QUARTERLY ELECTRONIC CARD RETAIL SPENDING

INCLUDING TOURISM RELATED SECTORS //
SEPTEMBER 2025 QUARTER

MANAWATŪ

CEDA
CENTRAL ECONOMIC DEVELOPMENT AGENCY

MANAWATŪ DISTRICT COUNCIL

PALMY
PAPAIOEA PALMERSTON NORTH CITY

TE MAURI O
MANAWATŪ

MANAWATŪ REGION
QUARTERLY ELECTRONIC CARD RETAIL SPENDING

This report presents analysis of electronic card retail spending (i.e., total value of electronic card transactions made in person) in the Manawatū region. The data is obtained from Marketview and is based on information from Worldline (formerly known as Paymark) the largest electronic card payment network in New Zealand. Analysis covers eight retail sectors consisting of:

- >> **accommodation**
- >> **apparel & personal**
- >> **arts, recreation & visitor transport**
- >> **cafes, restaurants, bars & takeaways**
- >> **fuel & automotive**
- >> **groceries & liquor**
- >> **home & recreational retail**
- >> **other consumer spending**

See retail sector classification on page 13.

This Retail Report captures data from the Manawatū region, which consists of Palmerston North city and Manawatū district.

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TE MAURI O MANAWATŪ

OVERVIEW

Retail card spending in the region increased by 0.6% in the September quarter 2025 compared with the previous September quarter. This is higher than the New Zealand average over the same period, which saw an increase of 0.5%. The August and September 2025 quarters are the first to show growth since the April 2024 quarter.

Although this quarter showed positive growth, annual electronic card retail spending for the year to September 2025 still saw a decline of 1.1%, an improvement from the drop of 1.8% in the year to June 2025. This compares with a national decrease of 0.8%. A sustained period of growth will be needed before we see a true return to positive territory.

Most retail categories recorded decreases, with the exception of 'groceries and liquor', which increased by 2.4%. With annual inflation at 3% over the same period, this points to a real decline in retail spending value, highlighting reduced consumer purchasing power or demand. For more details, refer to the table in the section on Retail sectors on **page 12.**

ELECTRONIC CARD RETAIL SPENDING

$432M

in the region September quarter 2025

0.6%

Increase in the region compared to the September 2024 quarter.

0.5%

Increase nationally compared to the same period last year.

SEPTEMBER 2025 QUARTER

For the quarter ending September 2025, total electronic card retail spending in the region was $432 million, which was a 0.6% increase from the September 2024 quarter. In the same period, electronic card spend on retail in New Zealand was $18,496 million, an increase of 0.5%.

The breakdown is as follows:

>> Palmerston North city: $362 million
0.4% increase

>> Manawatū district: $69 million
1.4% increase

YEAR ENDING SEPTEMBER 2025

For the year to September 2025, annual electronic card spending on retail in the region was $1,774 million, a decrease of 1.1% compared to the year to September 2024. Nationally, the same period saw electronic card retail spending decrease by 0.8% reaching a total of $77,600 million.

The breakdown of annual spending for the region is as follows:

>> Palmerston North city: $1,488 million
1% decrease

>> Manawatū district: $285 million
1.1% decrease

ANNUAL ELECTRONIC CARD RETAIL SPENDING

$1,774M
in the region YE September 2025

1.1%
Decrease in the region compared to the same period last year.

0.8%
Decrease nationally compared to the same period last year.

