



# ANZ NZ Card Spending Chartpack

Data for February 2026

ANZ Research

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11 March 2026

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This is not personal advice. It does not consider your financial situation or goals.  
Please refer to the Important Notice.



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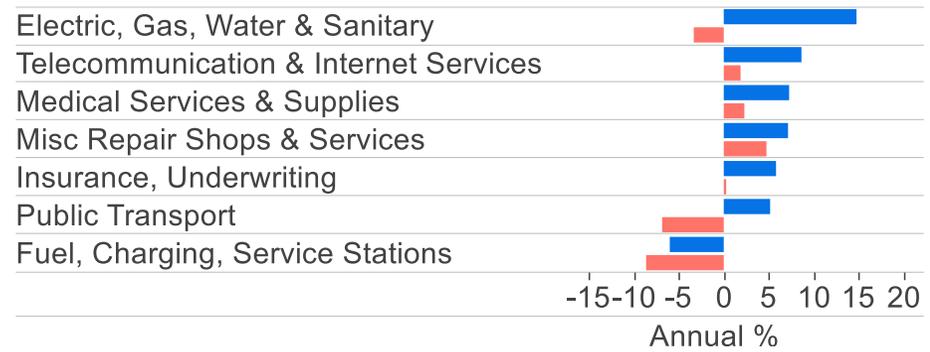
# The big picture: Spending momentum is lifting

## Selected Discretionary



■ Latest ■ 3 months previous

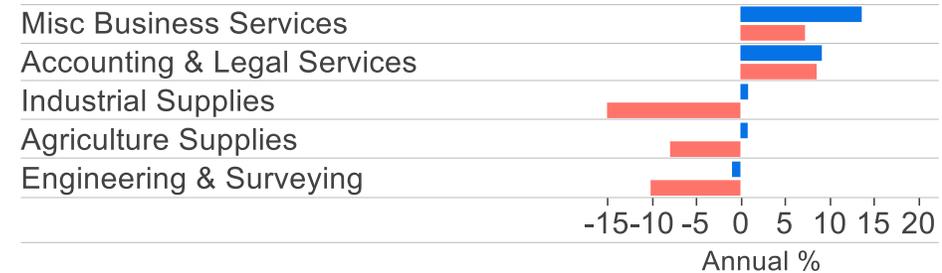
## Selected Necessities



## Selected Housing-related



## Selected B2B

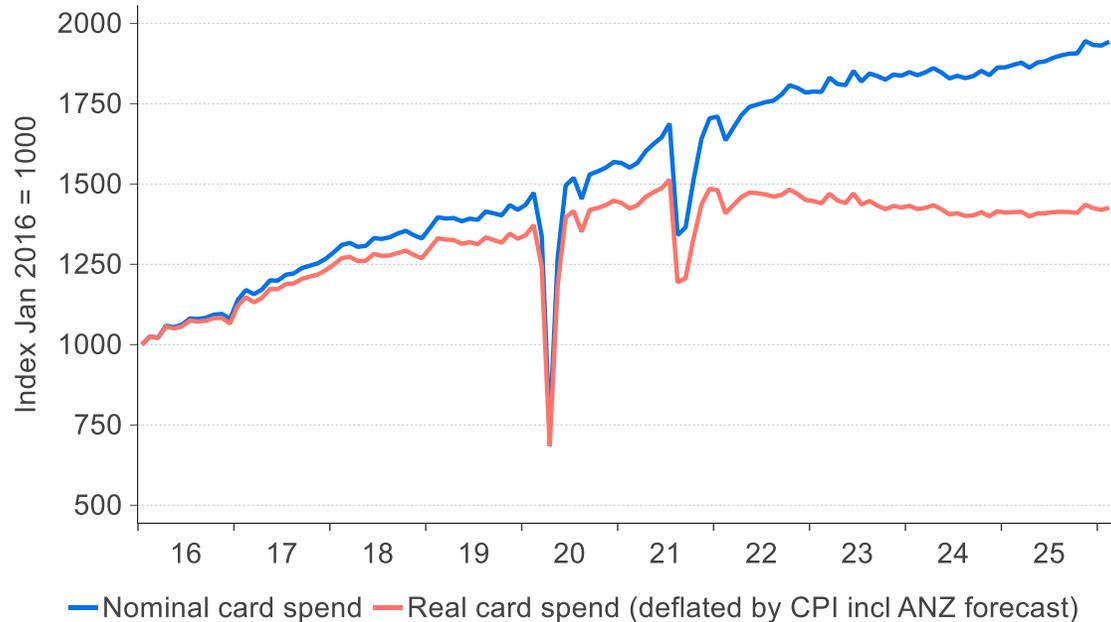


■ Latest ■ 3 months previous

# Total spend

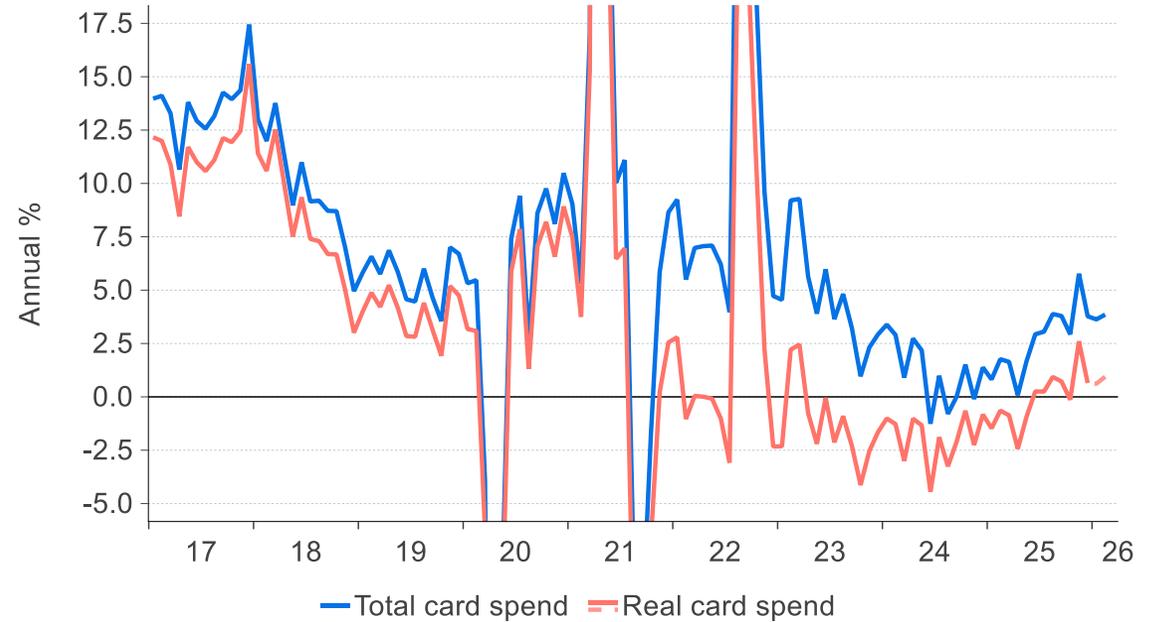
- We can create a rough proxy for real card spending by dividing total card spend by the Consumer Price Index (including our forecast). The trend in this proxy is rising, but only just. This data in this chart is unsmoothed.

## Level



Source: Stats NZ, Macrobond, ANZ Research

## Annual % change

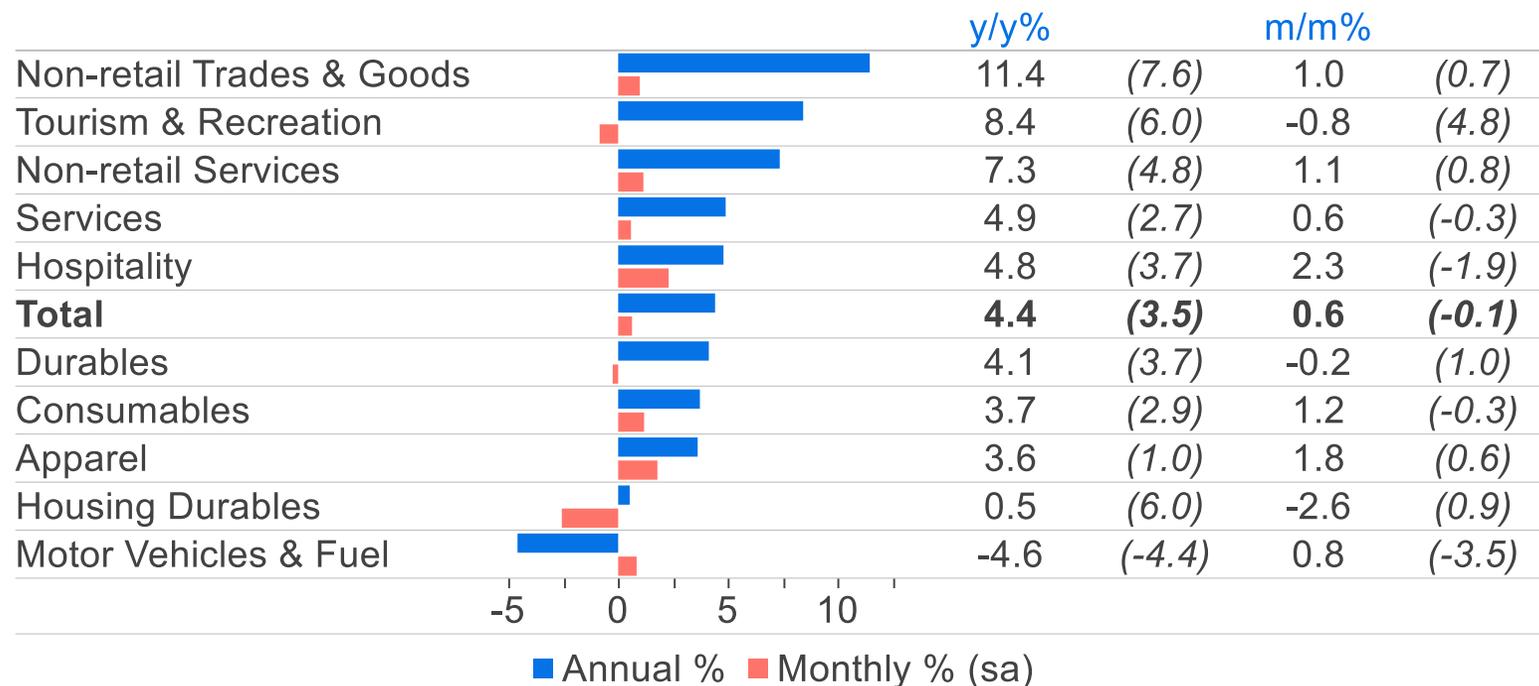


Source: Stats NZ, Macrobond, ANZ Research

# Spending groups

(based on Stats NZ definitions)

- Overall card spending rose 0.6% in February (seasonally adjusted) and is up 4.4% compared to the same time last year.
- Spending continues to trend higher, with annual growth positive for most sectors. Housing is a soft spot, while lower petrol prices have dragged down annual growth in the motor vehicles and fuel category (watch this space).
- See charts page 20.



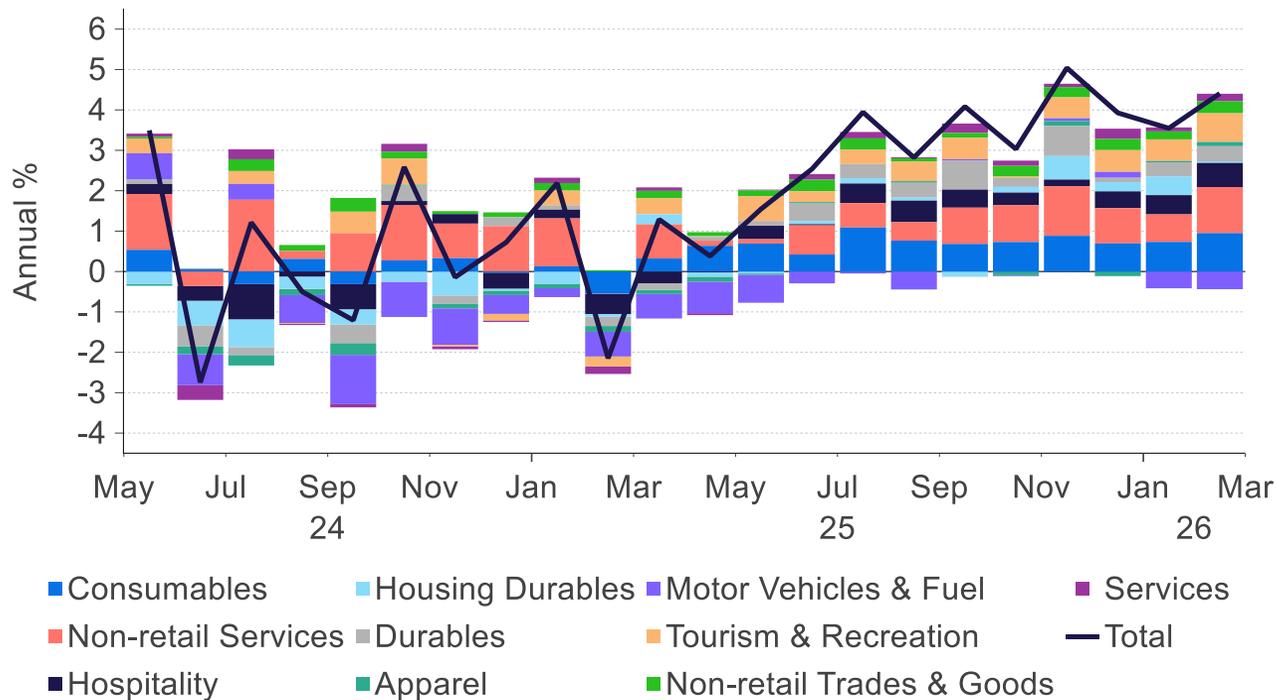
Source: ANZ Research (previous month's data in parentheses)

Note: data is subject to revision due to changing seasonal factors. This month we have moved to presenting this table in unsmoothed terms.



# Contributions to annual growth

- A look at the contributions of each category to annual growth in total card spending shows non-retail services and consumables are now making the largest contribution. Tourism and recreation is also increasingly supportive.



Source: ANZ Research

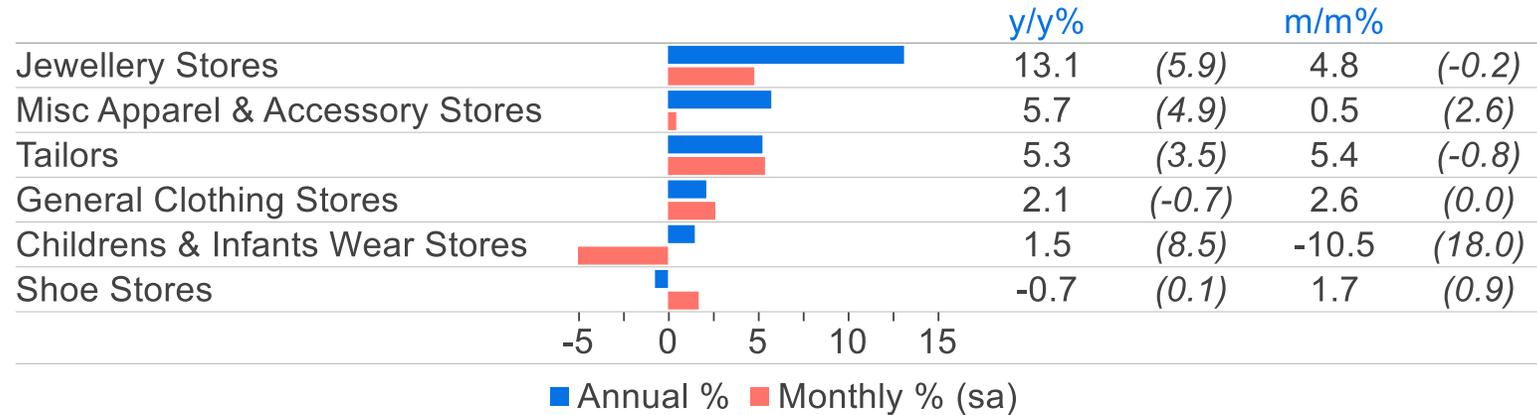
Note: Total spend includes financial services and buy-now-pay-later services, which we exclude from our reporting, so the total doesn't exactly match the sum of contributions.



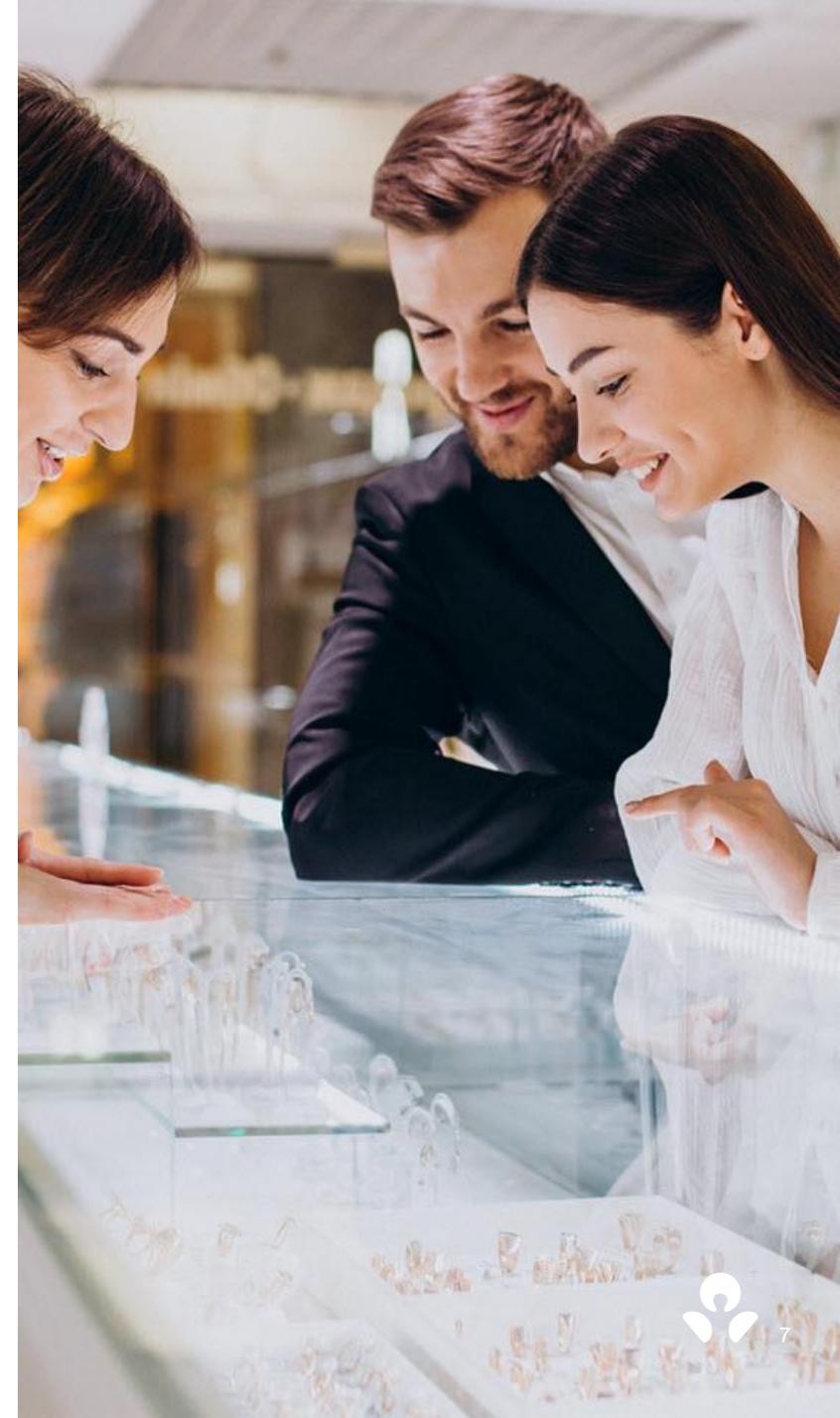
# Apparel

(~4% of card spend)

- Apparel retailers have had a rougher time than most.
- Within the apparel category, jewellery is a strong outperformer. Some of this could be price rather than volumes, given the sharp increase in gold.
- For charts of these and all other industries, see slide 20 onwards.



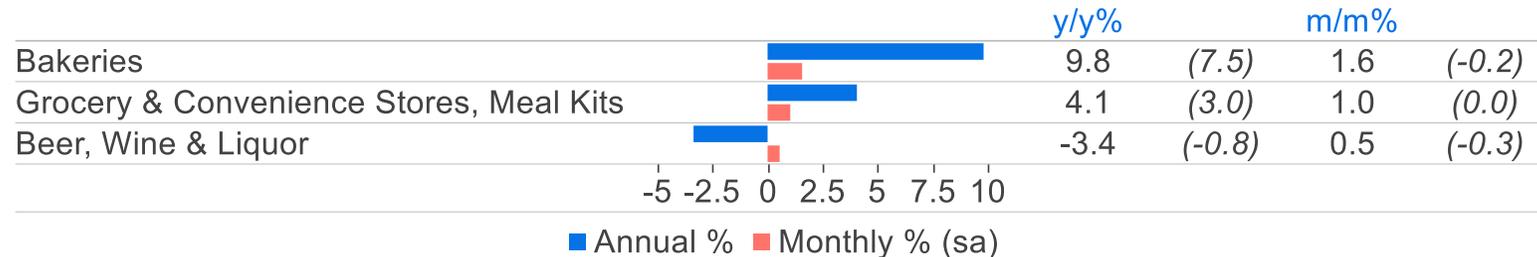
Source: ANZ Research (previous month's data in parentheses)



# Consumables

(~ 28% of card spend)

- Food price inflation has been around 4-5% over the past year, important context for interpreting the numbers in this category.
- Card spend at liquor stores continues to trend lower; bakeries have grown most.
- This month we fixed the historical categorisation of a retailer who had changed their reported industry. This has led to large revisions to both grocery stores and cafes/restaurants.



