

Total pre-Christmas spend in December 2022 barely tops 2021, but longer trend shows a drop

Boxing Day spending is also up on last year, but only just

AUCKLAND, 27 December 2022 – Consumer spending across New Zealand for the busy pre-Christmas shopping season in December 2022 and Boxing Day have topped levels from 2021, but only just – however, spending over the full six-week pre-Christmas shopping period has shown a slight drop on last year.

Consumer spending over the three weeks before Christmas Day through Core Retail merchants in Worldline NZ's payments network (excluding Hospitality) reached \$2.89B, which was up 0.8% on the same three weeks in 2021 and up 14.9% on 2019. The average transaction size for this time period in 2022 was \$56.76, down 2.8% from last year.

Across the regions, spending for these three weeks prior to Christmas Day was highest in West Coast (+10.7%), Marlborough (+7.7%) and Otago (+7.5%). Pre-Christmas spending in December was below year-ago levels in Auckland/Northland (-0.9%), Bay of Plenty (-0.9%), Wellington (-1.4%) and Gisborne (-2.1%).

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for 21 days ending 24-Dec-2022			
Region	Value transactions \$millions	Underlying* Annual % change on 2021	Underlying* Annual % change on 2019
Auckland/Northland	1,073.2	-0.9%	13.4%
Waikato	235.5	1.8%	21.3%
BOP	195.9	-0.9%	15.4%
Gisborne	26.1	-2.1%	10.0%
Taranaki	64.6	0.4%	22.0%
Hawke's Bay	102.8	1.8%	19.6%
Whanganui	36.2	4.5%	26.7%
Palmerston North	88.1	3.4%	21.8%
Wairarapa	35.0	0.0%	20.4%
Wellington	263.4	-1.4%	10.2%
Nelson	57.7	3.0%	9.3%
Marlborough	37.0	7.7%	12.5%
West Coast	19.4	10.7%	22.3%
Canterbury	339.0	1.3%	18.0%
South Canterbury	49.1	4.7%	18.5%
Otago	149.9	7.5%	11.9%
Southland	68.6	6.1%	16.1%
New Zealand	2,888.2	0.8%	14.9%

Figure 1: All Cards NZ annual underlying* spending growth through Worldline in the 3 weeks before Christmas Day for regional core retail excluding hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

However, looking at the longer view of consumer spending through Core Retail merchants (excluding Hospitality) in Worldline NZ's payments network over the full six weeks of pre-Christmas spending,

(which includes Black Friday sales) shows spending reached \$5.21B, which is down 0.7% on the same six weeks in 2021 and up 13.6% on 2019.

“Together with the spending surge slowing on Christmas Eve, this made for a busy but ultimately not record-breaking six-week pre-Christmas shopping period,” says Bruce Proffit, Worldline NZ’s Chief Sales Officer.

Across the regions, annual pre-Christmas spending growth for the six-weeks prior to Christmas was highest in West Coast (+9.3%), Otago (+6.3%) and Southland (+6.2%). Pre-Christmas spending over this six-week period was below year-ago levels in Auckland/Northland (-3.7%) and Wellington (-2.6%), plus several smaller regions.

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for 42 days ending 24-Dec-2022			
	Value	Underlying*	Underlying*
Region	transactions \$millions	Annual % change on 2021	Annual % change on 2019
Auckland/Northland	1,933.8	-3.7%	11.1%
Waikato	420.7	1.1%	20.3%
BOP	353.6	-1.1%	15.0%
Gisborne	46.5	-1.6%	10.6%
Taranaki	114.3	-0.6%	22.1%
Hawke's Bay	187.2	2.7%	20.3%
Whanganui	65.4	3.7%	26.8%
Palmerston North	158.6	2.1%	21.9%
Wairarapa	63.4	-0.2%	20.5%
Wellington	485.1	-2.6%	9.6%
Nelson	102.7	1.4%	9.6%
Marlborough	65.5	5.4%	10.7%
West Coast	34.7	9.3%	18.7%
Canterbury	616.2	0.7%	16.8%
South Canterbury	87.1	3.8%	16.7%
Otago	268.2	6.3%	9.6%
Southland	123.3	6.2%	15.3%
New Zealand	5,208.4	-0.7%	13.6%

Figure 2: All Cards NZ annual underlying* spending growth through Worldline in the 6 weeks before Christmas Day for regional core retail excluding hospitality merchants (* Underlying excludes large clients moving to or from Worldline)

Boxing Day 2022

Meanwhile, on Boxing Day 2022, consumer spending processed through Core Retail merchants in Worldline NZ’s payments network (excluding Hospitality) reached \$100.5m, which was up 2.6% on Boxing Day 2021 (a Sunday) and up 3.1% on 2019 (a Thursday).