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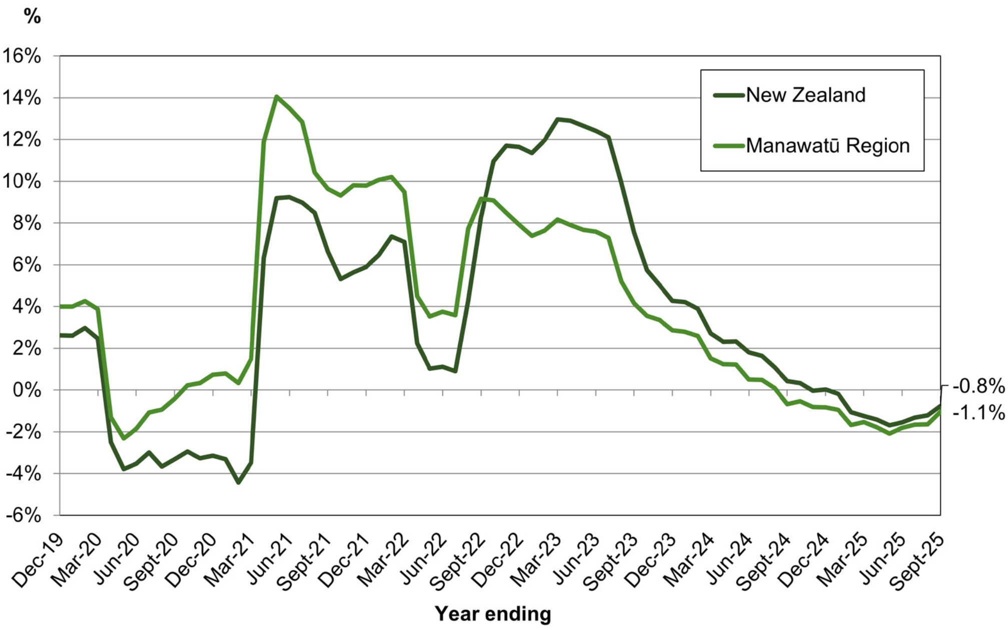
The following chart shows the annual percentage change in electronic card retail spending (on a rolling 12-month basis), compared with the previous year. While year-on-year growth remains negative, the decline is easing, and the gap between the region and national growth rates has narrowed in recent months. Looking ahead, the ongoing easing of interest rates is expected to help support a recovery in retail spending.

ELECTRONIC CARD RETAIL SPENDING ANNUAL CHANGE (%)



CUSTOMER ORIGIN

For the year ending September 2025, 76% of retail spending in the Manawatū region was from locals, totalling $1,355 million. Spending from locals decreased by 1.3% compared to the same period in the previous year. The visitor share (i.e. consisting of domestic and international visitors) of spend in Manawatū accounted for 24% of total spending. Annual spending from international visitors hit $36 million in the year to September 2025, which accounts for 2% of the total spending in region – and is an increase of 23% year on year.

The top five spenders into our region from across New Zealand for the year ending September 2025 contributed 18% of total annual spending, and were:

>> Horowhenua district
>> Tararua district
>> Rangitīkei district
>> Wellington region
>> Auckland region

This reinforces our key drive-time markets, and our key visitor markets of Wellington and Auckland who travel for business, conferences, education, health services, retail and leisure.

	SEPTEMBER 2025 QUARTER		YEAR ENDING SEPTEMBER 2025		
Cardholder origin	**Spending ($m)**	**Change from last year (%)**	**Spending ($m)**	**Change from last year (%)**	**% share of spending**
Local	332	0.2	1355	-1.3	76.4
Horowhenua district	16	-5.7	68	-6.9	3.9
Tararua district	15	-0.6	60	-3.7	3.4
Rangitīkei district	13	-3.4	55	-2.3	3.1
Wellington region	12	2.3	52	-2	2.9
Auckland region	7	13.7	29	7.2	1.7
Whanganui district	6	2.8	24	-2.8	1.4
Ruapehu district	1	-9.6	5	-4.4	0.3
Rest of New Zealand	20	-0.4	89	0.9	5
International	9	36.5	36	11.6	1.8
Total	**432**	**0.6**	**1,774**	**-1.1**	**100**
Total New Zealand	18,496	0.5	77,600	-0.8	

RETAIL PRECINCTS

Overall, the region recorded 0.6% growth in the September 2025 quarter compared with the same period last year, which is above the national rate of 0.5%. Manawatū district led the charge with 1.4% growth, while Palmerston North city grew by 0.4%. This marks a positive shift from the June 2025 quarter, when all precincts experienced negative quarter-on-quarter growth. The August and September 2025 quarters are the first to show growth since the April 2024 quarter.

However, this momentum will need to continue before it translates into positive annual growth. With the exception of Feilding, which grew by 0.8%, all other precincts in the region saw annual declines in consumer spending, ranging from 0.5% to 8.5%.

