

2022 was a record year for consumer spending, but ended on a mixed note that persists into 2023

AUCKLAND, 9 January 2023 – New Zealand consumers spent more in 2022 than in any full year previously through Worldline NZ’s payments network, but the spending pattern was mixed by year end and the New Year has started in a similar vein.

Consumer spending set a new high in 2022 through Core Retail merchants in Worldline NZ’s payments network (excluding Hospitality) reaching \$35.93B, up 4.7% on 2021 and up 13.6% on 2019. The average transaction size in 2022 was \$52.01, up 2.5% from 2021.

Worldline NZ’s Chief Sales Officer, Bruce Proffit says two of the major economic themes of 2022 – inflation and recovery from lockdowns – can be seen in Worldline NZ’s figures.

“The average transaction value increased across a wide range of sectors although these increases did not match the 2022 inflation rate, suggesting that shoppers did adjust their spending to meet their budget constraints,” he says.

“The removal of lockdowns most strongly influenced the Hospitality sector, where spending through Worldline NZ’s network was up 11.9% in 2022, to \$10.92B. However, this total is marginally below the pre-Covid levels of 2019 (-0.2%), no doubt an impact of there being fewer international visitors.”

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for 2022			
Measure	NZ Total	Underlying* Annual % change on 2021	Underlying* Annual % change on 2019
Value of spending (\$millions)	\$35,930	+4.7%	+13.6%
Number of transactions (millions)	690.8	+2.2%	+3.3%
Average transaction value (\$)	\$52.01	+2.5%	+10.0%

Figure 1: All Cards NZ annual underlying* spending growth through Worldline in 2022 for core retail excluding hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

Proffit says 2022 ended on a mixed note, which has also been the case in the first week of 2023.

“We previously reported spending in the busy six-week pre-Christmas period of 2022 being slightly down on 2021. We can now report a modest increase in spending for the full month of December 2022 over December 2021, which has persisted in the first week of January 2023.”

Consumer spending (excluding Hospitality) was \$3.92B in December 2022, up 1.5% on December 2021 and up 15.6% on 2019. Within these totals, there was annual spending growth in South Island regions and some North Island regions but lower spending in December in the large North Island regions, relative to a year ago. The annual growth rate was highest in West Coast (+11.2%) and lowest in Wellington (-1.2%).

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for December 2022			
Region	Value transactions \$millions	Underlying* Annual % change on 2021	Underlying* Annual % change on 2019
Auckland/Northland	1,450	-0.3%	14.1%
Waikato	328	3.6%	21.9%
BOP	273	-0.2%	16.3%
Gisborne	37	-0.1%	9.8%
Taranaki	88	0.8%	23.9%
Hawke's Bay	139	2.8%	20.8%
Whanganui	47	3.6%	24.9%
Palmerston North	117	2.5%	22.0%
Wairarapa	48	0.3%	21.9%
Wellington	351	-1.2%	9.8%
Nelson	80	3.8%	11.2%
Marlborough	51	8.0%	13.5%
West Coast	27	11.2%	23.6%
Canterbury	453	2.9%	19.3%
South Canterbury	66	5.7%	20.2%
Otago	210	7.5%	12.7%
Southland	93	6.3%	17.9%
New Zealand	3,918	1.5%	15.6%

Figure 2: All Cards NZ underlying* spending through Worldline in December 2022 for core retail excluding hospitality merchants around (* Underlying excludes large clients moving to or from Worldline)

Meanwhile, consumer spending in the Core Retail sectors (excluding Hospitality) through Worldline NZ's payments network was a little over \$661m in the first seven days of 2023, up 1.6% on 1-7 January 2022 and up 19.7% on 2019.

The year started with highest annual regional spending growth in Otago (+12.6%), Southland (+11.3%) and Palmerston North (+10.2%). Spending was below the first seven days of 2022 in Waikato (-3.4%), Bay of Plenty (-5.4%), Taranaki (-3.3%), Wairarapa (-2.1%) and Wellington (-0.6%).

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for 7 days ending 7-Jan-2023			
Region	Value transactions \$millions	Underlying* Annual % change on 2022	Underlying* Annual % change on 2019
Auckland/Northland	226.0	0.4%	15.9%
Waikato	56.5	-3.4%	14.9%
BOP	49.7	-5.4%	15.2%
Gisborne	6.4	1.5%	12.0%
Taranaki	15.2	-3.3%	30.9%
Hawke's Bay	24.7	4.3%	27.1%
Whanganui	8.7	2.4%	44.8%

Palmerston North	21.7	10.2%	47.2%
Wairarapa	8.8	-2.1%	30.0%
Wellington	58.6	-0.6%	18.9%
Nelson	15.6	2.1%	11.4%
Marlborough	10.1	5.6%	19.0%
West Coast	5.9	3.9%	37.3%
Canterbury	73.3	5.3%	26.7%
South Canterbury	11.3	9.9%	30.5%
Otago	43.1	12.6%	22.0%
Southland	16.2	11.3%	29.4%
New Zealand	661.2	1.6%	19.7%

Figure 3: All Cards NZ annual underlying* spending growth through Worldline in first 7 days of 2023 for regional core retail excluding hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

Within the Hospitality sector, spending across NZ was 11.9% higher than last year for the first seven days of 2023. Growth was highest in Southland (+30.2%) and lowest in Marlborough (+1.9%). Hospitality spending in Otago was up strongly on last year (+18.0%) but remains below the (pre-Covid) first seven days of 2019 (-9.7%).

WORLDLINE All Cards underlying* spending for HOSPITALITY merchants for 7 days ending 7-Jan-2023			
Region	Value transactions \$millions	Underlying* Annual % change on 2022	Underlying* Annual % change on 2019
Auckland/Northland	79.3	14.0%	7.7%
Waikato	18.7	6.3%	16.8%
BOP	27.8	3.0%	15.4%
Gisborne	2.8	8.0%	17.9%
Taranaki	6.6	15.8%	50.6%
Hawke's Bay	8.0	9.5%	19.3%
Whanganui	2.9	14.9%	27.4%
Palmerston North	5.5	13.5%	38.0%
Wairarapa	2.1	3.8%	22.7%
Wellington	17.6	11.8%	1.1%
Nelson	7.9	11.2%	13.2%
Marlborough	6.2	1.9%	6.2%
West Coast	3.6	14.9%	13.0%
Canterbury	23.9	12.6%	7.7%
South Canterbury	3.8	13.4%	17.9%
Otago	21.5	18.0%	-9.7%
Southland	9.2	30.2%	13.7%
New Zealand	247.6	11.9%	9.6%

Figure 4: All Cards NZ annual underlying* spending growth through Worldline in first 7 days of 2023 for regional hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

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Note to editors:

These figures reflect general market trends and should not be taken as a proxy for Worldline's market share or company earnings. The figures primarily reflect transactions undertaken within stores but also include some ecommerce transactions. The figures exclude transactions through Worldline undertaken by merchants outside the Core Retail sector (as defined by Statistics NZ).

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ABOUT WORLDLINE IN NEW ZEALAND

We are New Zealand's leading payments innovator. We design, build and deliver payment solutions that help Kiwi business succeed. Whether you're looking for in store, online or mobile payment solutions or powerful business insights, Worldline is here to help with technology backed by experience. www.worldline.co.nz

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Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros. worldline.com

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