

# Retail Spending in Christchurch, January 2022

## Summary:

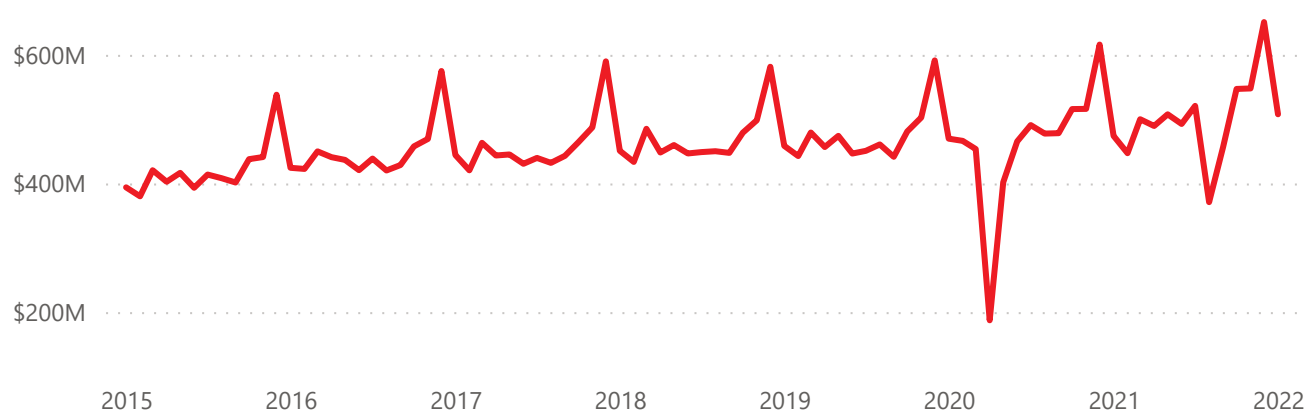
- Retail spending in Christchurch was approximately \$508 million in January 2022. Christchurch experienced an increase in retail spending of 7.1 percent or \$33.6 million compared to January 2021.
- All but two retail categories experienced positive spending growth in January 2022 compared to January 2021. Fuel and automotive, and groceries and liquor registered the largest increases in spending compared to January 2021 (up 22.6% and 9.9%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -3.1%) and on other consumer spending (down -10%).
- The effects of Omicron were evident in spending figures from within the central city in January 2022. Spending decreased by -8.8 percent or \$2.9 million compared to January 2021, with four of the six spending categories experiencing negative growth compared to January last year. Other consumer spending experienced the largest decline in spending, with a reduction of -18.2 percent. Meanwhile, spending growth was largest for fuel and automotive (up 20.7%), driven by rising petrol prices.

## Total Retail Spend Christchurch:

Retail spending in Christchurch increased by 7.1 percent or \$33.6 million in January 2022 compared to the same month in 2021, from \$474 million in January 2021 to \$507.6 million in January 2022.

Retail spending in Christchurch over the year to January 2022 reached \$6 billion, an increase of 8.9 percent or \$495.5 million compared to the previous 12-month period.

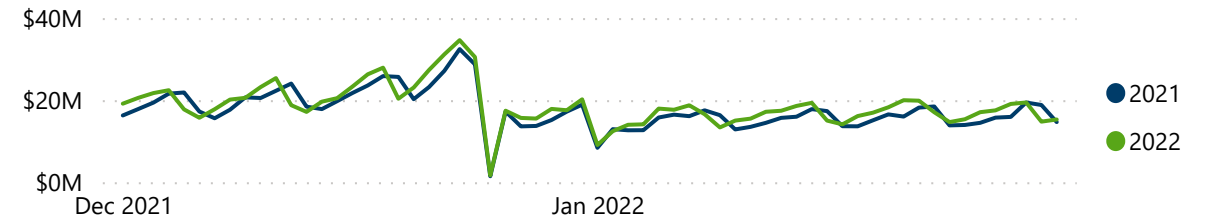
Figure 1. Christchurch Total Retail Spending, January 2015-January 2022



## Daily Spending

Daily retail spending in Christchurch averaged at \$16.4 million per day in January 2022, compared to \$15.3 million per day in January 2021.