The breakdown of annual spending for the region by Palmerston North city and Manawatū district is as follows:

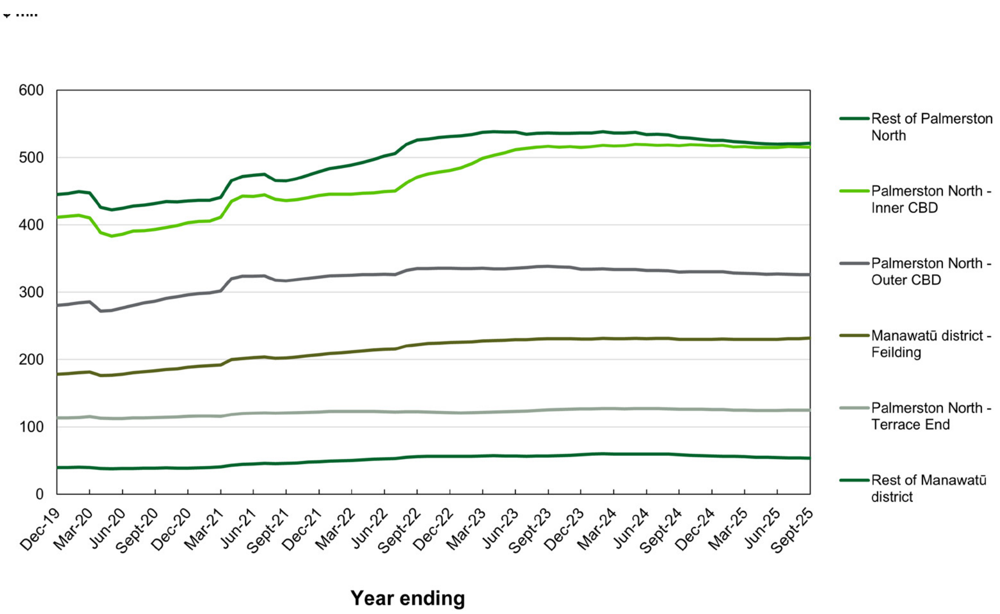
>> Palmerston North city $1,488 million, a decrease of 1%

>> Manawatū district $285 million, a decrease of 1.1%

The table below outlines quarterly and annual spending by precinct.

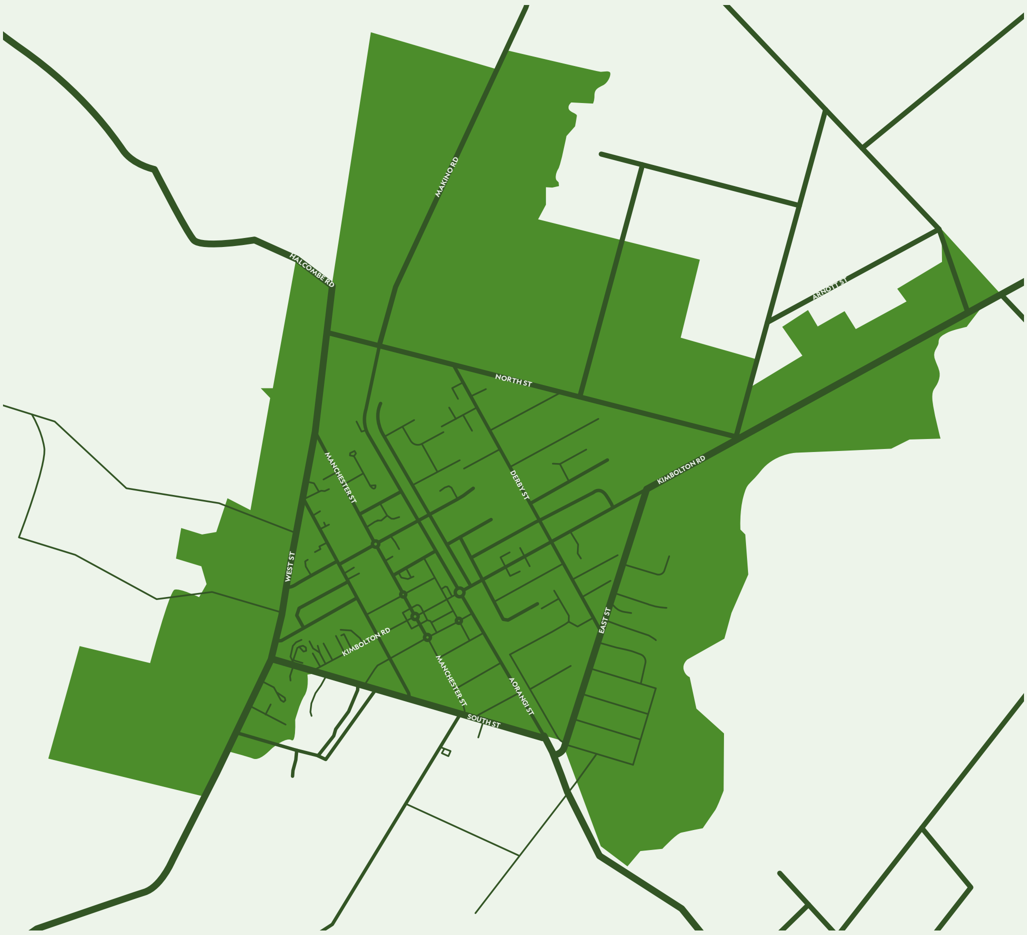
	SEPTEMBER QUARTER 2025		YEAR ENDING SEPTEMBER 2025		
Merchant Location	Spending ($m)	Change from last year (%)	Spending ($m)	Change from last year (%)	Precinct share (%)
Palmerston North Inner CBD	125	0.4	515	-0.5	29
Palmerston North Outer CBD	78	-0.9	326	-1.1	18.4
Palmerton North Terrace End	31	1.6	125	-1.1	7.1
Rest of Palmerston North	129	1	522	-1.6	29.4
Palmerston North	**362**	**0.4**	**1,488**	**-1**	**83.9**
Feilding	57	2.9	232	0.8	13.1
Rest of Manawatū district	12	-5	54	-8.5	3
Manawatū district	**69**	**1.4**	**285**	**-1.1**	**16.1**
Total Manawatū region	**432**	**0.6**	**1,774**	**-1.1**	**100.0**
Total New Zealand	18,496	0.5	77,600	-0.8	

