

A smiling man with a beard, wearing a blue blazer over a patterned shirt, is using a credit card at a bar counter. He is looking towards the right. In the background, other people are seated at tables in a rustic, brick-walled setting.

Manawatū Region

Quarterly Retail Report

June 2022

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

 **MANAWATU**
DISTRICT COUNCIL

PALMYTM
PAPAIOEA
PALMERSTON
NORTH
CITY



Retail Spending Overview for the Manawatū Region

Overview

For quarter ending June 2022, total electronic card spending grew 5.7% in the Manawatū region compared to 4.5% across New Zealand.

The loyalty rate (i.e., percentage of share of Manawatū region resident spending at Manawatū retailers) increased to 83.3% in the year ending 2022 compared to 81.9% the year before.

Overall, visitors spending was \$376 million for year ending June 2022, up 0.1% from the previous year.

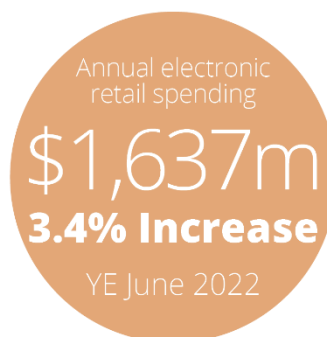
There was a \$123 million net gain in spending (i.e., visitor spending in the region exceeds local residents spending in other regions) for year ending June 2022, representing a 14.0 % increase over the same period last year buffered by decreasing resident spending outside the region (-5.6% for year ending June 2022 compared to the year before).

The Manawatū Region Quarterly Retail Report is produced by Palmerston North City Council and Central Economic Development Agency (CEDA) using data sourced from MarketView.

June 2022 Quarter

June quarter retail spending was \$417 million, increasing by 5.7% from the June 2021 quarter. (5.1% increase in Palmerston North City, and 9.2% increase in the Manawatū District)

Visitor spending in the region was \$101 million in the quarter of June 2022 which accounted for 24.2% of spending. Visitor spending was up 4.5% from the same period last year.



Year Ended June 2022

Annual electronic retail spending in the region was \$1,637 million, increased by 3.4% from previous year. Breakdown as follows:

- Palmerston North City - \$1,372 million (increased by 2.7%)
- Manawatū District - \$265 million (increased by 7.5%)

Total spending in New Zealand was \$67,056 million (0.0% change).

Key Retail Sectors

The largest sectors for spending in region in the year ending June 2022 were:

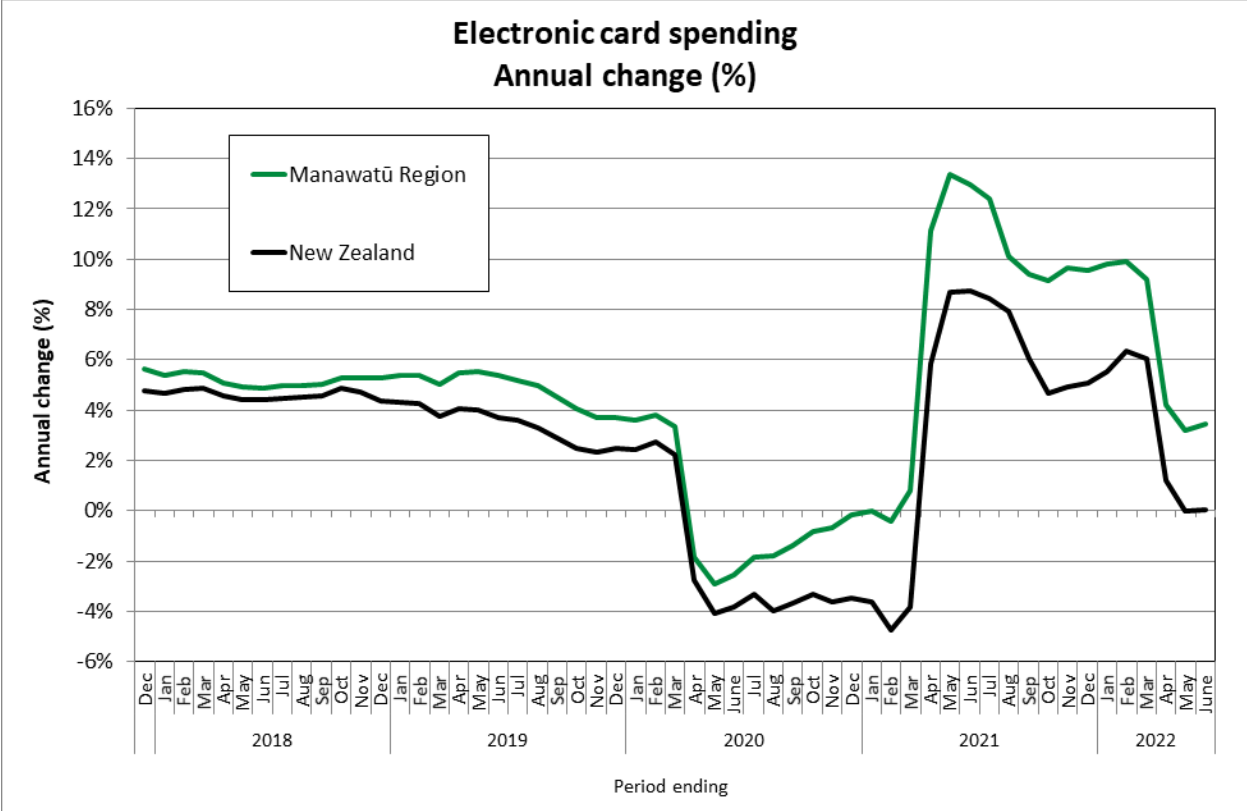
- Groceries and liquor - \$577 million (7.8% increase)
- Home and recreational retail - \$435 million (2.6% decrease)
- Fuel and automotive - \$287 million. *This sector has the highest annual increase (18.9%) compared to year before.*
- Cafe, restaurants, bars and takeaways - \$188 million (5.9% decrease)

See Retail Sectors on page 12 for more information.