Worldline NZ’s Chief Sales Officer, Bruce Proffit says while this Boxing Day did reach record heights in total, the experience of merchant groups was mixed.

“As was the case last year, Black Friday spending exceeded that of Boxing Day, but both days remain below the spend on the days immediately prior to Christmas Day,” he says.

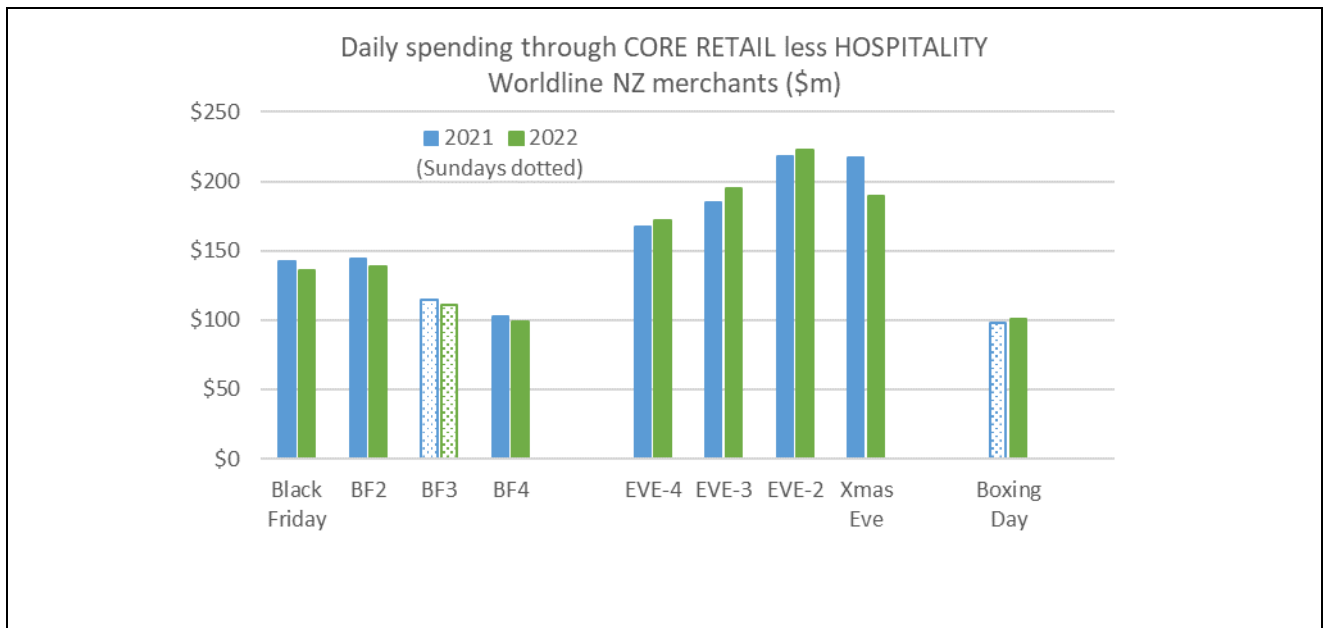


Figure 3: All Cards NZ underlying* spending through Worldline for core retail excluding hospitality merchants around Black Friday (BF), before Christmas (EVE) and on Boxing Day 2021 and 2022 (* Underlying excludes large clients moving to or from Worldline)

Annual regional spending growth on Boxing Day was highest in West Coast (+33.0%), Southland (+15.1%) and Marlborough (+13.0%). Spending was below Boxing Day 2021 in Marlborough (-21.0%) and Wellington (-3.2%).

WORLDLINE All Cards underlying* spending for CORE RETAIL less HOSPITALITY merchants for Boxing Day 2022			
Region	Value transactions \$millions	Underlying* Annual % change on 2021	Underlying* Annual % change on 2019
Auckland/Northland	40.2	0.5%	2.8%
Waikato	8.4	3.3%	11.6%
BOP	7.1	0.0%	-1.3%
Gisborne	0.8	0.0%	-11.3%
Taranaki	2.0	7.2%	14.5%
Hawke's Bay	3.0	8.5%	9.8%
Whanganui	1.1	3.8%	11.9%
Palmerston North	2.7	1.5%	7.1%
Wairarapa	0.8	-21.0%	-10.0%
Wellington	8.9	-3.2%	-2.5%
Nelson	1.9	10.4%	0.9%
Marlborough	1.3	13.0%	0.1%
West Coast	0.6	33.0%	5.4%
Canterbury	12.1	5.7%	7.7%
South Canterbury	1.5	9.0%	5.4%
Otago	5.5	11.4%	-3.7%
Southland	1.9	15.1%	2.0%
New Zealand	100.5	2.6%	3.1%

Figure 4: All Cards NZ annual underlying* spending growth through Worldline on Boxing Day for regional core retail excluding 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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