MANAWATŪ REGION: RETAIL PRECINCTS ANNUAL ELECTRONIC CARD SPENDING ($ MILLION)



PALMERSTON NORTH RETAIL PRECINCTS

FEILDING RETAIL PRECINCT



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RETAIL FLOW

For the year ending September 2025, Manawatū residents spent $273 million outside of our region, a 2.5% decrease compared to the previous year. In total, residents spent $1,629 million across New Zealand, down 1.5% year-on-year. This suggests a modest shift toward keeping spending local and supporting the regional economy.

Visitor spending in the region reached $418 million, a slight 0.3% decline from the previous year. This total includes $383 million from domestic visitors and $36 million from international visitors.

Despite these small decreases, the region recorded a net gain of $109 million in spending, as visitor expenditure within Manawatū exceeded residents' out-of-region spending. This net gain increased by 4.2% year-on-year, driven primarily by the sharper decline in resident spending outside the region compared with the decline in visitor spending.

Encouragingly, the region's loyalty rate, which is the proportion of resident spending retained within Manawatū, rose to 83.2%, slightly above the five-year average of 82.6%.

	SEPTEMBER QUARTER 2025		YEAR ENDING SEPTEMBER 2025	
Retail Flow	**Spending ($m)**	**Change from last year (%)**	**Spending ($m)**	**Change from last year (%)**
Resident spending locally [a]	333	0.2	1,355	-1.3
Visitor spending [b]	100	2	418	-0.3
Total spending at Manawatū region merchants [c]	**432**	**0.6**	**1,774**	**-1.1**
Resident spending outside* region [d]	61	0.1	273	-2.5
Total resident spending [e] = [a]+[d]	394	0.2	1,629	-1.5
Net gain in spending for region [b]-[d]	30	5.3	109	4.2
**Manawatū region loyalty rate ** **	**84.5**		**83.2**	

