

# Hamilton and Hamilton CBD Electronic Spend Analysis

--- Last Update by Marshall Forrester on 23<sup>rd</sup> July 2024

## Data Qualification:

The data included in this report represents the total value of electronic card retail transactions. For a frame of reference, Statistics NZ report just under 70% of total retail is paid with an electronic card (ECT publication and Retail Trade Survey). The rest is comprised of cash, hire-purchase and any other less-frequent method of payment.

The data used is sourced from the Worldline (formerly Paymark) merchant database. New Zealand has two eftpos networks. The largest of these is run by Worldline, which was a joint venture owned by ASB, BNZ, ANZ and Westpac until it was sold in January 2019 to Ingenico, a payments processing company. Approximately 75% of New Zealand transactions go through the Worldline network. This data set comprises all eftpos, debit and credit card transactions made at merchants on the Worldline network, both from New Zealanders and international visitors. (There are over 87,000 active merchants on the Worldline network).

For retailers which are not on the Worldline network but on the other switch, Eftpos NZ, there is no transactional data available and estimates are calculated using the weight of past BNZ cardholder spending at non-Worldline merchants, which we have up to December 2020. The underlying assumption is that the split of BNZ cardholders' spending between Worldline and Eftpos NZ merchants is similar to other banks' cardholders' spending pattern.

## District Plan Zone's explained

- The district plan sets out a business centre hierarchy that defines the business zones across Hamilton. The central city is the dominant commercial, civic and social centre for the city and region and provides for the majority of the city's workforce.
- The Base and Chartwell are identified as being two sub-regional centres. They are principally retail centres, but with limited office, community and other services.
- The city's residential neighbourhoods are served by numerous existing suburban centres, being medium sized shopping centres also supporting community services and facilities. Further centres are proposed as part of planned residential expansion in the Rotokauri, Rototuna, and Peacocke Structure Plan areas. Neighbourhood centres are distributed throughout the residential suburbs. These centres provide a more limited range of 'everyday' goods and services for the immediate residential neighbourhoods.
- Large format retail zones allow for moderate to low intensity commercial use and large format retail (eg Big Save Furniture and Repco). The other category in the bar graph comprises smaller commercial event facility fringe areas which include places like the Frankton commercial area.

## Disclaimers:

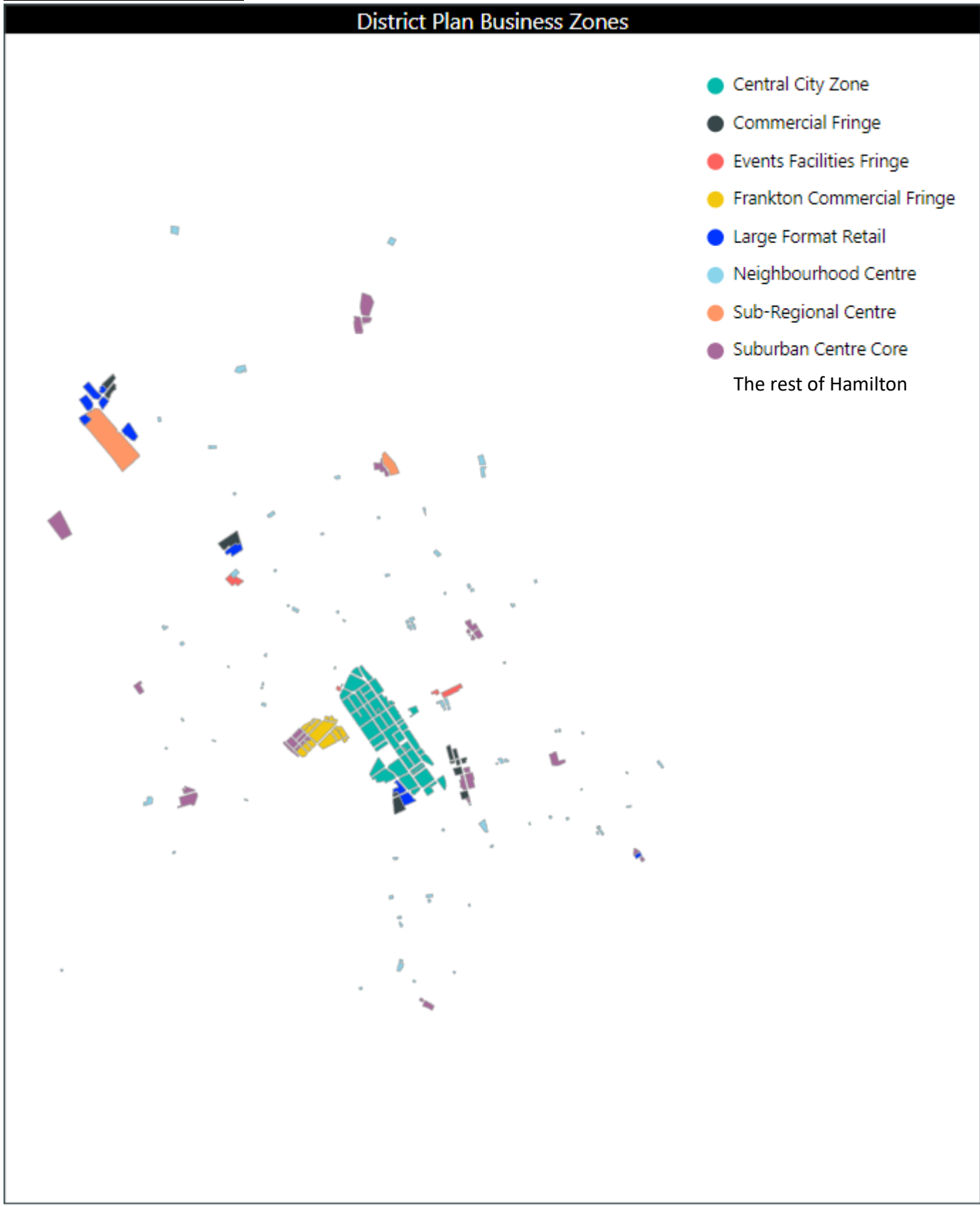
*In order to keep our data consistent with the previous report, the data provided here is based on the dataset that updates only the latest quarter without updating the historical data (where there are some late credit transactions not filtered in the previous update). Therefore, it will be slightly different from other publications, including Infometrics.*

SA2 2018	SA2 Name	Catchment
178300	Whitiora	Central
178900	Frankton Junction	Central
179000	Kirikiriroa	Central
179400	Hamilton Central	Central
179500	Hamilton Lake	Central
179800	Hamilton West	Central
180100	Melville North	Central
176600	Queenwood (Hamilton City)	East
176900	Huntington	East
177300	Chartwell	East
177500	Chedworth	East
177700	Miropiko	East
177800	Porritt	East
178200	Fairfield (Hamilton City)	East
178400	Enderley North	East
178500	Fairview Downs	East
179100	Enderley South	East
179200	Ruakura	East
179300	Claudelands	East
179600	Peachgrove	East
175300	Flagstaff North	North East
175500	Flagstaff South	North East
175600	Rototuna North	North East
175800	Flagstaff East	North East
175900	Rototuna Central	North East
176100	Te Manatu	North East
176200	Rototuna South	North East
176700	St James	North East
176900	Huntington	North East
175200	Te Rapa North	North West
175400	Rotokauri-Waiwhakareke	North West
175700	Pukete West	North West
176000	Pukete East	North West
176300	Te Rapa South	North West
176400	Saint Andrews West	North West
176500	Saint Andrews East	North West
176800	Crawshaw	North West
177000	Western Heights (Hamilton City)	North West
177100	Nawton West	North West
177200	Nawton East	North West
177400	Forest Lake (Hamilton City)	North West
177600	Beerescourt	North West
180100	Melville North	South
180300	Melville South	South
180400	Deanwell	South
180500	Bader	South
180900	Glenview	South
181000	Resthill	South
181100	Fitzroy	South
181300	Peacockes	South
179200	Ruakura	South-East
179300	Claudelands	South-East
179600	Peachgrove	South-East
179700	Hamilton East Village	South-East
179900	Greensboro	South-East
180000	Hamilton East Cook	South-East
180200	Hamilton East	South-East
180600	Hillcrest West (Hamilton City)	South-East
180700	Hillcrest East (Hamilton City)	South-East
180800	Silverdale (Hamilton City)	South-East
181200	Riverlea	South-East
176300	Te Rapa South	West
176400	Saint Andrews West	West
177000	Western Heights (Hamilton City)	West
177100	Nawton West	West
177200	Nawton East	West
177400	Forest Lake (Hamilton City)	West
177600	Beerescourt	West
177900	Dinsdale North	West
178000	Maeroa	West
178100	Dinsdale South	West
178600	Temple View	West
178700	Swarbrick	West
178800	Kahikatea	West
178900	Frankton Junction	West
179500	Hamilton Lake	West

District Plan Business Zones

District Plan Business Zones

- Central City Zone
- Commercial Fringe
- Events Facilities Fringe
- Frankton Commercial Fringe
- Large Format Retail
- Neighbourhood Centre
- Sub-Regional Centre
- Suburban Centre Core
- The rest of Hamilton



## **2024Q2 Spending Highlights**

The following bullet points are the spending highlights based on the data provided by MarketView.

### **Hamilton City**

- Nominal card spending in Hamilton was down slightly from the same quarter last year, falling by 1.3%.
- With inflation for the quarter being 3.3%, this means spending in Hamilton declined even further in real terms.
- Fuel and automotive and Groceries and Liquor were the only sectors to experience increased spending from a nominal lens, however remained stagnant in real terms for Fuel and Automotive and declined for Groceries and Liquor.
- Retail spending declined by 4.9% when compared to the same quarter last year.
- As overall spending is relatively stable, but how this spending is being distributed is changing, this is indicative of an economy in recession.
- With their spending power being eroded by inflation, consumers spend the same amount to buy less goods, and shift their focus away from luxuries and towards essentials.
- The biggest losers when consumers are having to reprioritise their spending are outlets which have a bias towards the selling of luxury goods as opposed to essentials.
- Thus, unsurprisingly, spending across the Base and Chartwell (Sub-Regional Centres) declined by 6.9% compared to the same quarter last year.
- Contrast the decline of Subregional Centre spending to sectors which sell more essential goods, and you will see that there are little changes in nominal spending (Large Format Retail, Suburban Centres, Neighbourhood Centres).
- Hamiltonians are getting through right now, and it is hard to envisage changes occurring until the factors that are causing such stagnation (high interest rates, inflation, and job insecurity due to these two factors) subside in severity.

