



We invited consumer spending analysts, Marketview, to share insights into retailing and the shopping trends at this time of year.

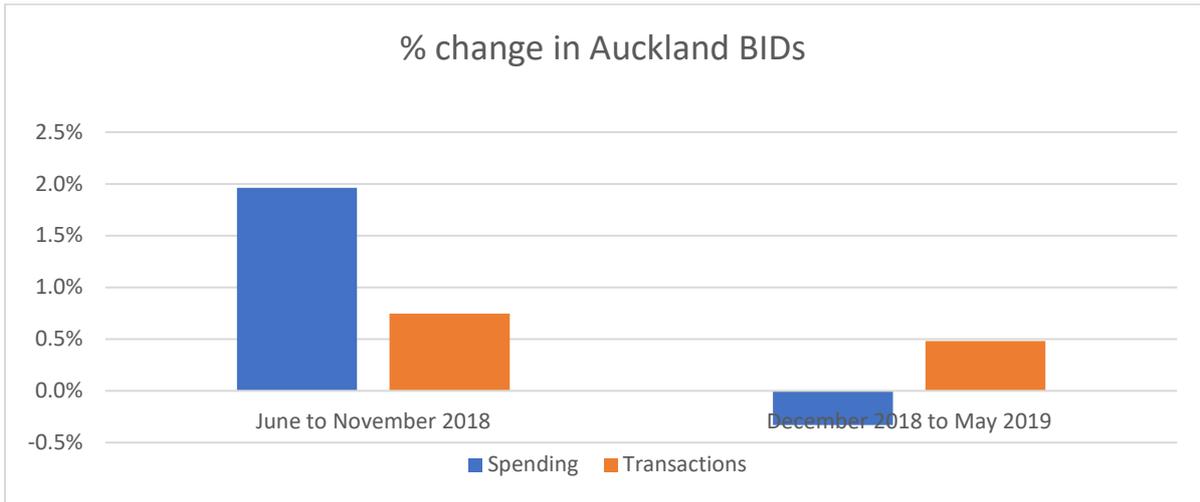
We also asked them to comment on whether there was any difference for those town centres and precincts operating BID programmes.

**“We don’t usually get too excited at the thought of winter approaching. However, retailers from Auckland BIDs have a reason to.”**

- MARKETVIEW

**In the 6 months to November 2018, spending increased strongly from the same time the previous year, up 2.0%, compared to a 0.7% increase in the number of transactions.**

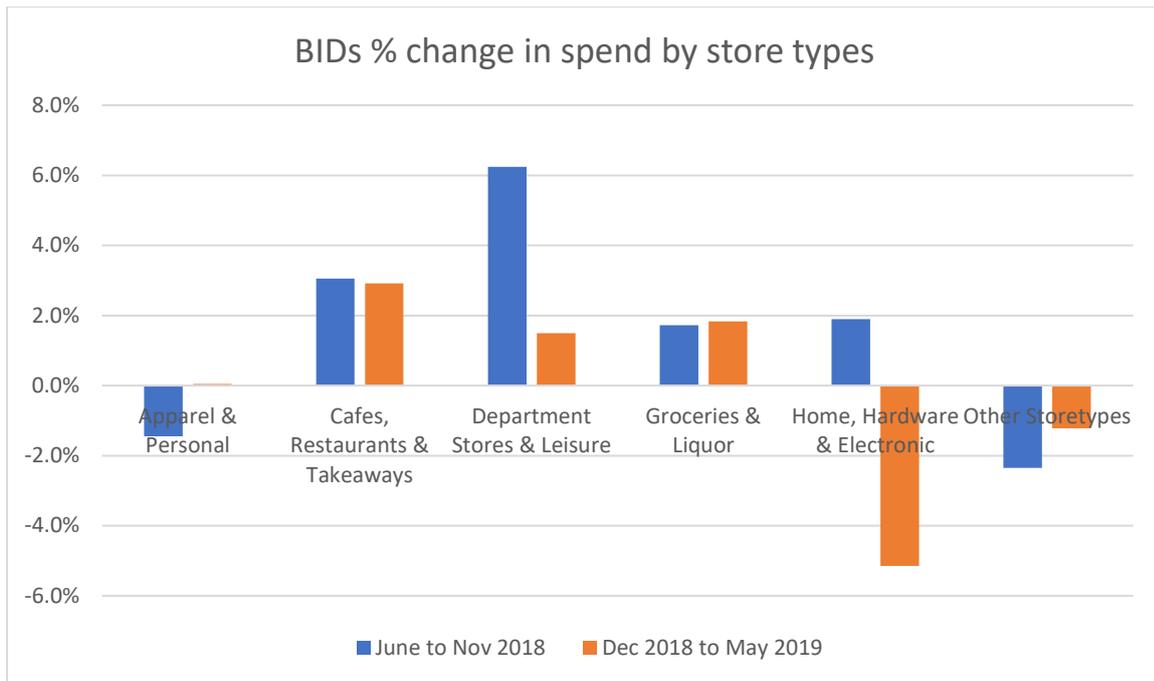
In direct contrast, it was the growth in the number of transactions that outpaced the increase in spend in the latter 6 months to May 2019. The drop in spend, vis-à-vis the increase in number of transactions, suggests that people were still out and about, but were making smaller purchases.