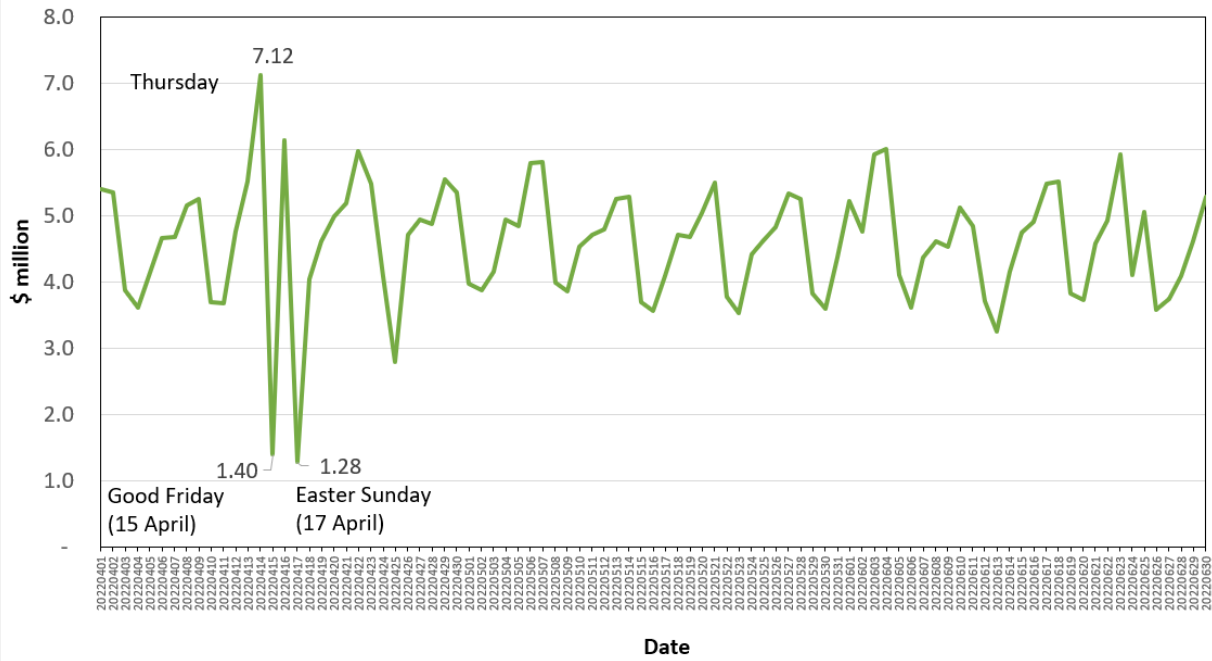
Retail Overview

	June 2022 quarter		Year ending June 2022		
Cardholder origin	Value of spending (\$m)	Change (from same quarter last year)	Value of spending (\$m)	Change (from last year)	% share of spending
Locals	316.2	6.3%	1,261.3	4.5%	77.1%
Rest of Horizons region	53.2	7.8%	202.7	2.8%	12.4%
Rest of New Zealand	43.6	-1.5%	159.4	-4.6%	9.7%
International	4.3	18.8%	13.4	22.4%	0.8%
Total spending at Manawatū region merchants	417.3	5.7%	1,636.8	3.4%	100.0%
Total spending in New Zealand	17,440.6	4.5%	67,056.1	0.0%	

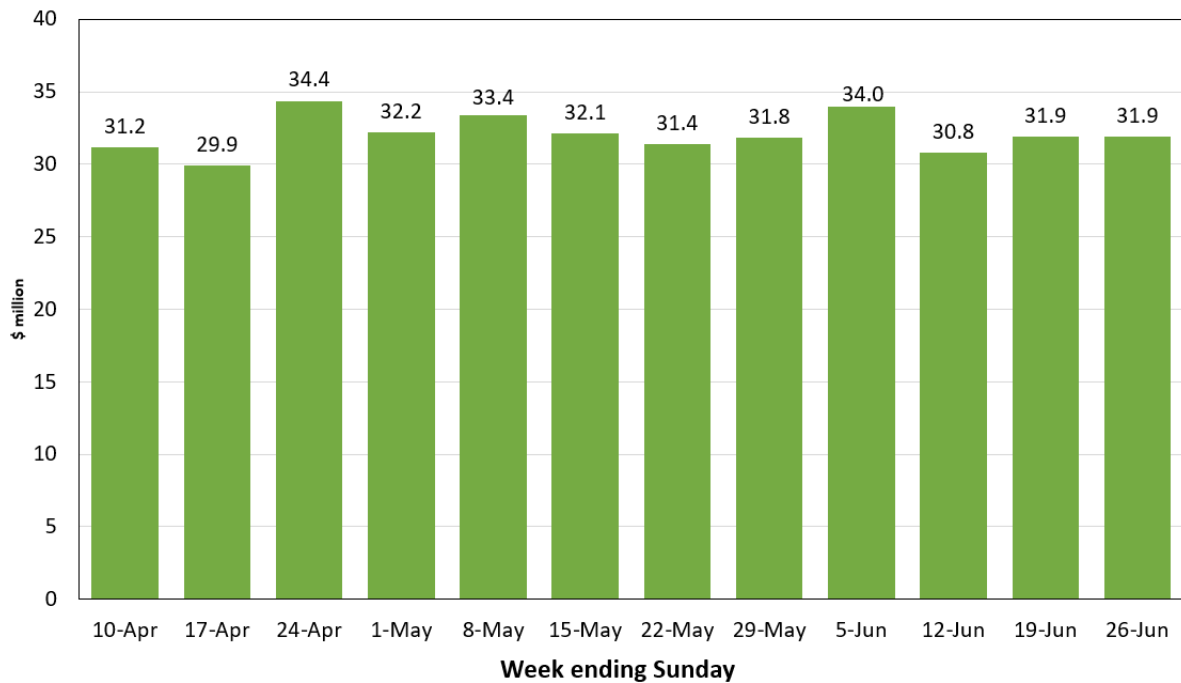


Although the busiest day of the week for the region is usually either Friday or Saturday, the day with the highest spend this quarter was Thursday 14 April 2022 which was the eve of Good Friday. Spending was \$7.1 million compared to the lowest of \$1.3 million on Easter Sunday (17 April). The busiest week this quarter was the week ending Sunday 24 April. The fastest growth category in the quarter was fuel and automotive products at 18.9% mainly due to increasing petrol prices.