### **Central City Zone**

- Spending in the Central City Zone experienced a moderate decline in nominal terms by 0.3%, thus declined 3.6% in real terms.
- The Central City Zone reflected the trends observed in the rest of the city, with Fuel and Automotive spending as well as Groceries and Liquor spending up 8.2% and 3.4% respectively.
- Retail trade is down 7.8% compared to the same quarter last year.
- Transaction numbers have stayed the same, increasing by a marginal 0.2%.
- A positive for the Central City is the business count has increased for the first time since 2018, with an increase in the number of stores operating in the Central City rising from 440 in the same quarter last year to 462.
- The distribution of those who spend in the Central City is unchanged from the same quarter last year, with 62% being from Hamilton City, 26% being from the rest of Waikato, and the remaining 12% being from the rest of New Zealand and abroad.

## District Plan Zone – **Hamilton City**

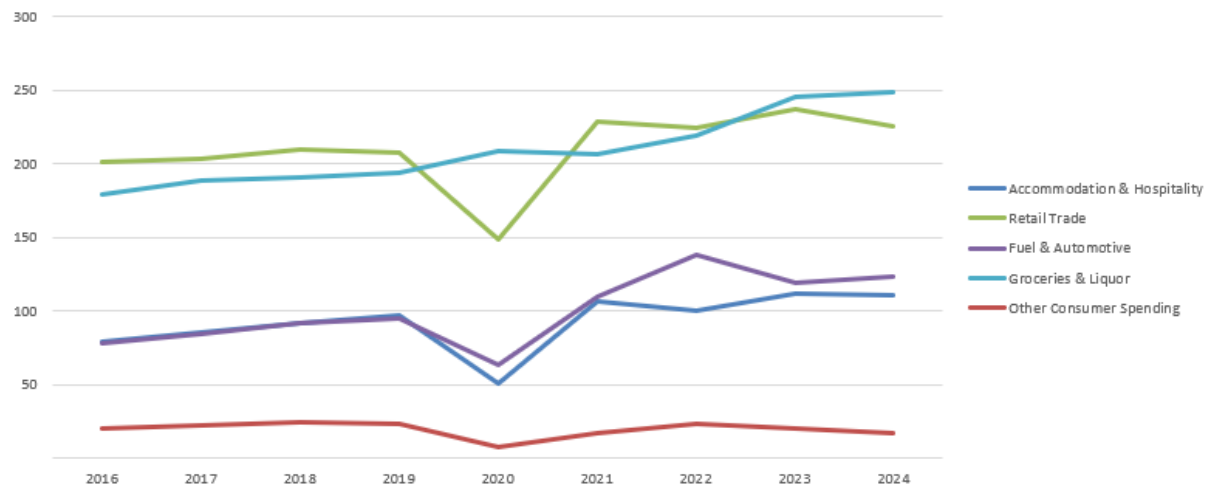
**Table 1 – June Quarter-Card Spending (\$m)**

Sum of Spend	Category					Grand Total
Years	Accommodation & Hospitality	Retail Trade	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Grand Total
2016	\$79.1	\$201.3	\$77.9	\$179.4	\$20.0	\$557.7
2017	\$85.6	\$203.5	\$84.0	\$189.0	\$22.7	\$584.7
2018	\$91.7	\$209.6	\$92.2	\$190.9	\$24.2	\$608.7
2019	\$97.5	\$207.4	\$95.4	\$194.0	\$23.7	\$618.0
2020	\$51.2	\$148.7	\$63.1	\$208.7	\$7.9	\$479.7
2021	\$106.7	\$228.6	\$109.3	\$206.4	\$16.7	\$667.7
2022	\$100.3	\$224.5	\$138.1	\$219.4	\$22.9	\$705.2
2023	\$111.4	\$236.6	\$119.6	\$245.1	\$20.5	\$733.1
2024	\$110.6	\$225.0	\$123.2	\$248.3	\$16.9	\$724.0

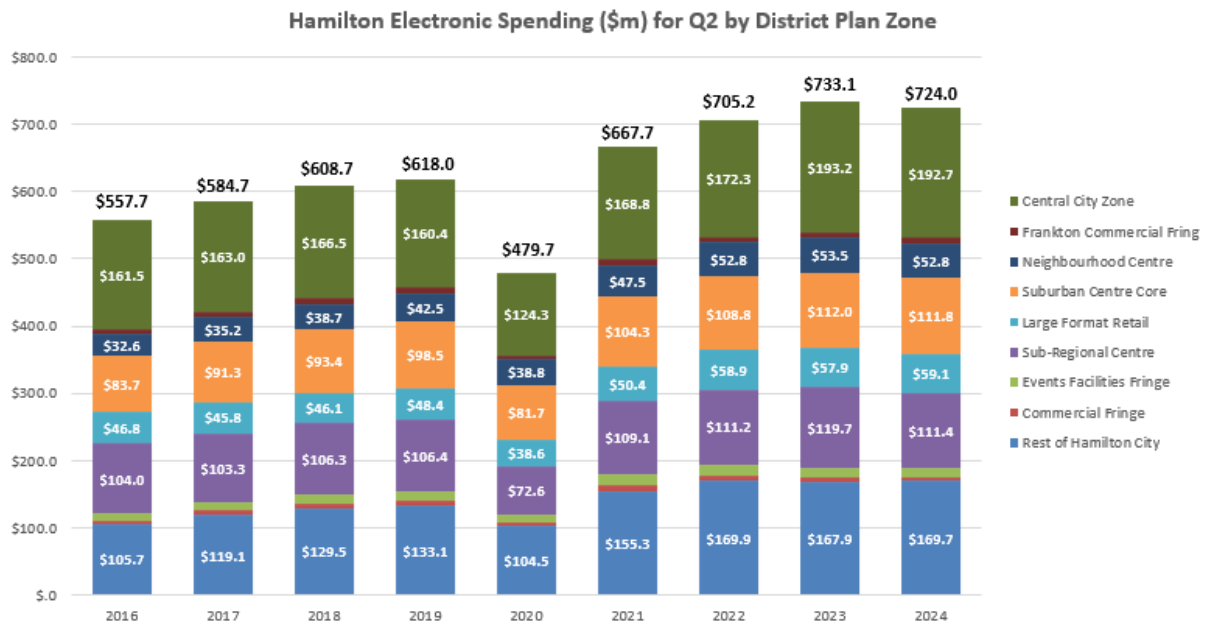
**Table 2 – June Quarter-Card Spending (\$m) as a growth rate of the same quarter in the previous year**

Sum of Spend	Category					Grand Total
Years	Accommodation & Hospitality	Retail Trade	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Grand Total
2016						
2017	8.3%	1.1%	7.8%	5.3%	13.4%	4.8%
2018	7.1%	3.0%	9.8%	1.0%	6.7%	4.1%
2019	6.4%	-1.1%	3.4%	1.6%	-2.3%	1.5%
2020	-47.5%	-28.3%	-33.8%	7.6%	-66.6%	-22.4%
2021	108.4%	53.7%	73.2%	-1.1%	110.6%	39.2%
2022	-6.0%	-1.8%	26.3%	6.3%	37.7%	5.6%
2023	11.1%	5.4%	-13.4%	11.7%	-10.5%	4.0%
2024	-0.8%	-4.9%	3.0%	1.3%	-17.6%	-1.3%

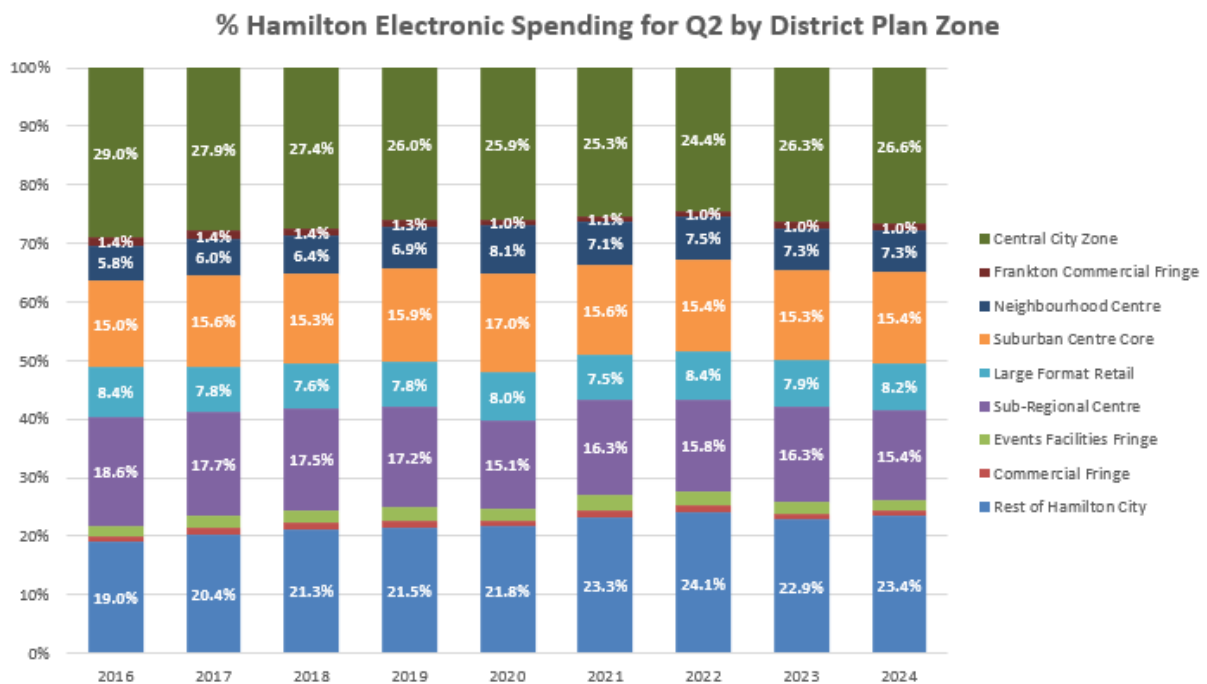
**Chart 1 – Value (\$m) of Hamilton City Electronic Spending by Product and Service Categories 2016 to June 2024**



