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Consumer spending drop in June marks a weak winter, as Hospitality sector continues to do it tough

AUCKLAND, 2 July 2026 – Consumer spending transacted through Paymark's payments network in June showed it to be both a seasonally and cyclically weak month.

Consumer spending processed through all Core Retail merchants in Paymark's payments network during June 2026 reached $3.584B, which is down -0.5% on June 2025, following adjustments for merchants coming and going from the network.

Paymark's Chief Sales Officer, Bruce Proffit, says June is usually the slowest month of the year due to the impacts of winter but business was down on last year as well.

"The most noticeable declines were amongst the Hospitality sector, with the largest percentage fall being for accommodation merchants and the largest dollar fall being over the large food service group, that is bars and cafes and fast-food outlets," says Proffit.

Spending through Paymark at Accommodation merchants was $53.5m in June 2026, down 20.1% in underlying terms from June 2025. Spending amongst the Food and Beverage Services group was $743.6 million, down 5.4% or $42.0 million on June last year.

"There were extenuating circumstances during June, such as the Matariki holiday occurring in July this year and wet weather both at the start and towards the end of the month. But the bigger influence appears to be one of strong budget pressures limiting Hospitality spending," says Proffit.

"Other merchant groups also experienced declining spending in June, including Core Retail groups such as Clothing/Footwear and Recreational Goods, and amongst the non-retail sector, the likes of gyms, beauty and hairdressing salons and movie theatres."

Non-retail spending through Paymark's network at Fitness Centres and Gym was down -23.7% on last year in June (and down -14.3% for the year ending June); at Beauty and Hairdressing Salons by -1.8% (and -3.1%); and at Movie Theatres by -4.9% (and 13.9%).

Regionally, the annual growth rates for Core Retail spending through Paymark's payments network in June 2026 were highest in Waikato (+1.4%), Hawke's Bay (+1.2%) and West Coast (+0.9%), while the largest spending declines were recorded in Marlborough (-6.2%), Bay of Plenty (-3.2%) and Wairarapa (-2.7%).

Proffit notes that the continuing spending growth registered in the Waikato region, as seen in recent months, was "a mixed bag" in June.

"The largest contribution to spending growth in the Waikato in June was higher spending at Food and Liquor shops, resulting from more transactions. However, there was also a smaller increase during the week ending Sunday 14 June, which included Fieldays," he says.

"During the week of Fieldays, there was approximately an extra $1m of spending recorded that was spread over Hardware/Furniture and Food Service merchants. Apart from those sectors, there were spending declines reported over the month for most non-food merchant groups in Waikato."

PAYMARK All Cards underlying* spending for CORE RETAIL merchants for June 2026		
Region	Value transactions $millions	Underlying value* Annual % change on 2025
Auckland/Northland	1,347	-0.4%
Waikato	309	1.4%
BOP	240	-3.2%
Gisborne	34	0.0%
Taranaki	84	-1.8%
Hawke's Bay	130	1.2%
Whanganui	50	0.5%
Palmerston North	115	-0.3%
Wairarapa	40	-2.7%
Wellington	308	-1.6%
Nelson	71	0.8%
Marlborough	42	-6.2%
West Coast	25	0.9%
Canterbury	440	0.2%
South Canterbury	57	-0.2%
Otago	205	-1.3%
Southland	85	0.8%
New Zealand	**3,584**	**-0.5%**

Figure 1: All Cards NZ underlying* spending through Paymark in June 2026 for core retail merchants (* Underlying excludes large clients moving to or from Paymark)

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ABOUT CUSCAL PAYMARK

Cuscal Paymark has long been a leader in local payments, since we launched EFTPOS in 1989. We've been an important part of New Zealand's growth as an economy, providing a trusted service for almost every Kiwi consumer. Today we sit at the heart of Aotearoa's payments infrastructure with products being built using open banking technology and providing retailers with easy access to data about their own customers' habits. Our platform lets tech start-ups and banking giants come together to provide better service to businesses and consumers. As New Zealand's leading payments innovator, we specialise in payment solutions, that help businesses grow – in-store, online and via mobile. We provide digital payments solutions for New Zealand businesses who need safe and secure payments, in turn giving Kiwi shoppers seamless payment options.

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