

Retail Spending in Christchurch, March 2022

Summary:

- Retail spending figures for March 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 \$496.6 million in March 2022. Christchurch experienced a decrease in retail spending of -0.7 percent or \$3.3 million compared to March 2021. Over the same period, the number of retail spend transactions declined by -11.9 percent. This indicates that price inflation partially offsets the impact of a reduction in the volume of spending on overall retail spend value during March 2022.

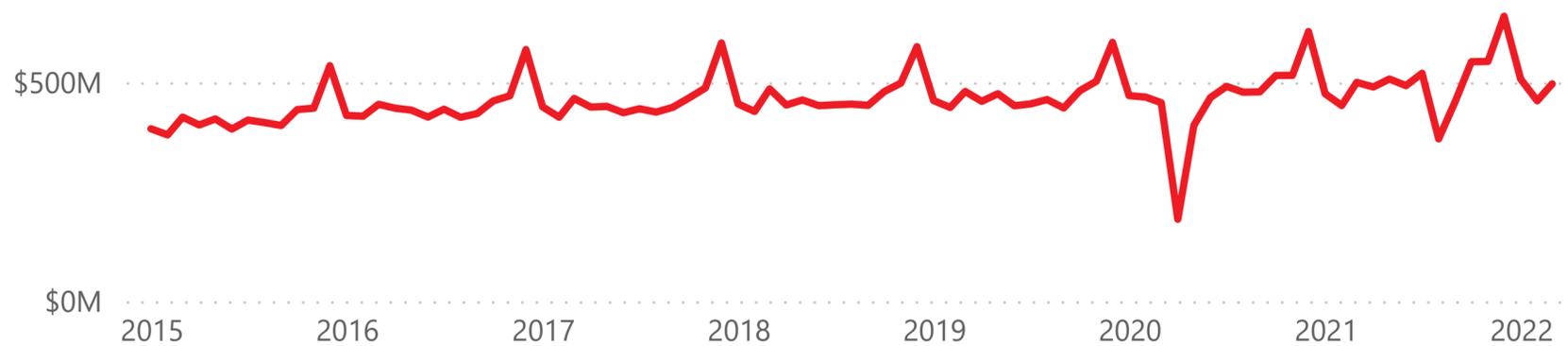
- Fuel and automotive, and groceries and liquor registered positive spending growth compared to March 2021 (increasing by 16.3% and 4.3%, respectively). Meanwhile, spending at cafes, restaurants, bars and takeaways registered the largest decline, falling -19.1 percent from March 2021. Regarding the number of retail spend transactions in Christchurch, there was a reduction in the volume of spending across all store types, with all categories registering a decline in the number of transactions.

- The effects of Omicron were particularly evident in spending figures from within the central city in March 2022. Retail spending in the central city decreased by -21.7 percent or \$7.7 million compared to March 2021, while the number of transactions fell by -32.9 percent over the same period.

Total Retail Spend Christchurch:

Retail spending in Christchurch decreased by -0.7 percent or \$3.3 million in March 2022 compared to the same month in 2021, falling to a total of \$496.6 million. The number of retail spend transactions declined by -11.9 percent over the same period. Retail spending in Christchurch over the year to March 2022 reached \$6 billion, an increase of 8.5 percent or \$475.7 million compared to the previous 12-month period.

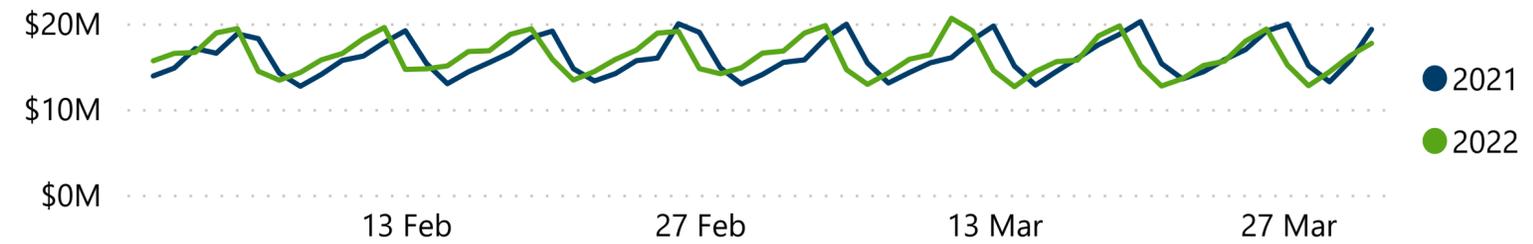
Figure 1. Christchurch Total Retail Spending, January 2015- March 2022



Daily Spending

Daily retail spending in Christchurch averaged at \$16 million per day in March 2022, compared to \$16.1 million per day in March 2021.