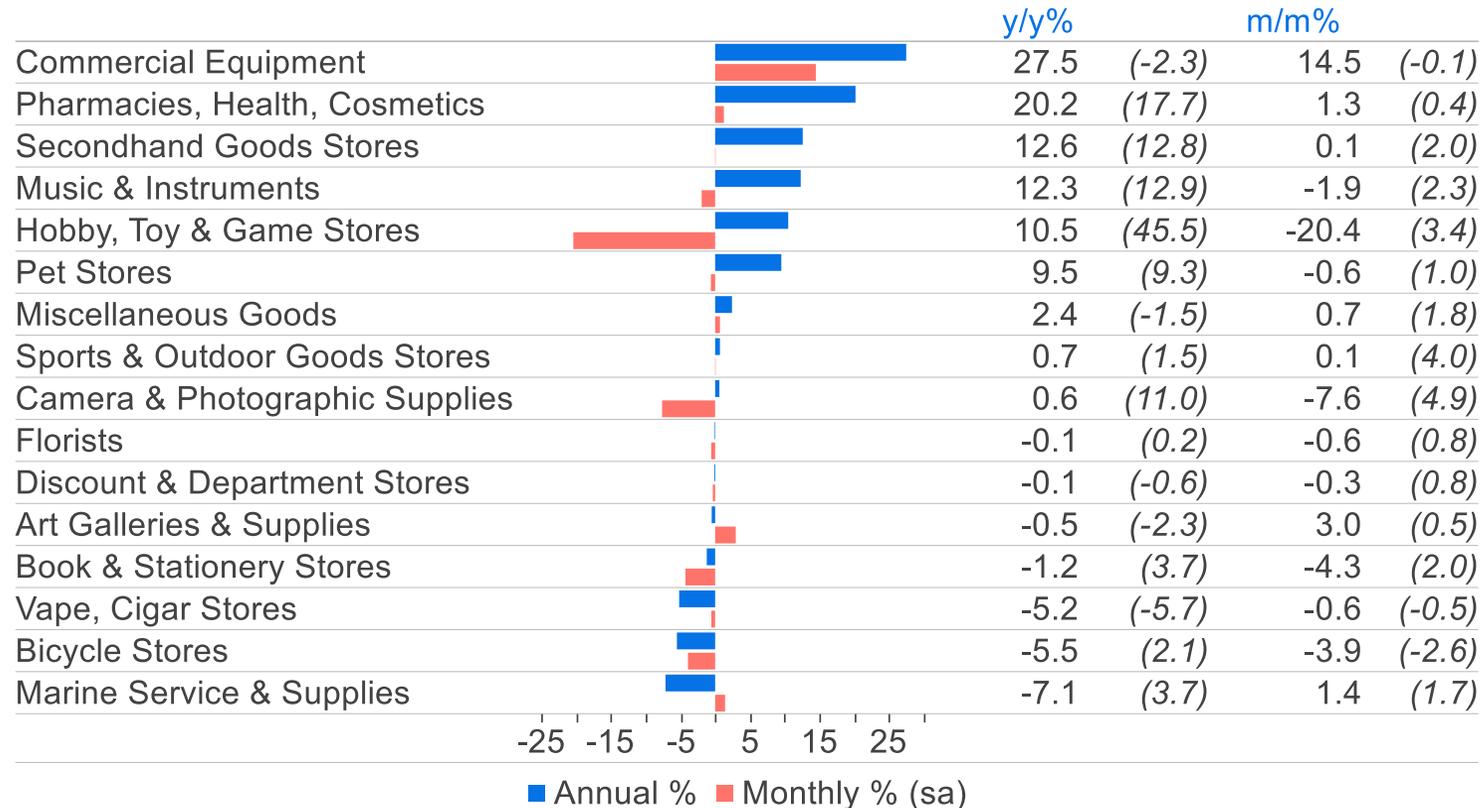
Source: ANZ Research (previous month's data in parentheses)



# Durables

(~ 17% of card spend, incl. housing durables)

- There is a wide range of performance in this diverse category.
- The large monthly fall at Hobby, Toy & Game Stores was due to the closure of a large retailer.



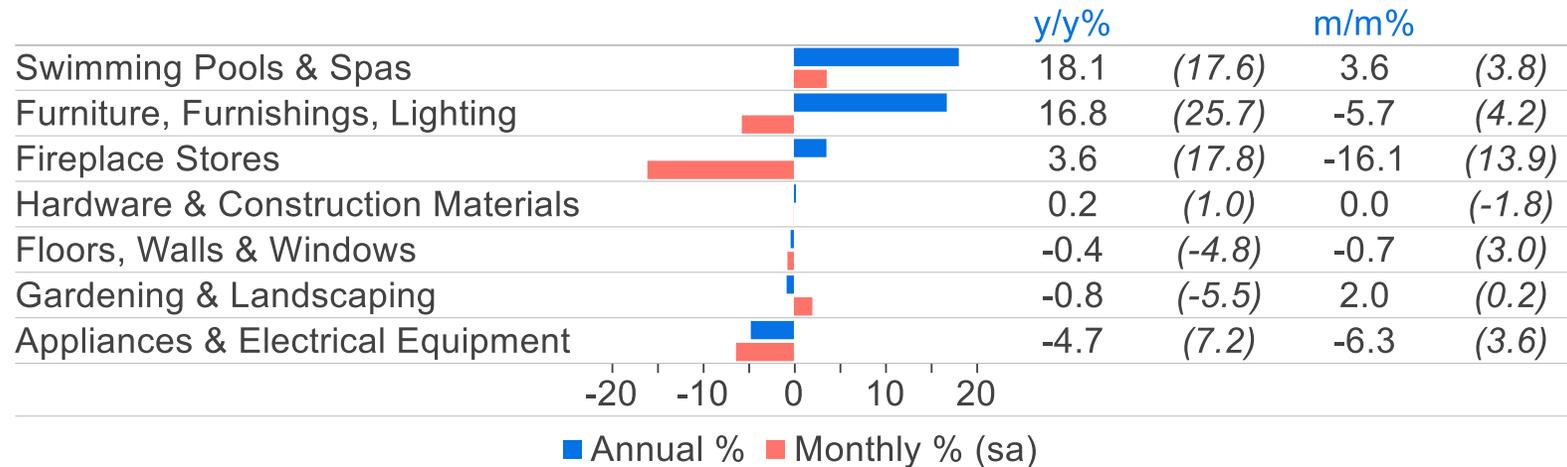
Source: ANZ Research (previous month's data in parentheses)



# Housing durables

(part of durables, which make up 17% of card spend)

- Swimming pools and spas are topping this group, up 18.1% y/y after another strong month.
- Recent spend in the Furniture, Furnishings & Lighting category has been supported by a new entrant.
- Growth in “renovation” type categories is generally still soft.



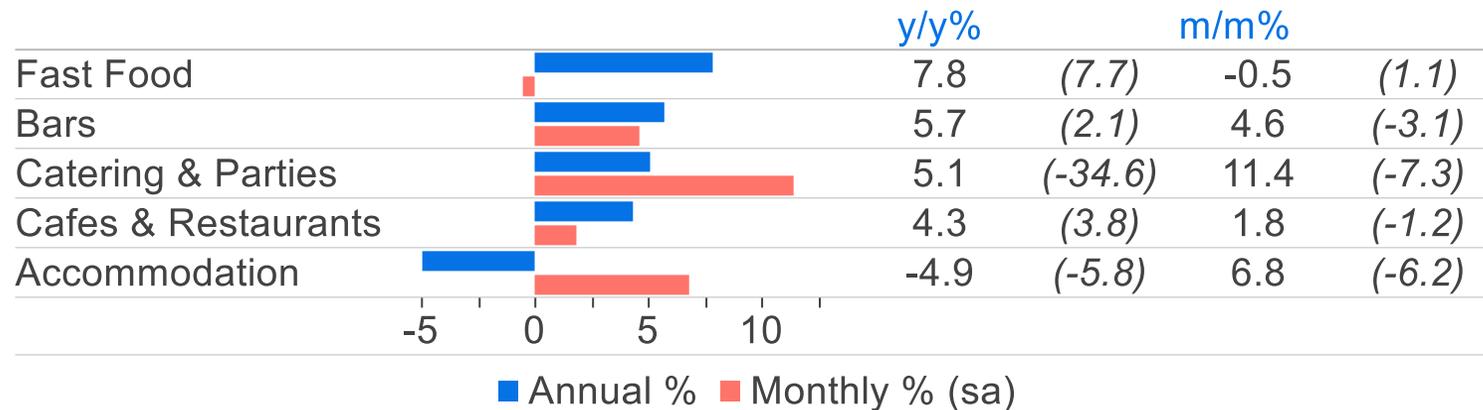
Source: ANZ Research (previous month's data in parentheses)



# Hospitality

(~15% of card spend)

- Hospitality spending is growing, with fast food doing best amongst good growth across most store types.
- Recent growth in spend at cafes and restaurants has been revised down after a fix to the historical allocation of a large business.
- The accommodation sector finally saw a solid monthly lift (seasonally adjusted) but remains well down year-on-year.
- The catering & parties category is very volatile (see charts from slide 20).



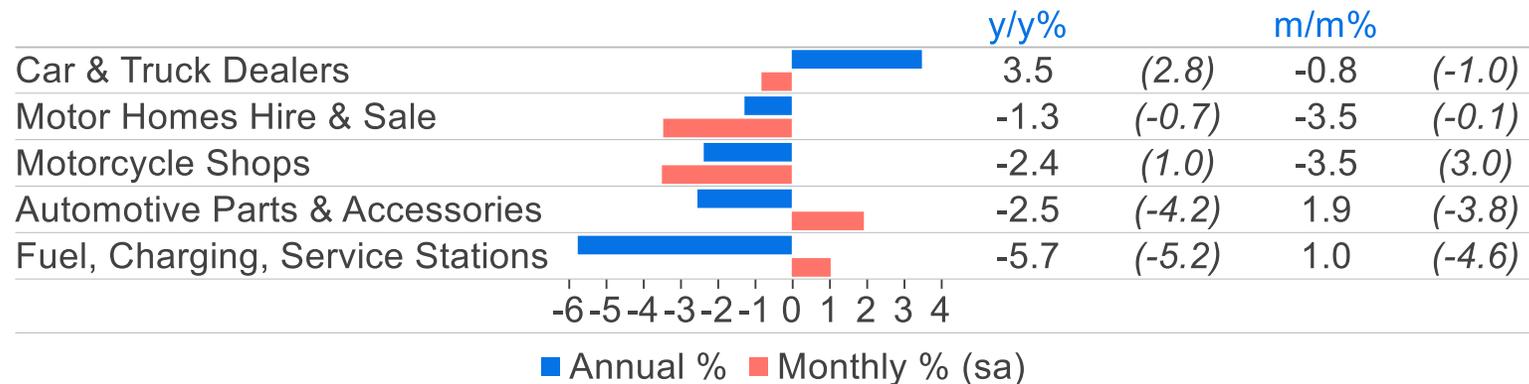
Source: ANZ Research (previous month's data in parentheses)



# Motor vehicles and fuel

(~2% and ~5% of card spend respectively)

- Spending at fuel stations is down 5.7% y/y. For this store type, movements in price tend to drive changes in spend more than changes in sales volumes do. It's definitely one to watch now oil prices have risen sharply.
- Spending at car and truck dealers fell in February but is up 3.5% y/y.



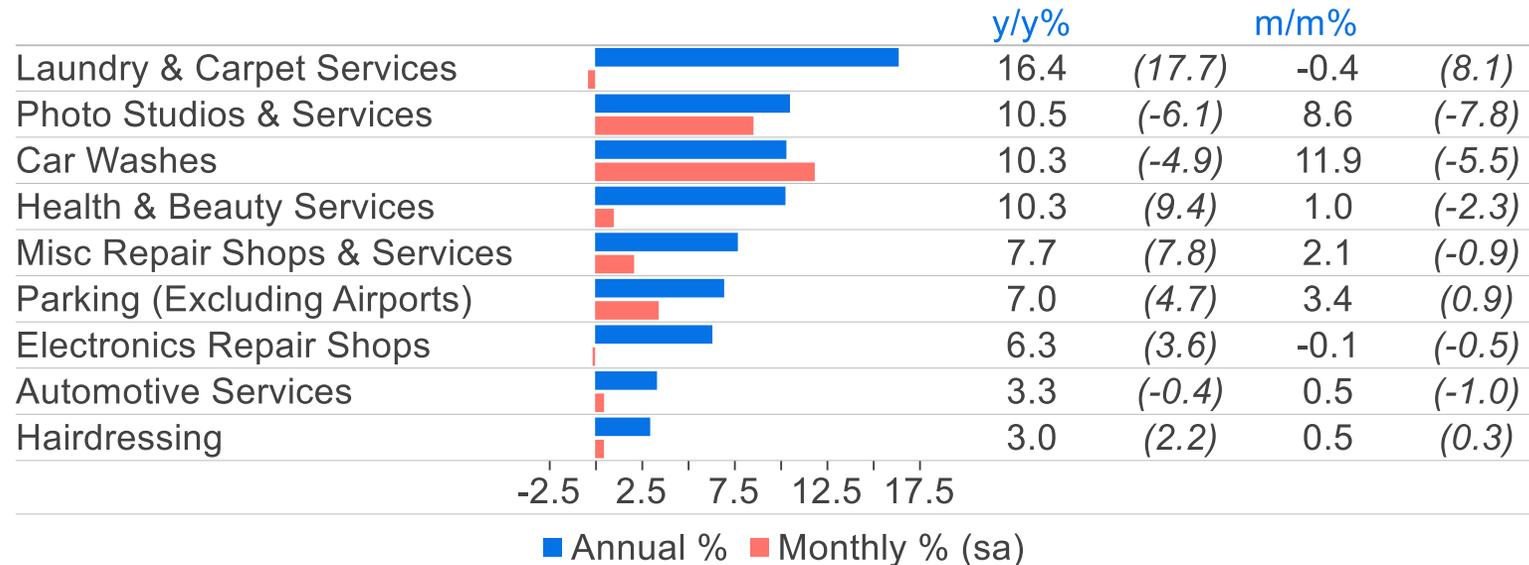
Source: ANZ Research (previous month's data in parentheses)



# Services

(~4% of card spend, including non-retail services)

- All store types in this category are in the black in annual change terms and most saw a monthly increase in February too (seasonally adjusted).
- Parking spending up 7% y/y is a reflection of an increase in broader economic activity.



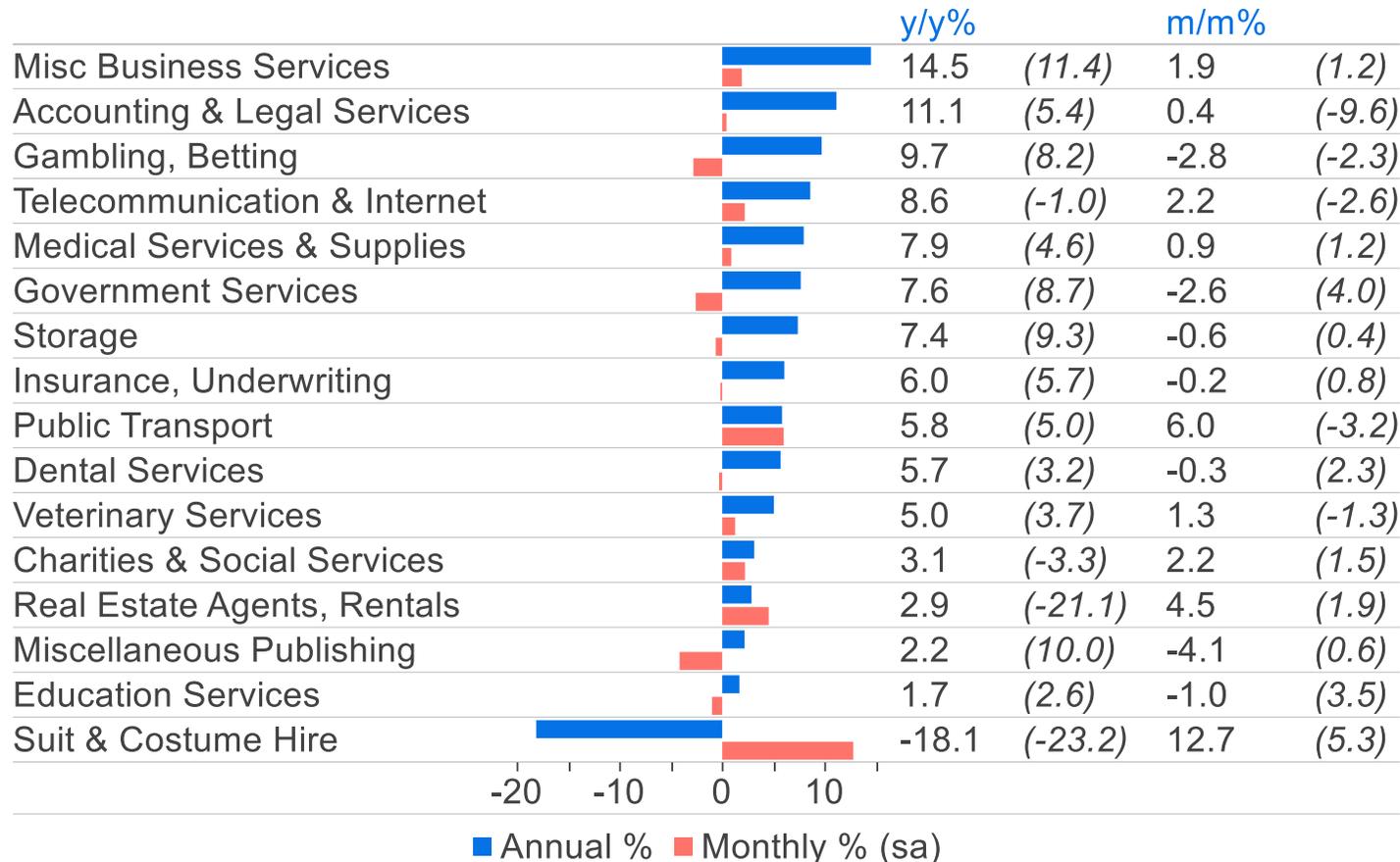
Source: ANZ Research (previous month's data in parentheses)



# Non-retail services

(part of services, which make up ~4% of card spend)

- A very positive category.
- The lifts in accounting & legal services and other business services are encouraging reflections of increased economic activity.



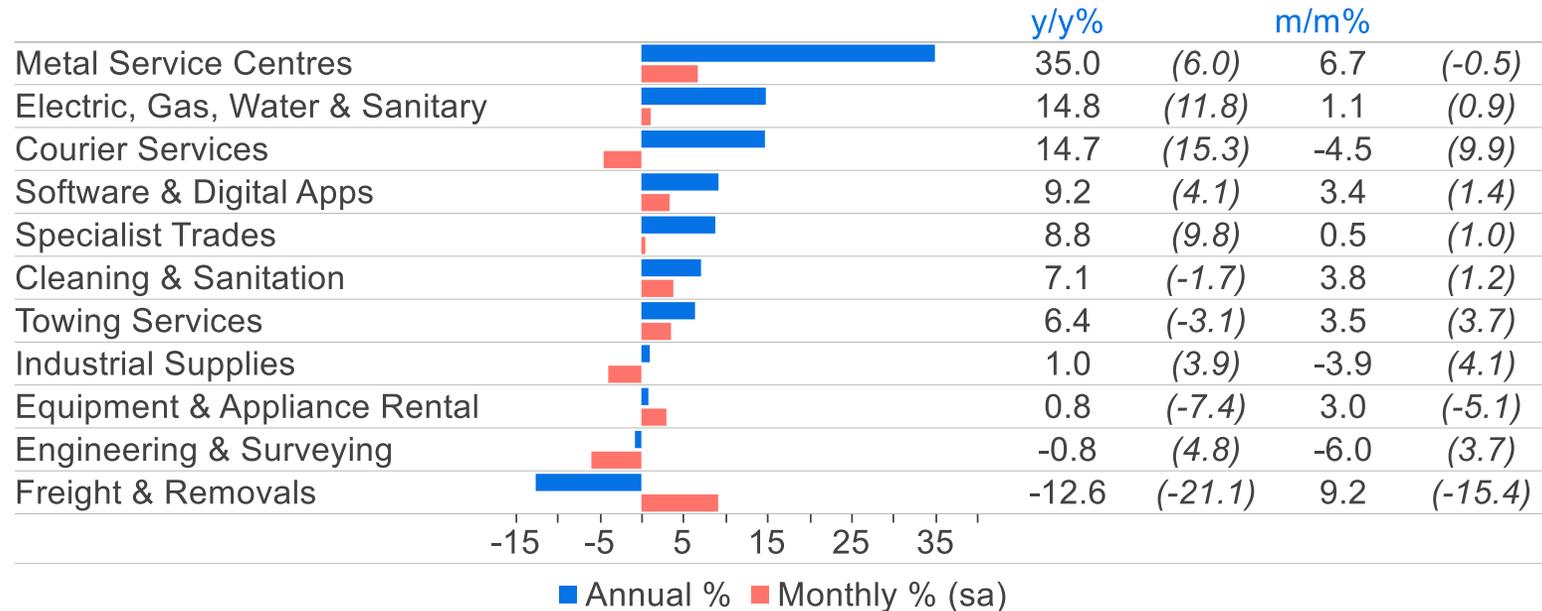
Source: ANZ Research (previous month's data in parentheses)



# Non-retail trades and goods

(~24% of card spend incl. non-retail tourism and recreation)

- Soft spending in the freight and removals category is consistent with a weak rental market.
- Weakness in engineering and surveying is also consistent with relatively slow building activity.
- Otherwise this is another group seeing fairly solid growth.



