



ANZ NZ Card Spending Chartpack

Data for March 2026

ANZ Research

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2 April 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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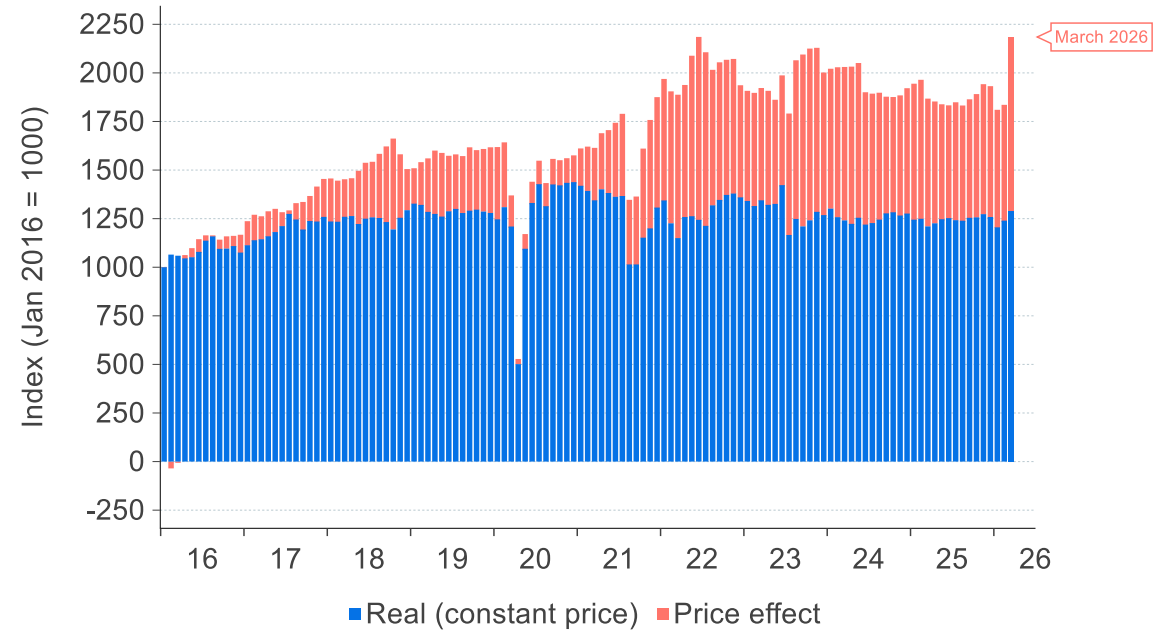
Early impacts of the fuel price shock: fuel stations

Daily card spending at fuel stations (7-day moving average)



Source: ANZ Research

Monthly card spending at fuel stations

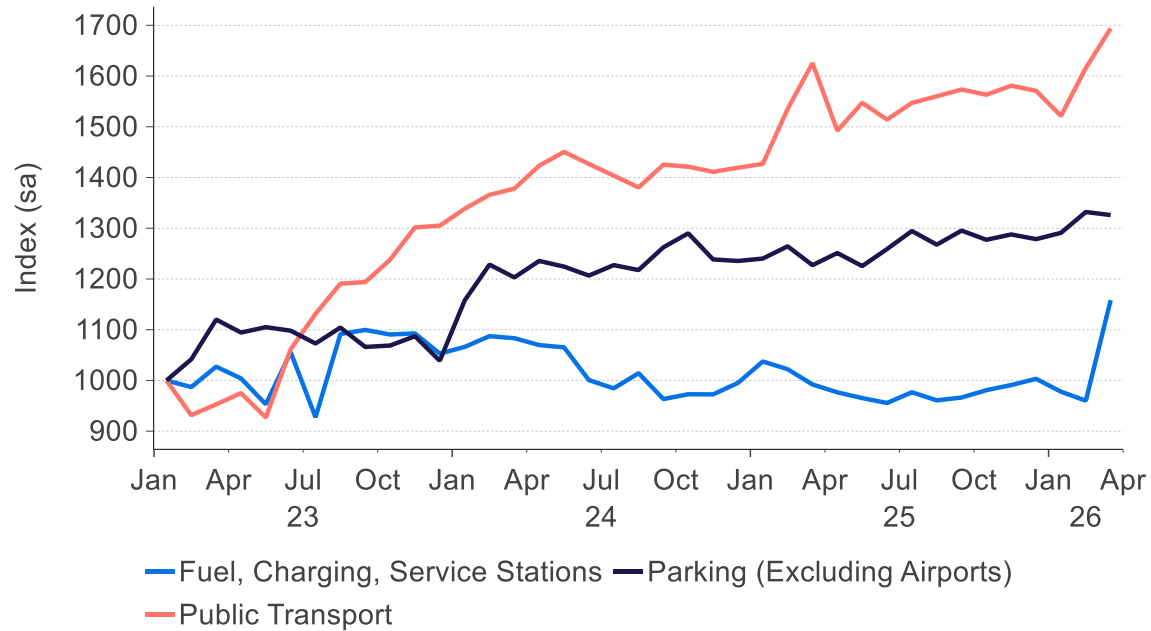


Source: MBIE, Macrobond, ANZ Research

- Higher prices plus some precautionary topping up saw card spending at fuel stations soar 29.4% over March (20.6% seasonally adjusted). The daily data shows demand eased late in the month (since prices didn't fall, sales volumes must have). Spend has a strong weekly pattern and so is presented as a 7-day moving average.
- For the month as a whole, we can deflate spending using MBIE fuel price data, which shows that almost all of the increase was due to prices, not volumes.

