

Retail Spending in Christchurch December 2020

Summary:

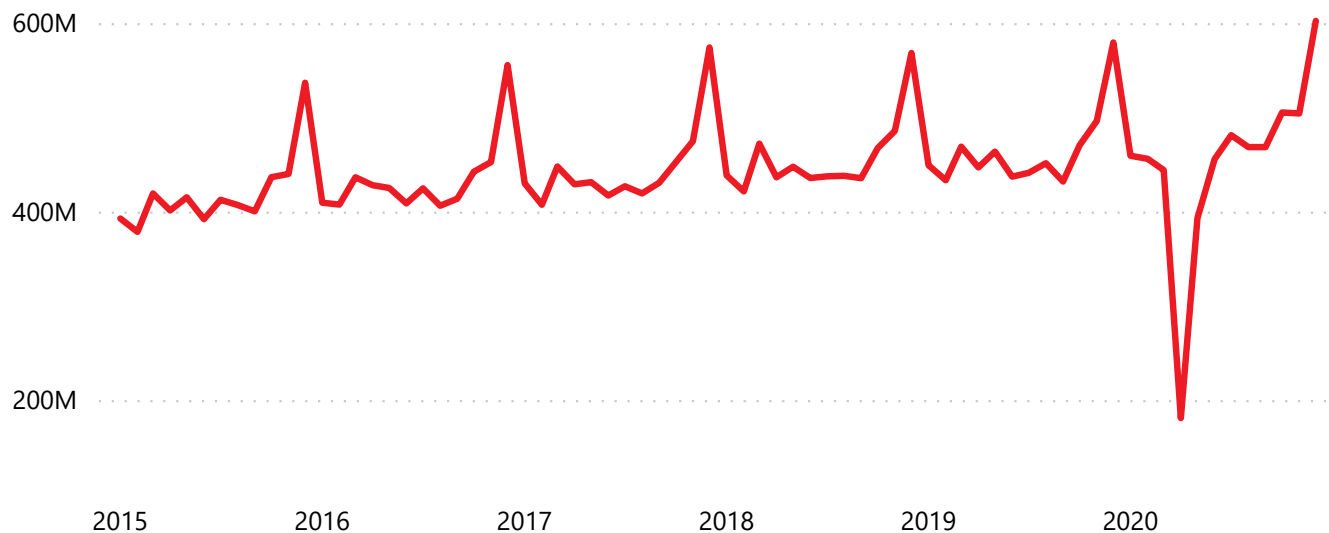
- Christchurch saw an overall spending increase of 4% percent for December 2020 to \$604m compared with the same month last year.
- Spending in Christchurch's central city was up 9 percent to \$51m in December 2020, compared to the same month last year.
- Retail spend on apparel and personal saw the greatest growth in December 2020.
- Domestic visitor spend in December 2020 was up 20 percent on last year and reaching \$54m.

Total Retail Spend Christchurch:

Retail spending remains firm in December 2020, up 4 percent when compared to the same month last year (Figure 1).

Figure 1. Total retail spend

Christchurch Total Spend



Spending by Location

Across the city, retail spending was robust in December 2020 as consumers prepared for Christmas. Spending in the core fringe was up 24 percent, followed by Papanui, rest of four avenues, Lyttelton and Spreydon up 18 percent, 16 percent, 14 percent and 10 percent respectively.

Consumer spending in the core fringe drove December spending in the central city. Where the core fringe saw growth of growth of 24 percent, the core saw softer growth of 2.5 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 December 2020 of 9 percent compared to December 2019.

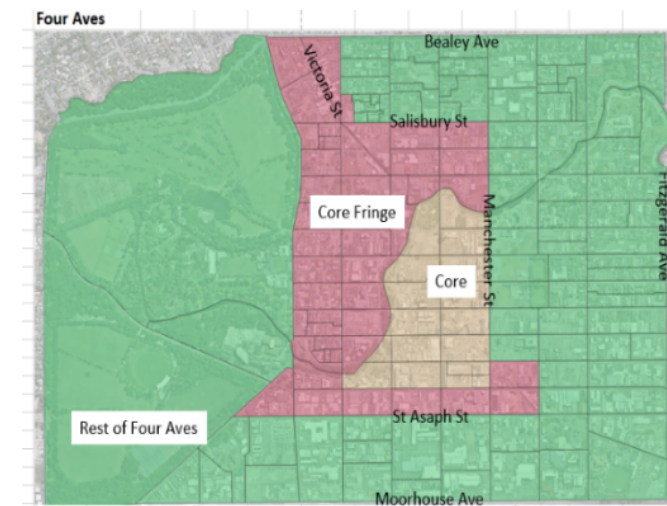
Figure 2. Highest retail spend growth suburbs & Central City

Core Fringe	Papanui	Rest of Four Aves	Lyttelton	Spreydon	Central City
24%	18%	16%	14%	10%	9%

Figure 3 identifies areas with the greatest annual growth in Christchurch by geographic location and total.

Figure 3. Annual Growth

Date	Spreydon	Lyttelton	Papanui	Rest of Four Aves	Hornby
2019/2018	2%	13%	3%	5%	-0%
2020/2019	17%	8%	8%	7%	1%



Spending by Store Type

Central City Expenditure:

Fuel and automotive and apparel and personal saw exceptional growth of 45 percent and 27 percent in December 2020 when compared to last year in the central city. Spending on home and recreation took the third top spot seeing growth of 7 percent in December 2020. The only category to see a decline in spending was groceries and liquor down 3 percent when compared to December 2019 (see Fig 4).