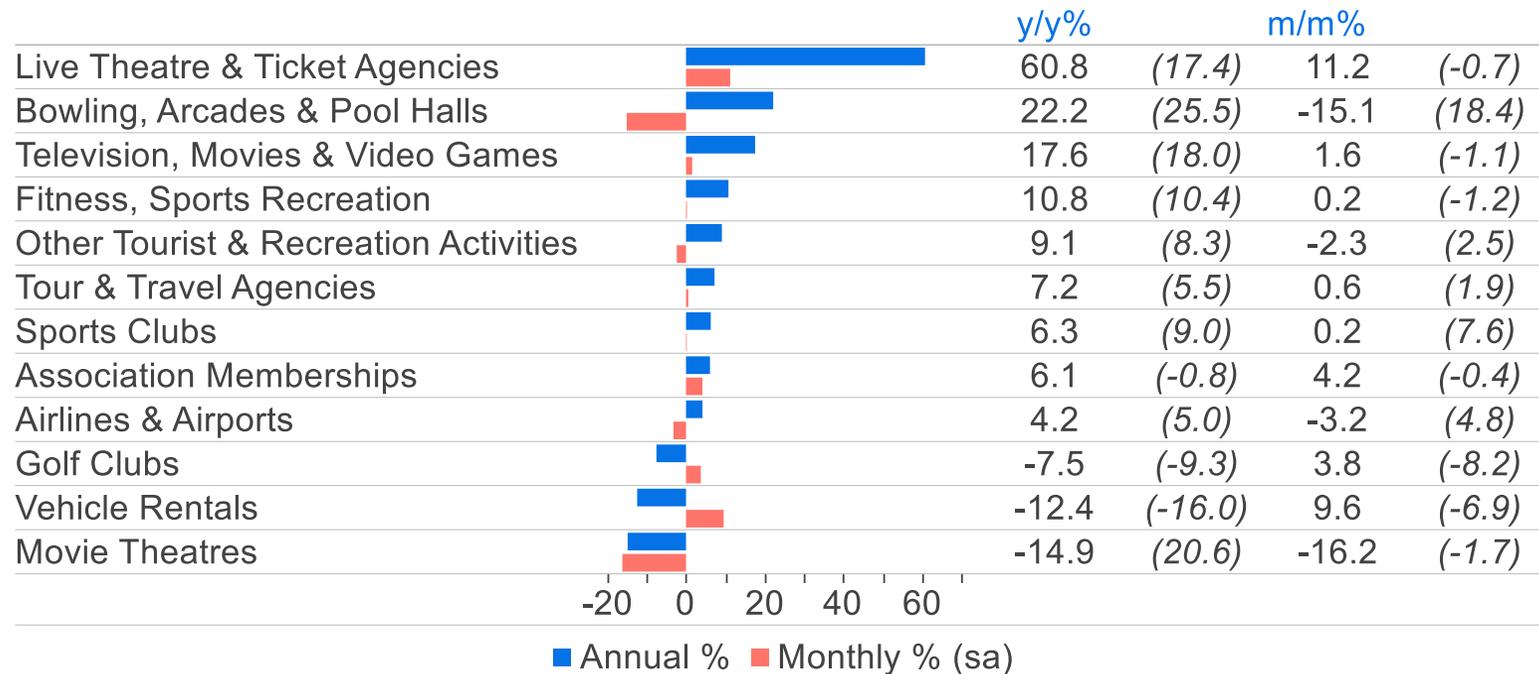
Source: ANZ Research (previous month's data in parentheses)



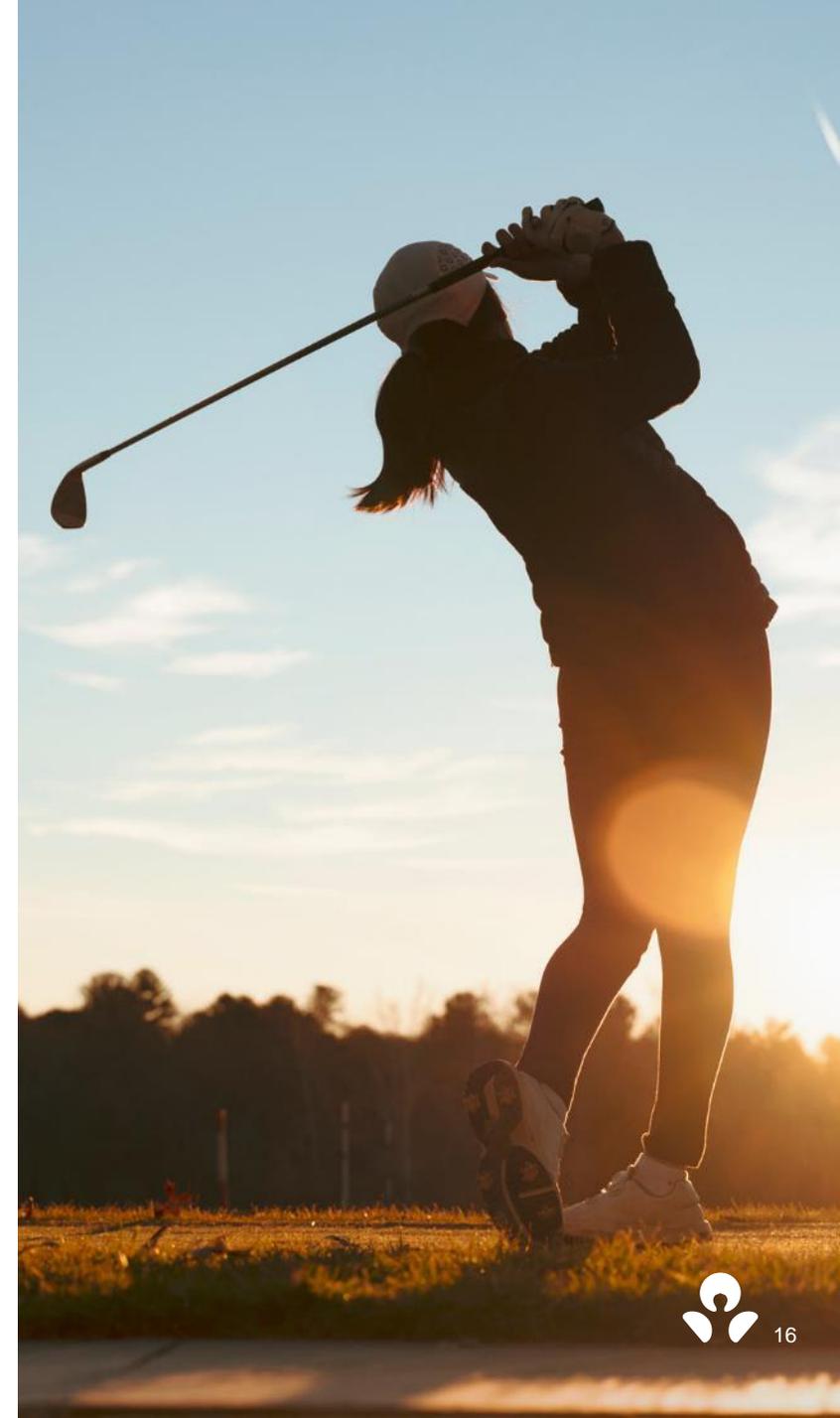
# Tourism & recreation

(part of non-retail trades & goods, which make up ~24% of card spend)

- Spend on entertainment is clearly lifting, with most store-types up on a year ago.
- However, golf clubs, vehicle rentals and movie theatres are areas where spending is still lower than a year ago.



Source: ANZ Research (previous month's data in parentheses)



# Data Notes

- This data is typically spending on ANZ-issued cards (debit and credit cards), which is less prone to level shifts due to sample changes than the merchant spend data is. However, where necessary, for either confidentiality reasons or where it appears to better capture the dynamics of actual spend, we also include spend from the merchants who bank with ANZ. For example, for categories like accommodation it is important to capture spending on foreign cards to better represent actual revenue for these businesses.
- Spending is nominal, meaning observed moves are a mix of price and volume changes. Price changes for different goods and services vary enormously.
- Many data series are volatile at this very disaggregated level. The following charts present the monthly and percent changes both as-is and in smoothed terms to make trends clearer. The monthly percent changes are [seasonally adjusted](#) to make trends clear. They therefore won't match up with cashflows that have strong seasonality (e.g. a Christmas bump).
- The data may be revised each month depending on the source data, which is regularly updated, as well as seasonal adjustment.
- Buy Now Pay Later spending is not included as it is not able to be split by type of spend. However, it is still included when calculating the change in total spend. Spending on trading platforms and precious metal dealers is included in Finance Services, though this is investment rather than consumption. Debt repayment, currency converters and travel debit cards are excluded.

# Notes continued

- This month we have made a number of further changes to the data presentation to enhance storytelling and/or enhance confidentiality robustness. Some categories have been combined or split up. We have also moved more firms to different categories where it was felt that the current (self-selected) categorisation was not optimal or where it had been inconsistent over time. These changes have led to some significant data revisions. Fine-tuning is likely to be an ongoing process as we continually enhance the quality of this rich dataset.
- If you would like to know where your firm sits in this data, we are happy to share that information.

# Description of industries

Industry	What spending in this category typically represents	Industry	What spending in this category typically represents
Accommodation	Short-term lodging including hotels, motels and holiday accommodation	Hardware & Construction Materials	Building materials, tools and construction supplies
Accounting & Legal Services	Professional services related to accounting, tax, legal advice and compliance	Health & Beauty Services	Personal care, beauty treatments, spas and wellness services
Agriculture Supplies	Farm inputs and services such as livestock, feed, seed, fertiliser and rural supplies	Hobby, Toy & Game Stores	Toys, games, hobbies and recreational retail purchases
Airlines & Airports	Passenger air travel and airport-related charges and services including parking	Industrial Supplies	Industrial, safety and trade supplies used by businesses
Appliances & Electrical Equipment	Household and commercial appliances, electronics and electrical hardware	Insurance & Underwriting	Insurance premiums and related protection products
Art Gallery & Supplies	Art retail, galleries, framing, craft materials and creative supplies	Jewellery Stores	Jewellery, watches and precious metal retail purchases
Association Memberships	Membership fees, subscriptions and dues for professional, sporting or community bodies	Laundry & Carpet Services	Laundromats, dry-cleaning and carpet or textile cleaning services
Automotive Parts & Accessories	Vehicle parts, tyres, batteries and automotive accessories	Live Theatre & Ticket Agencies	Tickets and payments for live performances, events and entertainment
Automotive Services	Vehicle servicing, repairs, inspections and mechanical work	Marine Service & Supplies	Boating equipment, marine servicing and nautical supplies
Bakeries	Bread, pastries, cakes and baked food products purchased from bakeries	Medical Services & Supplies	Medical care, diagnostics, equipment and health-related products
Bars	Alcohol-focused hospitality venues such as pubs, taverns and cocktail bars	Metal Service Centres	Metal fabrication, processing and supply services
Beer, Wine & Liquor	Retail purchases of alcoholic beverages for off-premise consumption	Misc Apparel & Accessories	Apparel and fashion accessories not captured in core clothing categories
Bicycle Stores	Bicycles, e-bikes, cycling equipment and related servicing	Misc Business Services	Business-to-business services and operational support activities
Book & Stationery Stores	Books, stationery, office supplies and educational materials	Misc Repair Shops & Services	Repair and maintenance services not classified elsewhere
Bowling, Arcades & Pool Halls	Indoor entertainment venues including bowling, arcade games and billiards	Miscellaneous Goods	Specialised or mixed retail goods that do not fit standard categories
Cafes & Restaurants	Sit-down dining, cafés, casual restaurants and food service venues	Miscellaneous Publishing	Printing, publishing, signage and media production services
Camera & Photographic Supplies	Cameras, photographic equipment, printing and imaging supplies	Motor Homes Hire & Sale	Sales and rental of motorhomes, caravans and recreational vehicles
Car & Truck Dealers	Purchases of new and used cars, trucks and commercial vehicles	Motorcycle Shops	Motorcycles, parts, accessories and servicing
Car Washes	Automated and manual vehicle washing and detailing services	Movies	Cinema tickets and film exhibition
Catering & Parties	Event catering, food preparation and party or function services and supplies	Music & Instruments	Musical instruments, recordings and music retail
Charities & Social Services	Donations and payments to charitable, welfare and community organisations	Parking (Excl Airports)	Paid parking facilities and parking services outside airports
Children's & Infants Wear	Clothing, footwear and accessories for babies and children	Personal & Household Services	Household, lifestyle and personal services not classified elsewhere
Cleaning & Sanitation	Cleaning products, pest control and commercial or household cleaning services	Pet Stores	Pet food, supplies and animal care products
Clothing Stores	Apparel and fashion purchases for adults	Pharmacies & Cosmetics	Prescription medicines, health products and cosmetics
Commercial Equipment	Equipment used by businesses, hospitality, trades and industrial users	Photo Studios & Services	Photography services, printing and image production
Courier Services	Domestic and international parcel, freight and courier delivery services	Public Transport	Passenger transport services such as buses, ferries and rail
Dental Services	Dental care, treatments and oral health services	Real Estate & Rentals	Property management, rentals and real estate-related payments
Discount & Department Stores	General merchandise retailers offering a broad range of household goods	Secondhand Stores	Used goods, resale and op-shop purchases
Education Services	Fees and payments related to schools, universities, training and education providers	Shoe Stores	Footwear retail for adults and children
Electric, Gas, Water & Sanitary	Household utilities, energy, water and waste services	Software & Digital Apps	Software subscriptions, digital services and online applications
Electronics Repair Shops	Repair and servicing of electronic devices and appliances	Specialist Trades	Trade services such as plumbing, electrical and building trades
Engineering & Surveying	Engineering, surveying and technical consultancy services	Sports & Outdoor Goods	Sporting equipment, outdoor gear and adventure retail
Equipment & Appliance Rental	Short-term hire of equipment, tools, appliances and machinery	Sports Clubs	Memberships, fees and spending at sporting clubs
Fast Food	Quick-service food outlets and takeaway dining	Storage	Self-storage, warehousing and storage services
Fireplace Stores	Fireplaces, heating appliances, firewood and related home heating products	Suit & Costume Hire	Hire of formal wear, costumes and special-occasion clothing
Fitness, Sports & Recreation	Gyms, sports facilities, recreation centres and activity providers	Swimming Pools & Spas	Pool, spa access, supplies and aquatic services
Floors, Walls & Windows	Building finishes such as flooring, paint, tiles, blinds and glazing	Tailors & Seamstresses	Clothing alterations, tailoring and garment repair
Florists	Fresh flowers, plants and floral arrangements	Taxis & Limousines	Taxi, rideshare and private transport services
Freight & Removals	Freight transport and household or commercial moving services	Telecommunication & Internet	Mobile, broadband, internet and communication services
Fuel, Charging & Service Stations	Petrol, diesel, EV charging and convenience purchases at service stations	Television, Movies & Video Games	Streaming services, TV content and video gaming
Furniture, Furnishings & Lighting	Furniture, home furnishings, lighting and décor items	Tour & Travel Agencies	Travel booking, tour packages and travel agency services
Gambling & Betting	Gambling, wagering and betting activities	Tourist & Recreation Activities	Visitor attractions, experiences and recreational activities
Gardening & Landscaping	Plants, garden supplies and landscaping services	Towing Services	Vehicle towing, recovery and roadside assistance
Golf Clubs	Golf course access, memberships and related services	Vape & Cigar Stores	Vape products, tobacco alternatives and smoking accessories
Government Services	Payments to central and local government agencies and public services	Vehicle Rentals	Short-term rental of cars, vans and commercial vehicles
Grocery & Convenience Stores	Supermarket food, groceries, convenience items and meal kits	Veterinary Services	Animal healthcare and veterinary services
Hairdressing	Haircuts, styling, grooming and related personal services		



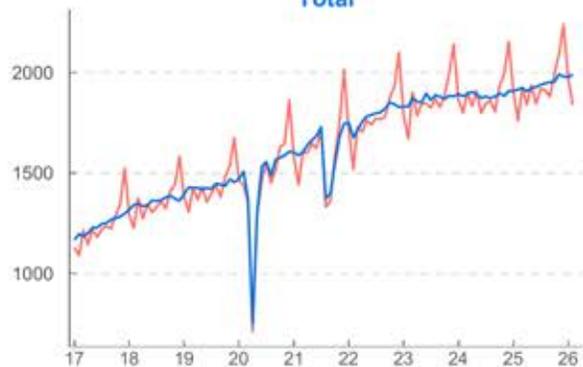
# Levels: raw and seasonally adjusted

The following slides show the levels data in both raw and seasonally adjusted terms: first the overall groups, and then all industries in alphabetical order.

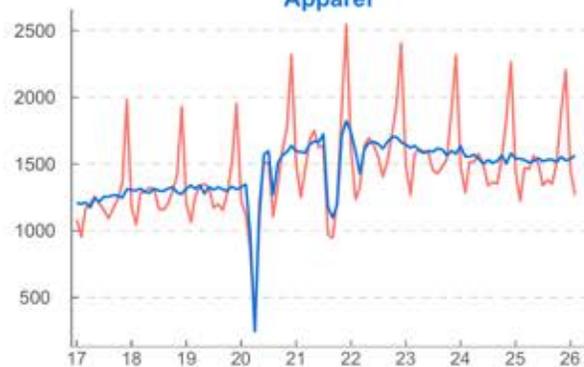
For a description of what is in each industry, see slide 19.