Manawatū region: Daily electronic card spending
June 2022 quarter (\$ million)

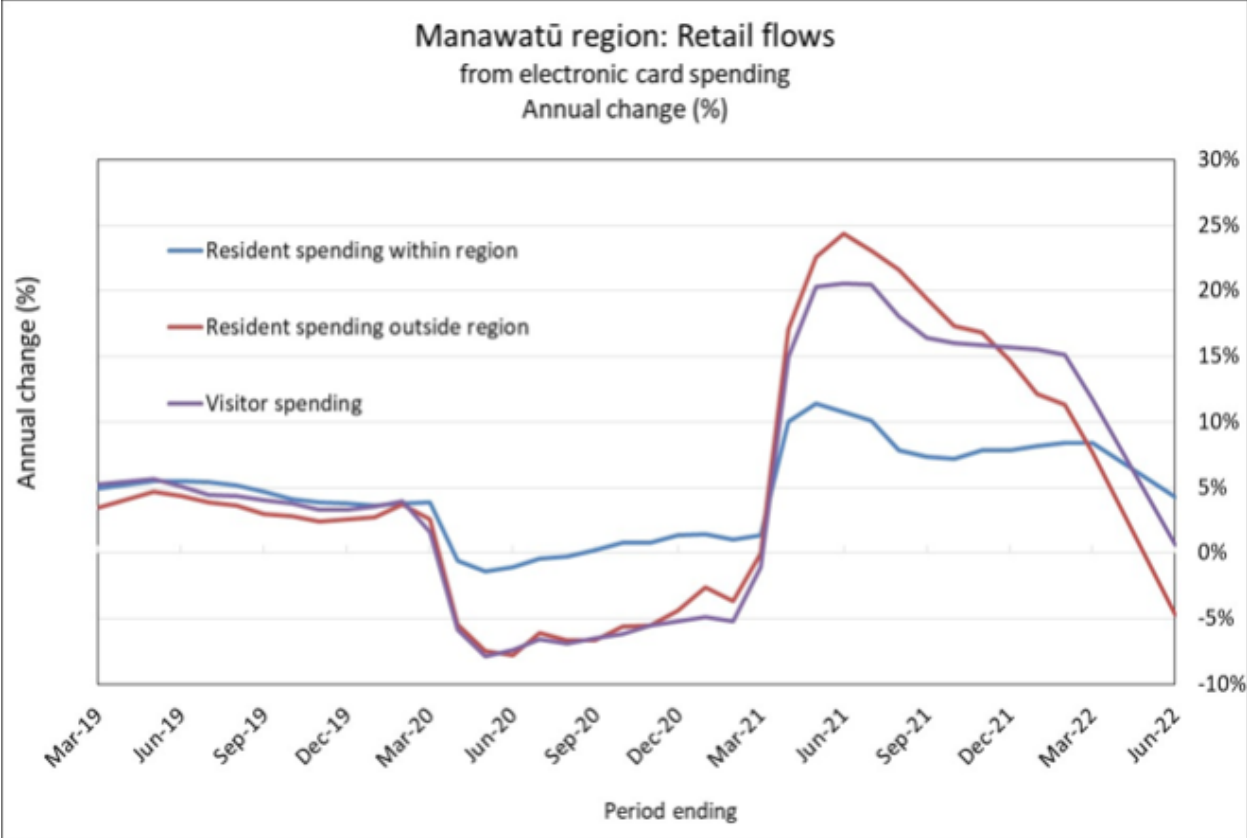


Manawatū region: Weekly electronic card retail spending
June 2022 quarter (\$ million)





Cardholder origin	June 2022 quarter		Year ending June 2022	
	Value of spending (\$m)	Change (from same quarter last year)	Value of spending (\$m)	Change (from last year)
Resident spending locally	316.2	6.2%	1,261.3	4.5%
Resident spending outside region	65.0	0.8%	252.5	-5.6%
Total resident spending	381.2	5.2%	1,513.7	2.7%
Visitor spending	101.1	4.4%	375.5	0.1%
Net gain in spending for region	36.1	11.6%	123.0	14.0%
Total spending at Manawatū region merchants	417.3	5.7%	1,636.8	3.4%
Manawatū region loyalty rate	82.9%		83.3%	
% share of Manawatū region resident spending at Manawatū retailers				
Visitor share of Manawatū region spending	24.2%		22.9%	