Figure 2. Christchurch Daily Retail Spending during December & January



## Spending by Location

Almost three-quarters of the reported locations across Christchurch experienced positive spending growth in January 2022 compared to January 2021. The largest increases in spending occurred in Shirley and Spreydon, with growth rates of 14.2 percent and 13.4 percent, respectively. The 'Four Aves Fringe' and 'Four Aves Core & Core Fringe' experienced the largest declines in spending compared to January 2021 (down -12.7% and -8.8%, respectively). See Table 7, page 3 for a full breakdown of spending growth by suburb.

Table 1. Highest & lowest spend growth rates (Christchurch suburbs & Central City), January 2022 vs January 2021

Shirley	Spreydon	Four Aves Core & Core Fringe	Four Aves Fringe
14.2%	13.4%	-8.8%	-12.7%

All of the reported locations across Christchurch experienced positive spending growth over the year to January 2022 compared to the previous 12-month period. Overall, Christchurch City experienced an 8.9 percent increase in retail spending in the year to January 2022 compared to the year to January 2021. Year-to-date spending growth was highest in Papanui (up 12.8%), Lyttelton (up 12%) and the Four Aves Core (up 11.7%). Spending growth was lowest at Christchurch Airport (up 2.1%) and Bush Inn/Church Corner (up 2.2%).

Table 2. Highest & lowest annual retail spend growth rates (Christchurch suburbs & Central City), year ended January 2022 vs year ended January 2021

Year	Papanui	Lyttelton	Four Aves Core	Bush Inn/Church Corner	Airport
2021/2020	8.5%	8.2%	-9.6%	-17.5%	-36.4%
2022/2021	12.8%	12.0%	11.7%	2.2%	2.1%

## Spending by Store Type

### Central City Expenditure:

Spending in the central city in January 2022 decreased by -8.8 percent or \$2.9 million compared to January 2021. Spending growth was negative for four of the six spending categories compared to January last year. Other consumer spending experienced the largest decline in spending, with a reduction of -18.2 percent. Meanwhile, spending growth was largest for fuel and automotive (up 20.7%), driven by rising petrol prices.

Table 3. Central City expenditure growth by category, January 2022 vs January 2021

Fuel & Automotive	Apparel & Personal	Groceries & liquor	Cafes, Restaurants, bars & takeaways	Home & Recreation Retail	Other Consumer Spending
20.7%	10.9%	-5.3%	-10.8%	-18.0%	-18.2%

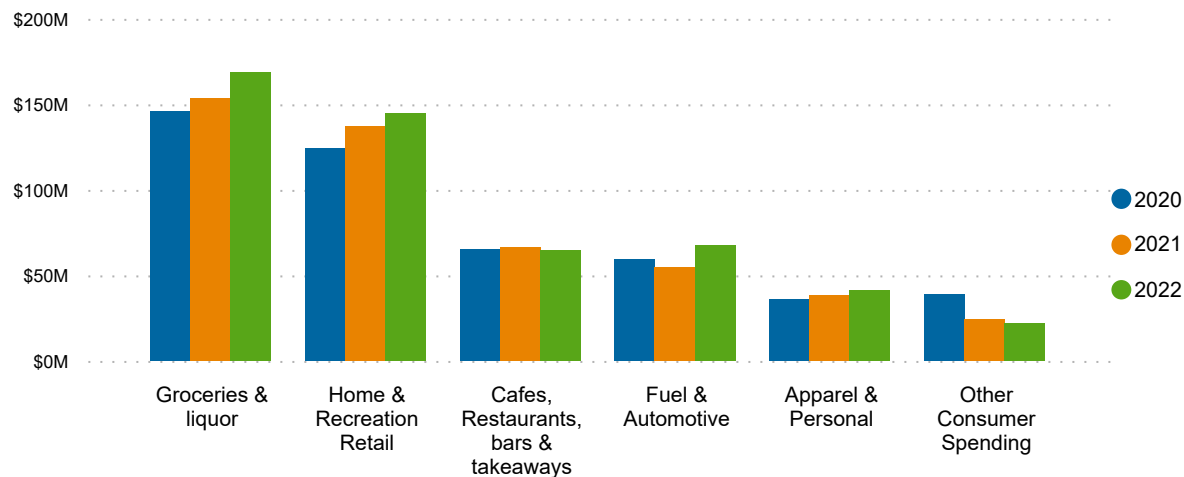
### Citywide Expenditure:

Retail spending across Christchurch City increased by 7.1 percent in January 2022 compared to January 2021. Fuel and automotive, and groceries and liquor registered the largest increases in spending compared to January 2021 (up 22.6% and 9.9%, respectively). Declines in spending occurred at cafes, restaurants, bars and takeaway (down -3.1%) and on other consumer spending (down -10%).

Table 4. Citywide expenditure growth by category, January 2022 vs January 2021

Fuel & Automotive	Groceries & liquor	Apparel & Personal	Home & Recreation Retail	Cafes, Restaurants, bars & takeaways	Other Consumer Spending
22.6%	9.9%	7.9%	5.4%	-3.1%	-10.0%

Figure 3. Retail spending in Christchurch by category, January 2020-2022



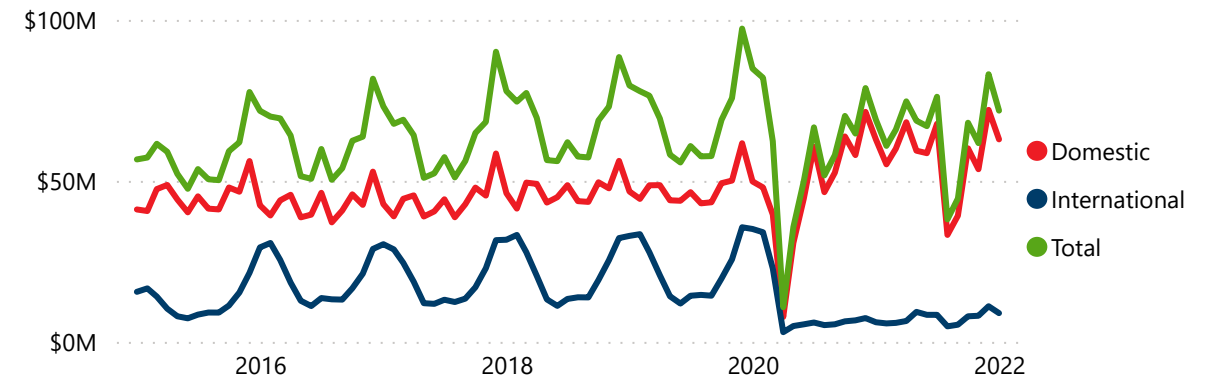
## Spending by customer origin

Domestic visitor spending in Christchurch during January 2022 was \$62.9 million, up 1.1 percent from the same month in 2021. Like the previous month of December, January was characterised by an upswing in spending in Christchurch by Aucklanders, with this reaching the second highest level on record. International visitor spending experienced an increase of 32.4 percent or \$2.2 million compared to January 2021, but remained around -77 percent below pre-COVID levels. Overall visitor spending in Christchurch reached \$71.8 million in January 2022, up 4.1 percent or \$2.8 million from January 2021. However, this was still -19.3 percent or \$17.1 million below that of January 2020.

Table 5. Visitor retail spending growth in January 2022 compared to January 2021

Domestic	International	Total
1.1%	32.4%	4.1%

Figure 4. Christchurch visitor spending, January 2015 – January 2022



Domestic visitor spending captures electronic card spending by visitors from outside of Christchurch City, Selwyn, Waimakariri and Ashburton.