**Chart 2 – Value (\$m) of Hamilton City Electronic Spending by District Plan Zone 2016 to June 2024**



**Chart 3 – Percentage of Hamilton Electronic Spending Value by District Plan Zone 2016 to June 2024**

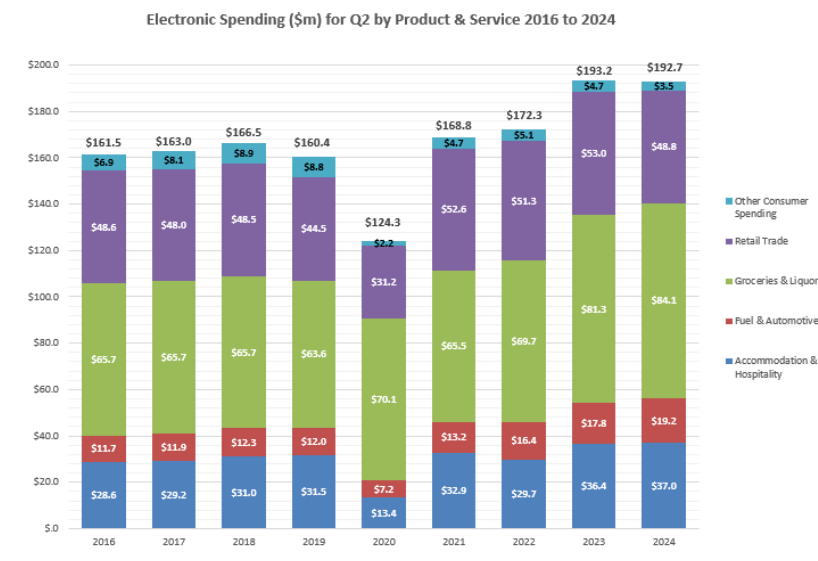


## District Plan Zone – Central City Zone

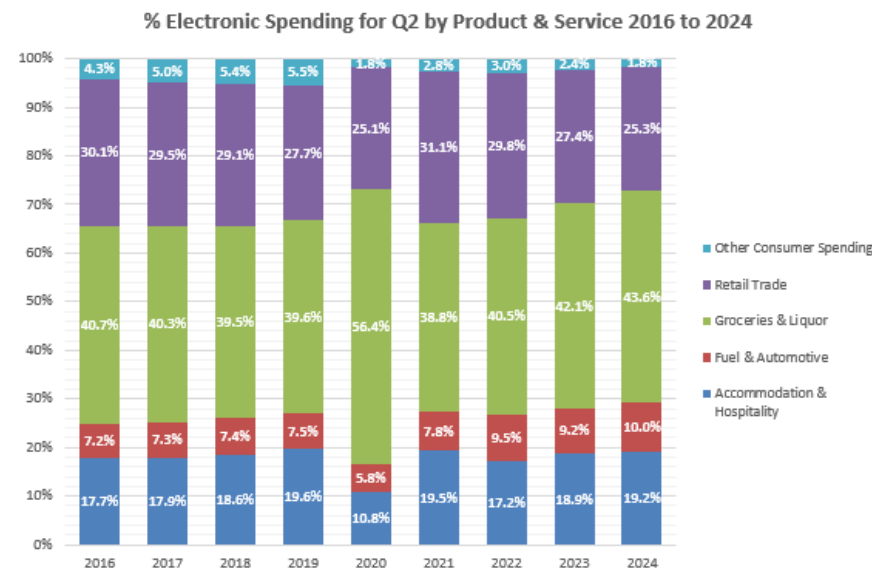
**Table 1 – June Quarter-Card Spending (\$m) for Central City Zone**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Retail Trade	Other Consumer Spending	Grand Total
Years	Accommodation & Hospitality					
2016		\$28.6	\$11.7	\$65.7	\$48.6	\$6.9
2017		\$29.2	\$11.9	\$65.7	\$48.0	\$8.1
2018		\$31.0	\$12.3	\$65.7	\$48.5	\$8.9
2019		\$31.5	\$12.0	\$63.6	\$44.5	\$8.8
2020		\$13.4	\$7.2	\$70.1	\$31.2	\$2.2
2021		\$32.9	\$13.2	\$65.5	\$52.6	\$4.7
2022		\$29.7	\$16.4	\$69.7	\$51.3	\$5.1
2023		\$36.4	\$17.8	\$81.3	\$53.0	\$4.7
2024		\$37.0	\$19.2	\$84.1	\$48.8	\$3.5

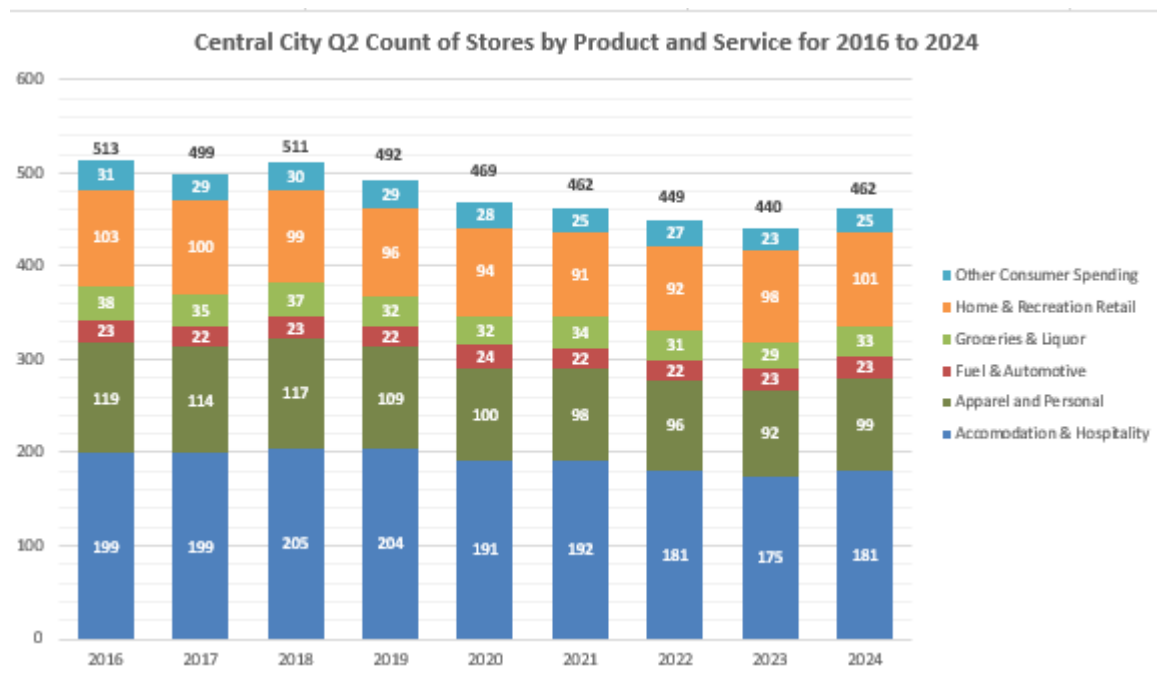
**Chart 1 – Value (\$m) of Hamilton CBD Electronic Spending by Product and Service Category 2016 to June 2024**



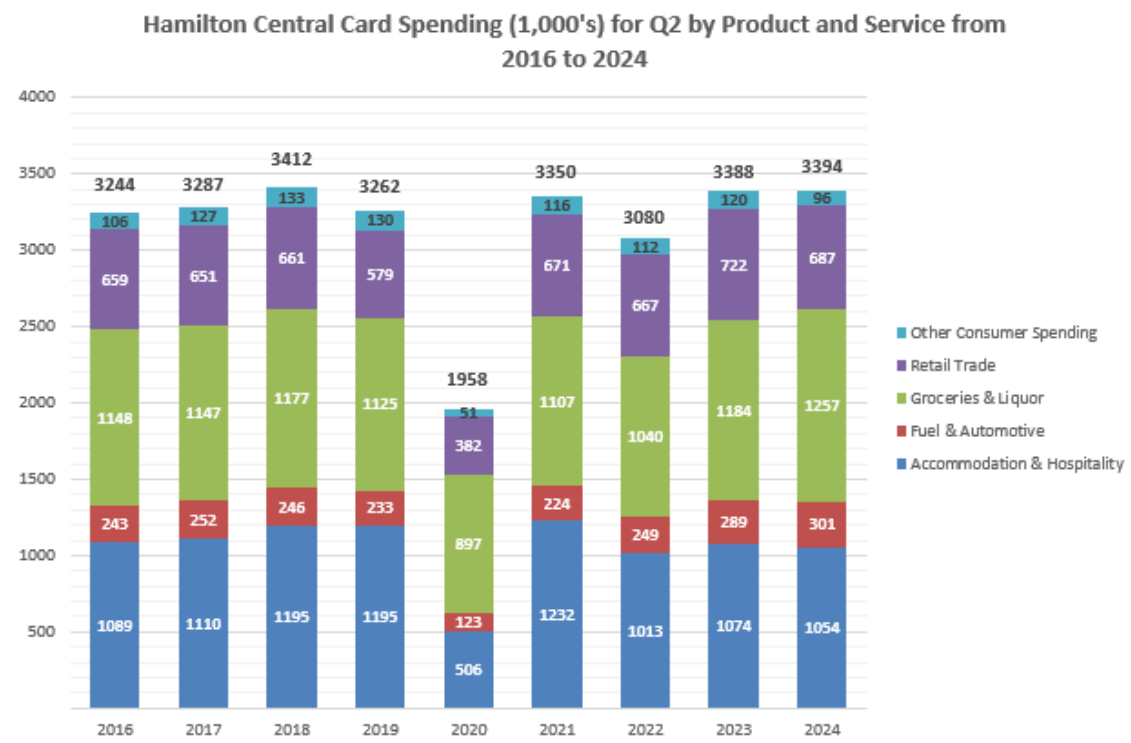
**Chart 2 – Percentage of Hamilton CBD Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 3 – Hamilton CBD Merchant Count by Product and Service Category 2016 to June 2024**