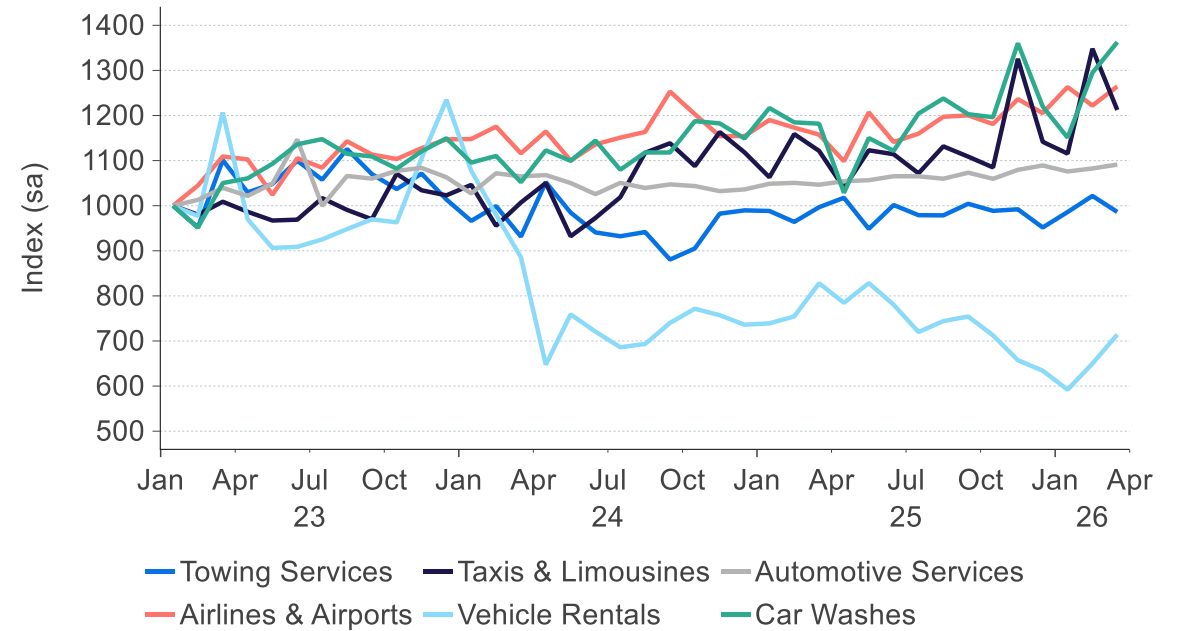
Early impacts of the fuel price shock: other transport spending

Monthly card spending on selected transport-related services



Source: ANZ Research

Monthly card spending on selected transport-related services

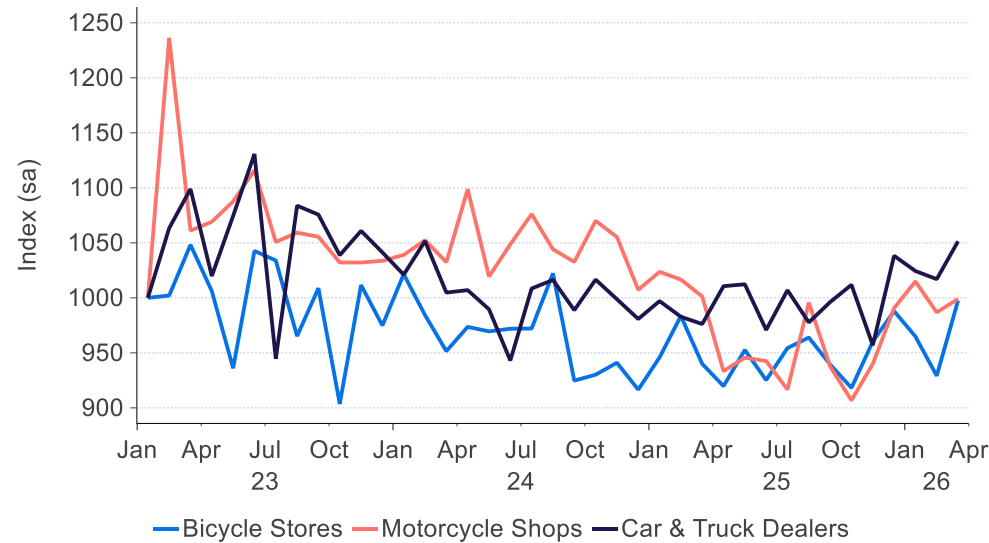


Source: ANZ Research

- Spending on public transport jumped 14.2% m/m in March (+4.8% seasonally adjusted).
- Spending on car parking (excluding at airports) rose 13.5% m/m in March, but once adjusted for seasonality it fell 0.5%.
- We might be thinking twice about driving our cars, but at least we can keep them clean.

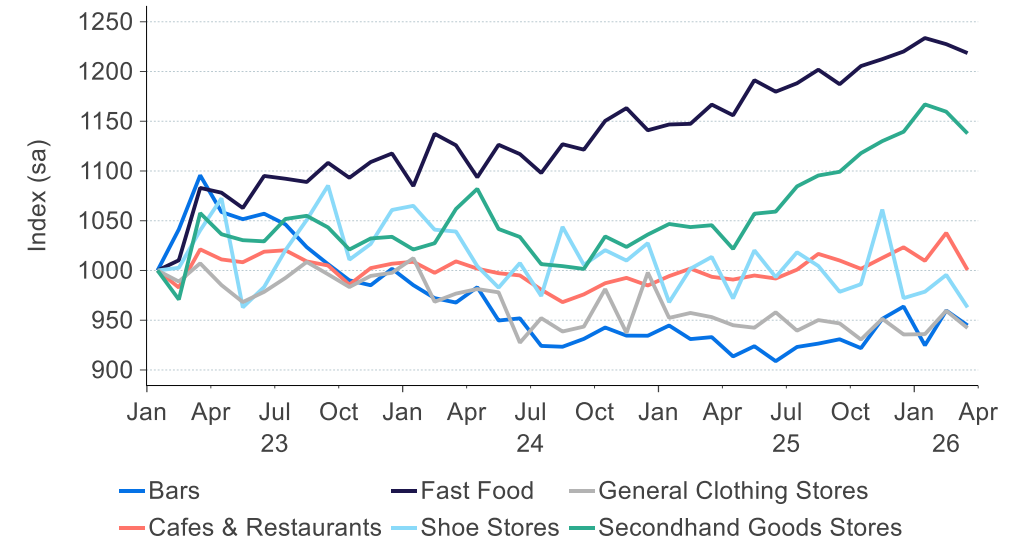
Early impacts of the fuel price shock: vehicles and discretionary/deferable

