

Retail Spending in Christchurch October 2020

Summary:

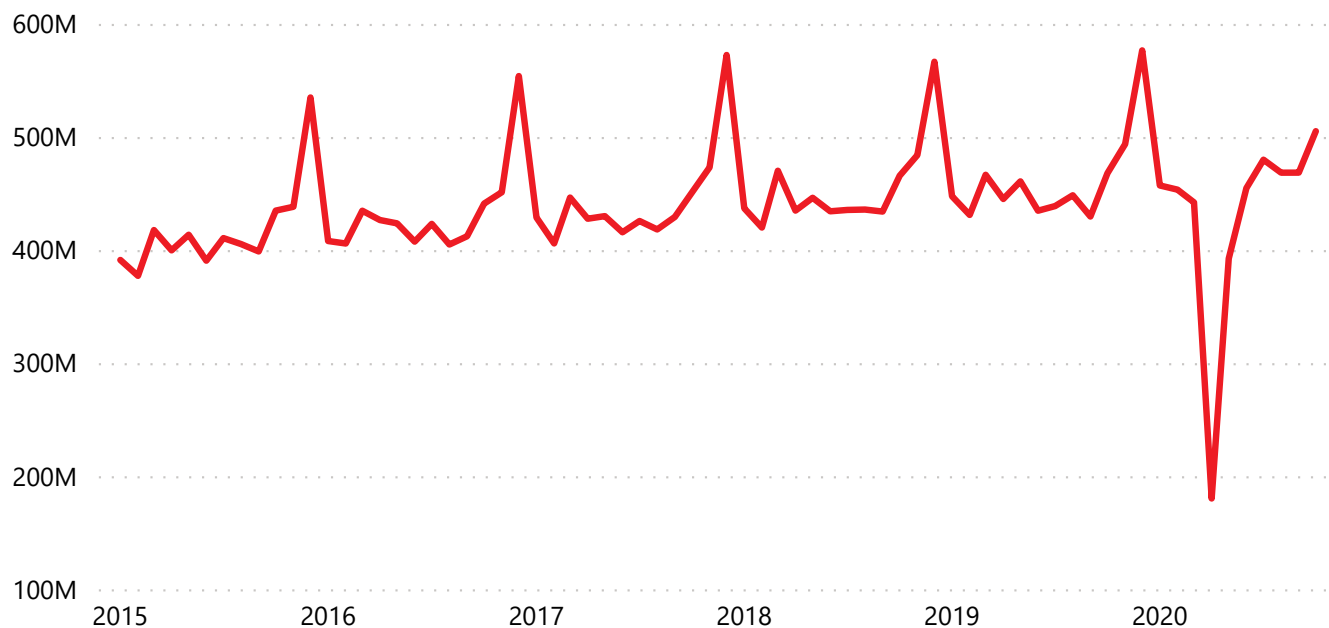
- Christchurch saw an overall spending increase of 7% percent for October 2020 to \$506m compared with the same month last year.
- Spending in Christchurch’s central city was up 12 percent to \$39m in October 2020, compared to the same month last year.
- In October 2020 retail spend on home, hardware and electrical continued to see robust growth. It is assumed that people have looked to improve their environments after spending more time at home social distancing and working.
- Domestic visitor spend drove the visitor economy in October 2020, up 38 percent on last year and reaching \$58m.

Total Retail Spend Christchurch:

It appears that retail spending in October 2020 saw growth rates (7%) return to pre COVID-19 trend. (Figure 1).

Figure 1. Total retail spend

Christchurch Total Spend



Spending by Location

Strong retail spend growth across Christchurch has continued in October 2020. Spending in the Core fringe was up 32 percent, followed by Spreydon, Papanui, Rest of the four avenues and Lyttelton up 31 percent, 23 percent, 22 percent and 22 percent respectively.

The central city retail growth in October 2020 has been largely driven by growth in the core fringe. The core and the core fringe saw increases of 2 percent and 32 percent respectively when compared to October 2019. The central city (core and fringe combined, see Figure 2) saw an increase in spend in October 2020 of 13 percent compared to October 2019.