Figure 4 Central City Expenditure

Fuel & Automotive	Apparel & Personal	Home & Recreation Retail	Groceries & liquor
45%	27%	7%	-3%

Citywide Expenditure:

In December 2020 apparel and personal saw the greatest growth of 11 percent when compared to the same month last year. This was followed by spending on home and recreation retail, up 10 percent, in line with historical trends, and groceries and liquor up 4 percent. Spending on fuel and automotive continues to see declines of 5 percent when compared to the same period last year.

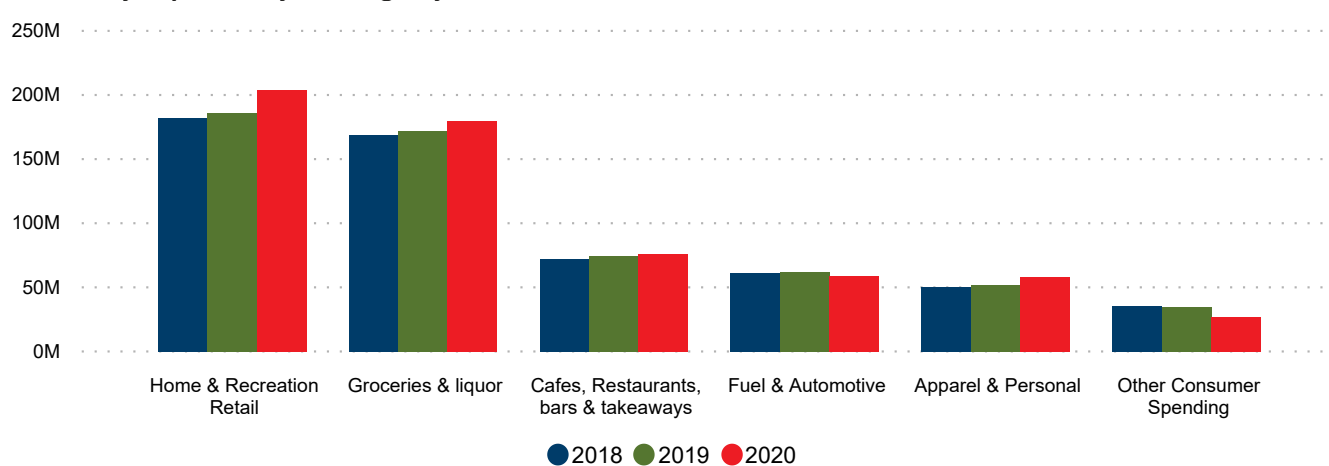
Figure 5. City wide expenditure

Apparel & Personal	Home & Recreation Retail	Fuel & Automotive	Groceries & liquor
11%	10%	-5%	4%

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

Figure 6.

Monthly Spend by Category, December



Spending by visitor type

With December being the first month of the summer and holiday season, the impact of closed borders on the visitor economy has become more apparent and will continue to do so as the season progresses.

International spending saw a 76 percent decrease on the same month last year to \$7m compared to a 20 percent increase to \$53m for domestic spending (Figure 7). Total visitor spend in Christchurch for December 2020 was down 18 percent.

Figure 7. Visitor spending December 2020 compared with December 2019

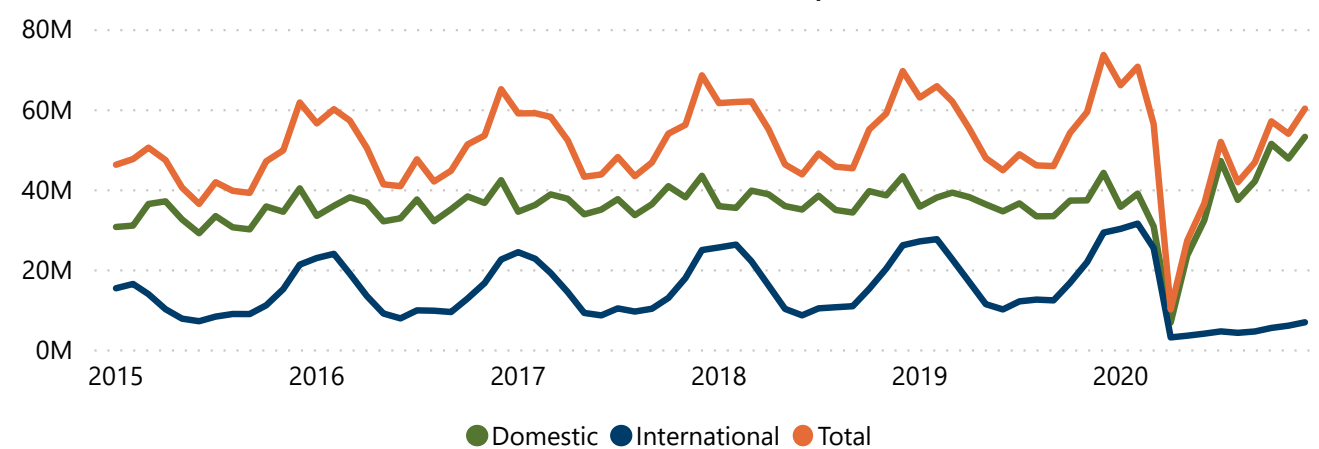
Domestic	International	Total
20%	-76%	-18%

**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 20 percent as seen in Figure 9.

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

Christchurch	Central City
7%	20%

Want to know more?

Read the latest [Quarterly Economic Report](#), or get the latest insights on the dynamics of the Christchurch and Canterbury economies directly from the experts. To view more work from our economics team exploring the impacts of COVID-19, please visit [ChristchurchNZ.com](#)

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