* There is no information available on resident spending overseas

**Percentage of Manawatū region resident spending at Manawatū retailers (i.e., [a]/[e])

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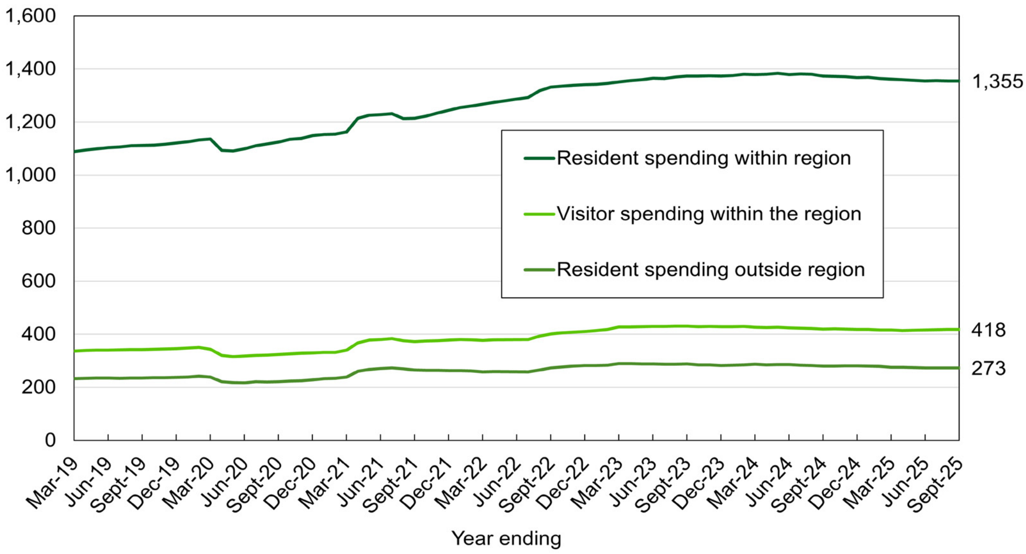
MANAWATŪ REGION: RETAIL FLOWS FROM ELECTRONIC CARD RETAIL SPENDING

($mil)



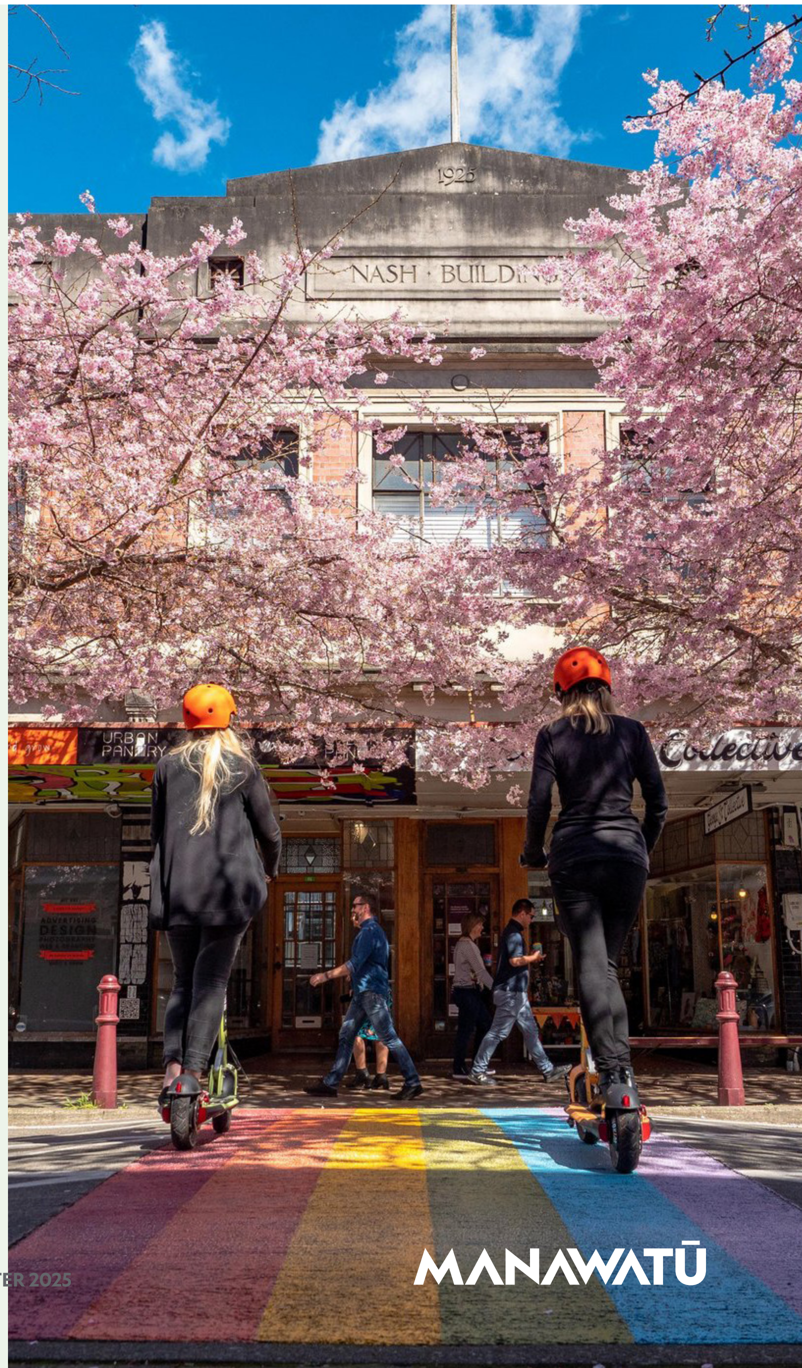
DAILY & WEEKLY SPENDING

The busiest shopping days in the region remain Fridays and Saturdays, which aligns with broader consumer behaviour: weekends typically drive more foot traffic as people shop, dine, and unwind.