# Industry group totals

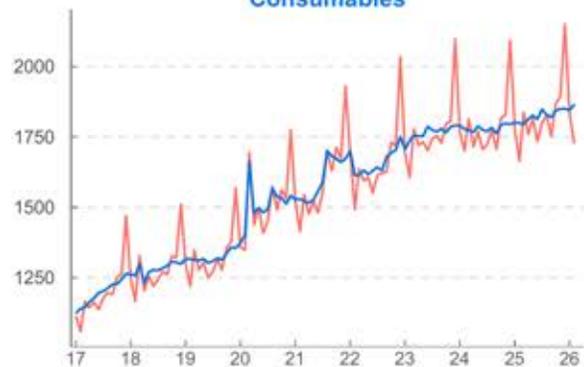
## Total



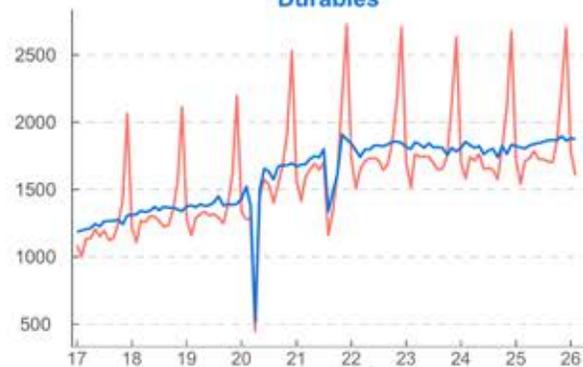
## Apparel



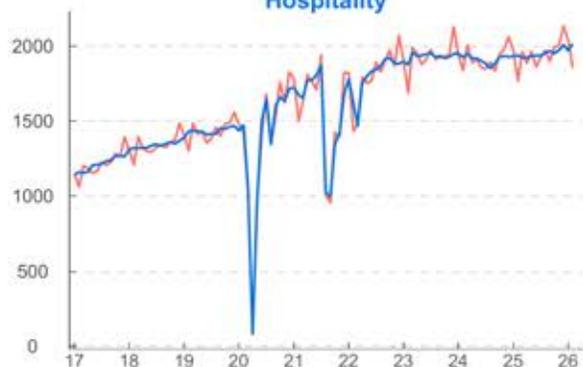
## Consumables



## Durables



## Hospitality



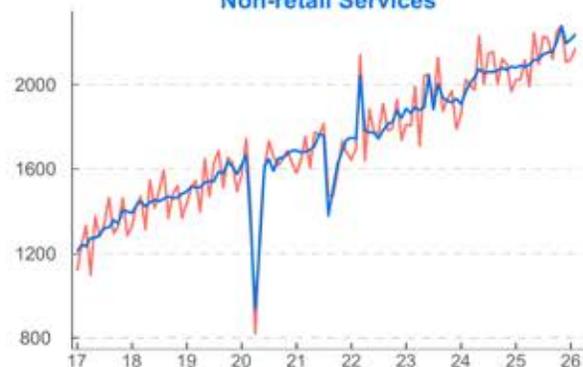
## Housing Durables



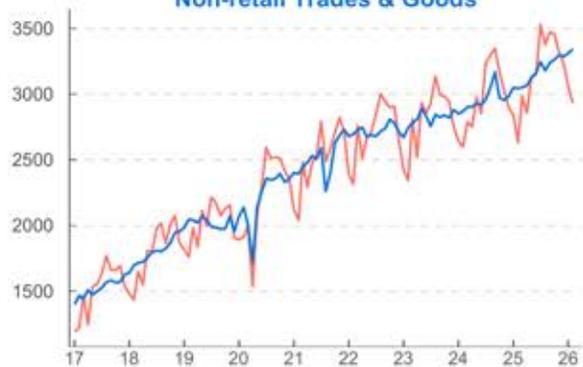
## Motor Vehicles & Fuel



## Non-retail Services



## Non-retail Trades & Goods



## Services

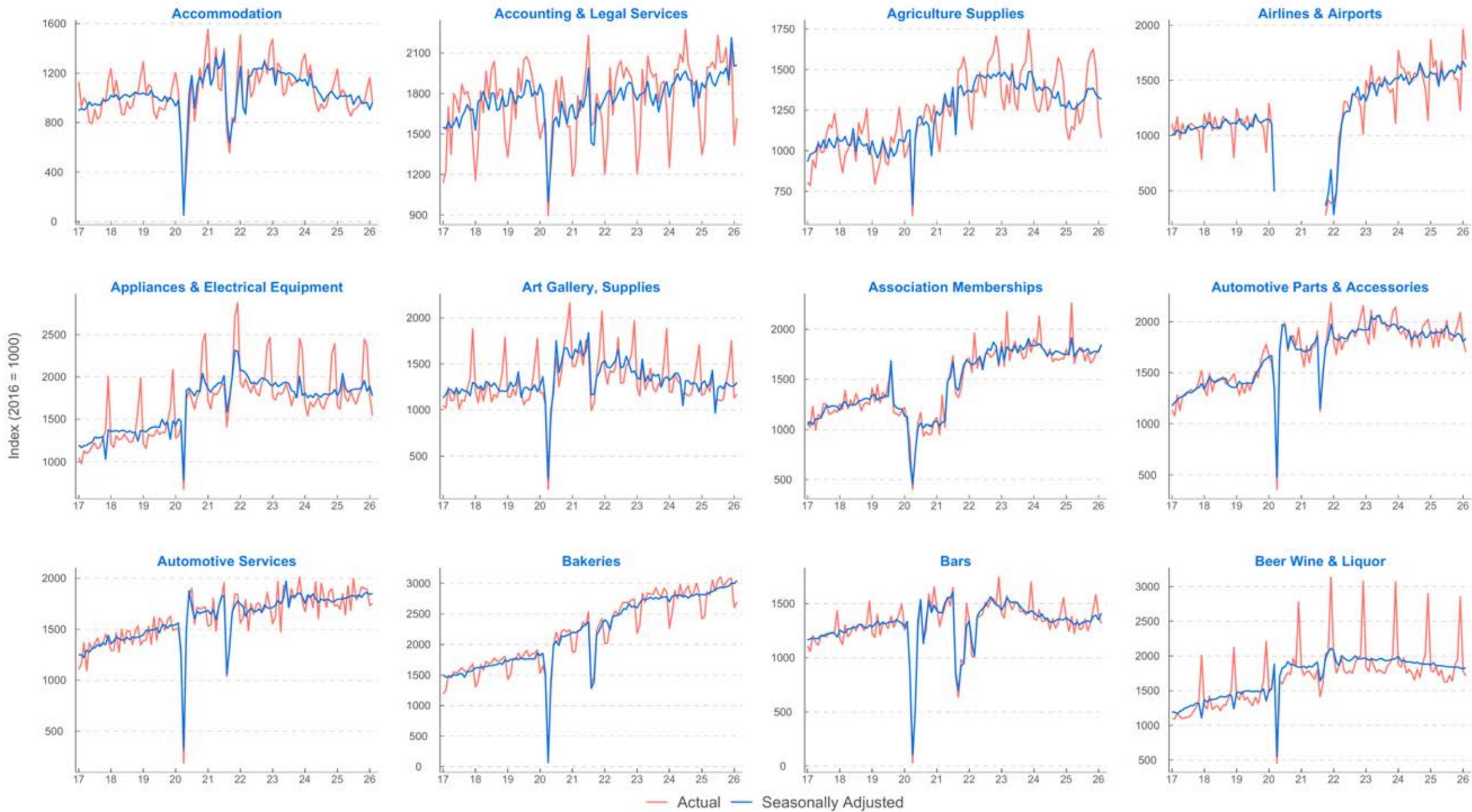


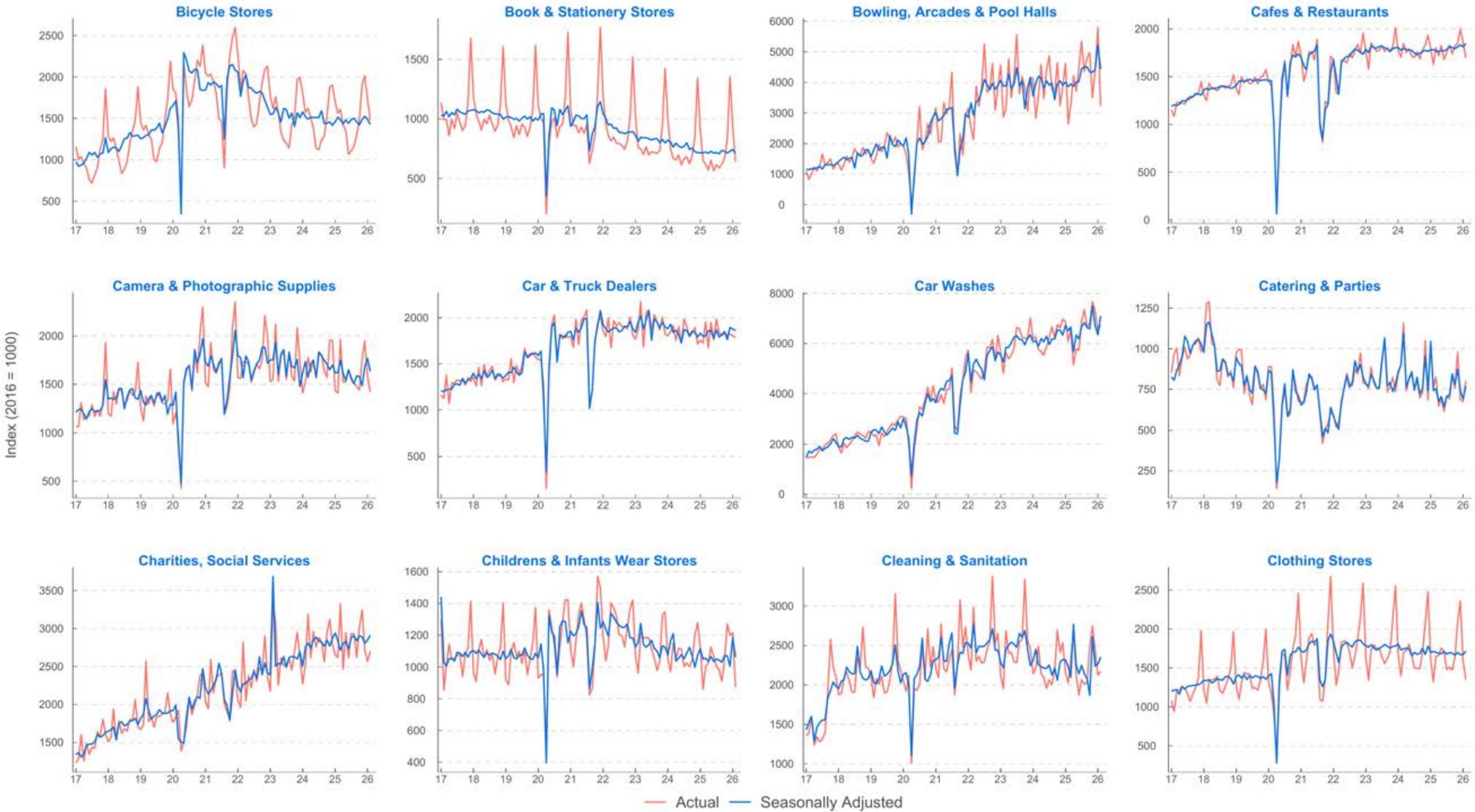
## Tourism & Recreation

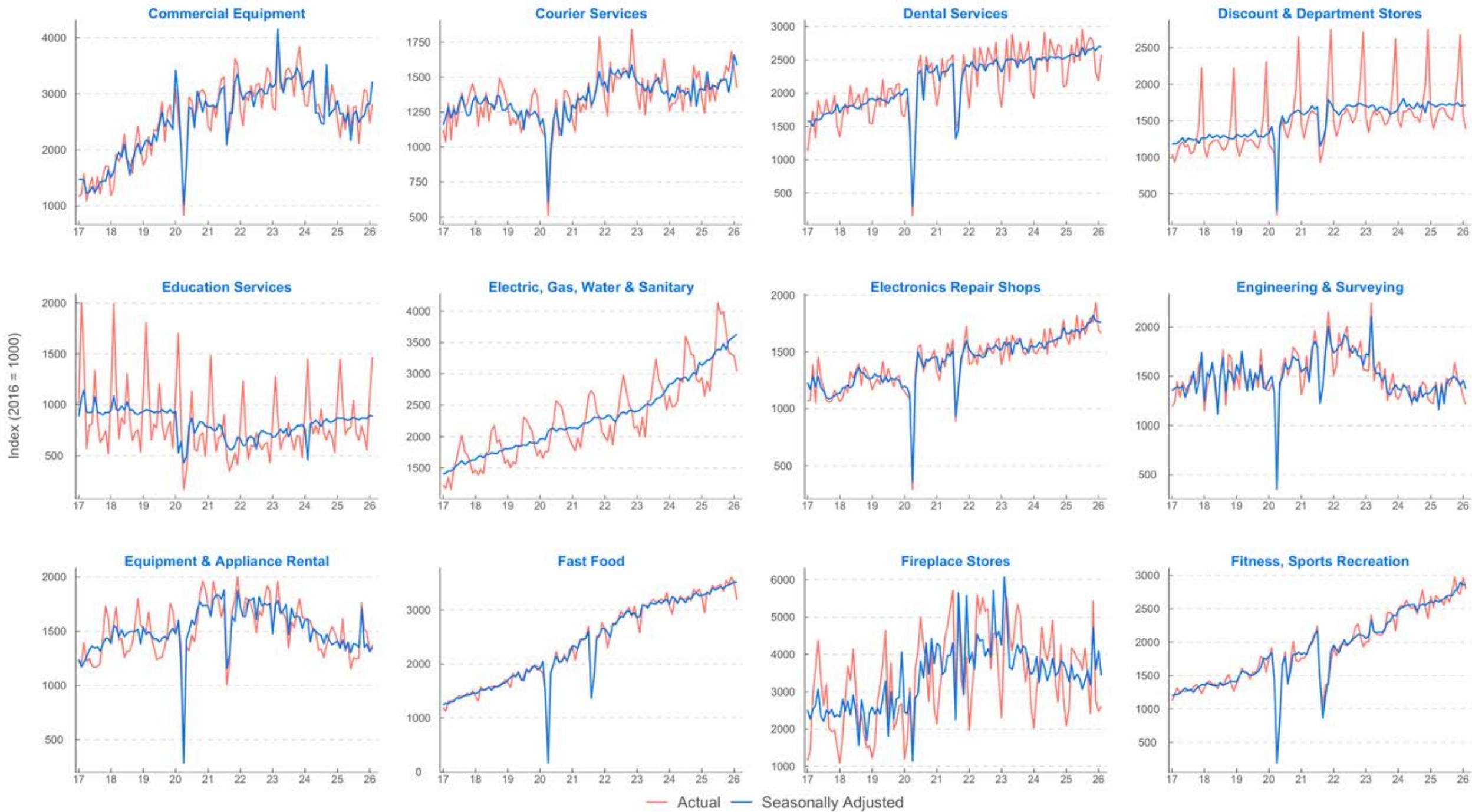


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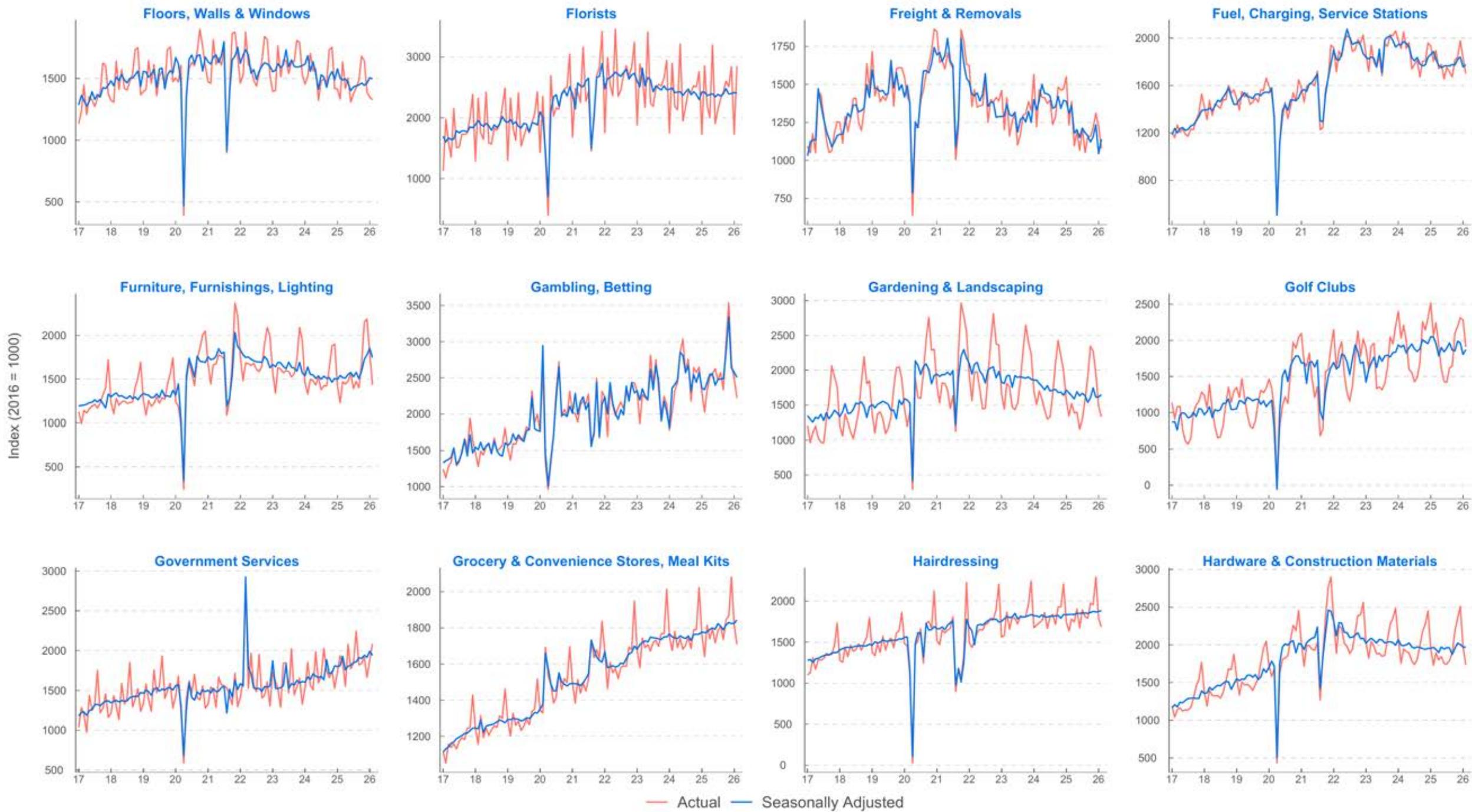
— Actual — Seasonally Adjusted



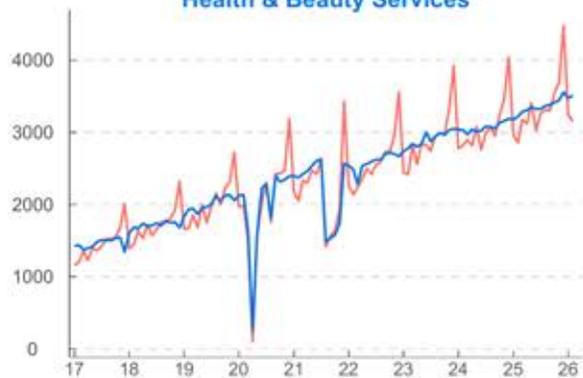
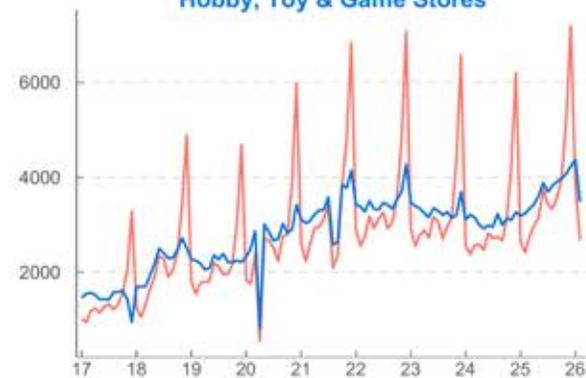
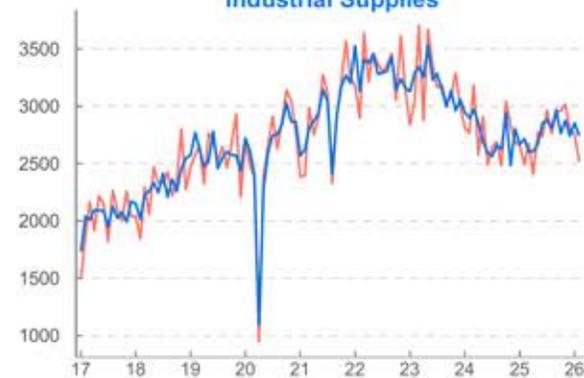
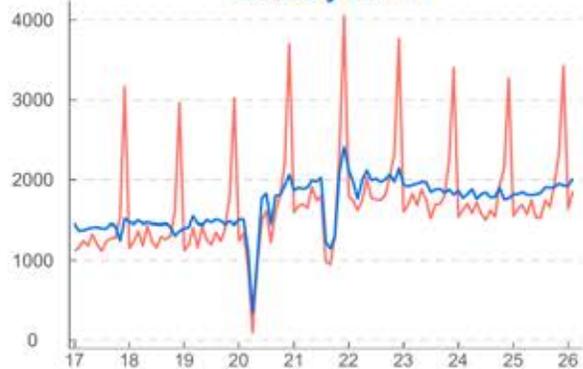
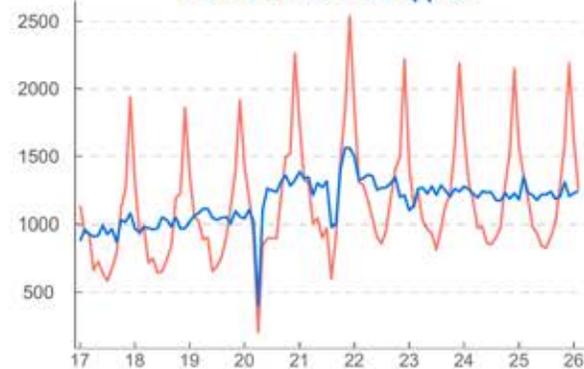
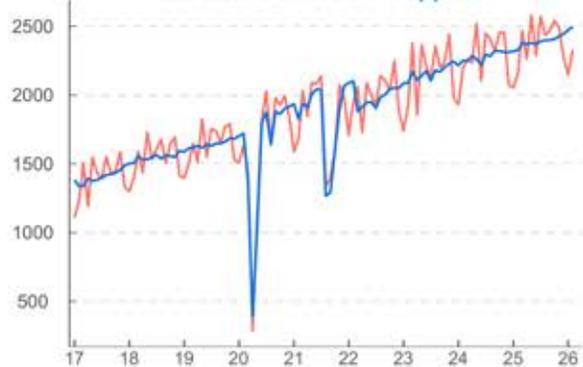
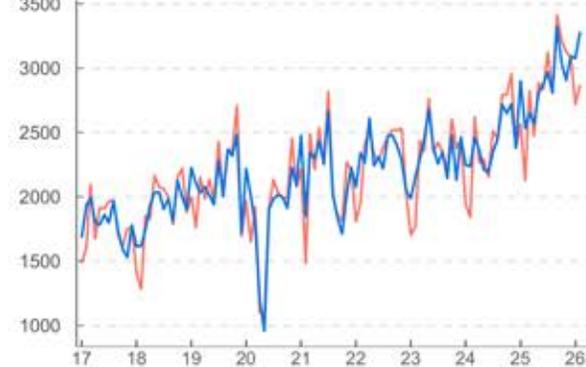
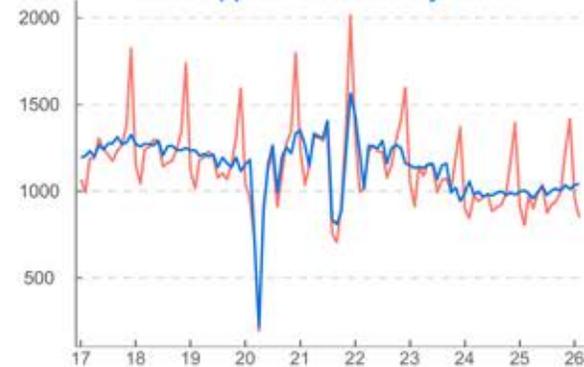




— Actual — Seasonally Adjusted

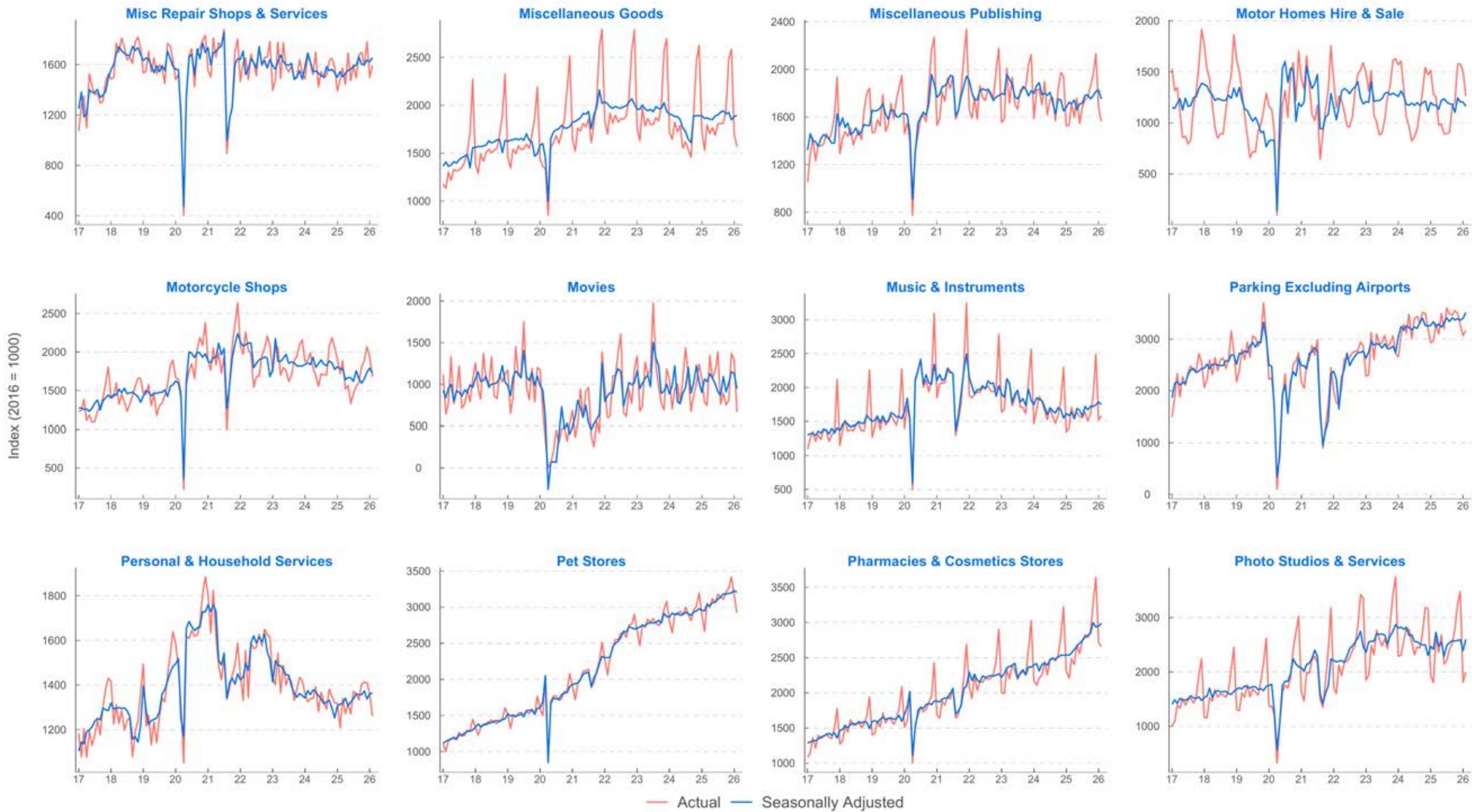


— Actual — Seasonally Adjusted

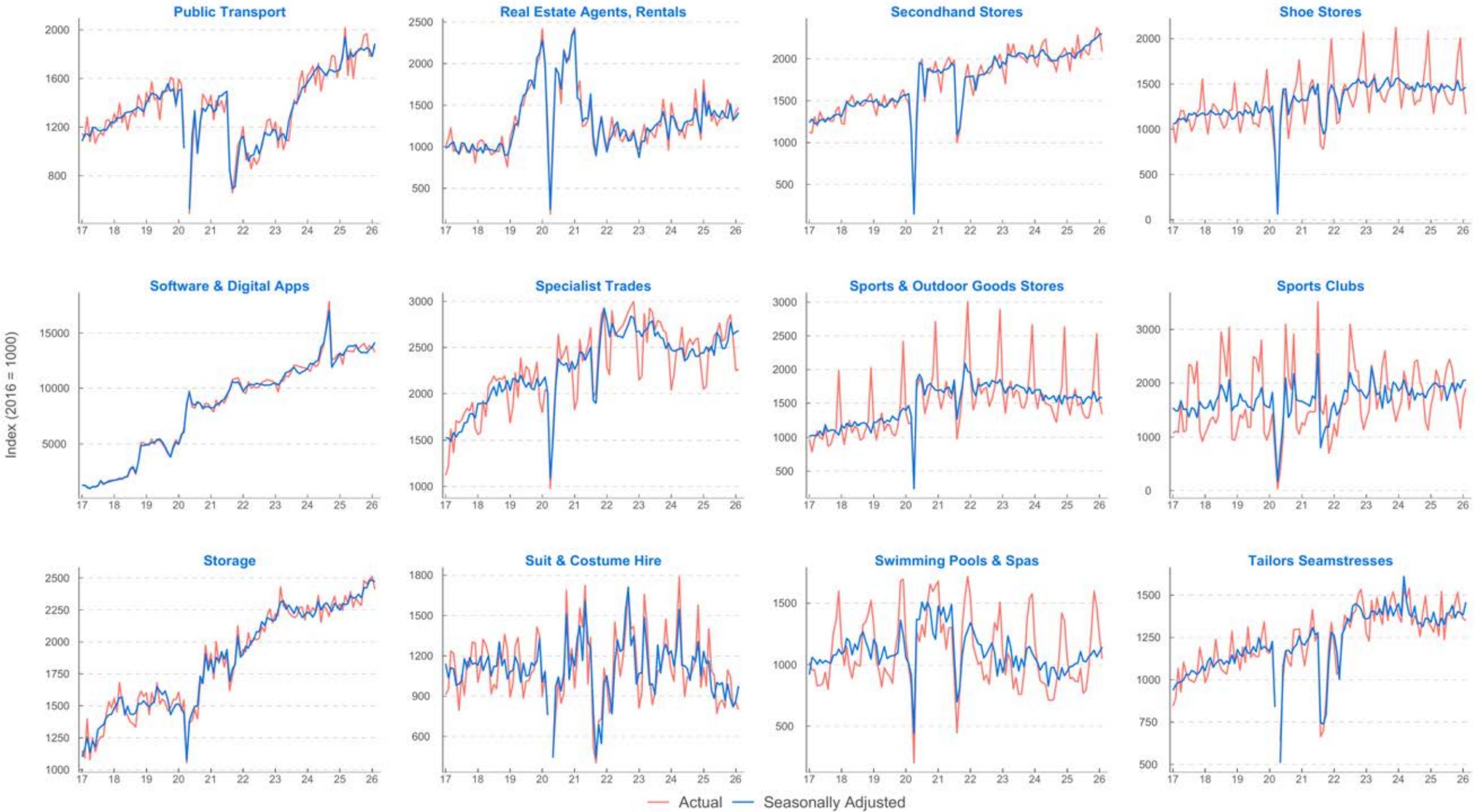
**Health & Beauty Services****Hobby, Toy & Game Stores****Industrial Supplies****Insurance, Underwriting****Jewellery Stores****Laundry & Carpet Services****Live Theatre & Ticket Agencies****Marine Service & Supplies****Medical Services & Supplies****Metal Service Centres****Misc Apparel & Accessory Stores****Misc Business Services**