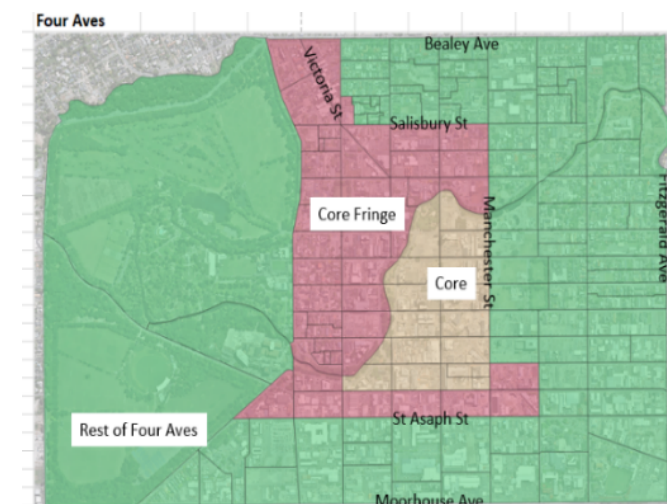
Figure 2. Highest retail spend growth suburbs & Central City

Central City	Core Fringe	Lyttelton	Papanui	Rest of Four Aves	Spreydon	Tower Junction
13%	32%	22%	23%	22%	31%	14%

Figure 3 identifies the areas where annual growth in Christchurch is highest by geographic location.

Figure 3. Annual Growth

Date	Akaroa	Lyttelton	New Brighton	Papanui	Rest of Four Aves	Spreydon
2019/2018	3%	13%	1%	3%	5%	-1%
2020/2019	2%	13%	0%	5%	6%	18%



Spending by Store Type

Central City Expenditure:

Fuel and automotive and apparel and personal saw the greatest increases of 32 and 26 percent in October 2020 compared to last year in the [central city](#). The greatest declines were seen in Accommodation and Groceries and liquor of 52 percent and 12 percent respectively when compared to October 2019 (see Fig 4). Of note, Other consumer spending, which is not traditionally reported on due to the broadness of the retail subcategories in which it encompasses, has seen extraordinary growth of 165% percent when compared to October 2019.

Figure 4 Central City Expenditure

Fuel and Automotive	Apparel and Personal	Accommodation	Groceries and Liquor
32%	26%	-52%	-12%

Citywide Expenditure:

Growth in Home and hardware remains firm in October 2020 at 23 percent when compared to the same period last year. Spending on accommodation on the other hand continues to see significant declines of 16 percent thanks to the impact of border restrictions on the visitor economy and thus the accommodation sector.

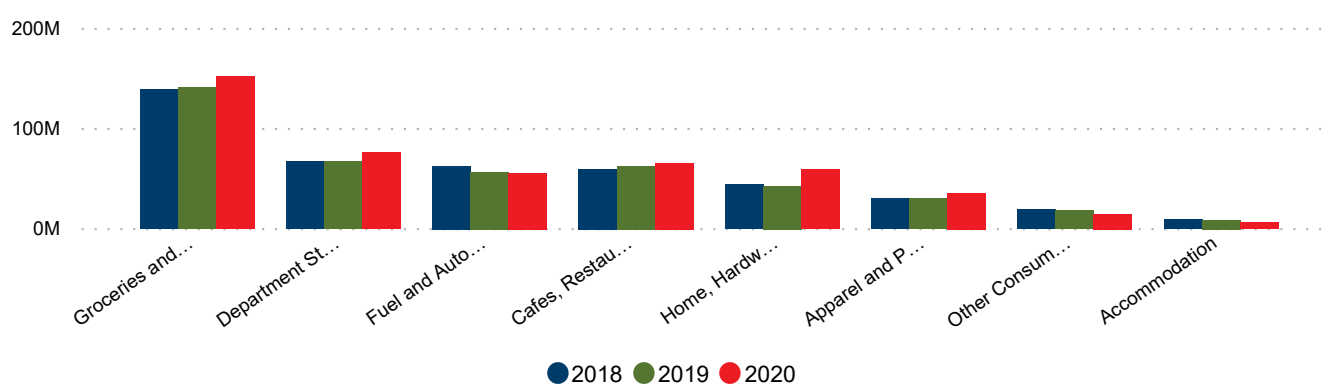
Figure 5. City wide expenditure

Home, Hardware and Electrical	Apparel and Personal	Accommodation	Fuel and Automotive
23%	19%	-16%	-2%