In this quarter, the single highest-spend day was Saturday the 2nd of August, reaching $5.6 million. This date coincides with the Palmerston North Armageddon Expo, held at Fly Palmy Arena on the 2nd and 3rd of August 2025. This large pop-culture convention likely drew considerable visitor spending across retail, food, and entertainment. The lowest spending day was Sunday the 28th of September, at $3.6 million, which suggests a typical weekend dip. Based on event listings, that day featured quieter local programming.

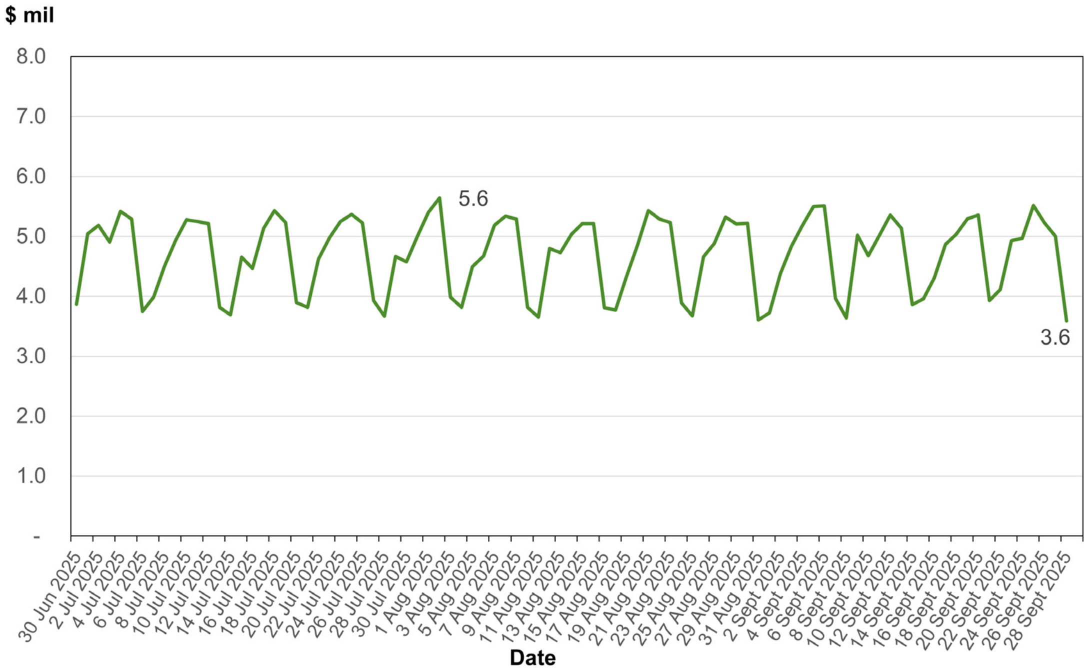
Weekly spending was relatively stable this quarter, ranging from a high of $33.5 million for the week ending 6th of July 2025 to a low of $32.5 million for the week ending 17th of August 2025, with an average weekly spend of $32.9 million. The absence of public holidays this quarter contributed to the steady pattern, with no pronounced spikes or troughs in spending. As we head into the festive season, we're expecting to see activity continue to pick up with more public holidays, seasonal sales and general increase in consumer activity.

This period is also a vital opportunity to support our local economy. Choosing to shop, dine, and celebrate locally helps strengthen our retail and hospitality sectors, supports local jobs, and keeps more spending circulating within Manawatū. Every local purchase makes a meaningful difference, especially at this time of year.



