

Retail Spending in Christchurch November 2020

Summary:

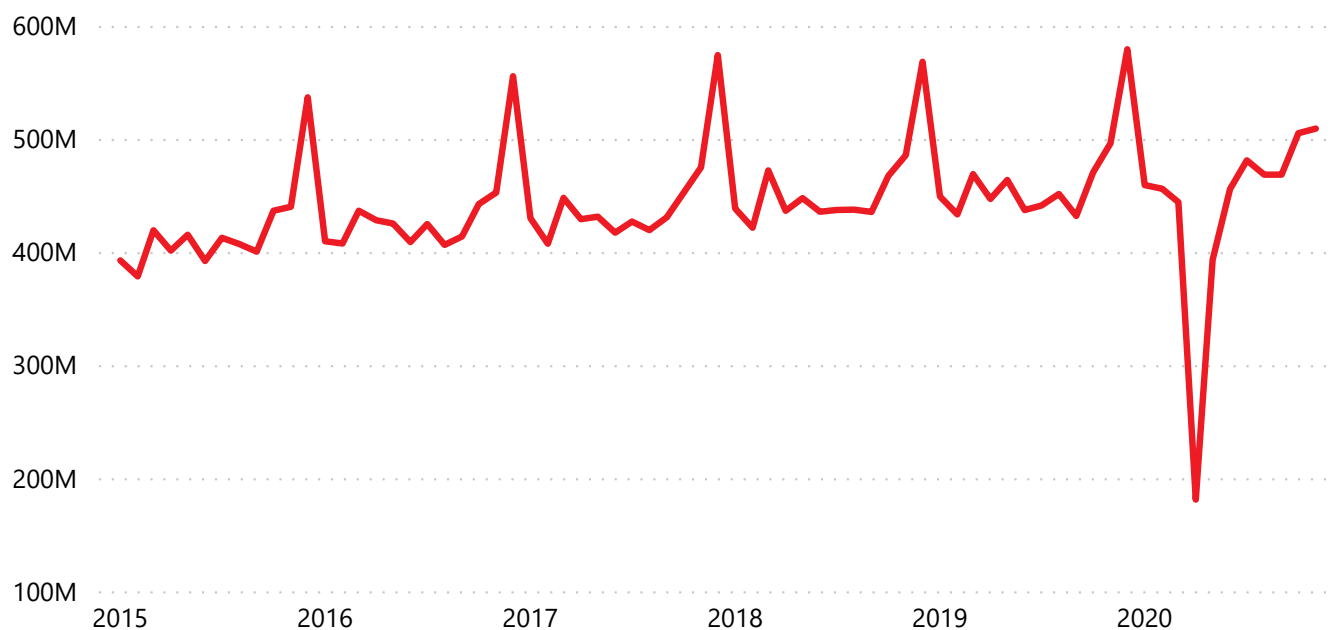
- Christchurch saw an overall spending increase of 3% percent for November 2020 to \$510m compared with the same month last year.
- Spending in Christchurch’s central city was up 9 percent to \$41m in November 2020, compared to the same month last year.
- Retail spend on home and recreation retail continues to trend positively in November 2020. .
- Domestic visitor spend continues to drive the visitor economy in November 2020, up 17 percent on last year and reaching \$44m.

Total Retail Spend Christchurch:

Retail spending in November 2020 saw growth rates (3%) slow relative to previous months but were still positive (Figure 1).

Figure 1. Total retail spend

Christchurch Total Spend



Spending by Location

Retail spending was strong across some Christchurch suburbs in November 2020. Spending in the Core fringe was up 32 percent, followed by Rest of the four avenues, Papanui, Spreydon, and Merivale up 20 percent, 18 percent, 13 percent and 6 percent respectively.

Central city retail growth in November 2020, like the previous month, has been driven by growth in the core fringe. Where the core fringe saw growth of growth of 32 percent, the four aves core saw negative growth of 3 percent when compared to the same month last year. The central city (core and fringe combined, see Figure 2) saw an increase in spend in November 2020 of 9 percent compared to November 2019.

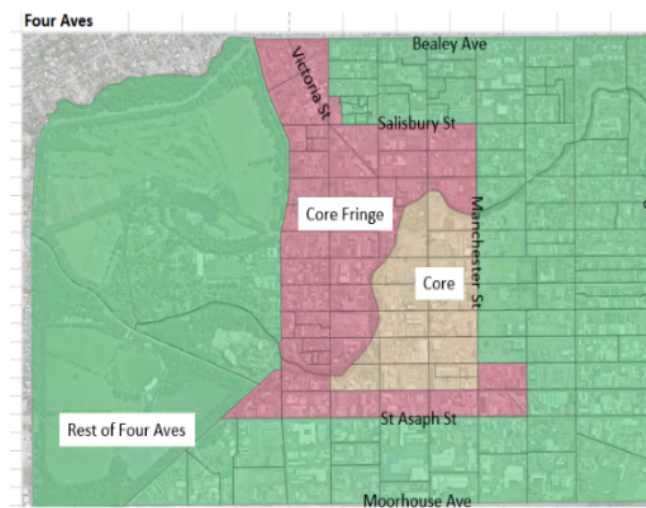
Figure 2. Highest retail spend growth suburbs & Central City

Core Fringe	Merivale	Papanui	Rest of Four Aves	Spreydon	Central City	Four Aves Core
32%	6%	18%	20%	13%	9%	-3%

Figure 3 identifies the areas where annual growth in Christchurch was positive by geographic location.