Figure 6 depicts a comparison of retail activity in the month of October across the years.

Figure 6.

Monthly Spend by Category, October



*Note: due to confidentiality issues there was no categorical data provided for the month of April. As a result, the 2020 annual figures will be understated by one month's worth of data.

Spending by visitor type

Domestic visitor spending continues to drive activity in the visitor economy in Christchurch. International spending saw a 67 percent decrease on the same month last year to \$5.6m compared to a 38 percent increase to \$52m for domestic spending (Figure 7). Total visitor spend in Christchurch for October 2020 was up 6 percent. As we move into the holiday season it is unlikely that domestic visitor spending will continue to carry total visitor spending activity in the city.

Figure 7. Visitor spending October 2020 compared with October 2019

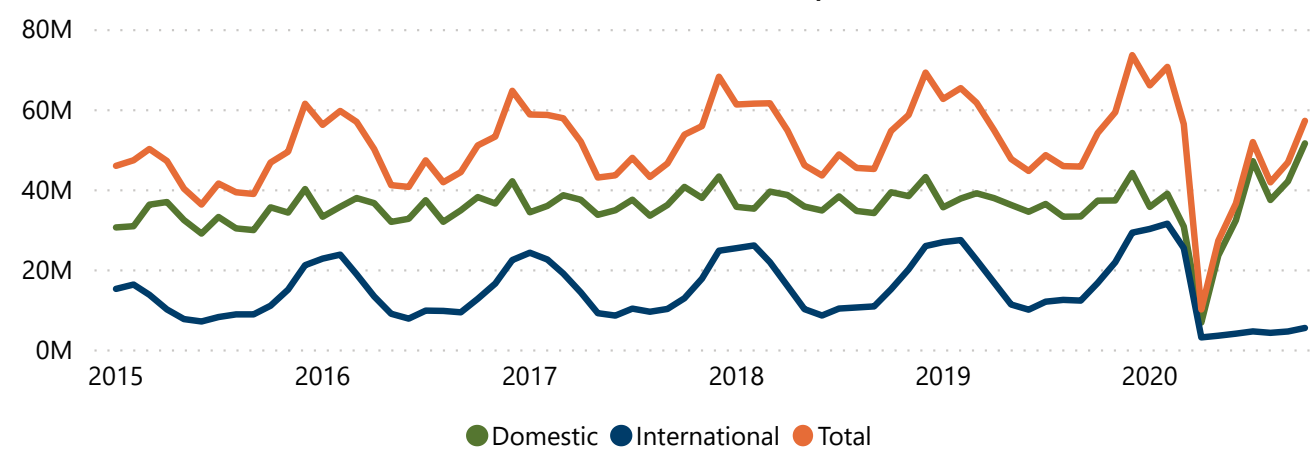
Domestic	International	Total
38%	-67%	6%

*Smaller than expected decline in international visitor spend is due to the contribution of long-term visitors, returning kiwis, foreign nationals, special visas etc.

Figure 8 depicts monthly international and domestic visitor spending in Christchurch.

Figure 8. Visitor Spending

Christchurch Domestic and International Visitor Spend



"Rest of New Zealand" visitor spending is used as a proxy for Domestic visitor spending in figure 10.

Spending by Christchurch residents in Christchurch (excluding fuel) increased by 9 percent, and in the central city increased by 16 percent as seen in Figure 9.

Figure 9. Resident spending in Oct 2020 compared with Oct 2019

Christchurch	Central City
9%	16%

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