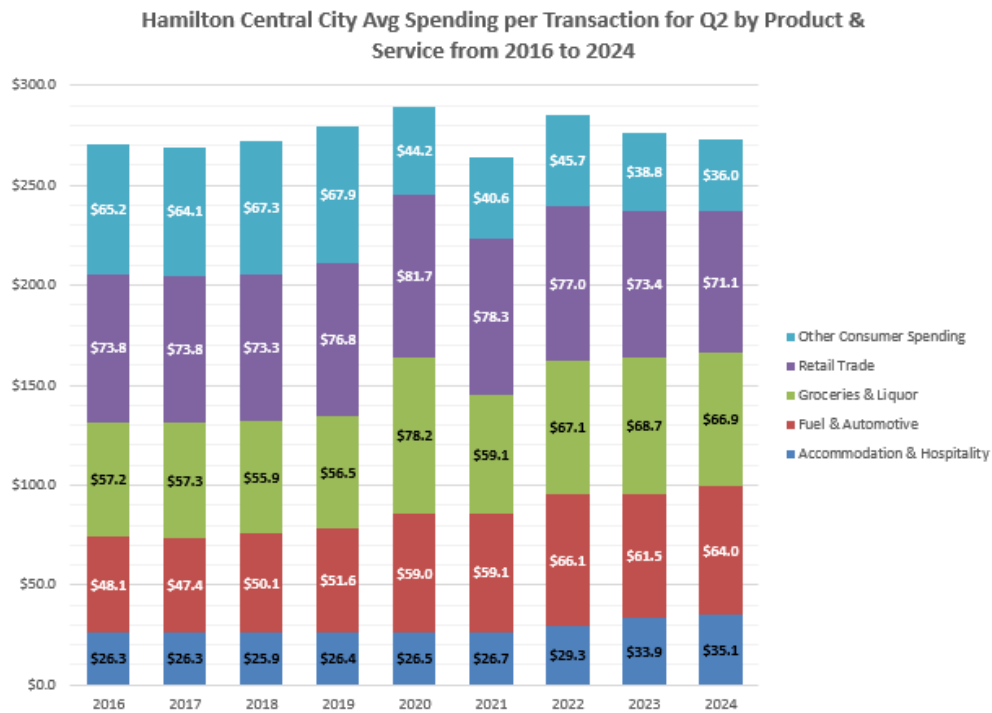


**Chart 4 – Hamilton CBD No. Of Electronic Transactions ('000) by Product and Service Category 2016 to June 2024**

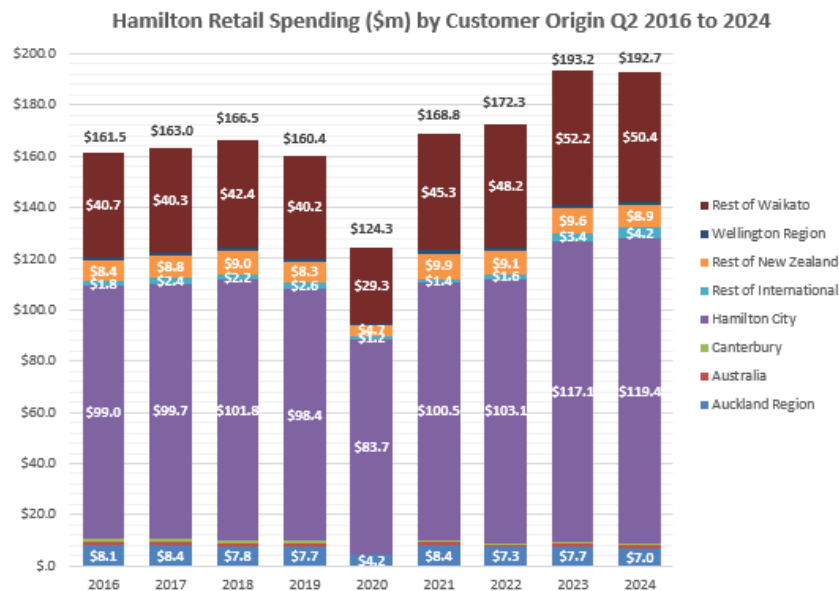




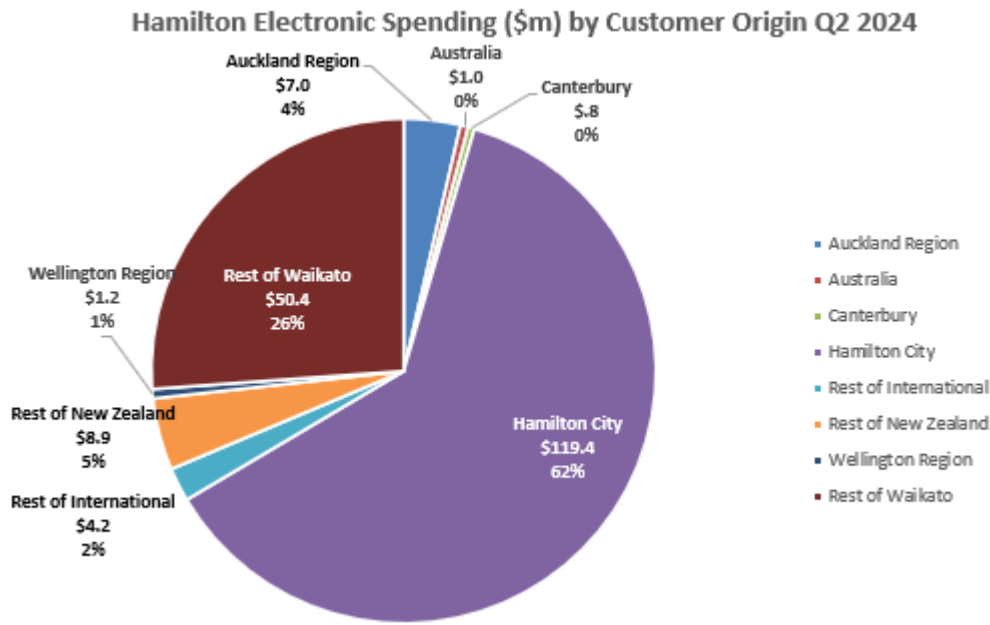
**Chart 5 – Hamilton CBD Average Spending per Transaction by Product and Service Category 2016 to June 2024**



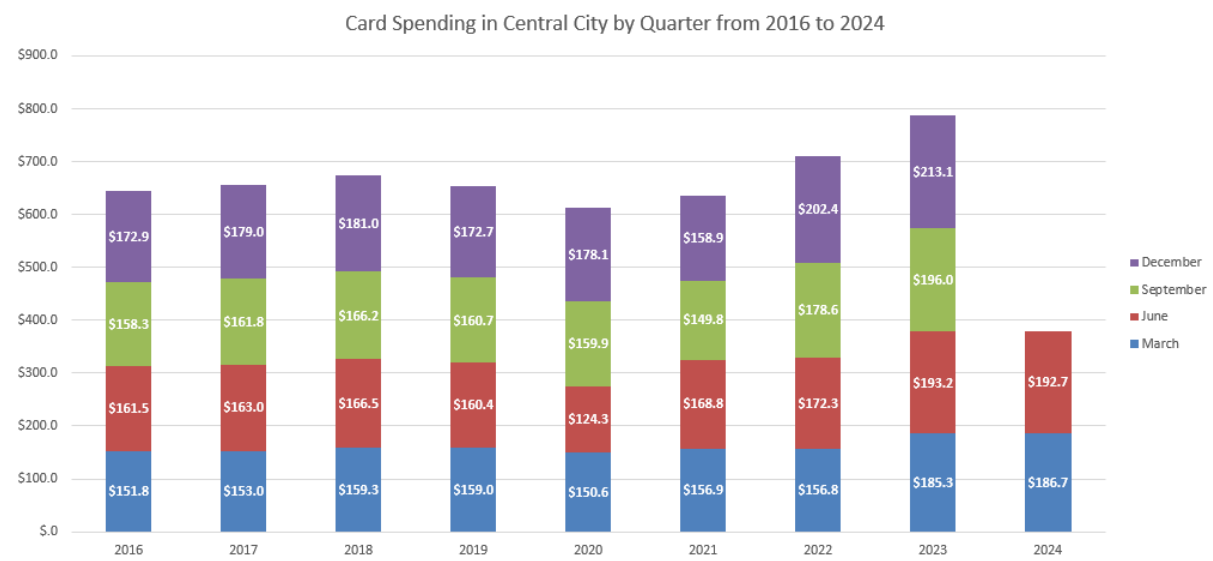
**Chart 6 –Value (\$m) of Hamilton Electronic Spending by Customer Origin June 2024**