Card spending: bicycle shops and vehicle dealerships



Source: ANZ Research

Card spending: selected discretionary/deferable spending



Source: ANZ Research

We will need more than one month of data to properly distinguish signals from monthly noise. But for the record:

- Card spending at car & truck dealers lifted 14.8% m/m in March (3.4% s.a.). Ministry of Transport [data](#) showed EV sales lifted sharply, but falling [consumer confidence](#) likely put other people off buying vehicles. Spending at bike shops lifted 15.8% m/m (7.4% seasonally adjusted).
- Spending at a range of discretionary (or at least deferrable) store types fell in March. In our ANZ [Business Outlook](#) survey, the retail sector had the largest fall in reported past activity.
- Hospitality took a hit in March, with fast food, cafes & restaurants and bars all seeing lower card spending (seasonally adjusted).
- The turn lower in second-hand store card spending is consistent with fuel-price cashflow pressures hitting lower-income households particularly hard.

The big picture: A reallocation of spending in March, with winners and losers

Selected Discretionary



■ Latest ■ Previous month

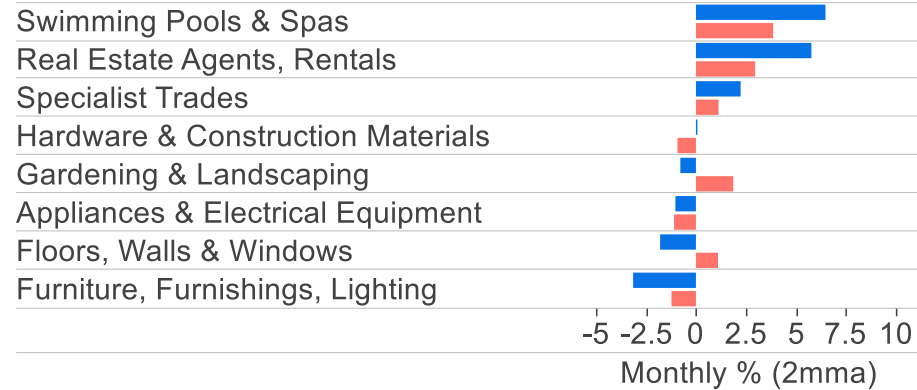
Source: ANZ Research

Note data is a 2-month average to reduce volatility

Selected Necessities



Selected Housing-related



Selected B2B

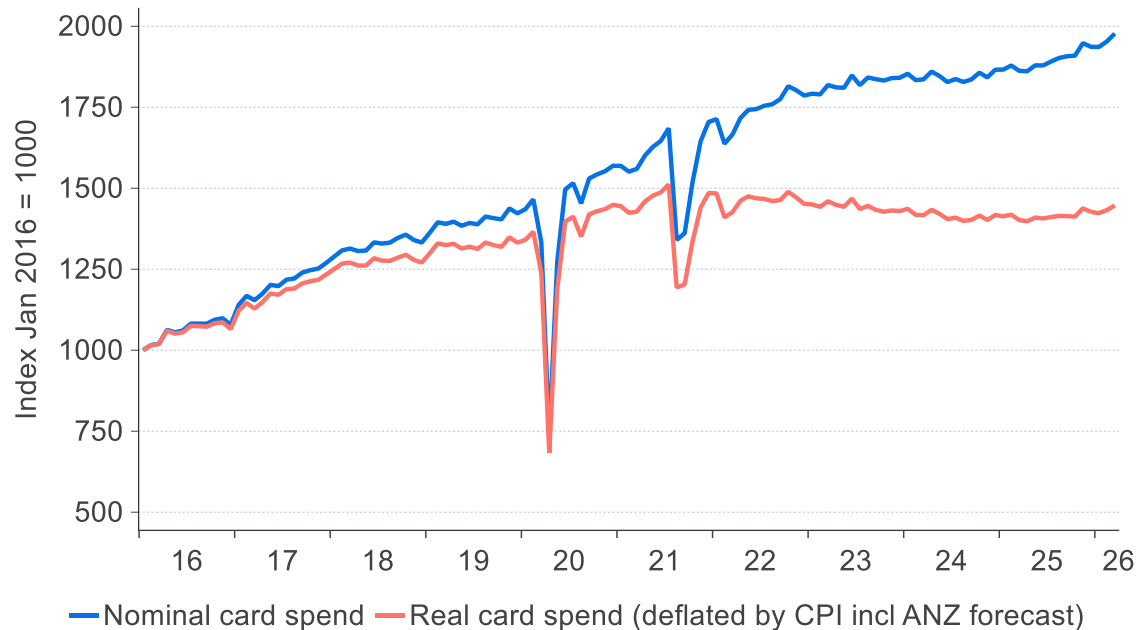


■ Latest ■ Previous month

Total spend

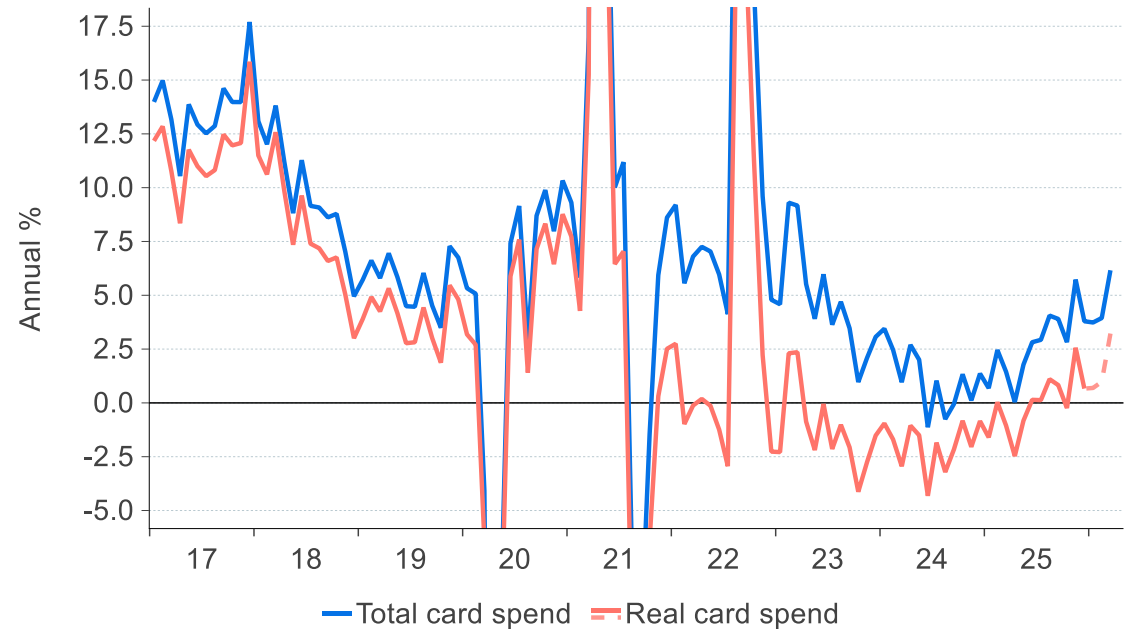
- We can create a rough proxy for real card spending by dividing total card spend by the Consumer Price Index (including our forecast). The data in this chart is unsmoothed.
- The upward trend in nominal and (proxied) real card spending remains intact.

Level



Source: Stats NZ, Macrobond, ANZ Research

Annual % change

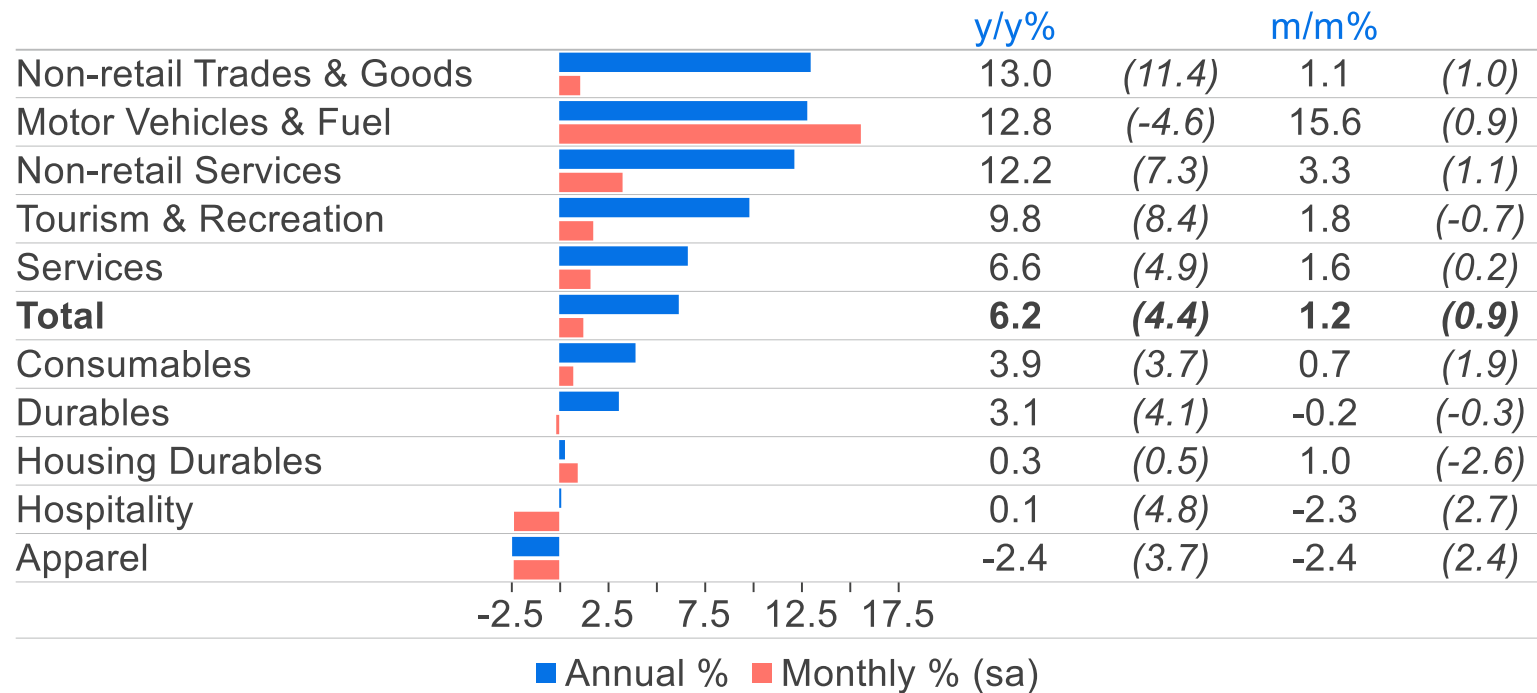


Source: Stats NZ, Macrobond, ANZ Research

Spending groups

(based on Stats NZ definitions)

- Overall card spending rose 1.2% in March (seasonally adjusted) and is up 6.2% compared to the same time last year.
- Annual growth in spending dropped for hospitality, durables and apparel, but is still trending higher elsewhere. Unsurprisingly, the motor vehicles & fuel category saw by far the strongest growth in the month.
- See charts page 22.