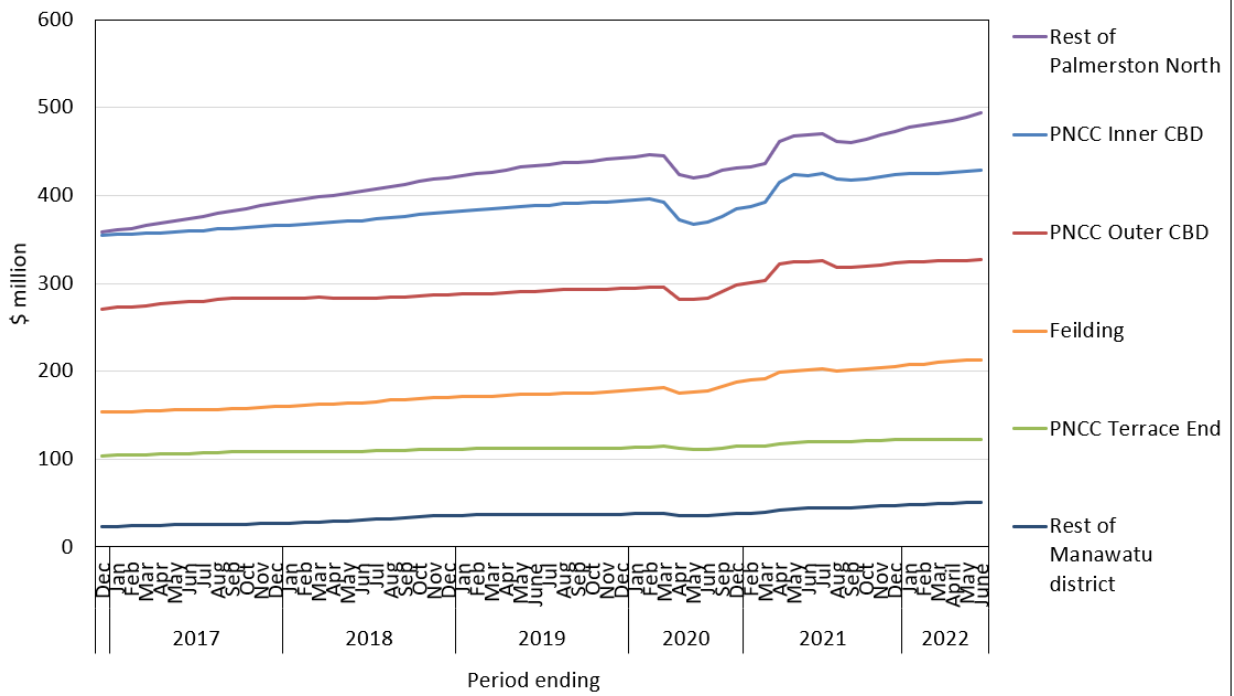


Annual change in spending from resident (within and outside the region) and visitor spending show gradual decline since June 2021. Annual change for resident spending outside the region became negative in April 2022 for the first time since April 2020 when COVID-19 started. Resident spending within the region is declining at a slower rate.



Merchant Location	June 2022 quarter		Year ending June 2022		
	Value of spending (\$m)	Change (from same quarter last year)	Value of spending (\$m)	Change (from last year)	Precinct % share
Palmerston North Inner CBD	109.2	4.0%	429.3	1.5%	26.2%
Palmerston North Outer CBD	81.6	1.5%	326.5	0.4%	19.9%
PNCC Terrace End	29.2	-1.4%	122.3	2.3%	7.5%
Rest of Palmerston North	129.6	10.2%	494.3	5.4%	30.2%
Total Palmerston North	349.6	5.1%	1,372.3	2.7%	
Feilding	53.7	7.0%	213.2	5.8%	13.0%
Rest of Manawatū District	14.1	18.4%	51.2	15.6%	3.1%
Total Manawatū district	67.8	9.2%	264.5	7.5%	
Total Manawatū region	417.3	5.7%	1,636.8	3.4%	100.0%