Comparing retail spending by Christchurch residents (excluding fuel) within Christchurch in January 2022 with that of January 2021 shows that resident spending increased across Christchurch as a whole but decreased within the central city. Resident spending within the central city during January 2022 decreased by -9.3 percent compared to January 2021. Meanwhile, resident retail spending across Christchurch increased by 7.1 percent over the same period.

Table 6. Growth in resident retail spending in January 2022 compared to January 2021

Central City	Christchurch
-9.3%	7.1%

Table 7. Spending growth rates by suburb, January 2022 vs January 2021

Suburb	Change from same month in 2021
Shirley	14.2%
Spreydon	13.4%
Hornby	12.3%
Papanui	12.1%
Akaroa	10.1%
Rest of Christchurch	9.1%
Tower Junction	8.7%
Merivale	8.1%
Christchurch City	7.1%
Belfast	6.6%
Rest of Four Aves	6.2%
Linwood	5.6%
New Brighton	4.6%
Bush Inn/Church Corner	3.7%
Riccarton	0.7%
Airport	-3.0%
Lyttelton	-6.0%
Four Aves Core	-6.6%
Core & Core Fringe	-8.8%
Four Aves Fringe	-12.7%

**Want to know more?**

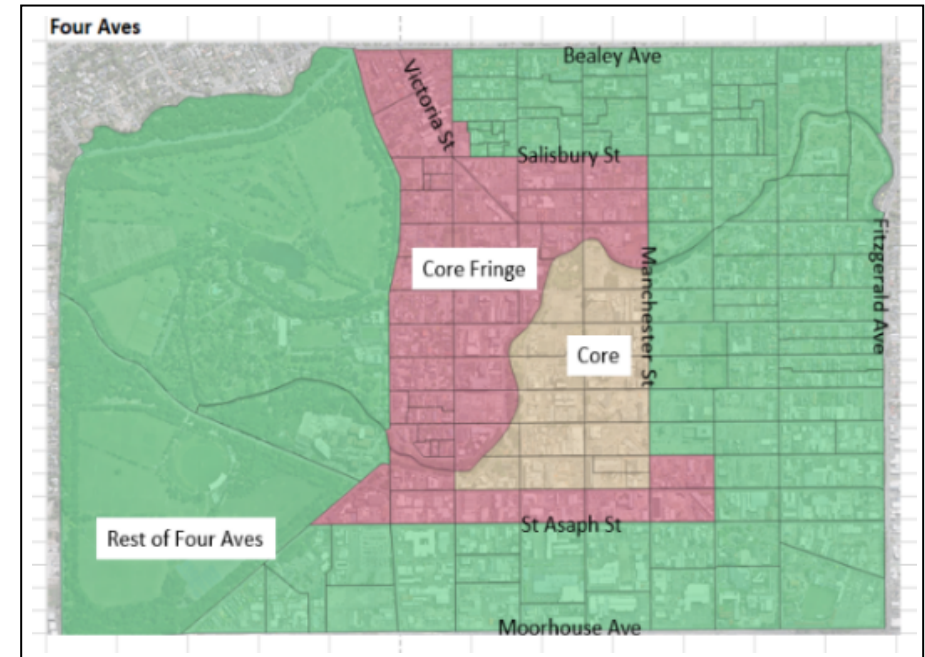
Read the latest [Quarterly Economic Report](#), to get the latest insights on the dynamics of the Christchurch and Canterbury economies directly from the experts.

To view work from our economics team exploring the impacts of COVID-19, please visit

[ChristchurchNZ.com](http://ChristchurchNZ.com)

Further queries or feedback?

[Contact us](#)



*Note - Central City: core + core fringe.*

All retail spending data is sourced from Marketview, and captures spending made instore via electronic card transactions.