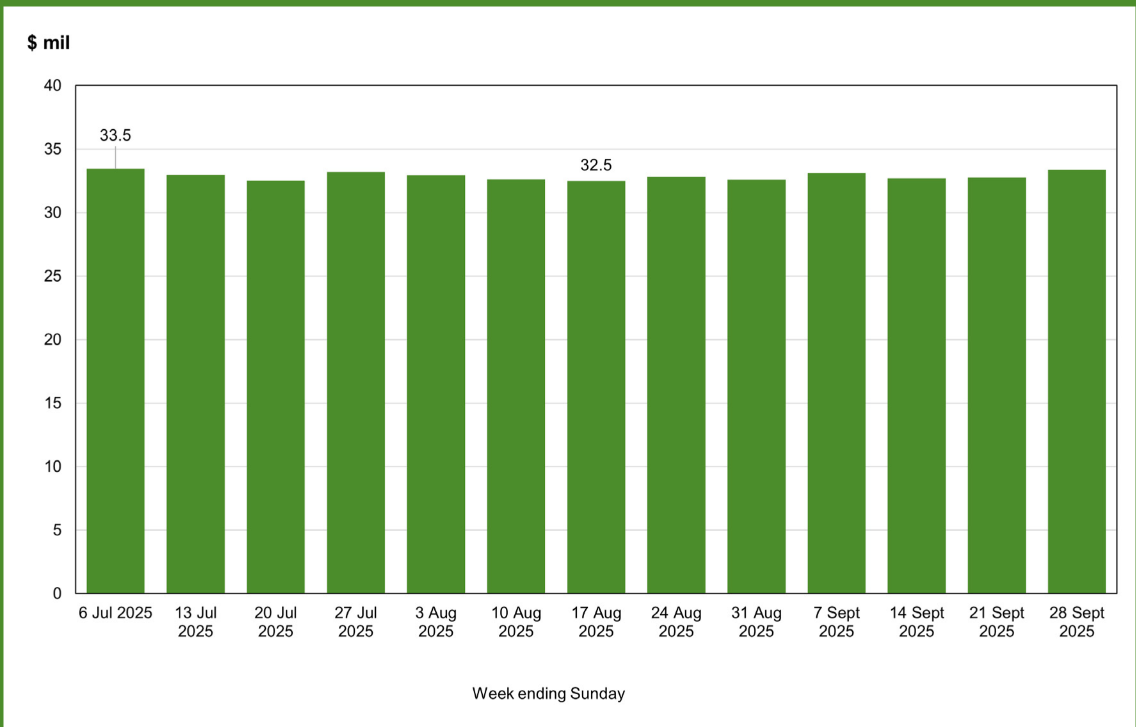
MANAWATŪ REGION: DAILY ELECTRONIC CARD RETAIL SPENDING

September quarter 2025 ($ million)



MANAWATŪ REGION: WEEKLY ELECTRONIC CARD RETAIL SPENDING

September quarter 2025 ($ million)



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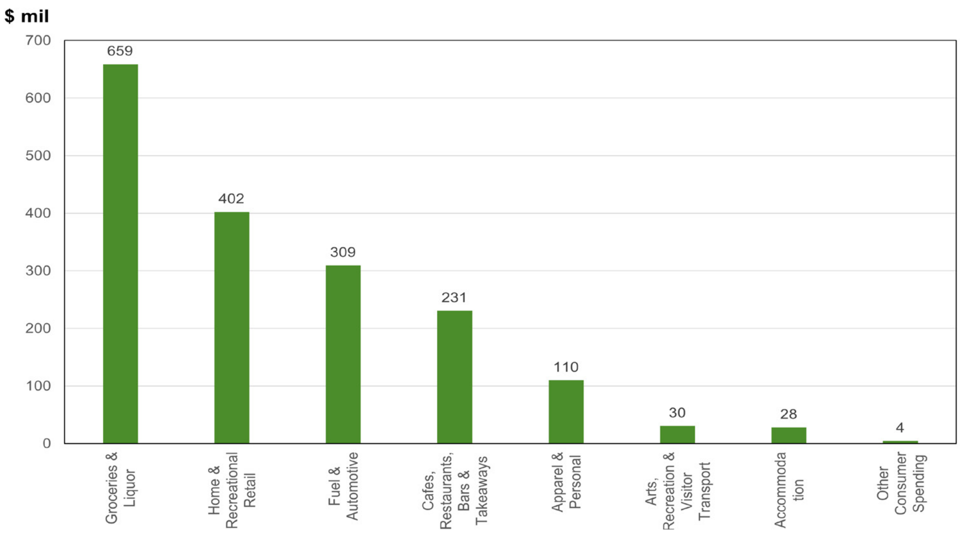
RETAIL SECTORS