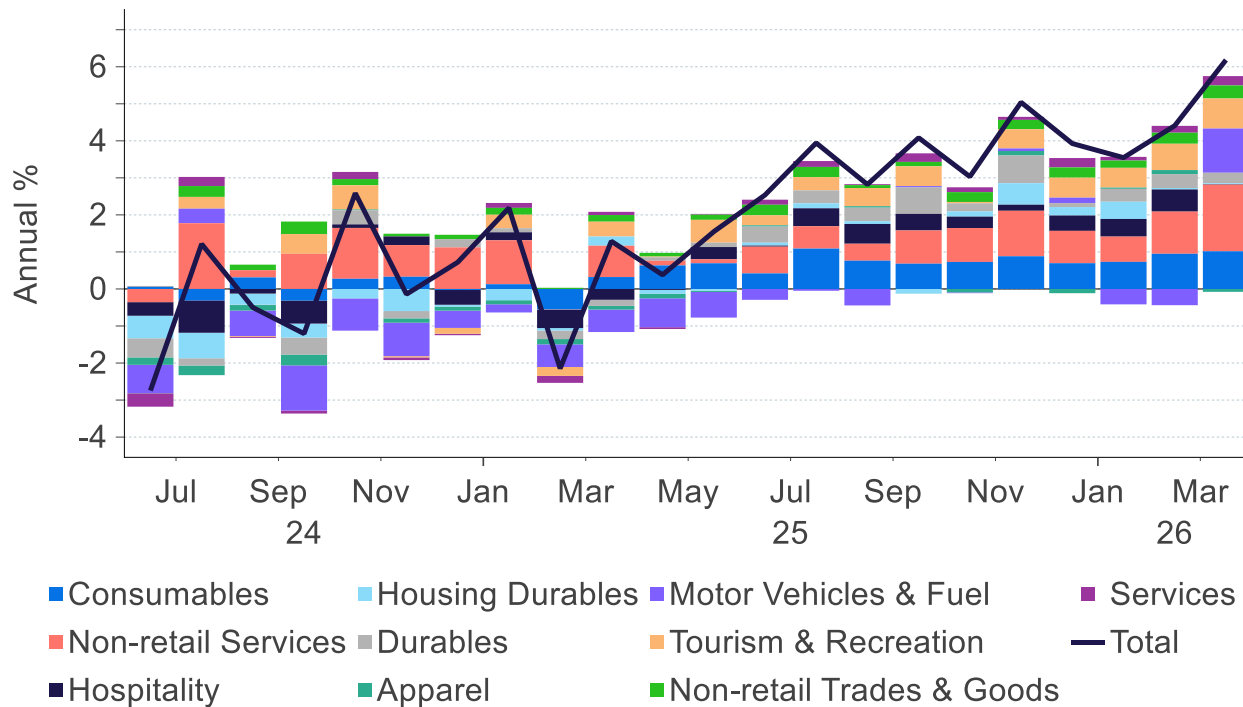
Source: ANZ Research (previous month's data in parentheses)

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 a big positive contribution from the motor vehicles and fuel category this month, while the contribution from hospitality went up in smoke.



Source: ANZ Research

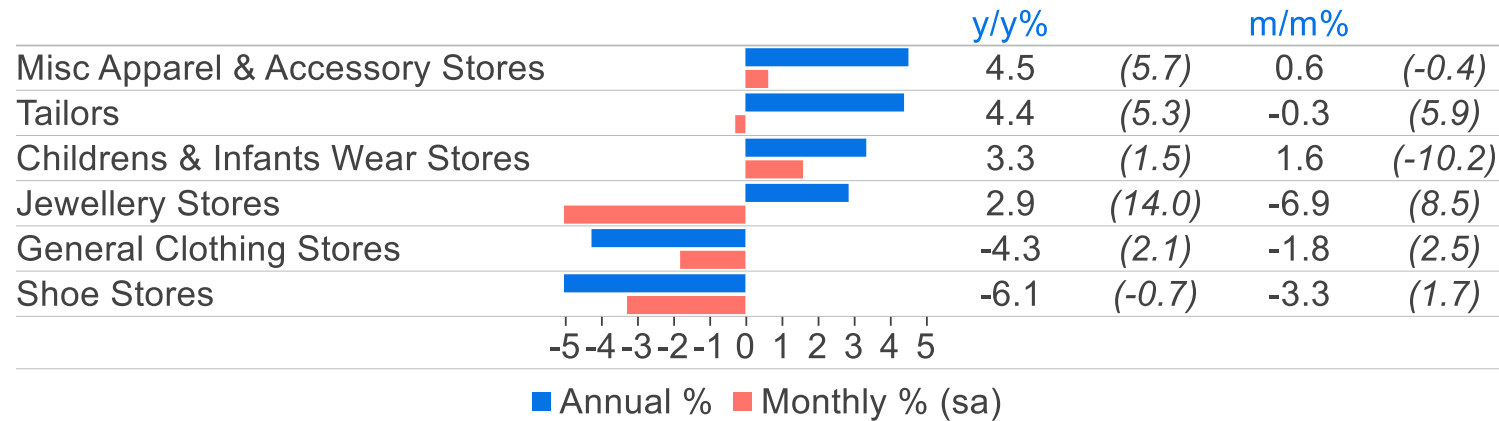
Note: Total spend includes financial services and buy-now-pay-later services, which we exclude from our reporting, so the total doesn't exactly match the sum of contributions.