Figure 2. Christchurch Daily Retail Spending during February & March



Spending by Location

Eleven of the nineteen reported locations across Christchurch experienced negative spending growth in March 2022 compared to March 2021. The largest fall in spending occurred in the Four Ave's Fringe (down -22.1%), while the largest increase occurred in Spreydon (up 13.4%). Meanwhile, the number of transactions fell across all locations. The largest decline in transactions compared to March 2021 occurred at the airport, with transactions down -35.5 percent.

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

Type	Spreydon	Shirley	Papanui	Four Aves Core	Four Aves Fringe
Spending	13.4%	9.3%	7.1%	-21.4%	-22.1%
Transactions	-3.7%	-6.3%	-3.0%	-32.4%	-33.9%

All of the reported locations across Christchurch experienced positive spending growth over the year to March 2022 compared to the previous 12-month period. Overall, Christchurch City experienced an 8.5 percent increase in retail spending in the year to March 2022 compared to the year to March 2021. Year-to-date spending growth was highest in Papanui (up 11.9%), Hornby (9.8%) and Linwood (up 9.5%). Spending growth was lowest in the Four Ave's Fringe (up 1.0%) and in Belfast (up 3.7%).

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

Year	Papanui	Hornby	Linwood	Belfast	Four Aves Fringe
2021/2020	9.5%	1.7%	2.7%	-2.8%	-4.7%
2022/2021	11.9%	9.8%	9.5%	3.7%	1.0%

Spending by Store Type

Central City Expenditure:

Retail spending in the central city in March 2022 decreased by -21.7 percent or \$7.7 million compared to March 2021, with all but one of the six spending categories experiencing negative spending growth. Fuel and automotive was the only category to experience positive spending growth (up 3 percent), while cafes, restaurants, bars and takeaways registered the largest fall in spending at -31.5 percent. The number of retail transactions within the central city fell by -32.9 percent over the same period.

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

Type	Fuel & Automotive	Apparel & Personal	Home & Recreation Retail	Groceries & liquor	Other Consumer Spending	Cafes, Restaurants, bars & takeaways
Spending	3.0%	-10.9%	-16.9%	-20.8%	-25.9%	-31.5%
Transactions	-15.2%	-11.8%	-22.5%	-27.3%	-36.9%	-38.3%

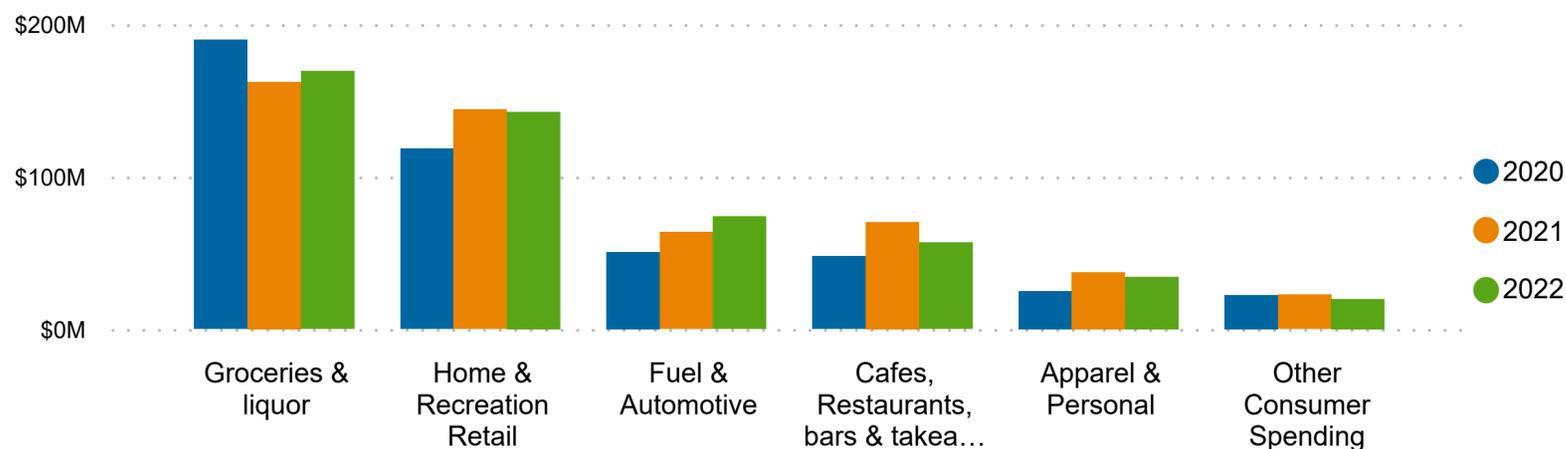
Citywide Expenditure:

Retail spending across Christchurch City decreased by -0.7 percent in March 2022 compared to March 2021. Fuel and automotive, and groceries and liquor registered positive spending growth compared to March 2021 (up 16.3% and 4.3%, respectively). Meanwhile, spending at cafes, restaurants, bars and takeaways registered the largest decline, falling -19.1 percent from March 2021. The number of retail transactions across Christchurch fell by -11.9 percent over the same period. This reduction in the volume of spending was experienced across all store types, with all categories registering a decline in the number of transactions.

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

Year	Fuel & Automotive	Groceries & liquor	Home & Recreation Retail	Apparel & Personal	Other Consumer Spending	Cafes, Restaurants, bars & takeaways
Spending	16.3%	4.3%	-1.0%	-8.0%	-12.9%	-19.1%
Transactions	-3.1%	-7.3%	-4.1%	-9.4%	-27.0%	-23.7%

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



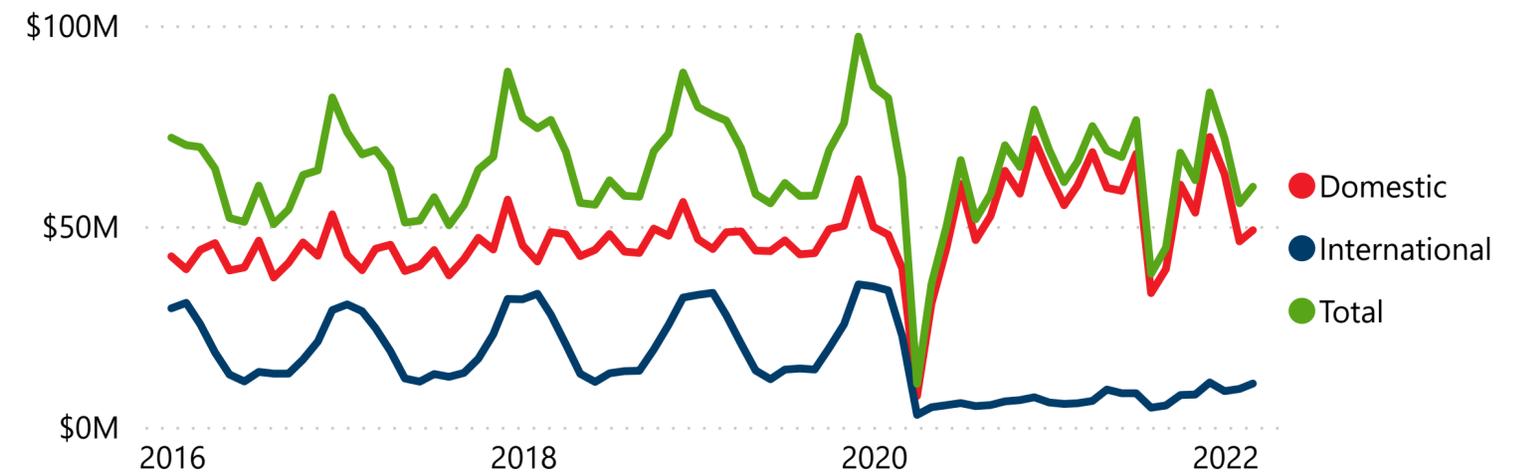
Spending by customer origin

Domestic visitor spending in Christchurch during March 2022 was \$49 million, down -18.6 percent or \$11.2 million from the same month in 2021. International visitor spending experienced an increase of 83.3 percent or \$4.9 million compared to March 2021, but remained around -61 percent below pre-COVID levels (vs March 2019). Overall visitor spending in Christchurch was \$59.8 million in March 2022, down -9.5 percent or \$6.3 million from March 2021.