Figure 3. Annual Growth

Date	Lyttelton	Papanui	Rest of Four Aves	Spreydon
2019/2018	13%	3%	4%	-0%
2020/2019	8%	6%	7%	17%



Spending by Store Type

Central City Expenditure:

Fuel and automotive and apparel and personal saw the greatest increases of 25 percent and 18 percent in November 2020 compared to last year in the central city. The greatest declines were seen in groceries and liquor and cafes, restaurants, bars and takeaways of 11 percent and 7 percent respectively when compared to November 2019 (see Fig 4).

Figure 4 Central City Expenditure

Fuel & Automotive	Apparel & Personal	Groceries & liquor	Cafes, Restaurants, bars & takeaways
25%	18%	-11%	-7%

Citywide Expenditure:

Nesting continues to motivate people to spend on home and recreation retail as evidenced by a 13 percent increase in November 2020 when compared to the same month last year. Apparel and personal also saw strong growth of 12 percent in November 2020. Spending on fuel and automotive and cafes, restaurants, bars etc. on the other hand continues to see declines of 10 percent and 2 percent respectively.

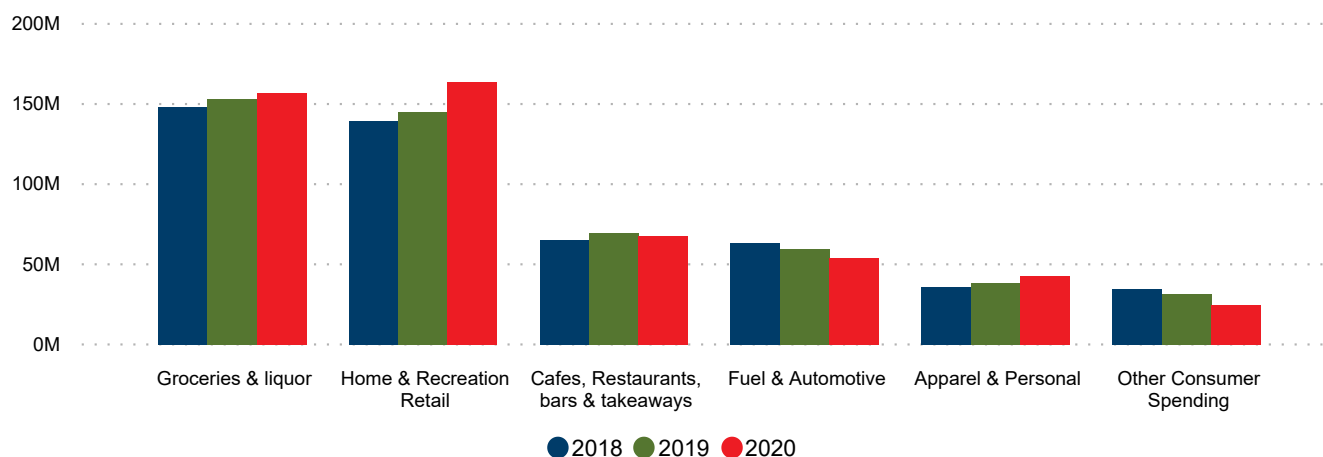
Figure 5. City wide expenditure

Home & Recreation Retail	Apparel & Personal	Fuel & Automotive	Cafes, Restaurants, bars & takeaways
13%	12%	-10%	-2%

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

Figure 6.

Monthly Spend by Category, November



Spending by visitor type

With borders closed, domestic visitor spending has been the driver of the visitor activity in Christchurch. International spending saw a 72 percent decrease on the same month last year to \$6m compared to a 17 percent increase to \$44m for domestic spending (Figure 7). Total visitor spend in Christchurch for November 2020 was down 16 percent. Domestic visitors will be unlikely to bridge the spending gap created by the lack of international visitors as we move into the summer and holiday season.

Figure 7. Visitor spending November 2020 compared with November 2019

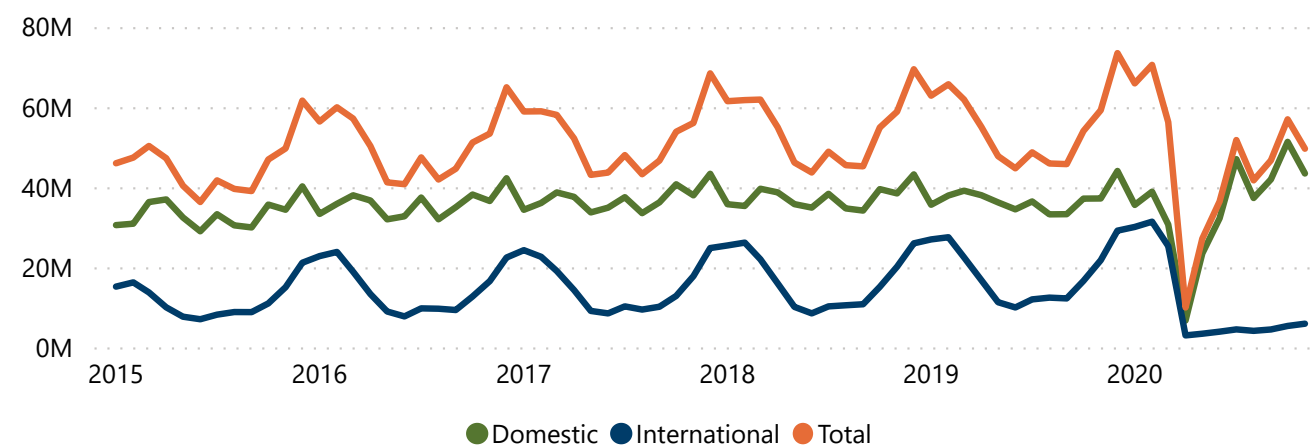
Domestic	International	Total
17%	-72%	-16%

**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 7 percent, and in the central city increased by 19 percent as seen in Figure 9.

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

Christchurch	Central City
7%	19%

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