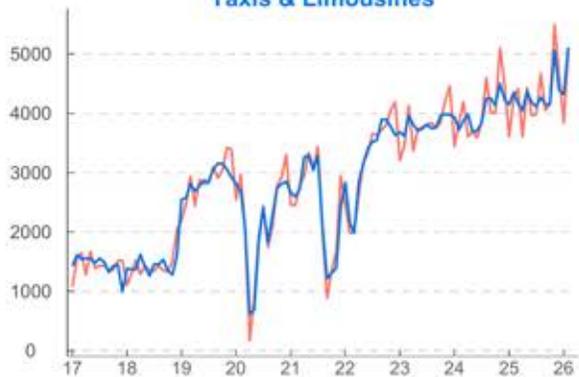
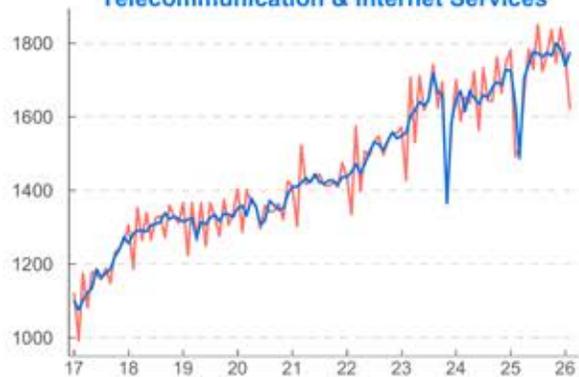
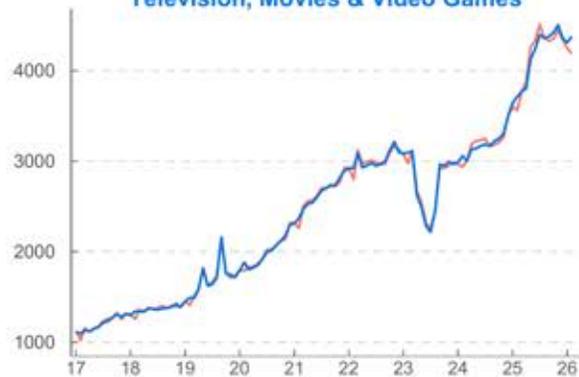
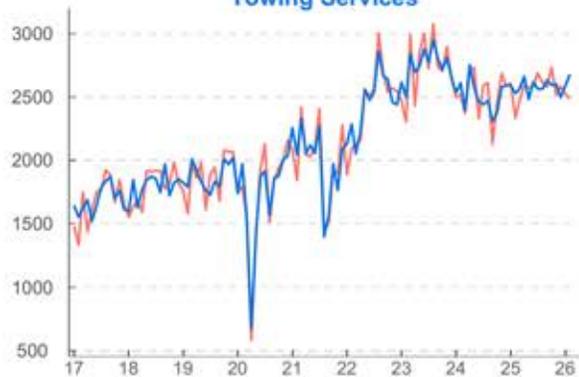
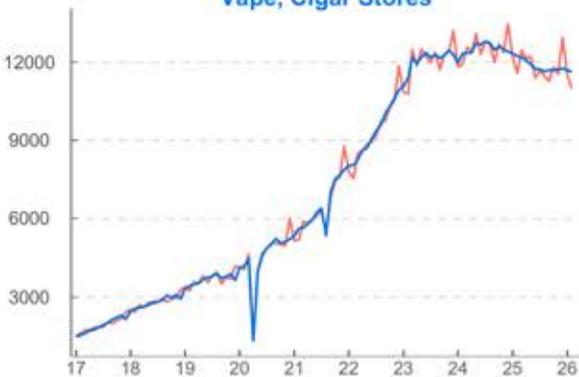
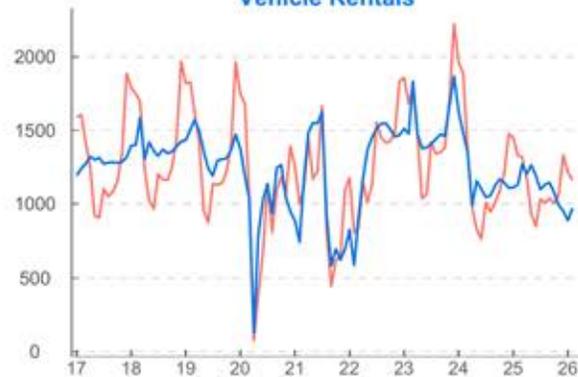
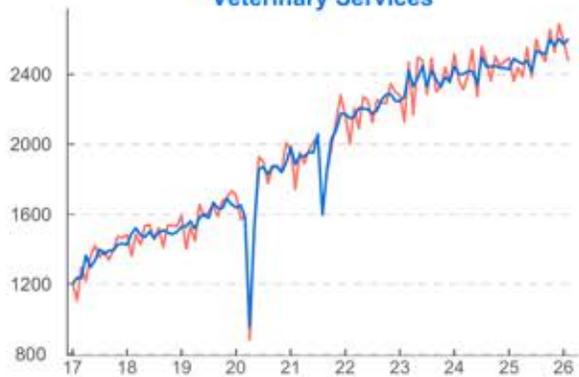
— Actual — Seasonally Adjusted

Index (2016 = 1000)



— Actual — Seasonally Adjusted



**Taxis & Limousines****Telecommunication & Internet Services****Television, Movies & Video Games****Tour & Travel Agencies****Tourist & Recreation Activities****Towing Services****Vape, Cigar Stores****Vehicle Rentals****Veterinary Services**

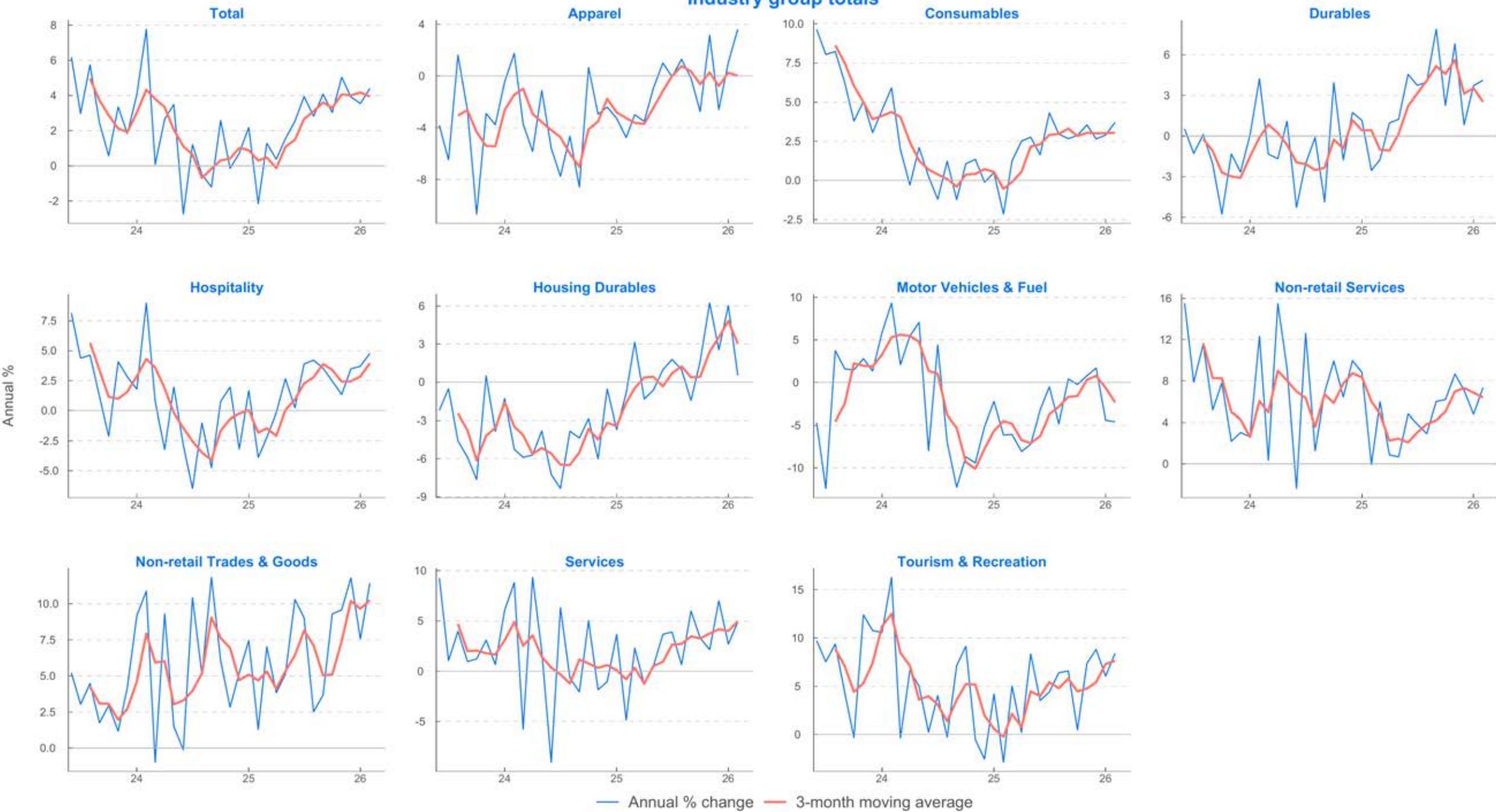
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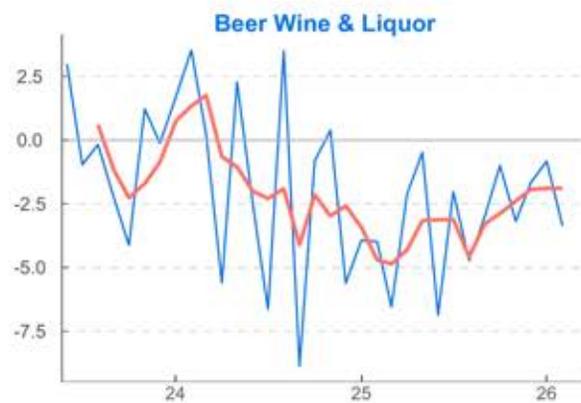
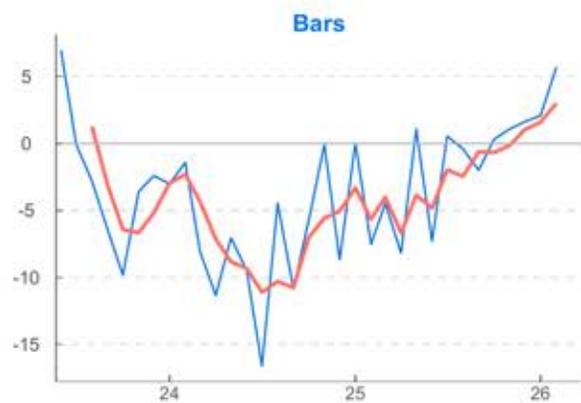
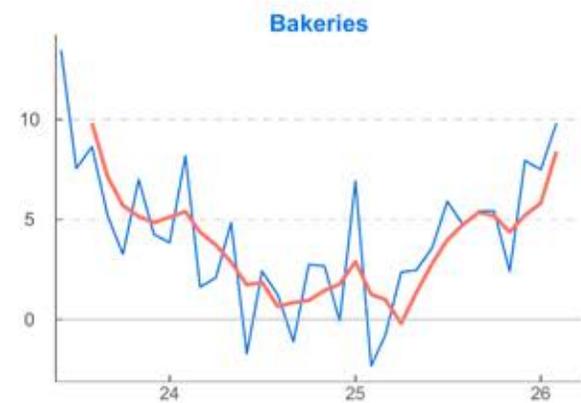
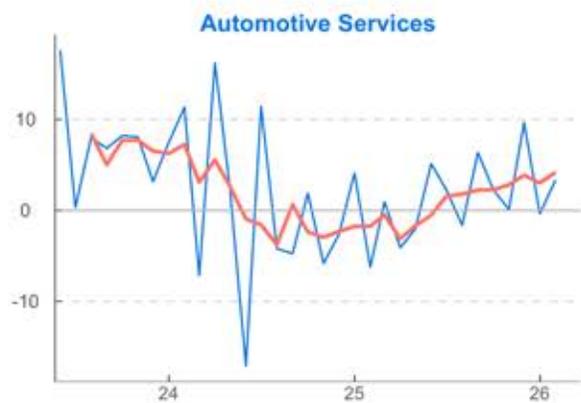
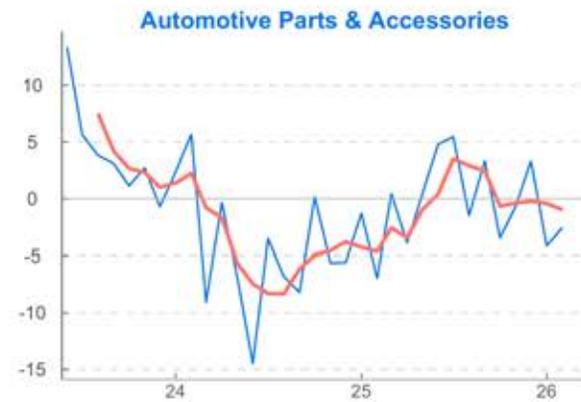
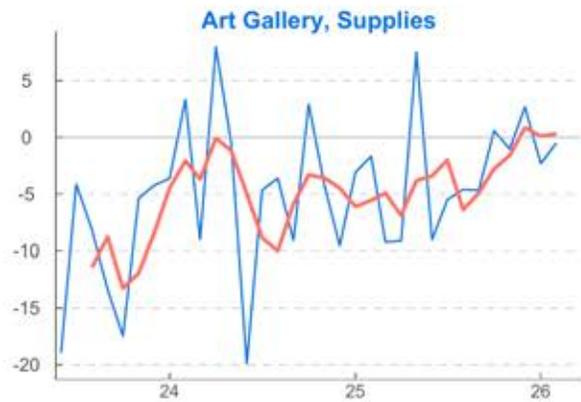
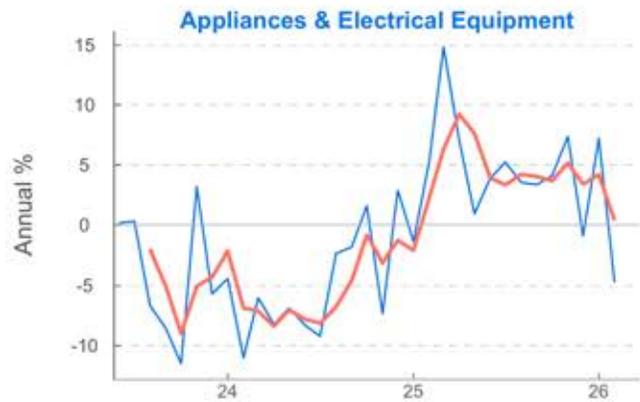
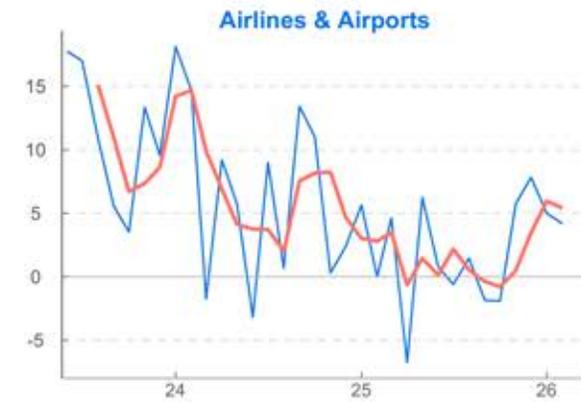
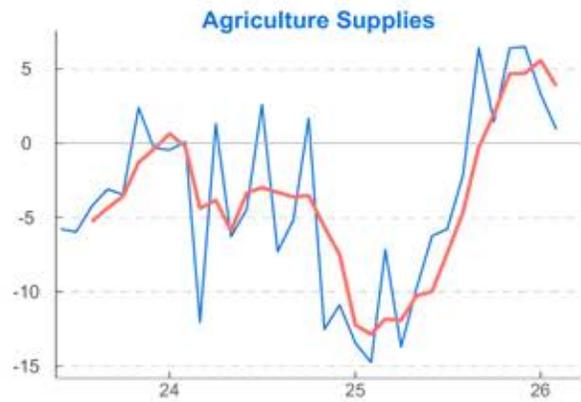
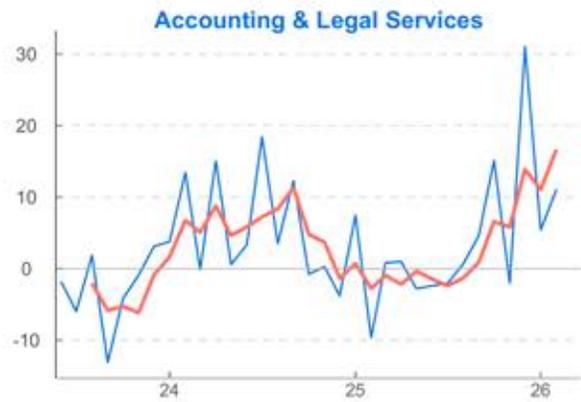
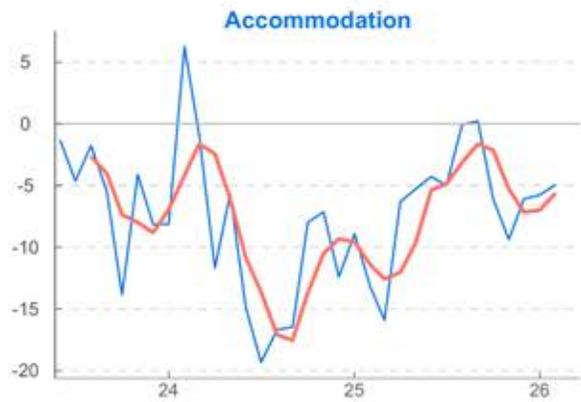
# Annual % change

The following slides show the annual % change in both raw and smoothed terms (3-month moving average) – as before, first the overall groups, and then all industries in alphabetical order.