**Chart 7 –Value (\$m) of Hamilton CBD Electronic Spending by Customer Origin 2016 to June 2024**



**Chart 8 –Card Spending in Central City by Quarter from 2016 to June 2024**

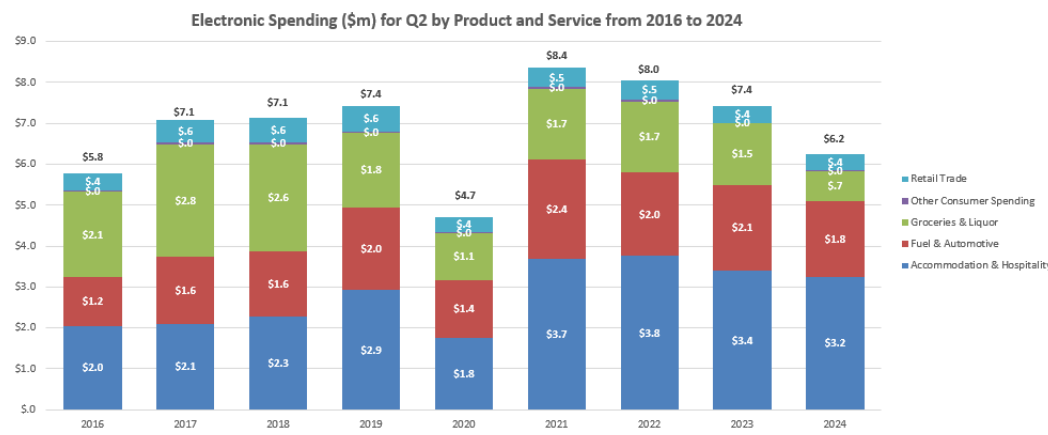


## District Plan Zone - Commercial Fringe

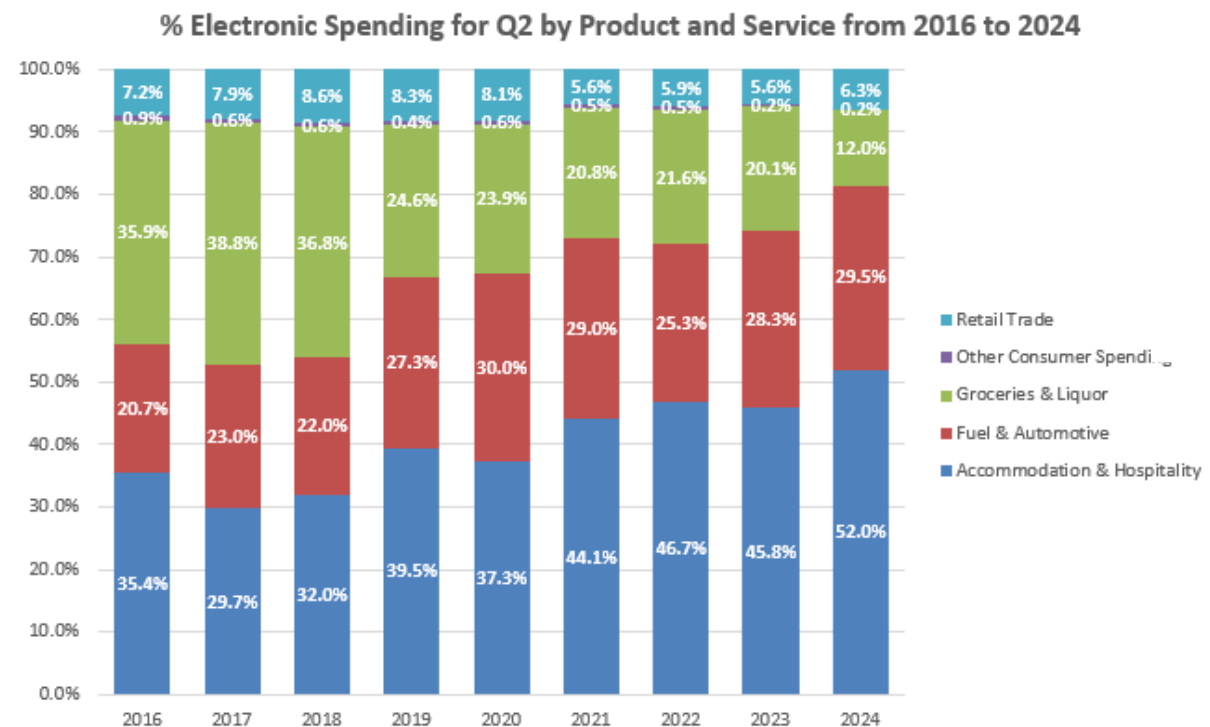
**Table 1 – June Quarter-Card Spending (\$m) for Commercial Fringe by Product and Service Category 2016 to June 2024**

Sum of Spend Years	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016	Accommodation & Hospitality	\$2.0	\$1.2	\$2.1	\$0.5	\$5.8
2017	Accommodation & Hospitality	\$2.1	\$1.6	\$2.8	\$1.0	\$7.1
2018	Accommodation & Hospitality	\$2.3	\$1.6	\$2.6	\$1.0	\$7.1
2019	Accommodation & Hospitality	\$2.9	\$2.0	\$1.8	\$1.0	\$7.4
2020	Accommodation & Hospitality	\$1.8	\$1.4	\$1.1	\$0.0	\$4.7
2021	Accommodation & Hospitality	\$3.7	\$2.4	\$1.7	\$0.0	\$8.4
2022	Accommodation & Hospitality	\$3.8	\$2.0	\$1.7	\$0.0	\$8.0
2023	Accommodation & Hospitality	\$3.4	\$2.1	\$1.5	\$0.0	\$7.4
2024	Accommodation & Hospitality	\$3.2	\$1.8	\$0.7	\$0.0	\$6.2

**Chart 1 – Value (\$m) of Commercial Fringe Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Commercial Fringe Electronic Spending by Product and Service Category 2016 to June 2024**

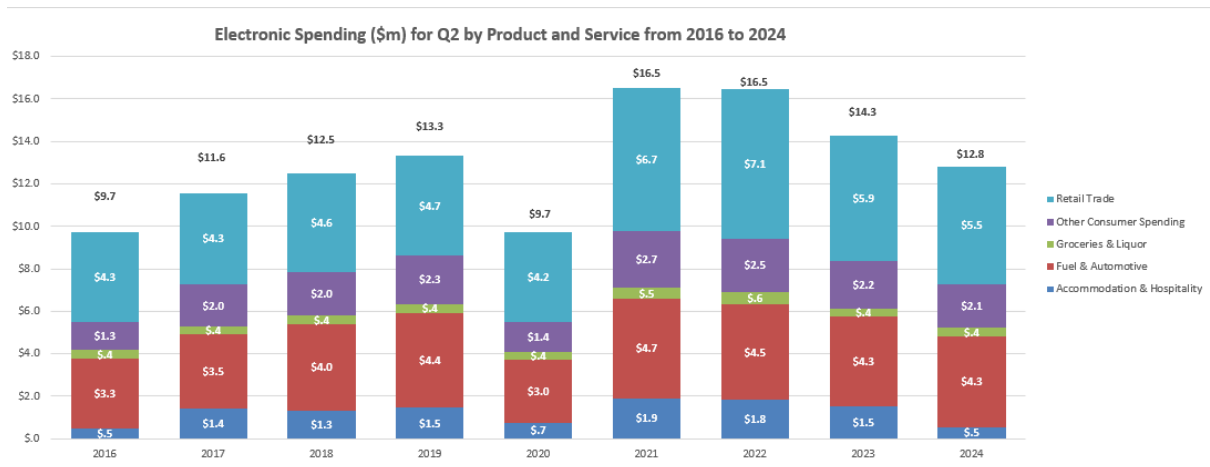


## District Plan Zone - Events Facilities Fringe

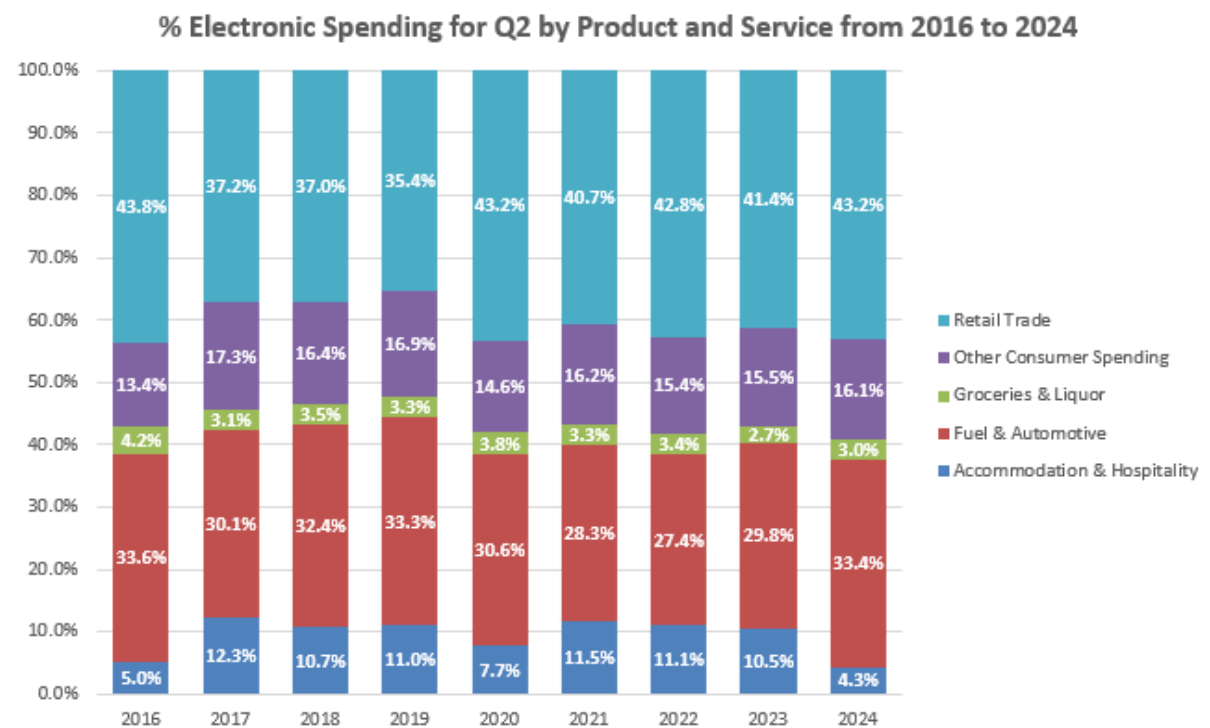
**Table 1 – June Quarter-Card Spending (\$m) for Events Facilities Fringe by Product and Service Category 2016 to June 2024**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016	Accommodation & Hospitality	\$0.5	\$3.3	\$4.4	\$1.3	\$9.7
2017	Accommodation & Hospitality	\$1.4	\$3.5	\$4.0	\$2.0	\$11.6
2018	Accommodation & Hospitality	\$1.3	\$4.0	\$4.4	\$2.3	\$12.5
2019	Accommodation & Hospitality	\$1.5	\$4.4	\$4.7	\$2.3	\$13.3
2020	Accommodation & Hospitality	\$0.7	\$3.0	\$4.4	\$1.4	\$9.7
2021	Accommodation & Hospitality	\$1.9	\$4.7	\$5.5	\$2.7	\$16.5
2022	Accommodation & Hospitality	\$1.8	\$4.5	\$6.6	\$2.5	\$16.5
2023	Accommodation & Hospitality	\$1.5	\$4.3	\$4.5	\$2.2	\$14.3
2024	Accommodation & Hospitality	\$0.5	\$4.3	\$4.4	\$2.1	\$12.8