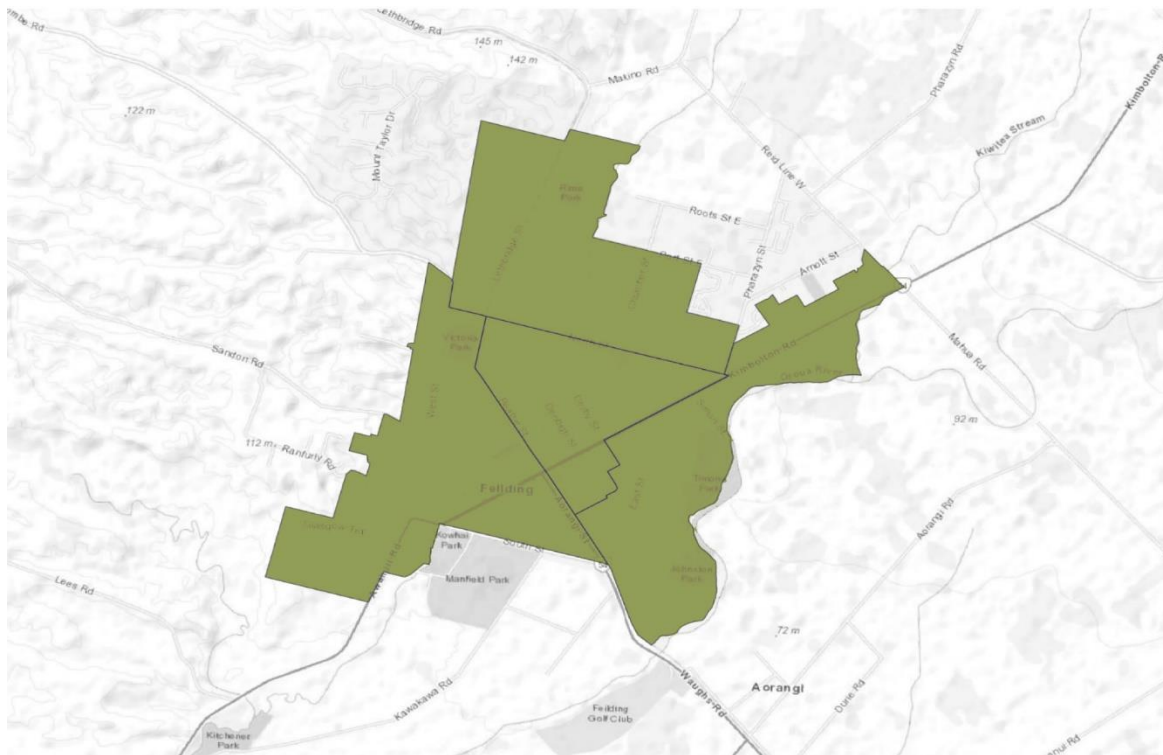
Manawatū region: Retail precincts Annual electronic card spending (\$ million)