	MANAWATŪ REGION YEAR ENDING SEPTEMBER 2025		NEW ZEALAND YEAR ENDING SEPTEMBER 2025		
Retail Sectors	**Spending ($m)**	**Change from last year (%)**	**Spending ($m)**	**Change from last year (%)**	Manawatū region share of New Zealand
Accommodation	28	-2	1,694	-3.7	1.7
Apparel & personal	110	-2.1	4,609	0.3	2.4
Arts, recreation & visitor transport	30	-4	2,177	-1.9	1.4
Cafes, restaurants, bars & takeaways	231	-1.5	11,496	-0.2	2
Fuel & automotive	309	-4.9	12,646	-4.7	2.4
Groceries & liquor	659	2.4	28,868	2.2	2.3
Home & recreational retail	402	-2.5	15,756	-3	2.6
Other consumer spending	4	-6.3	380	0.3	1.2
Total	**1,774**	**-1.1**	**77,600**	**-0.8**	**2.3**

MANAWATŪ REGION: ELECTRONIC CARD SPENDING BY RETAIL SECTOR

Year ending September 2025 ($ mil)



In terms of the share of annual spending for year ending September 2025, the top three categories were:

>> groceries and liquor $659 million

>> home and recreational retail $402 million

>> fuel and automotive $309 million

These three categories consistently add up to about 77% of annual electronic card retail spending. Only groceries and liquor experienced positive annual growth up 2.4%, increasing to a total of $659 million.

All other categories in the region experienced declines.

At the national level for the same period, three sectors experienced growth - groceries and liquor, apparel and personal, and other consumer spending.

>> other consumer spending down 6.3%

>> fuel and automotive down 4.9%

>> arts, recreation and visitor transport down 4%

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RETAIL SECTOR CLASSIFICATION

Accommodation
- >> Accommodation

Apparel & personal
- >> Clothing retailing
- >> Footwear retailing
- >> Watch & jewellery retailing
- >> Other personal accessory retailing
- >> Hairdressing & beauty services

Arts, recreation & visitor transport
- >> Interurban & rural bus transport
- >> Urban bus transport (including tramway)
- >> Taxi & other road transport
- >> Rail passenger transport
- >> Water passenger transport
- >> Air & space transport
- >> Scenic & sightseeing transport
- >> Passenger car rental & hiring
- >> Other motor vehicle & transport equipment rental & hire
- >> Travel agency & tour arrangement services
- >> Museum operation
- >> Zoological & botanical gardens operation
- >> Nature reserves & conservation parks operation
- >> Performing arts operation
- >> Creative artists, musicians, writers & performers
- >> Performing arts venue operation
- >> Health & fitness centres & gymnasia operation
- >> Sport & physical recreation clubs & sports professionals
- >> Sports & physical recreation venues, grounds & facilities
- >> Sport & physical recreation admin & track operation
- >> Horse & dog racing administration & track operation
- >> Other horse & dog racing activities
- >> Amusement parks & centres operation
- >> Amusement & other recreation activities n.e.c
- >> Casino operation
- >> Lottery operation
- >> Other gambling activities

Cafes, restaurants, bars & takeaways
- >> Cafes & restaurants
- >> Takeaway food services
- >> Catering services
- >> Pubs, taverns & bars
- >> Clubs (hospitality)

Fuel & automotive
- >> Motor vehicle parts retailing
- >> Tyre retailing
- >> Fuel retailing
- >> Other automotive repair & maintenance

Groceries & liquor
- >> Supermarket & grocery stores
- >> Fresh meat, fish & poultry retailing
- >> Fruit & vegetable retailing
- >> Liquor retailing
- >> Other specialised food retailing

Home & recreational retail
- >> Sport & camping equipment
- >> Entertainment media retailing
- >> Toy & game retailing
- >> Newspaper & book retailing
- >> Marine equipment retailing
- >> Department stores
- >> Pharmaceutical, cosmetic & toiletry goods
- >> Stationery goods retailing
- >> Antique & used goods retailing
- >> Flower retailing
- >> Other store-based retailing n.e.c.
- >> Furniture retailing
- >> Floor coverings retailing
- >> Houseware retailing
- >> Manchester & other textile goods retailing
- >> Electrical, electronic & gas appliance retailing
- >> Computer & computer peripheral retailing
- >> Other electrical & electronic goods retailing
- >> Hardware & building supplies retailing
- >> Garden supplies retailing

Other consumer spending
- >> Car retailing
- >> Motorcycle retailing
- >> Trailer & other motor vehicle retailing
- >> Retail commission-based buying & selling

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