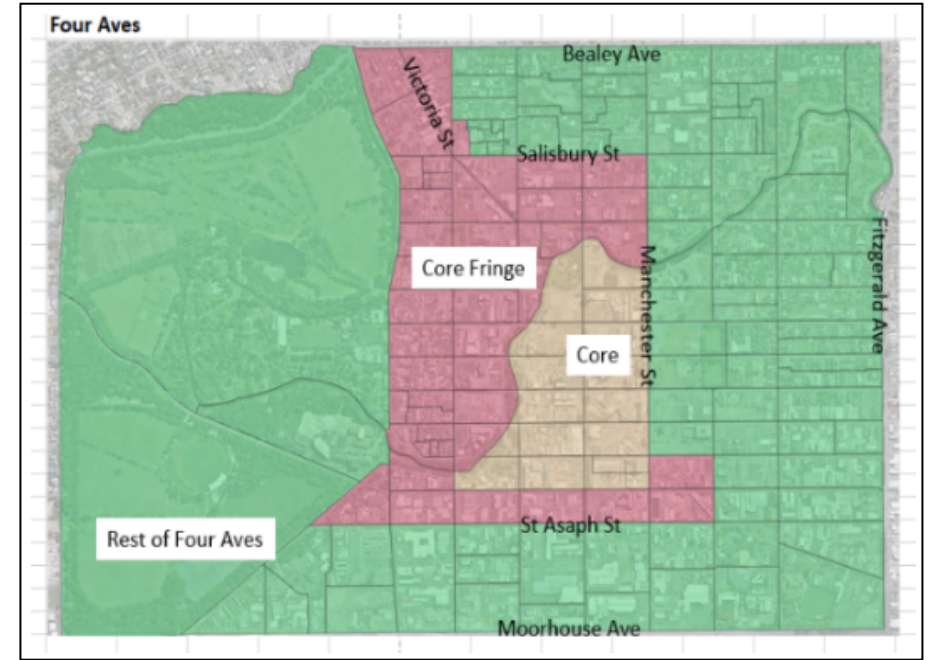
Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in February 2022 with that of February 2021 shows that resident spending increased across Christchurch as a whole but decreased within the central city. Resident spending within the central city during February 2022 decreased by -10.4 percent compared to February 2021. Meanwhile, resident retail spending across Christchurch increased by 1.2 percent over the same period. The number of retail transactions by Christchurch residents (excluding fuel) within the central city fell by -25.0 percent in February 2022 compared to the same time last year, and also declined across Christchurch as a whole (falling by -8.8 %).

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

Type	Central City	Christchurch
Spending	-10.4%	1.2%
Transactions	-25.0%	-8.8%

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

Suburb	Spending	Transactions
Shirley	10.8%	-2.8%
Papanui	8.4%	0.7%
Spreydon	8.2%	-3.1%
Hornby	5.7%	-3.5%
Rest of Christchurch	4.1%	-6.5%
Rest of Four Aves	3.0%	-10.1%
Belfast	2.9%	-5.7%
Christchurch City	2.4%	-8.2%
Linwood	2.1%	-4.5%
New Brighton	1.9%	-4.2%
Tower Junction	1.7%	-2.9%
Bush Inn/Church Corner	0.9%	-12.2%
Merivale	-1.9%	-7.3%
Riccarton	-2.7%	-10.5%
Akaroa	-4.8%	-16.2%
Airport	-11.0%	-30.6%
Four Aves Core	-11.7%	-26.8%
Core & Core Fringe	-11.8%	-26.5%
Four Aves Fringe	-12.2%	-26.0%
Lyttelton	-14.1%	-17.0%



Note - Central City: core + core fringe.

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

**Want to know more?**

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To view work from our economics team exploring the impacts of COVID-19, please visit [ChristchurchNZ.com](https://www.christchurchnz.com)

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