Palmerston North Retail Precincts



Manawatū District Retail Precincts

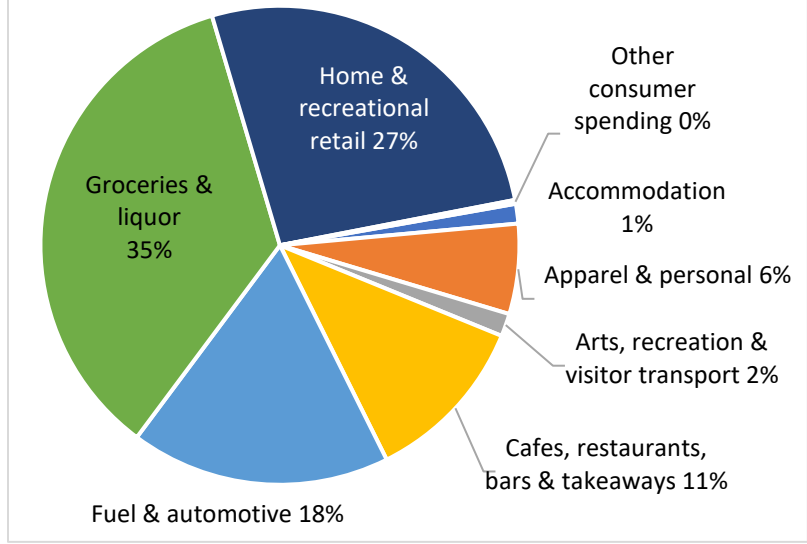




	Manawatū region		New Zealand		
Cardholder origin	Value of spending (\$m)	Change (from last year)	Value of spending (\$m)	Change (from last year)	Manawatū region share of New Zealand
Accommodation	21.8	-14.7%	1,199.2	-19.3%	1.8%
Apparel & personal	99.6	-6.0%	3,691.3	-11.6%	2.7%
Arts, recreation & visitor transport	25.2	4.9%	1,403.1	-10.3%	1.8%
Cafes, restaurants, bars & takeaways	187.7	-5.9%	8,437.5	-13.7%	2.2%
Fuel & automotive	287.3	18.9%	11,391.5	14.6%	2.5%
Groceries & liquor	576.5	7.8%	24,857.1	6.5%	2.3%
Home & recreational retail	434.5	-2.6%	15,749.4	-3.8%	2.8%
Other consumer spending	4.3	-13.7%	327.2	-11.3%	1.3%
Total	1,636.8	3.4%	67,056.1	0.0%	2.4%

Although there is decline in spending for some sectors, the region is still performing better compared to the New Zealand average for all sectors.

**Manawatū region:
Electronic card spending by retail sector
(Year ending June 2022)**





Retail Sector Classification

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 & gymnasias 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)
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

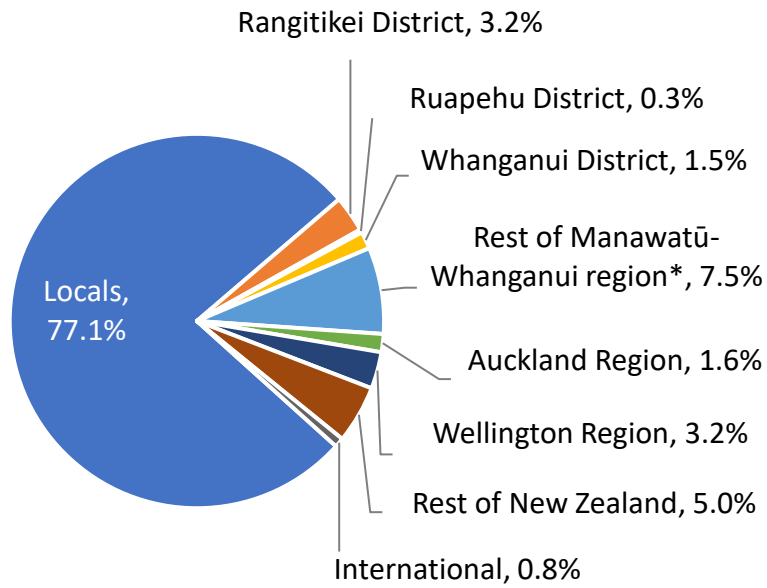
Car retailing
Motor cycle retailing
Trailer & other motor vehicle retailing
Retail commission based buying & selling



Cardholder origin	June 2022 quarter		Year ending June 2022		
	Value of spending (\$m)	Change (from last year)	Value of spending (\$m)	Change (from last year)	% share of spending
Locals	316.2	8.2%	1,261.3	4.5%	77.1%
Rangitikei District	13.3	2.6%	51.6	3.6%	3.2%
Ruapehu District	32.2	-15.0%	4.5	-11.6%	0.3%
Whanganui District	1.1	-8.4%	24.2	2.7%	1.5%
Rest of Manawatū-Whanganui region*	6.5	0.1%	122.4	3.1%	7.5%
Auckland Region	7.1	-13.0%	25.6	-6.8%	1.6%
Wellington Region	22.9	-17.7%	52.1	-0.6%	3.2%
Rest of New Zealand	13.6	-21.4%	81.8	-6.3%	5.0%
International	4.3	62.7%	13.4	22.4%	0.8%
Total	417.3	4.6%	1,636.8	3.4%	100.0%

*Horowhenua District and Tararua District

Manawatū region: Customer origin (Year ending June 2022)



**Horowhenua District and Tararua District*

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