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

Domestic	International	Total
-18.6%	83.3%	-9.5%

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



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

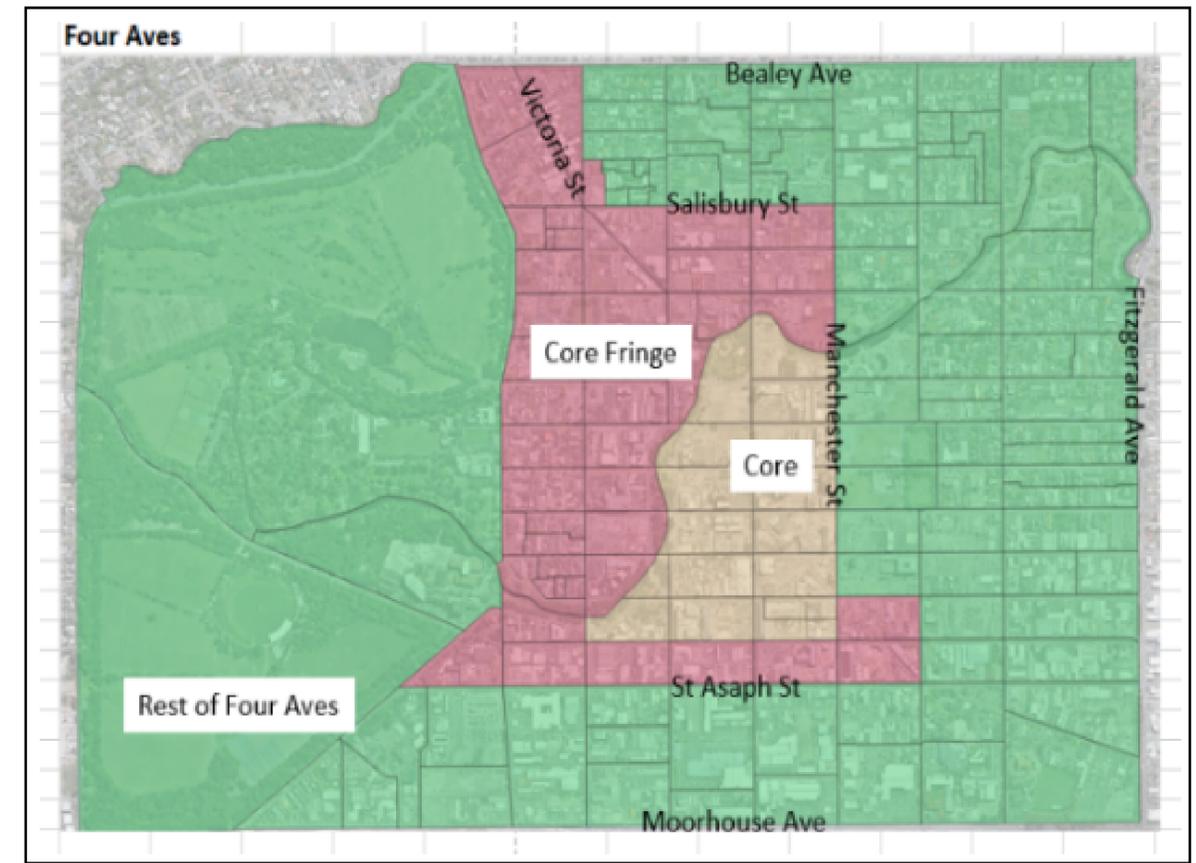
Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in March 2022 with that of March 2021 shows that resident spending decreased both across Christchurch as a whole, and within the central city. Resident spending within the central city during March 2022 decreased by -21.5 percent compared to March 2021. Meanwhile, resident retail spending across Christchurch decreased by -1.9 percent over the same period. The number of retail transactions by Christchurch residents (excluding fuel) within the central city fell by -32.5 percent in March 2022 compared to the same time last year, and also declined across Christchurch as a whole (falling by -12.8%).

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

Type	Central City	Christchurch
Spending	-21.5%	-1.9%
Transactions	-32.5%	-12.8%

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

Suburb	Spending	Transactions
Spreydon	13.4%	-3.7%
Shirley	9.3%	-6.3%
Papanui	7.1%	-3.0%
Hornby	2.9%	-7.0%
Bush Inn/Church Corner	1.7%	-14.1%
New Brighton	1.5%	-5.8%
Belfast	1.5%	-7.9%
Rest of Christchurch	1.4%	-10.1%
Christchurch City	-0.7%	-11.9%
Rest of Four Aves	-1.2%	-13.9%
Linwood	-1.5%	-8.4%
Tower Junction	-2.0%	-6.9%
Riccarton	-4.3%	-14.5%
Merivale	-4.8%	-9.6%
Akaroa	-6.8%	-16.6%
Airport	-11.0%	-35.5%
Lyttelton	-13.3%	-15.7%
Four Aves Core	-21.4%	-32.4%
Core & Core Fringe	-21.7%	-32.9%
Four Aves Fringe	-22.1%	-33.9%



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?

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

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