**Chart 1 – Value (\$m) of Events Facilities Fringe Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Events Facilities Fringe Electronic Spending by Product and Service Category 2016 to June 2024**

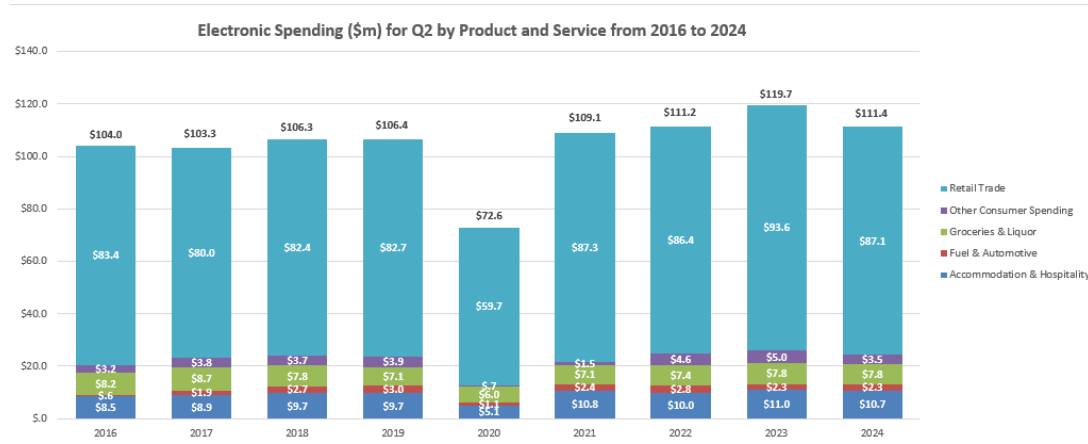


**District Plan Zone - Sub-Regional Centre (Chartwell and The Base)**

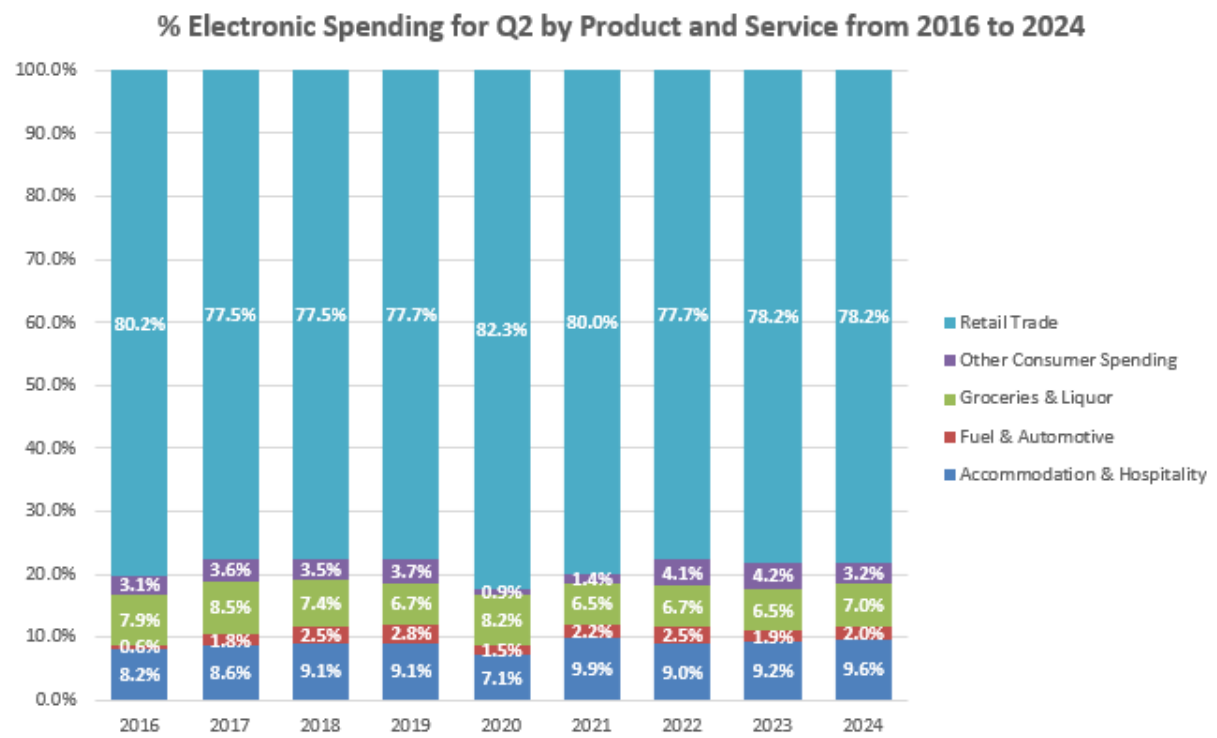
**Table 1 – June Quarter-Card Spending (\$m) for Sub-Regional Centre by Product and Service Category 2016 to June 2024**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016	Accommodation & Hospitality	\$8.5	\$6.6	\$8.2	\$3.2	\$83.4
2017	Accommodation & Hospitality	\$8.9	\$1.9	\$8.7	\$3.8	\$80.0
2018	Accommodation & Hospitality	\$9.7	\$2.7	\$7.8	\$3.7	\$82.4
2019	Accommodation & Hospitality	\$9.7	\$3.0	\$7.1	\$3.9	\$82.7
2020	Accommodation & Hospitality	\$5.1	\$1.1	\$6.0	\$7.7	\$59.7
2021	Accommodation & Hospitality	\$10.8	\$2.4	\$7.1	\$1.5	\$87.3
2022	Accommodation & Hospitality	\$10.0	\$2.8	\$7.4	\$4.6	\$86.4
2023	Accommodation & Hospitality	\$11.0	\$2.3	\$7.8	\$5.0	\$93.6
2024	Accommodation & Hospitality	\$10.7	\$2.3	\$7.8	\$3.5	\$87.1

**Chart 1 – Value (\$m) of Sub-Regional Centre Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Sub-Regional Centre Electronic Spending by Product and Service Category 2016 to June 2024**

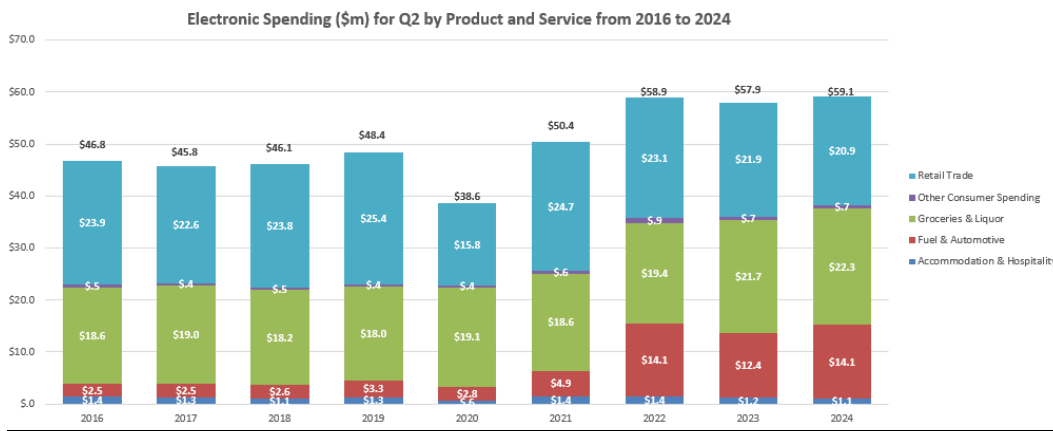


## District Plan Zone - Large Format Retail

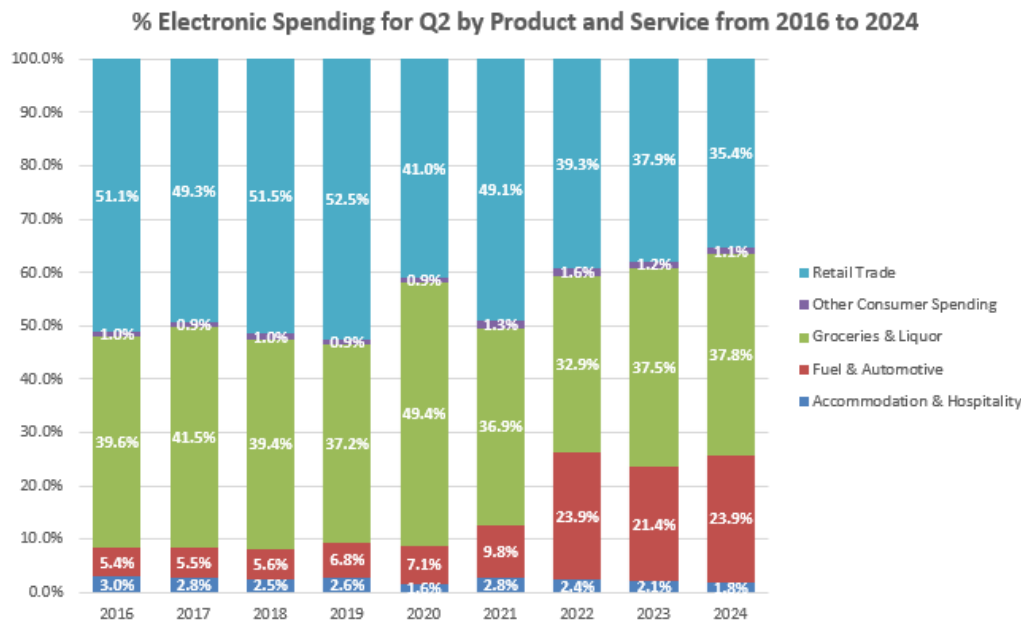
**Table 1 – June Quarter-Card Spending (\$m) for Large Format Retail by Product and Service Category 2016 to June 2024**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016	Accommodation & Hospitality	\$1.4	\$2.5	\$18.6	\$5.5	\$23.9
2017	Accommodation & Hospitality	\$1.3	\$2.5	\$19.0	\$4.4	\$22.6
2018	Accommodation & Hospitality	\$1.1	\$2.6	\$18.2	\$5.5	\$23.8
2019	Accommodation & Hospitality	\$1.3	\$3.3	\$18.0	\$4.4	\$25.4
2020	Accommodation & Hospitality	\$0.6	\$2.8	\$19.1	\$4.4	\$15.8
2021	Accommodation & Hospitality	\$1.4	\$4.9	\$18.6	\$6.6	\$24.7
2022	Accommodation & Hospitality	\$1.4	\$14.1	\$19.4	\$9.9	\$23.1
2023	Accommodation & Hospitality	\$1.2	\$12.4	\$21.7	\$7.7	\$21.9
2024	Accommodation & Hospitality	\$1.1	\$14.1	\$22.3	\$7.7	\$20.9