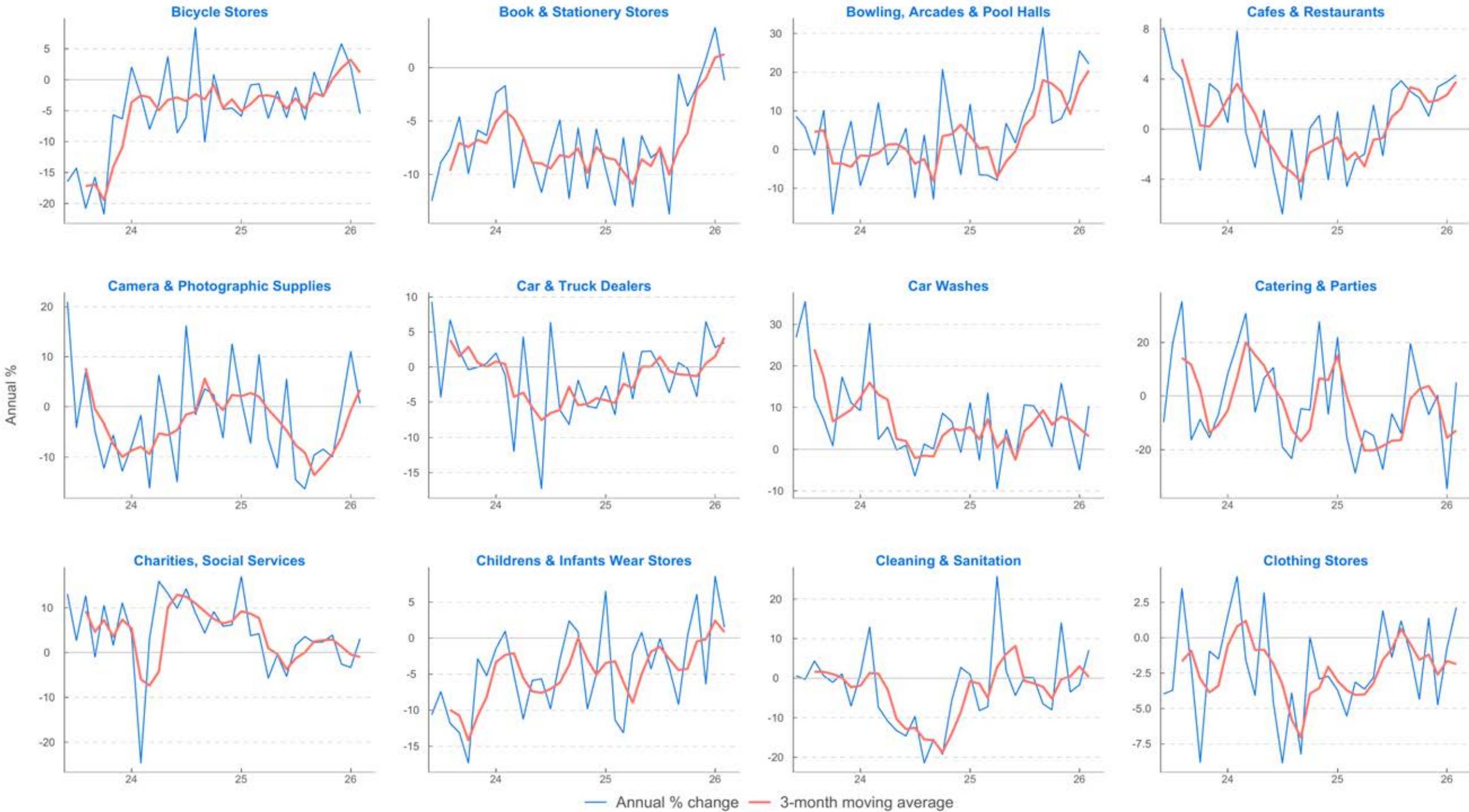
For a description of what is in each industry, see slide 19.

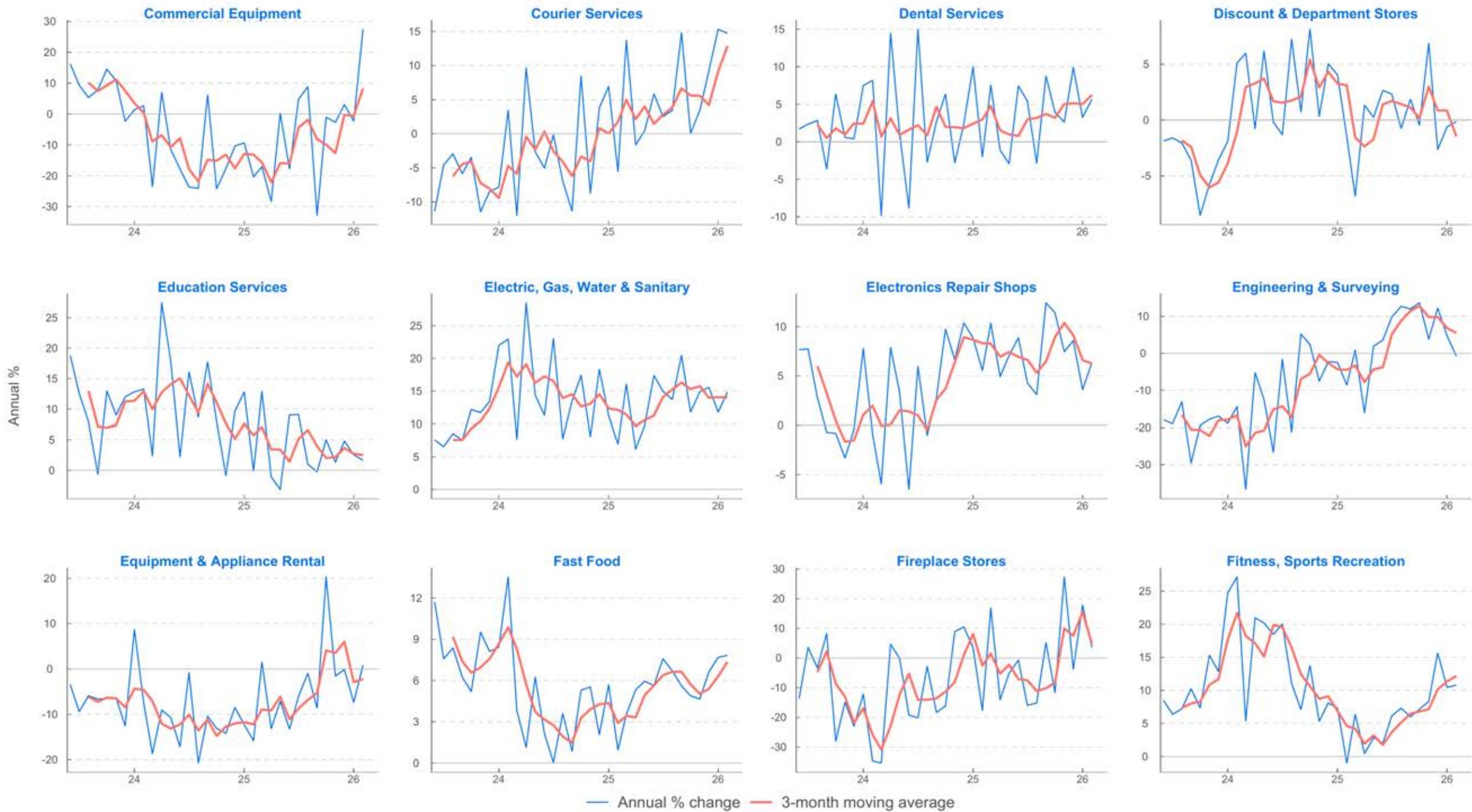
## Industry group totals

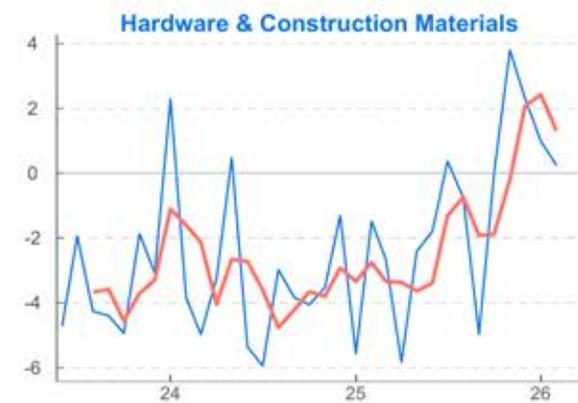
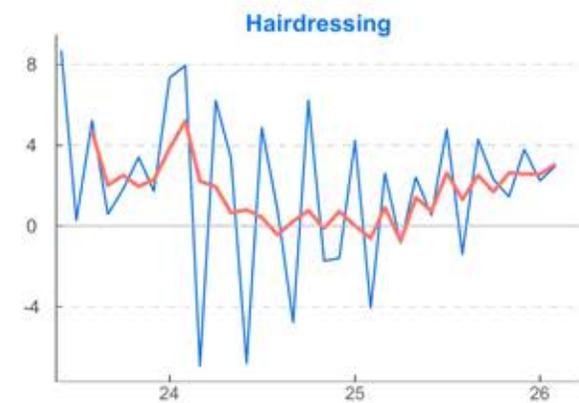
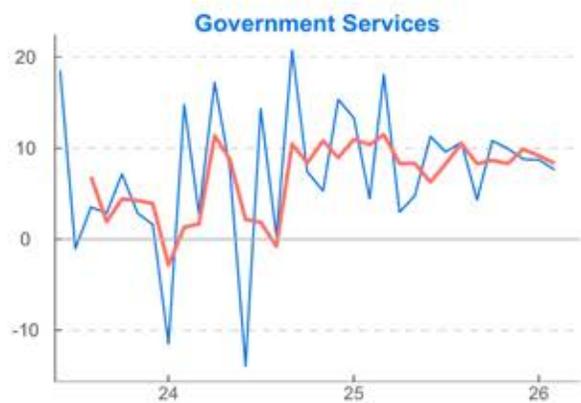
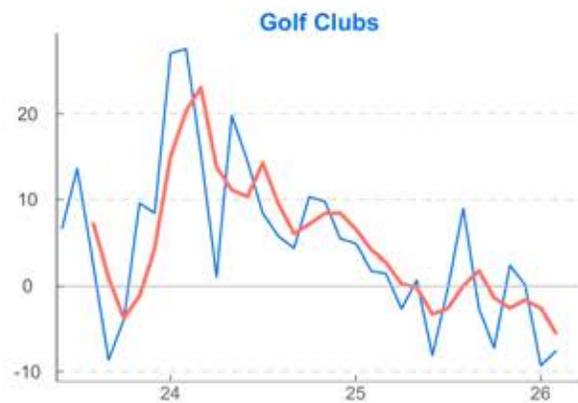
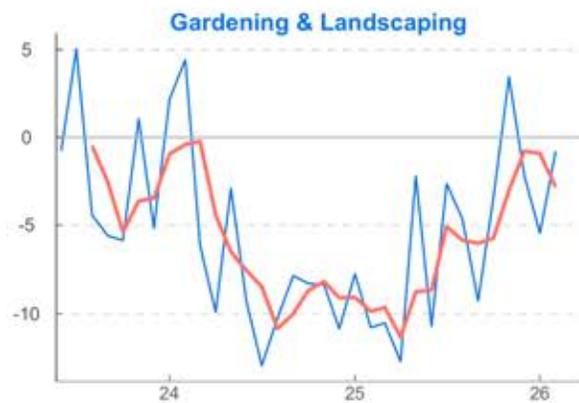
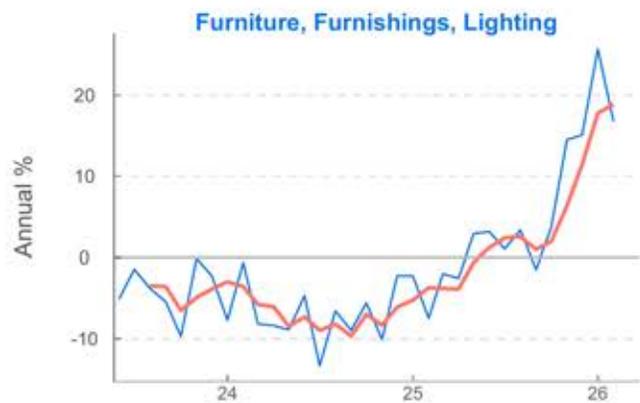
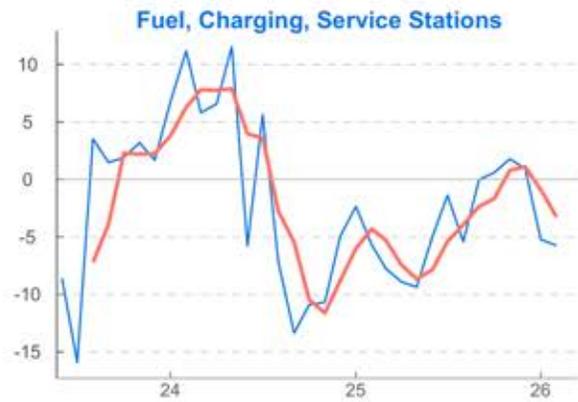
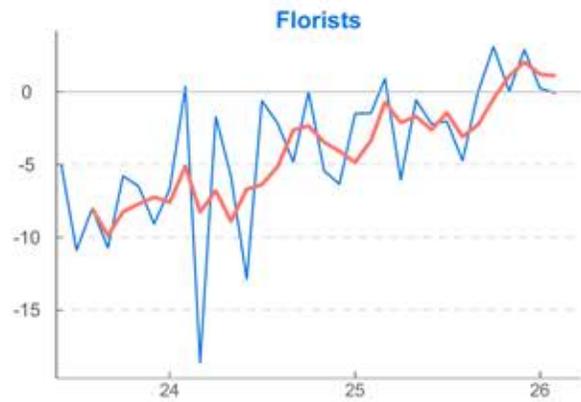
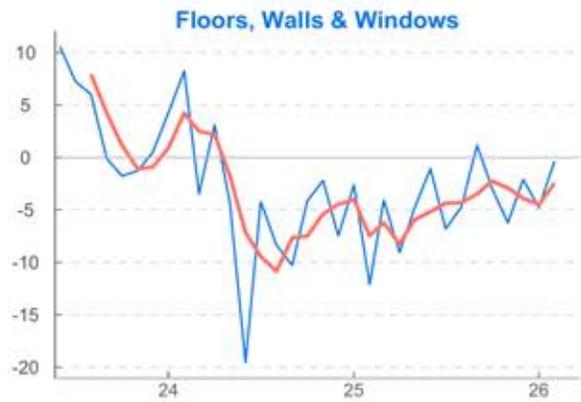




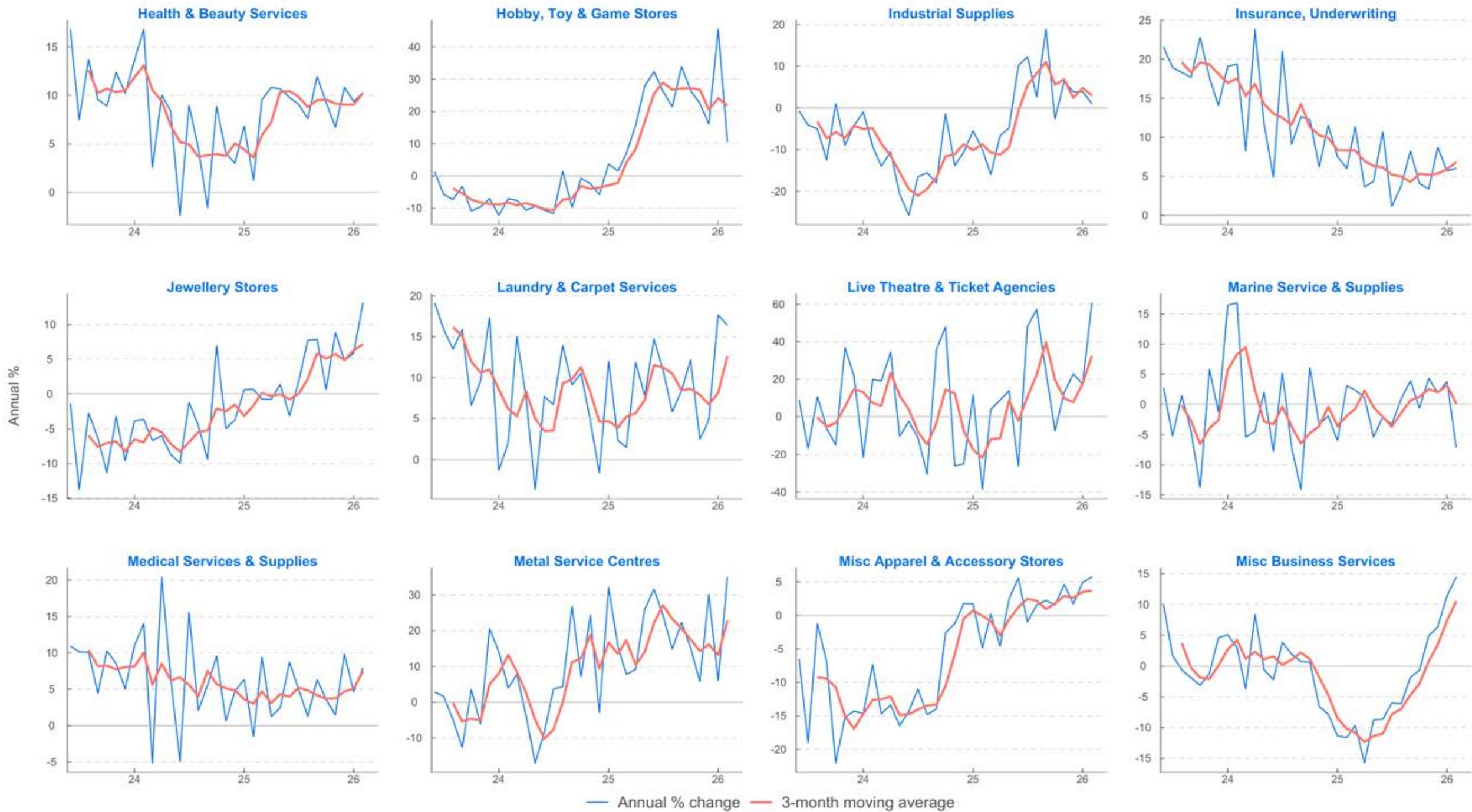
— Annual % change — 3-month moving average

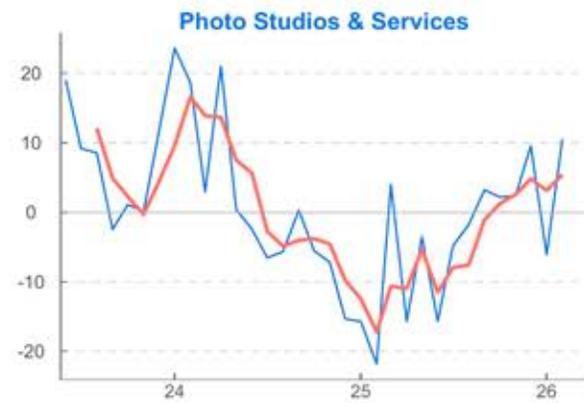
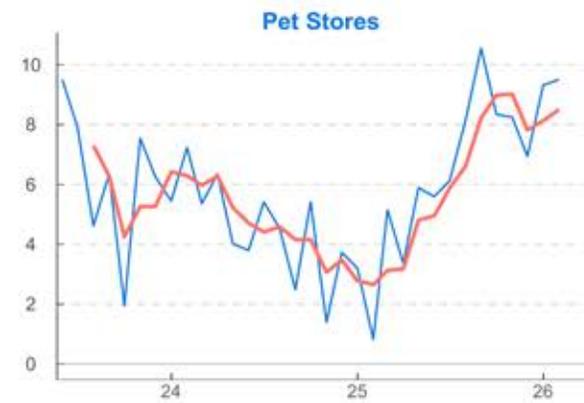
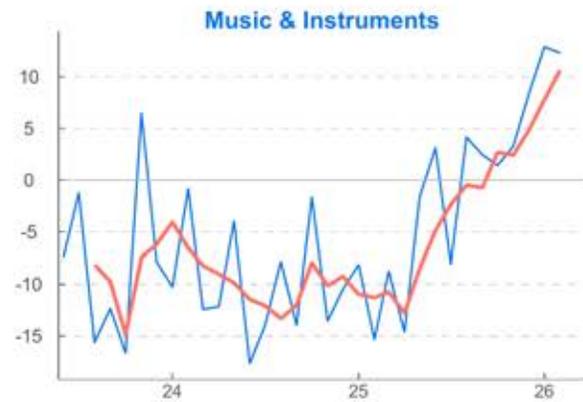
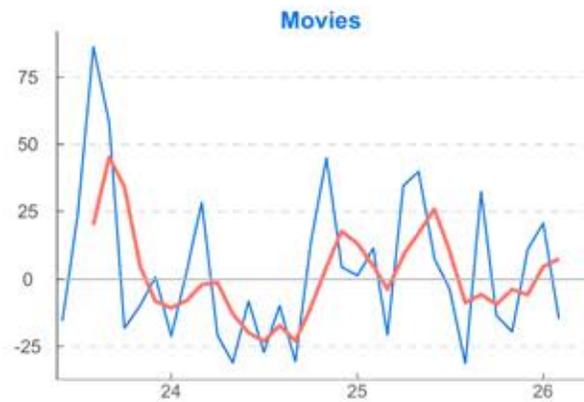
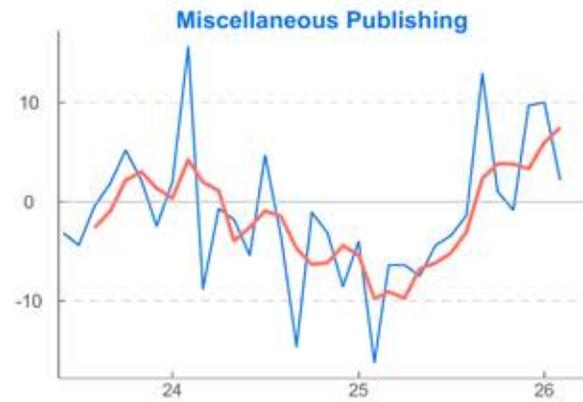
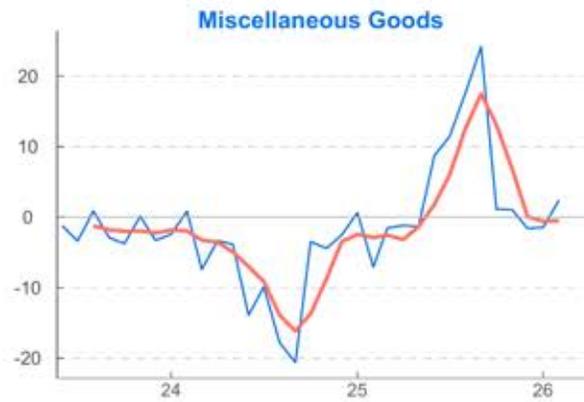
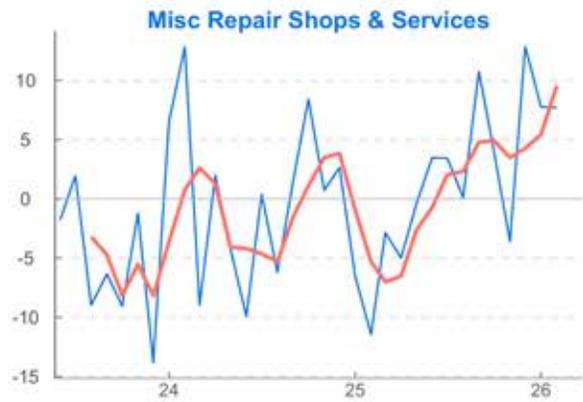