**What was driving this spend?**

Turns out that in the cooler weather, consumers were spending up at department stores & leisure (up 6.2%), marginally at cafés, restaurants & takeaways (up 3.1%), and on homeware & hardware (up 1.9%) when compared to the same time last year.

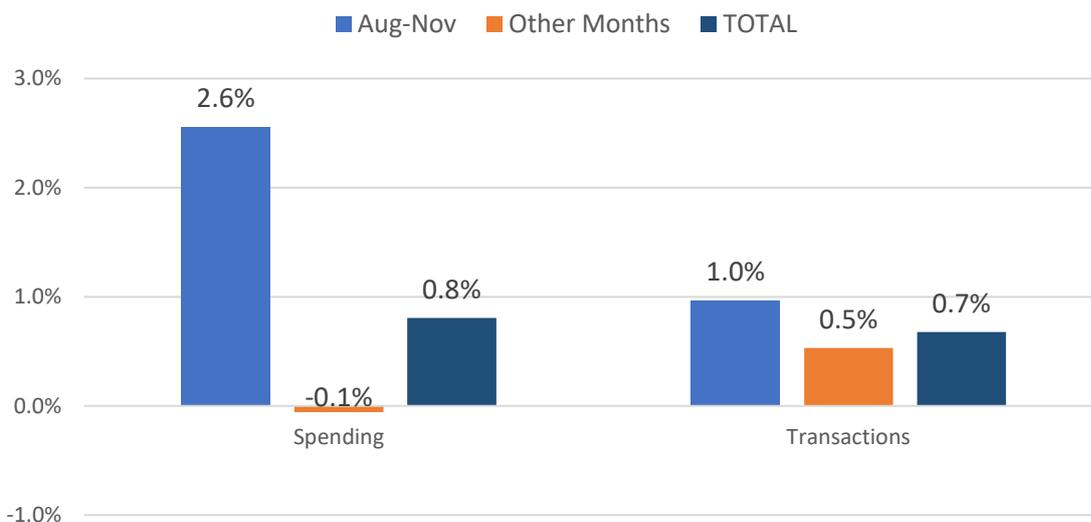
And in warmer weather, spend was marginally more on groceries & liquor (up 1.8%).



**“Winter is upon us, and for many of us this means more time tucked up at home. Interestingly it looks like once the shock of winter is over Auckland consumers break out of their mini-hibernation and start spending, particularly in the BID centres throughout Auckland.”**

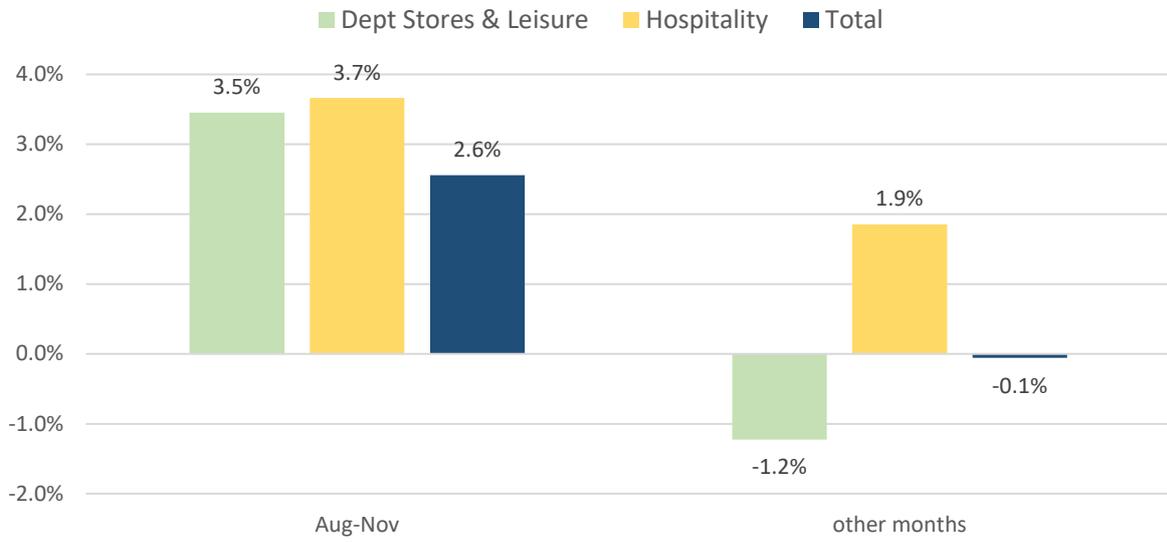
Spending in the BID centres was up 2.6% between August and November, while down 0.1% during the other months of the year. Interestingly, transactions counts were quite level throughout the year. These results indicate that some higher value transactions get made over these months.

### Change in retail activity at BID centres - Last 12 months



Looking into this further, there are a couple of notable winners. The hospitality and department stores/leisure (general retail) grouping highlights this trend.

## Change in retail activity at BID centres - Last 12 months - Selected Storetypes



Traditionally retailers make their money after 'Black Friday' (late November), however, our figures suggest a growing importance of the months leading up to the end of the year also.