**Chart 1 – Value (\$m) of Large Format Retail Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Large Format Retail Electronic Spending by Product and Service Category 2016 to June 2024**

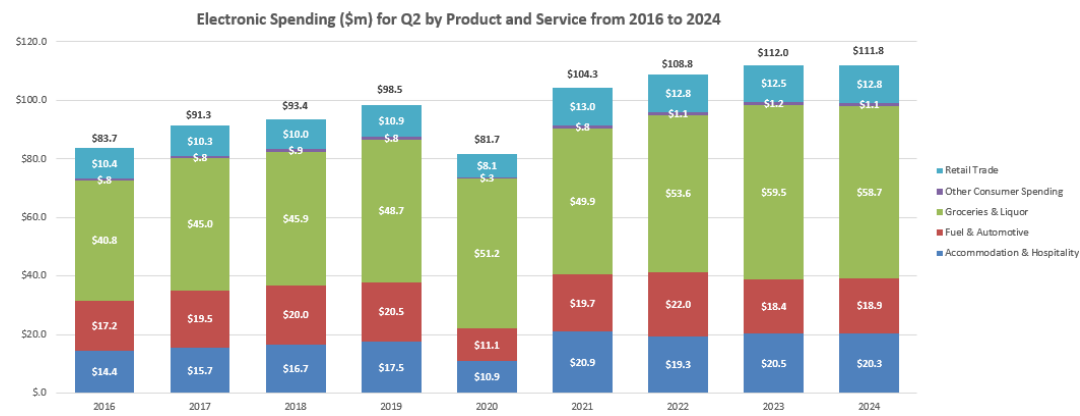


## District Plan Zone - Suburban Centre

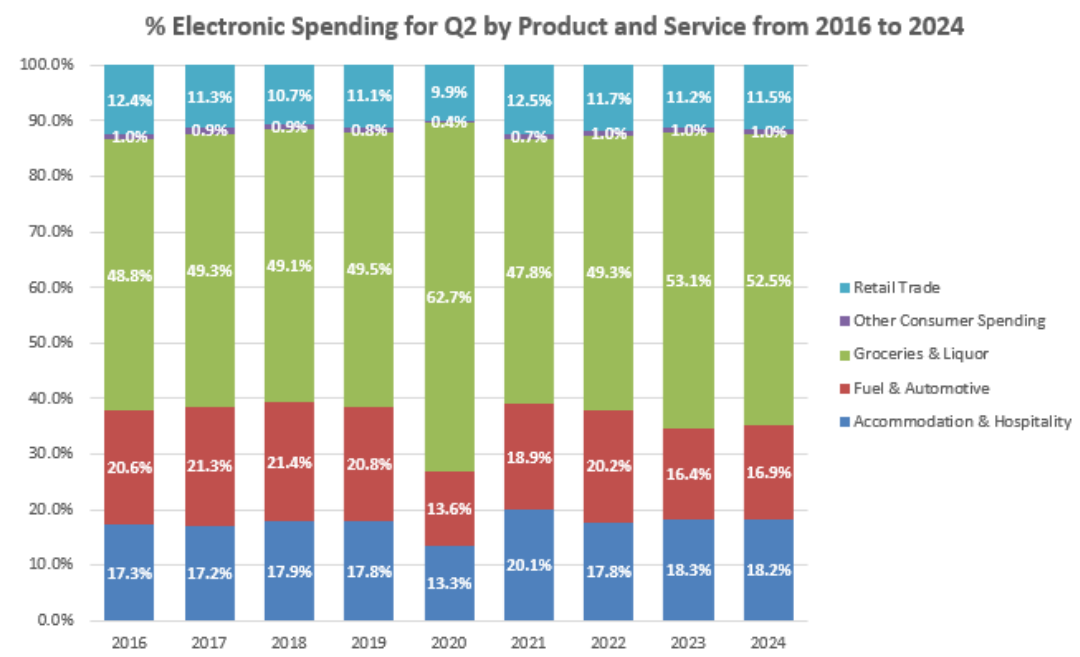
**Table 1 – June Quarter-Card Spending (\$m) for Suburban Centre by Product and Service Category 2016 to June 2024**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016	Accommodation & Hospitality	\$14.4	\$17.2	\$40.8	\$8.8	\$83.7
2017	Accommodation & Hospitality	\$15.7	\$19.5	\$45.0	\$8.8	\$91.3
2018	Accommodation & Hospitality	\$16.7	\$20.0	\$45.9	\$9.9	\$93.4
2019	Accommodation & Hospitality	\$17.5	\$20.5	\$48.7	\$8.8	\$95.5
2020	Accommodation & Hospitality	\$10.9	\$11.1	\$51.2	\$8.8	\$81.7
2021	Accommodation & Hospitality	\$20.9	\$19.7	\$49.9	\$8.8	\$104.3
2022	Accommodation & Hospitality	\$19.3	\$22.0	\$53.6	\$11.1	\$108.8
2023	Accommodation & Hospitality	\$20.5	\$18.4	\$59.5	\$12.2	\$112.0
2024	Accommodation & Hospitality	\$20.3	\$18.9	\$58.7	\$11.1	\$111.8

**Chart 1 – Value (\$m) of Suburban Centre Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Suburban Centre Electronic Spending by Product and Service Category 2016 to June 2024**

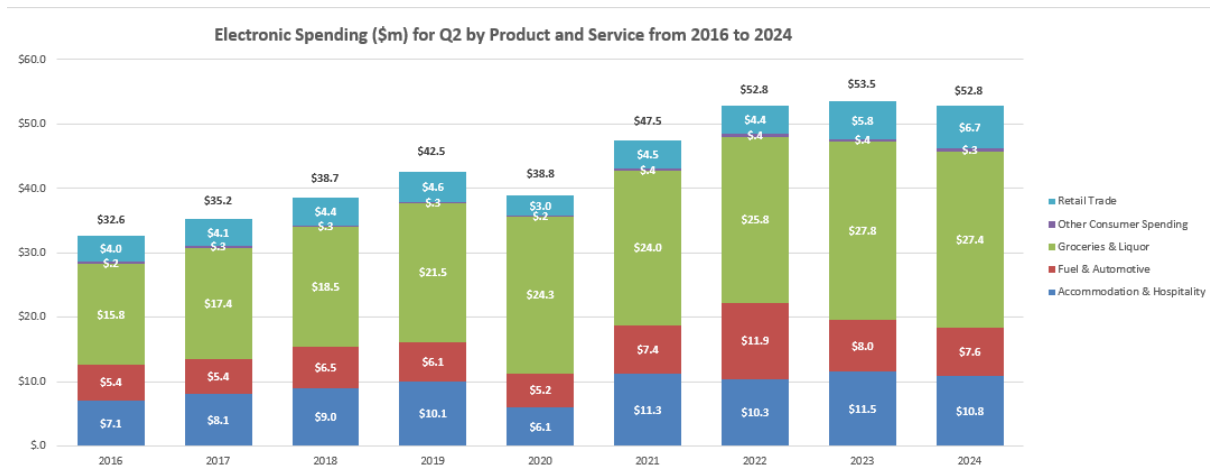


## District Plan Zone - **Neighbourhood Centre**

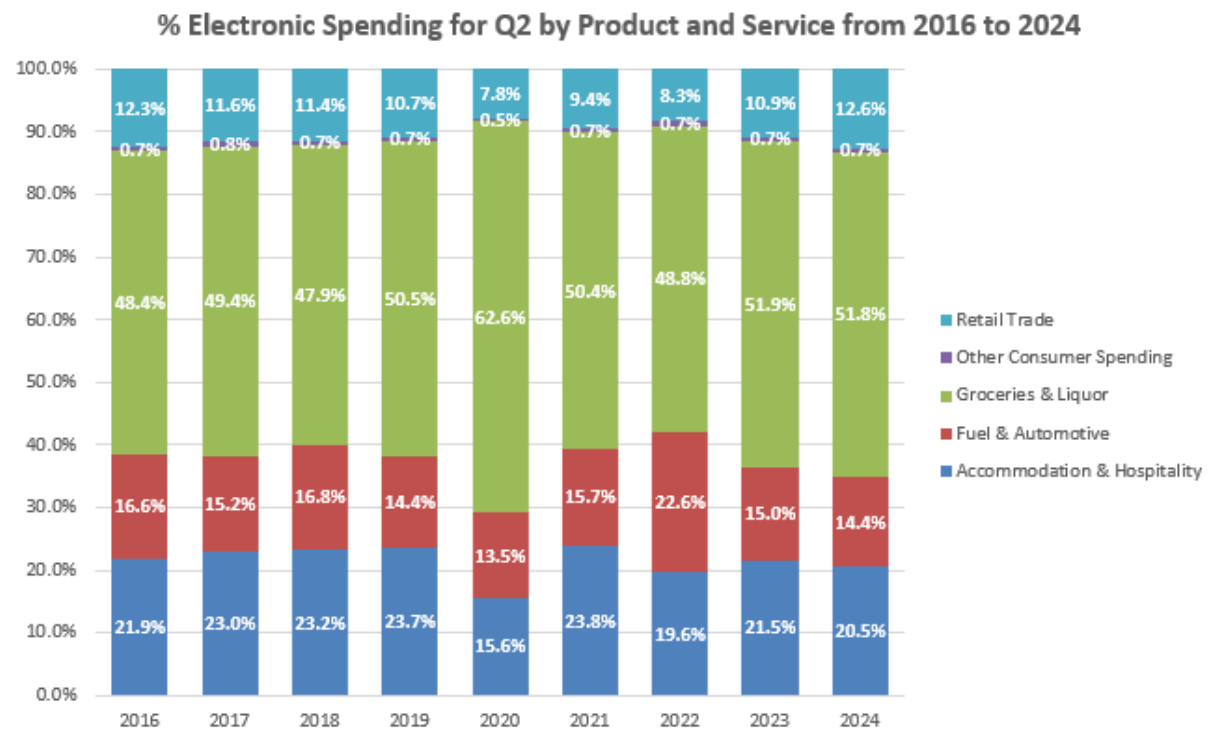
**Table 1 – June Quarter-Card Spending (\$m) for Neighbourhood Centre by Product and Service Category 2016 to June 2024**