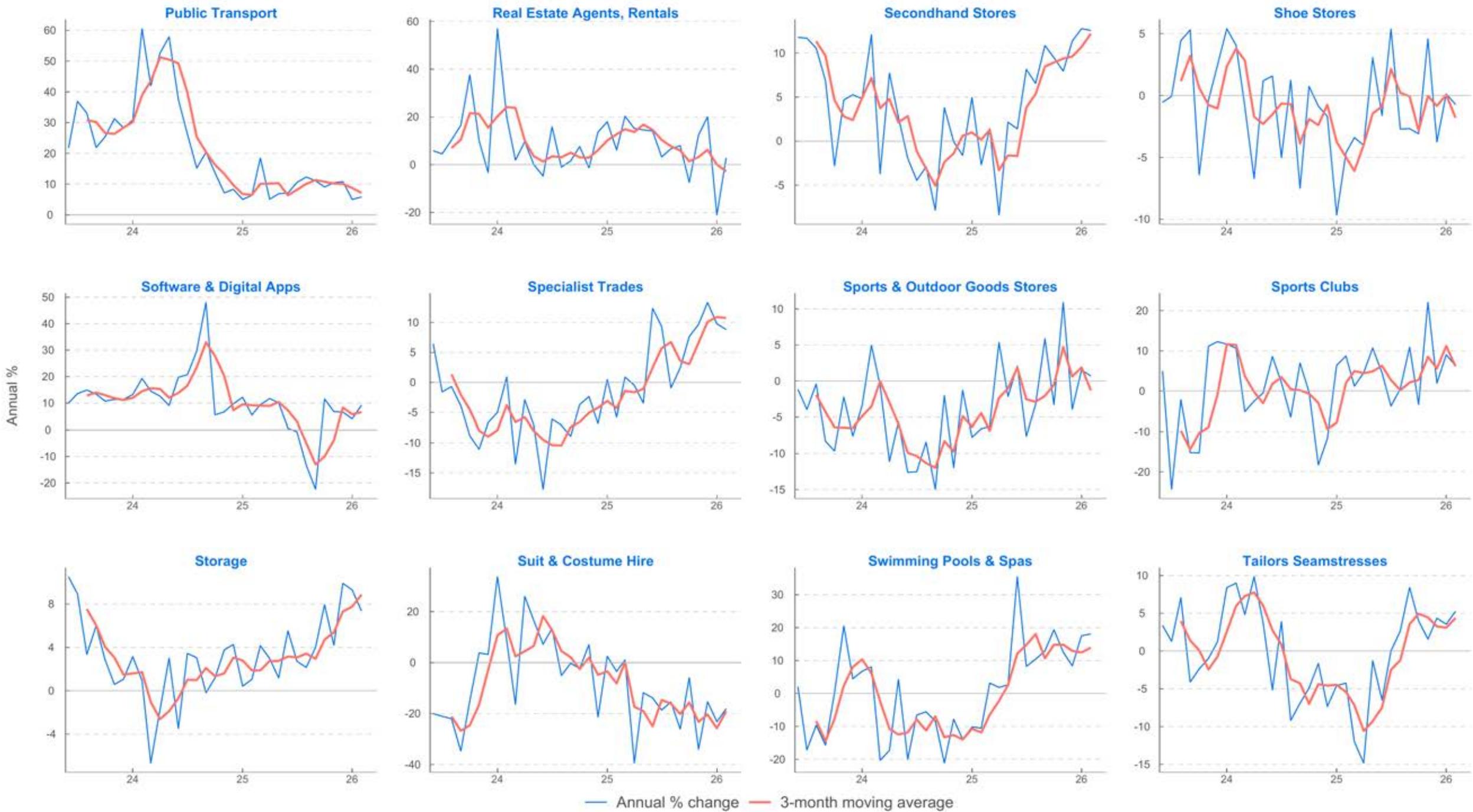


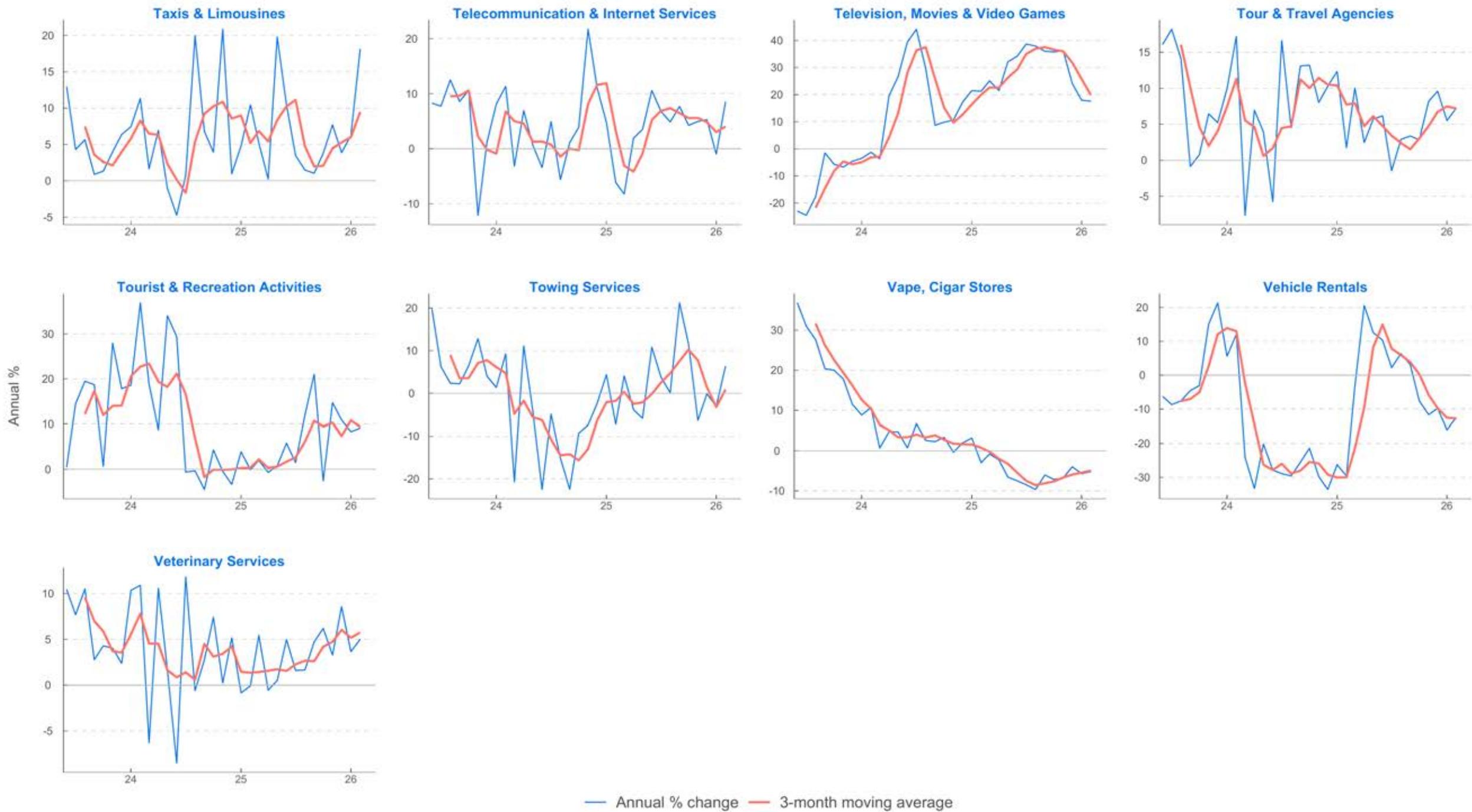
— Annual % change — 3-month moving average





— Annual % change — 3-month moving average



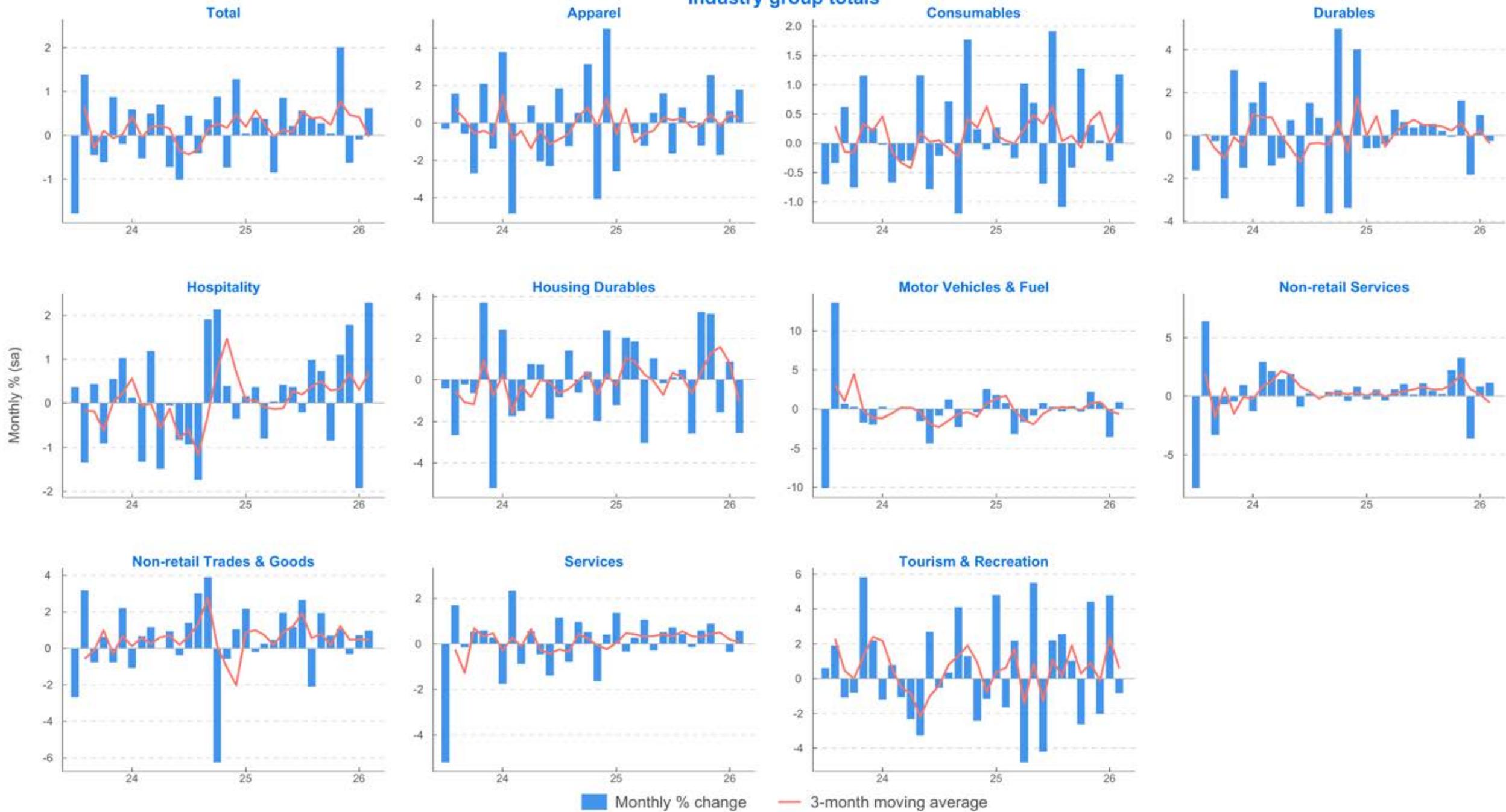


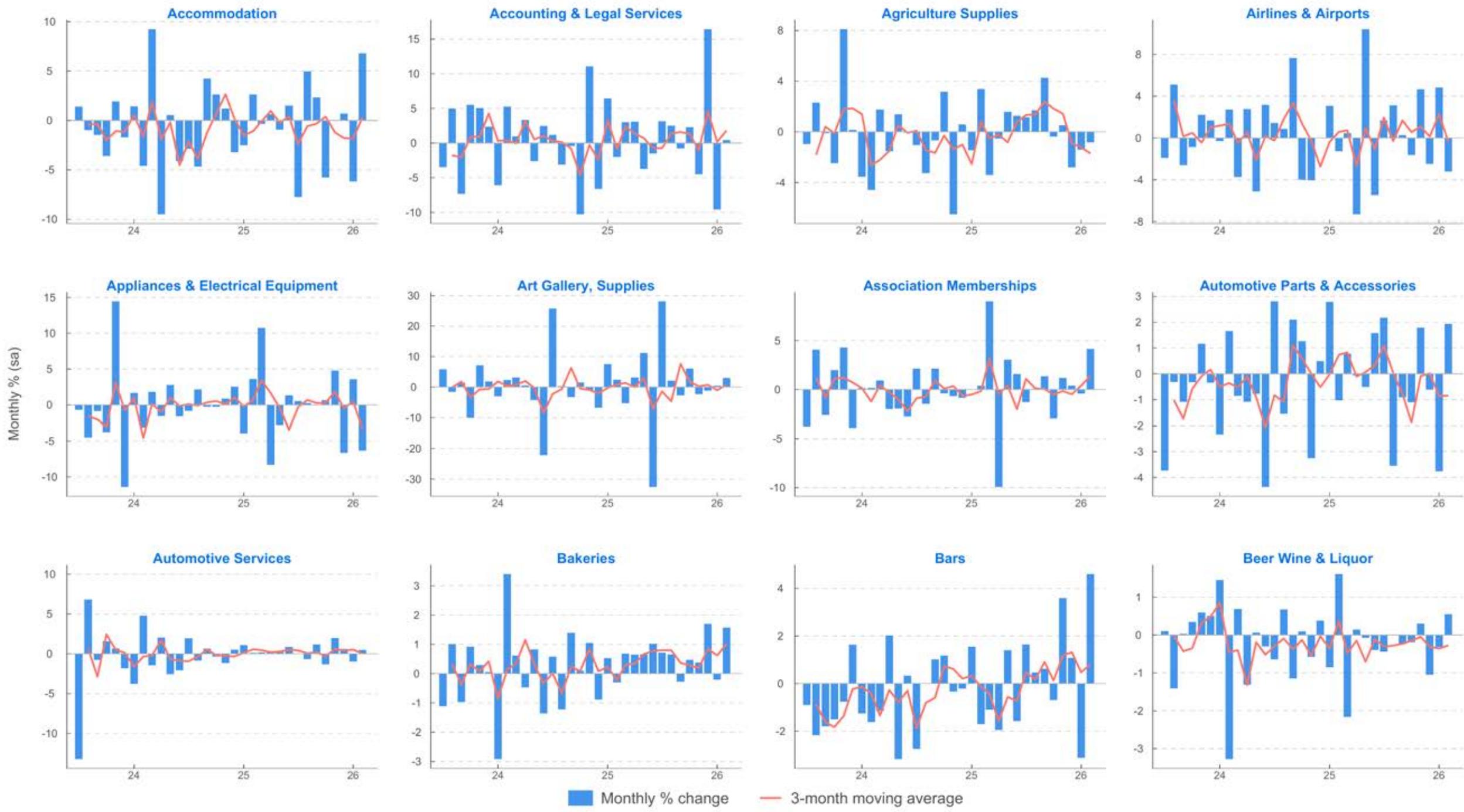
# Monthly % change: raw and smoothed (3-month moving average)

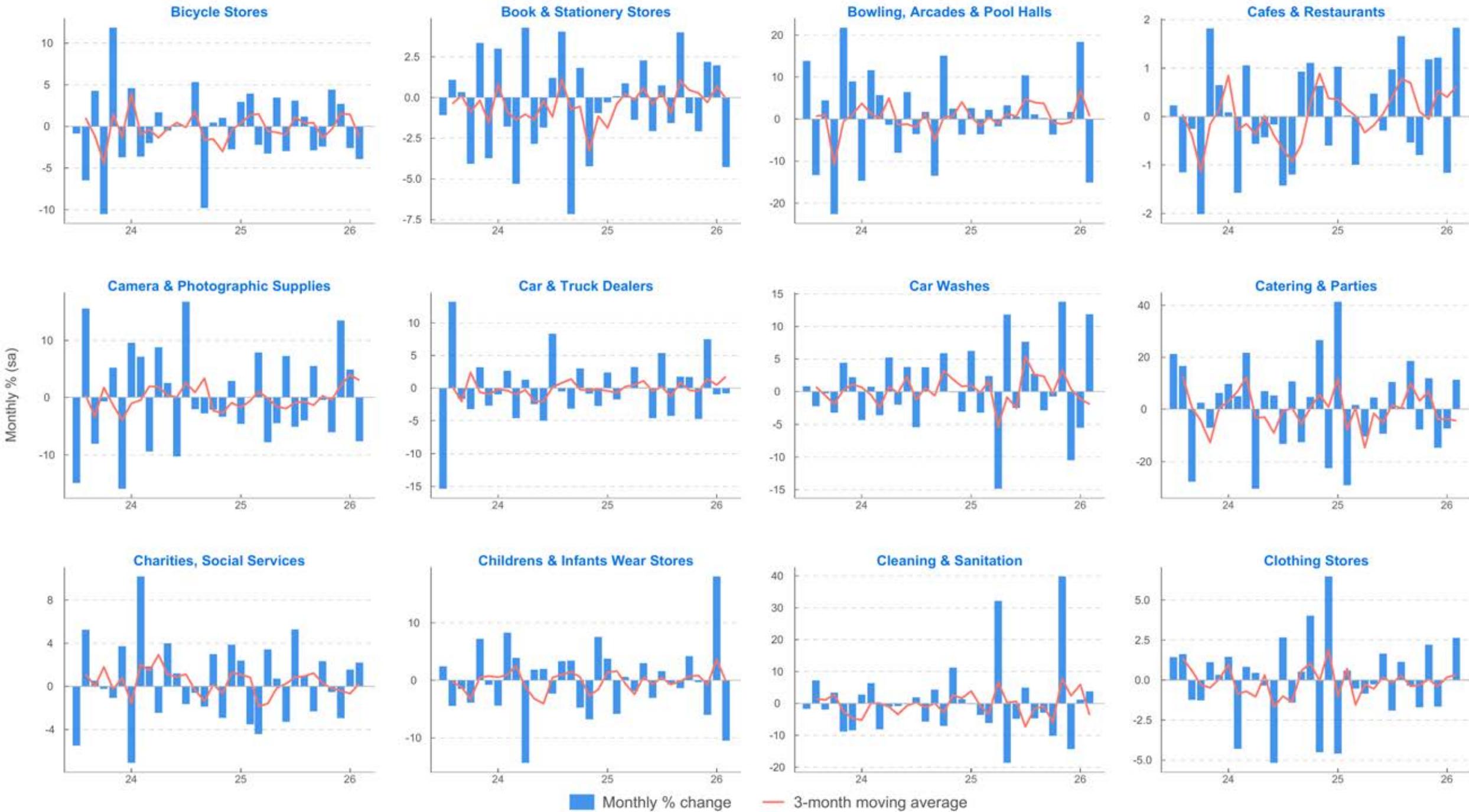
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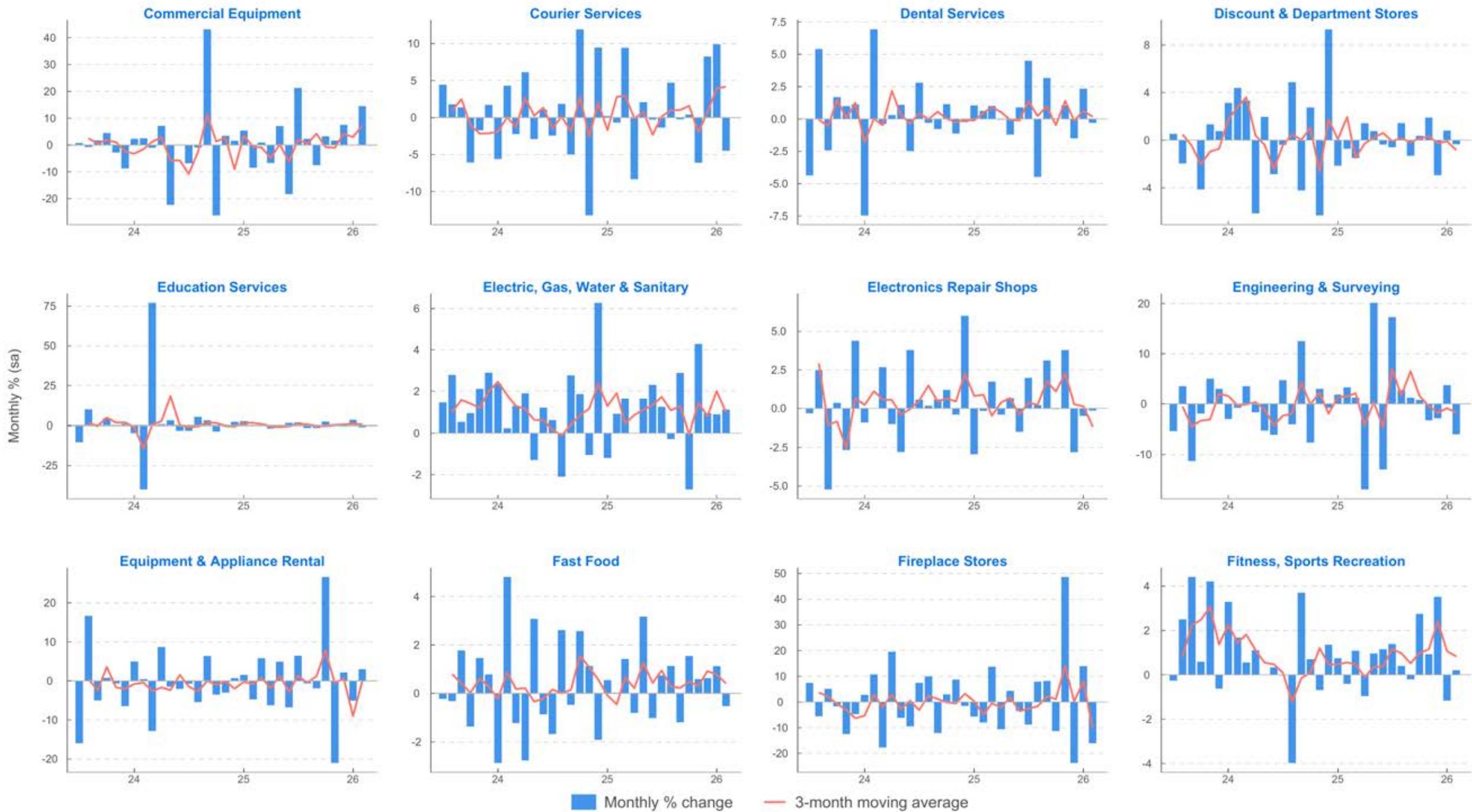
For a description of what is in each industry, see slide 19.