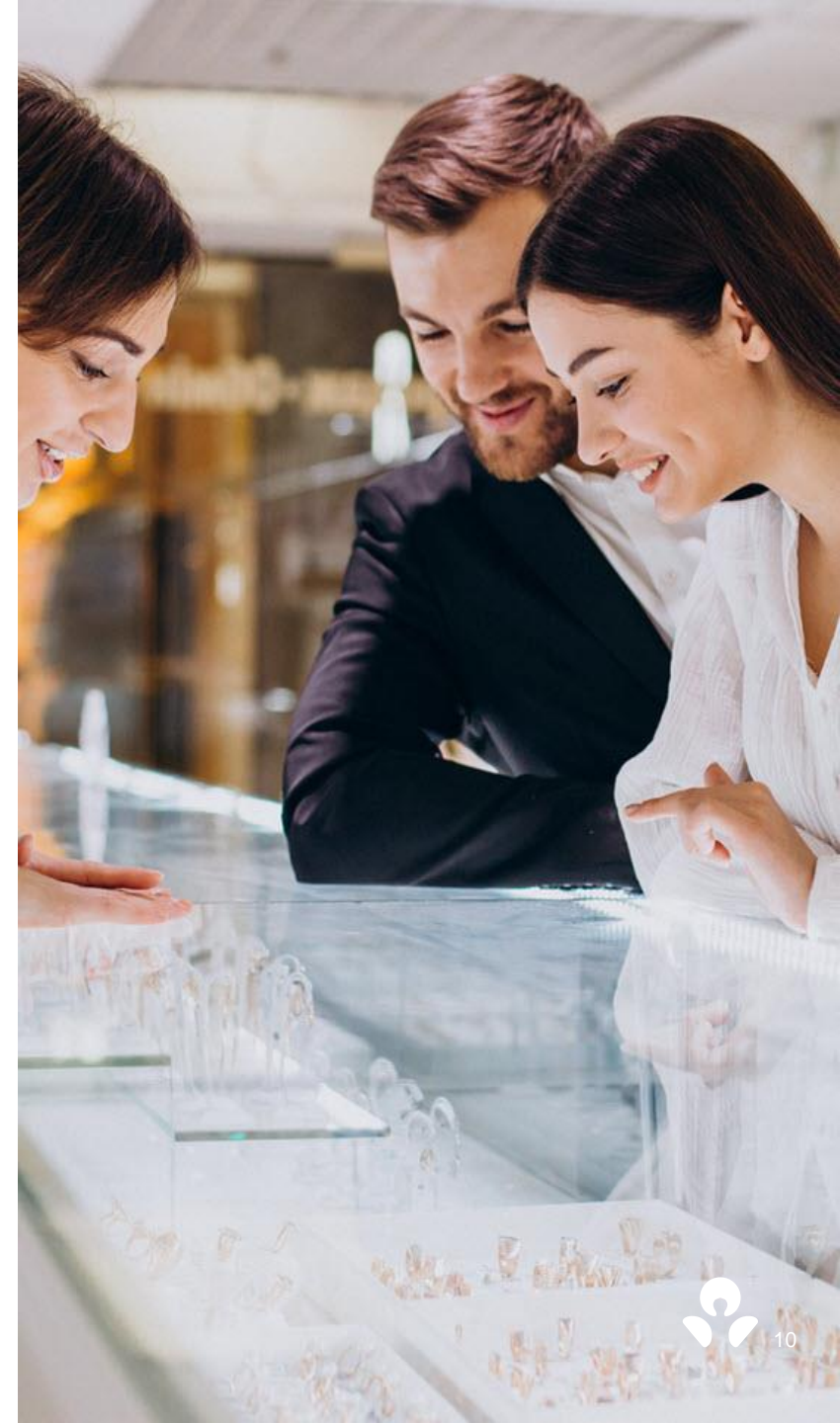
Apparel

(~4% of card spend)

- Apparel retailers have had a rougher time than most in recent years.
- General clothing and shoe stores took a big hit this month, consistent with the drop in consumer confidence. Jewellery fell too, but it has been very volatile recently.
- For charts of these and all other industries, see slide 22 onwards.



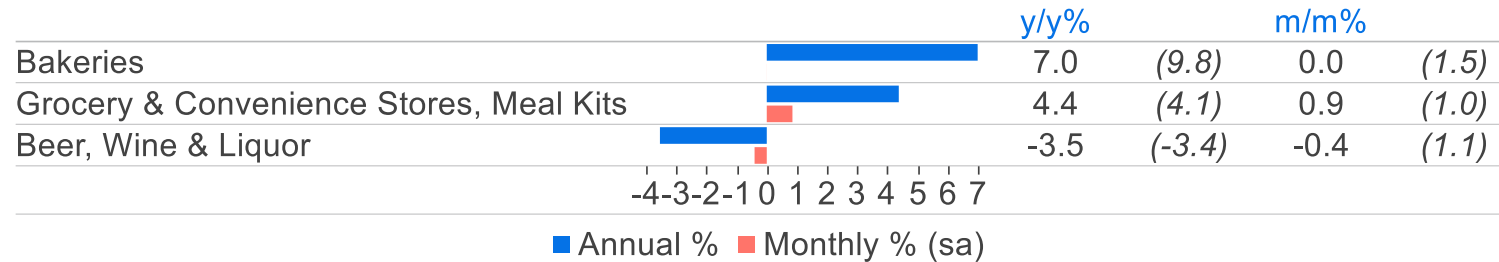
Source: ANZ Research (previous month's data in parentheses)



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, down another 0.4% in March.