Sum of Spend	Category	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
Years	Accommodation & Hospitality					
2016		\$7.1	\$5.4	\$15.8	\$4.0	\$32.6
2017		\$8.1	\$5.4	\$17.4	\$4.1	\$35.2
2018		\$9.0	\$6.5	\$18.5	\$4.4	\$38.7
2019		\$10.1	\$6.1	\$21.5	\$4.6	\$42.5
2020		\$6.1	\$5.2	\$24.3	\$3.0	\$38.8
2021		\$11.3	\$7.4	\$24.0	\$4.5	\$47.5
2022		\$10.3	\$11.9	\$25.8	\$4.4	\$52.8
2023		\$11.5	\$8.0	\$27.8	\$5.8	\$53.5
2024		\$10.8	\$7.6	\$27.4	\$6.7	\$52.8

**Chart 1 – Value (\$m) of Neighbourhood Centre Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Neighbourhood Centre Electronic Spending by Product and Service Category 2016 to June 2024**



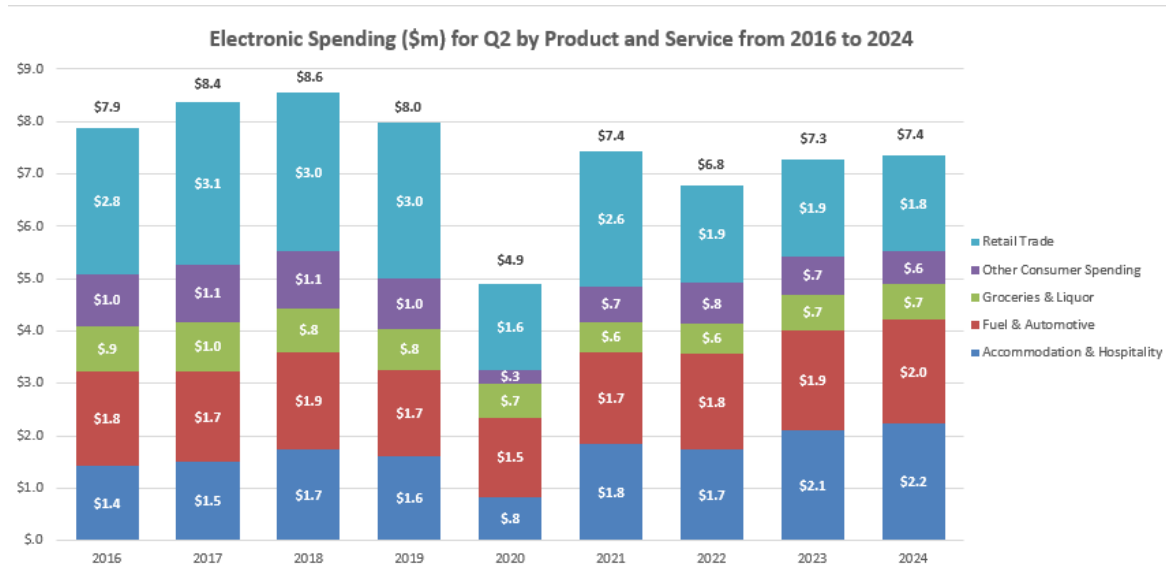


**District Plan Zone - Frankton Commercial Fringe**

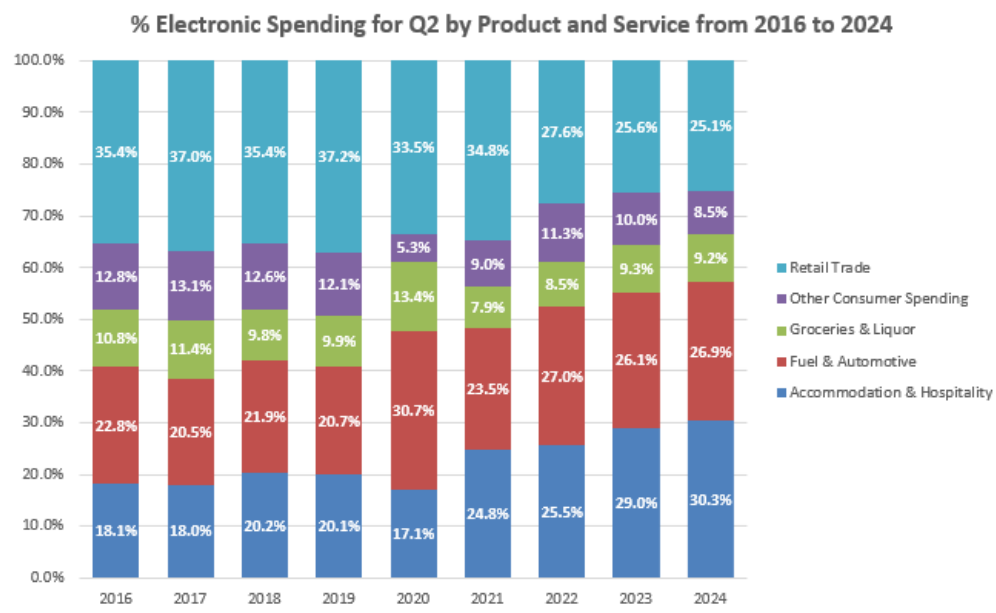
**Table 1 – June Quarter-Card Spending (\$m) for Frankton Commercial Fringe by Product and Service Category 2016 to June 2024**

Sum of Spend Years	Category	Accommodation & Hospitality	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade	Grand Total
2016		\$1.4	\$1.8	\$1.0	\$0.9	\$1.8	\$7.9
2017		\$1.5	\$1.7	\$1.1	\$1.0	\$3.1	\$8.4
2018		\$1.7	\$1.9	\$0.8	\$1.1	\$3.0	\$8.6
2019		\$1.6	\$1.7	\$0.8	\$1.0	\$3.0	\$8.0
2020		\$0.8	\$1.5	\$0.7	\$0.3	\$1.6	\$4.9
2021		\$1.8	\$1.7	\$0.6	\$0.7	\$2.6	\$7.4
2022		\$1.7	\$1.8	\$0.6	\$0.8	\$1.9	\$6.8
2023		\$2.1	\$1.9	\$0.7	\$0.7	\$1.9	\$7.3
2024		\$2.2	\$2.0	\$0.7	\$0.6	\$1.8	\$7.4

**Chart 1 – Value (\$m) of Frankton Commercial Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Frankton Commercial Electronic Spending by Product and Service Category 2016 to June 2024**

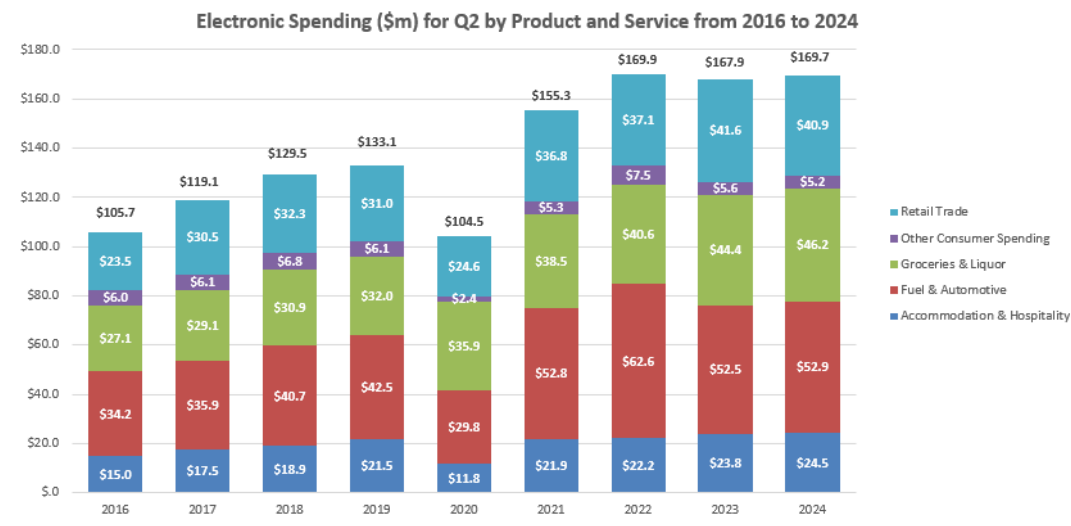


## District Plan Zone – Rest of Hamilton

**Table 1 – June Quarter-Card Spending (\$m) for Rest of Hamilton by Product and Service Category 2016 to June 2024**

Sum of Spend	Category						Grand Total
Years	Accommodation & Hospitality	Fuel & Automotive	Groceries & Liquor	Other Consumer Spending	Retail Trade		
2016	\$15.0	\$34.2	\$27.1	\$6.0	\$23.5	\$105.7	
2017	\$17.5	\$35.9	\$29.1	\$6.1	\$30.5	\$119.1	
2018	\$18.9	\$40.7	\$30.9	\$6.8	\$32.3	\$129.5	
2019	\$21.5	\$42.5	\$32.0	\$6.1	\$31.0	\$133.1	
2020	\$11.8	\$29.8	\$35.9	\$2.4	\$24.6	\$104.5	
2021	\$21.9	\$52.8	\$38.5	\$5.3	\$36.8	\$155.3	
2022	\$22.2	\$62.6	\$40.6	\$7.5	\$37.1	\$169.9	
2023	\$23.8	\$52.5	\$44.4	\$5.6	\$41.6	\$167.9	
2024	\$24.5	\$52.9	\$46.2	\$5.2	\$40.9	\$169.7	

**Chart 1 – Value (\$m) of Rest of Hamilton Electronic Spending by Product and Service Category 2016 to June 2024**



**Chart 2 – Percentage of Rest of Hamilton Electronic Spending by Product and Service Category 2016 to June 2024**