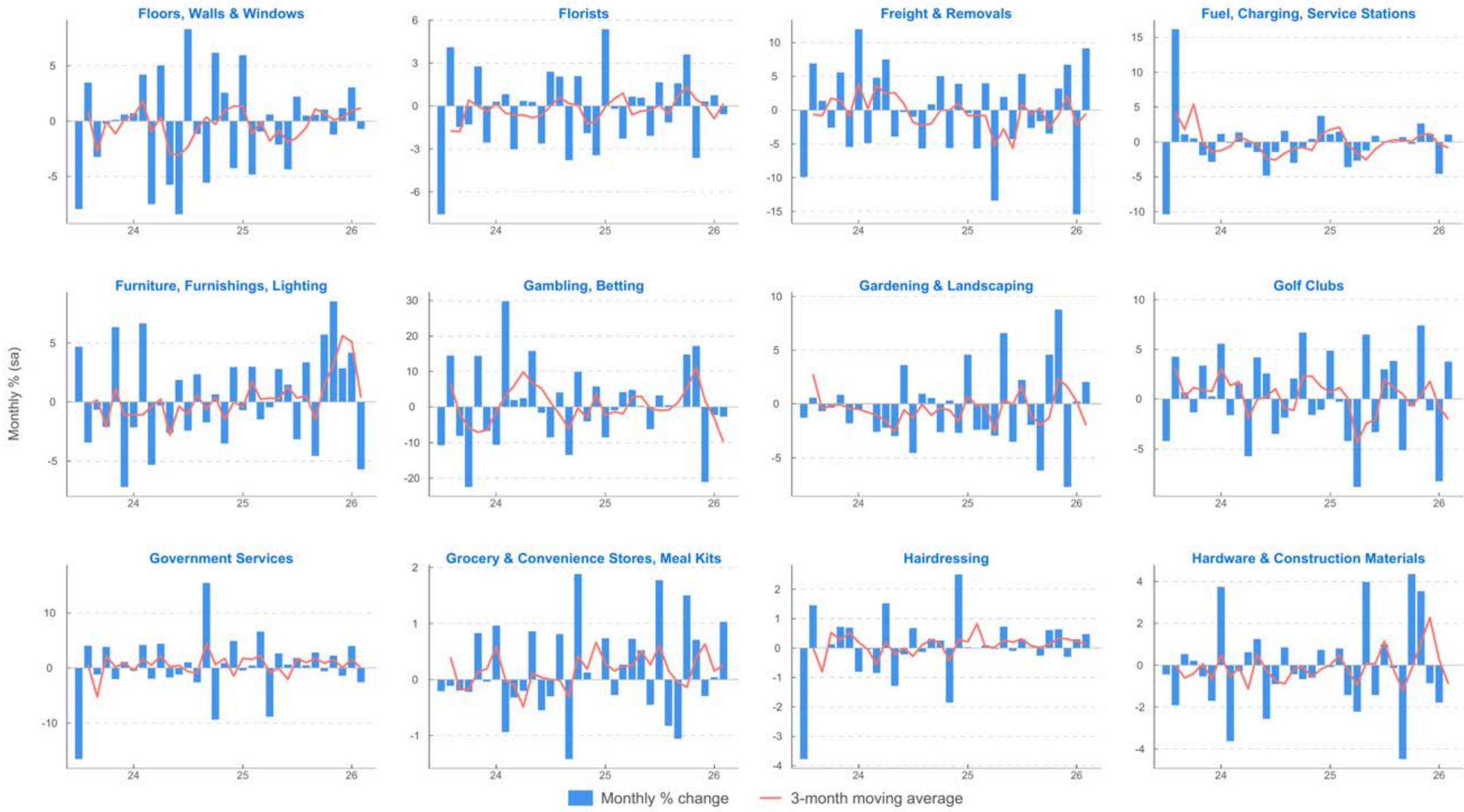
## Industry group totals

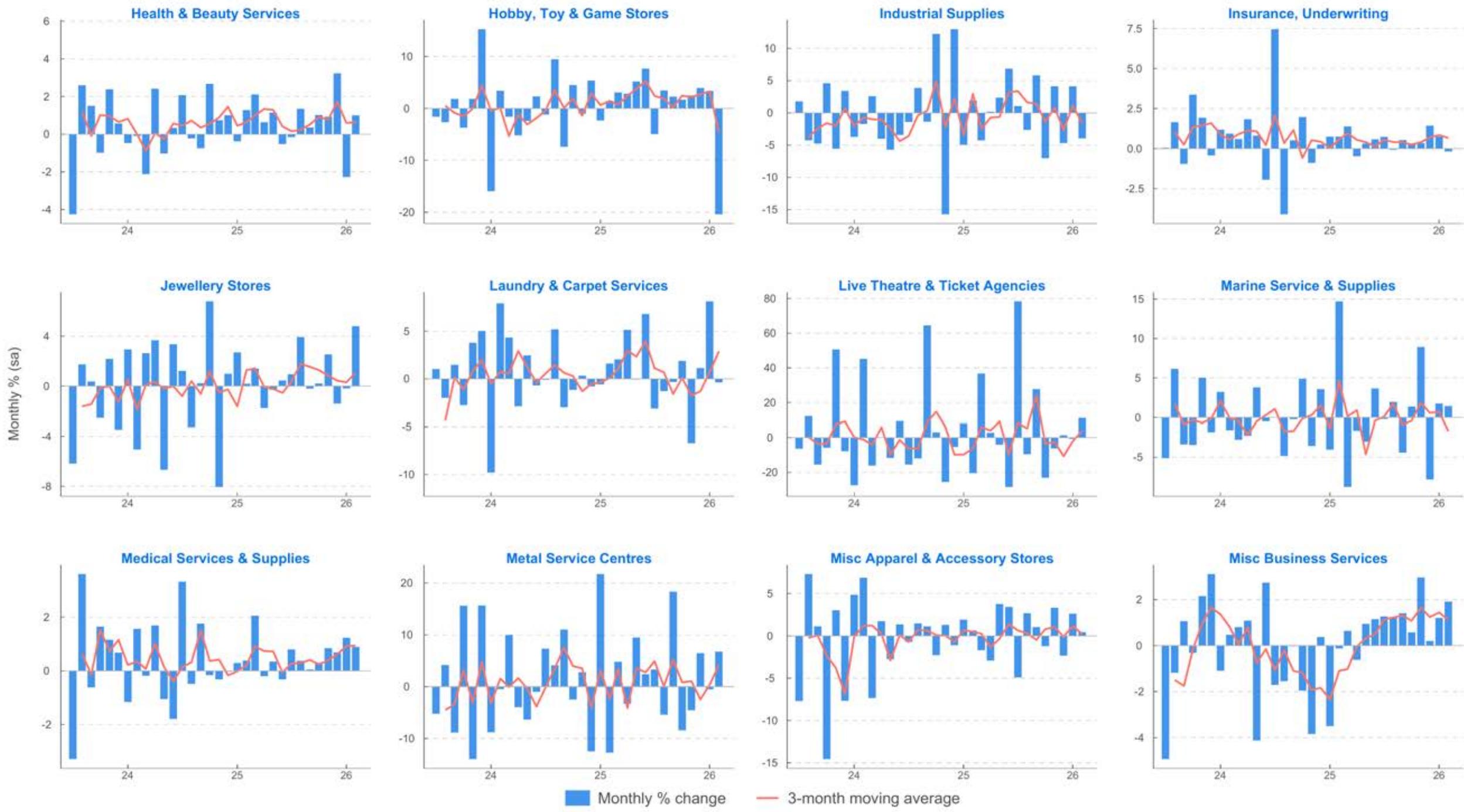


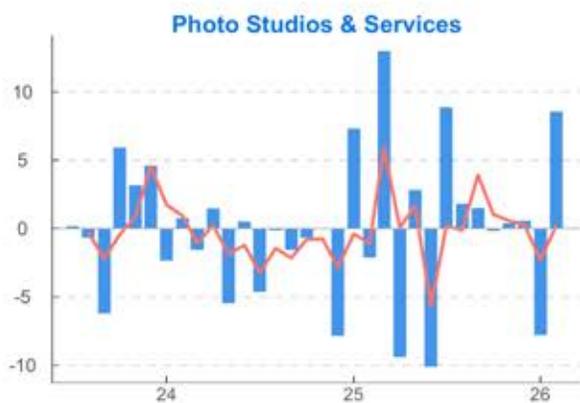
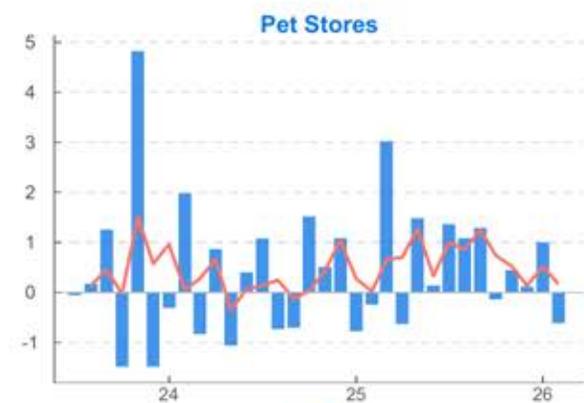
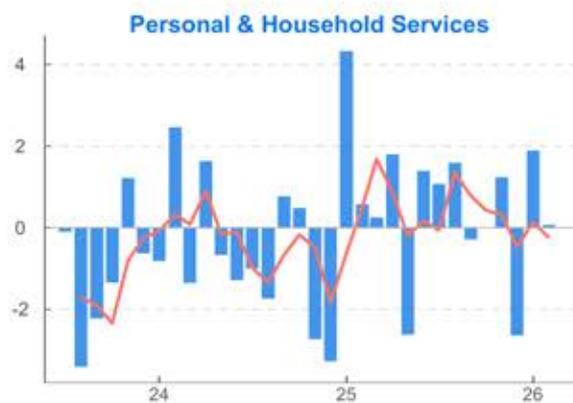
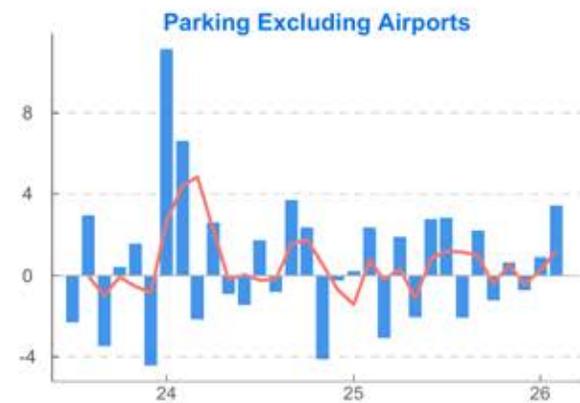
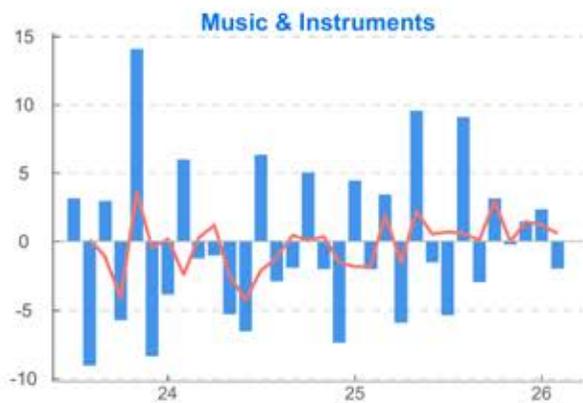
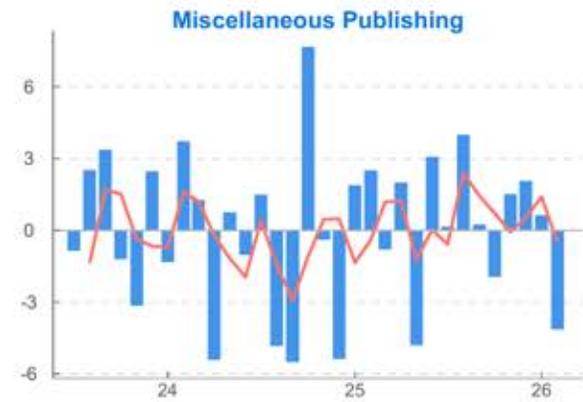
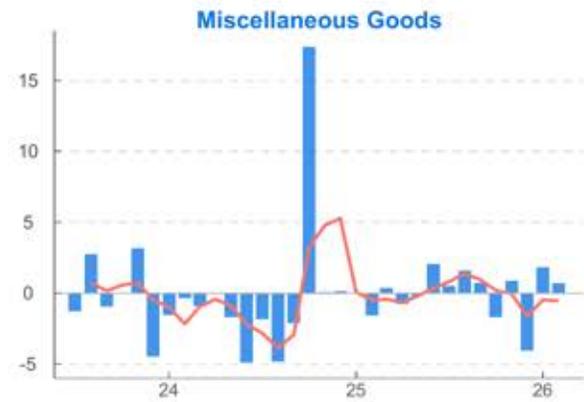
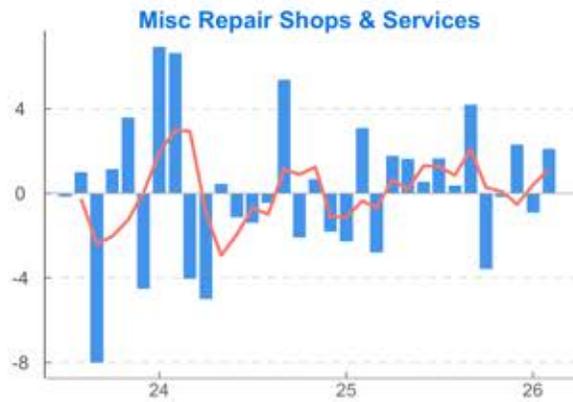




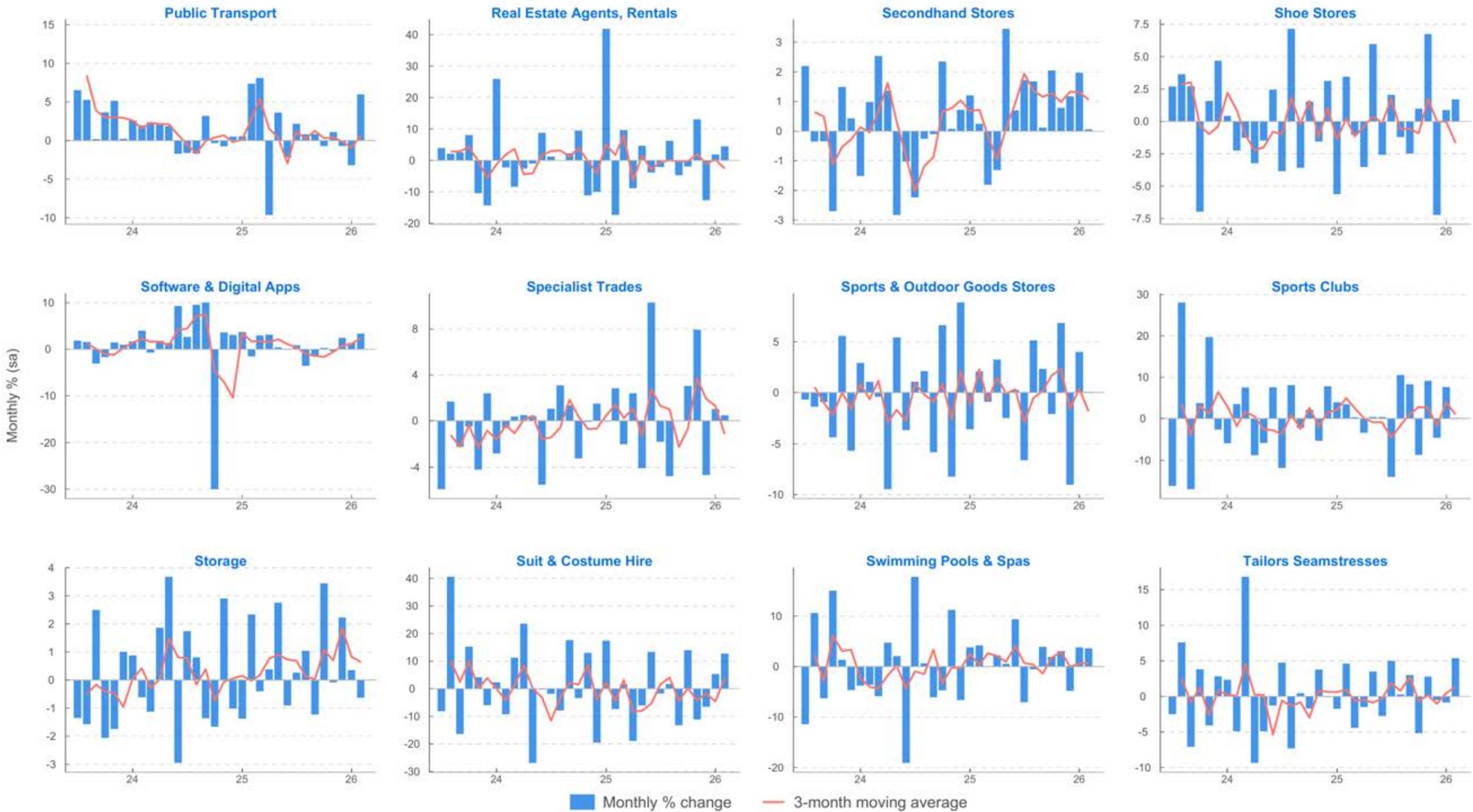


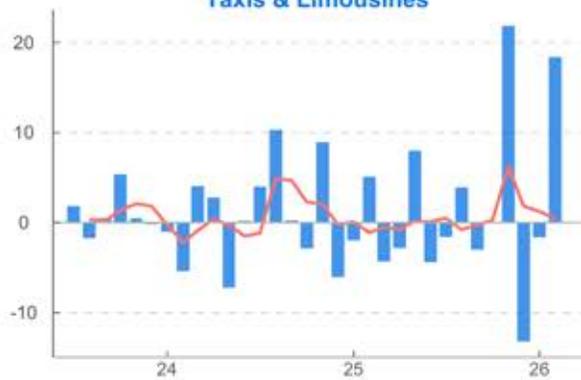
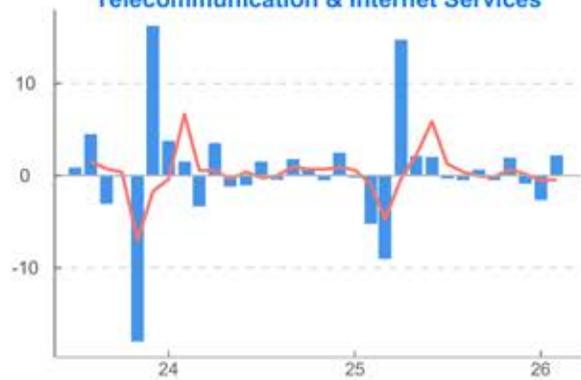
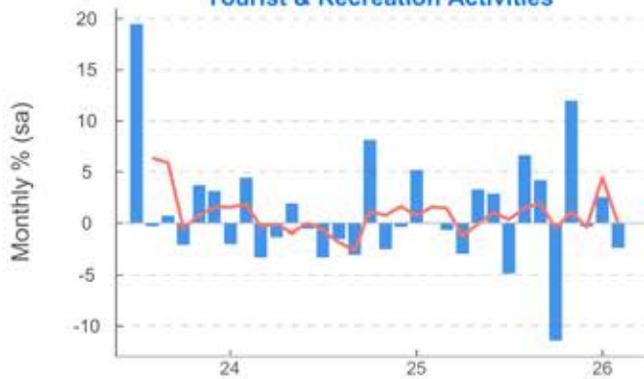
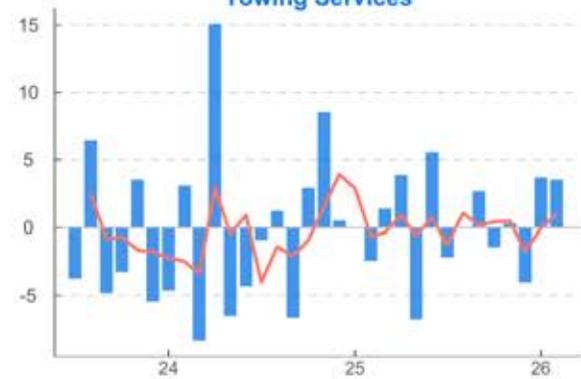
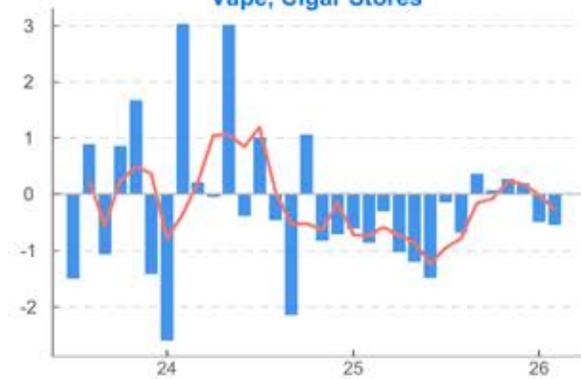
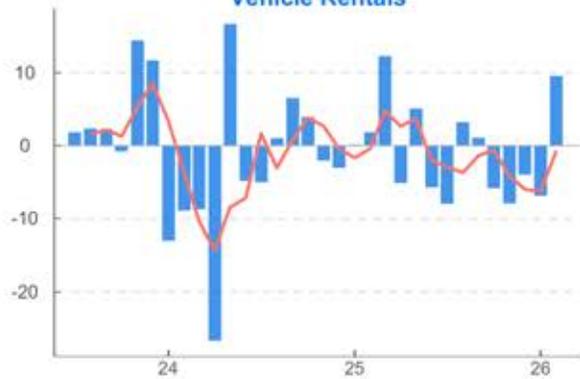
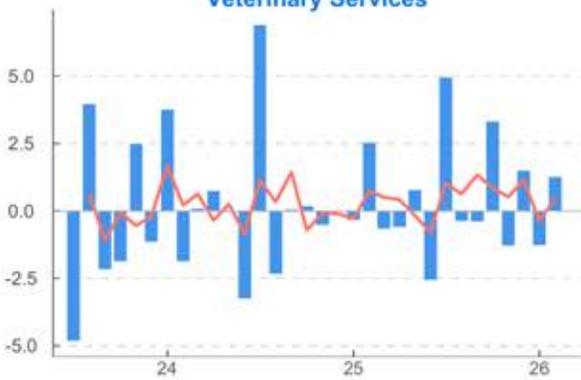






Monthly % change 3-month moving average



**Taxis & Limousines****Telecommunication & Internet Services****Television, Movies & Video Games****Tour & Travel Agencies****Tourist & Recreation Activities****Towing Services****Vape, Cigar Stores****Vehicle Rentals****Veterinary Services**

■ Monthly % change
 — 3-month moving average

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Last updated: 18 June 2025

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