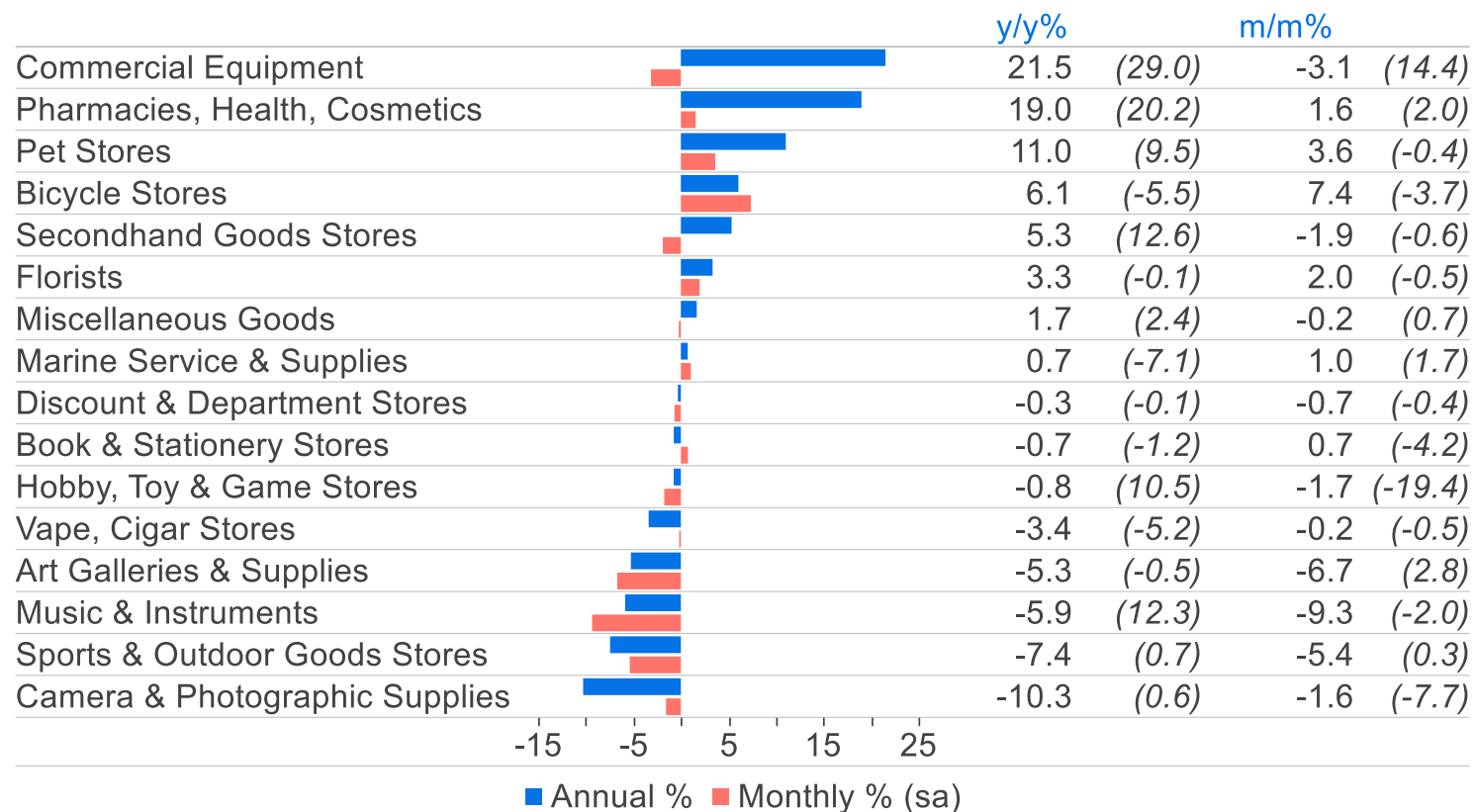
Source: ANZ Research (previous month's data in parentheses)



Durables

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

- There is a wide range of performance in this diverse category.
- In broad terms, the more discretionary store types were softer in the month.



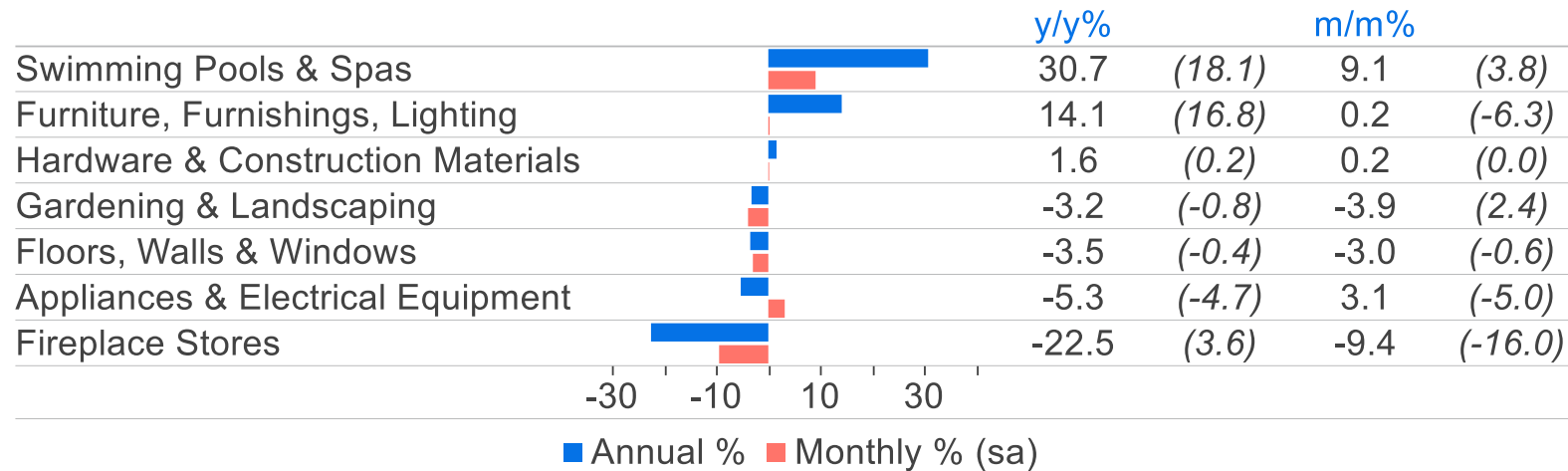
Source: ANZ Research (previous month's data in parentheses)



Housing durables

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

- Swimming pools and spas continue to top this group, up 31% y/y after another strong month.
- Growth in “renovation” type categories is generally still soft, however.



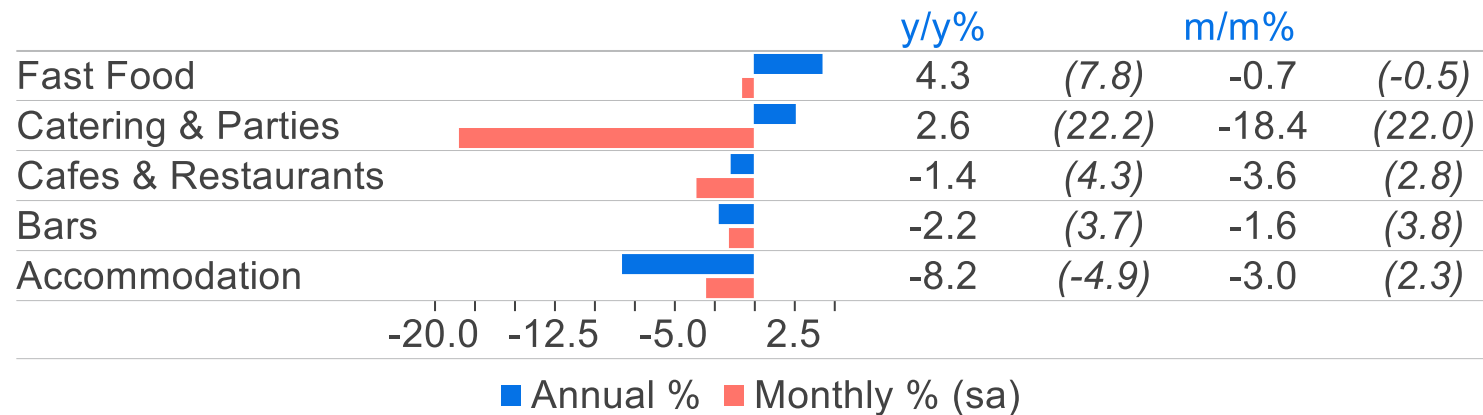
Source: ANZ Research (previous month's data in parentheses)



Hospitality

(~15% of card spend)

- Hospitality spending fell in March, likely a response to lower consumer confidence and less cash left after filling up the car.
- Every sector fell, with cafes and restaurants down more than fast food or bars.
- The “Catering & Parties” component tends to be driven by large events and therefore very volatile.



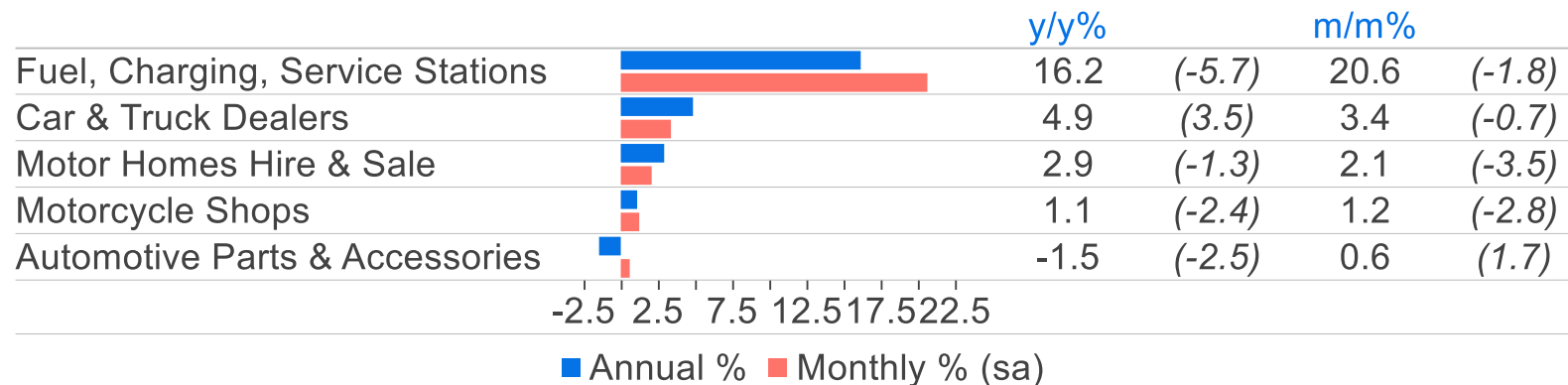
Source: ANZ Research (previous month's data in parentheses)



Motor vehicles and fuel

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

- Spending at fuel stations jumped 20.6% in March (seasonally adjusted). Not only have prices risen; anecdotes suggest that more consumers are choosing to keep the tanks full just in case.
- Spending at car and truck dealers lifted 3.4% in March (seasonally adjusted). Sales of EVs rose sharply in March, according to Ministry of Transport data.



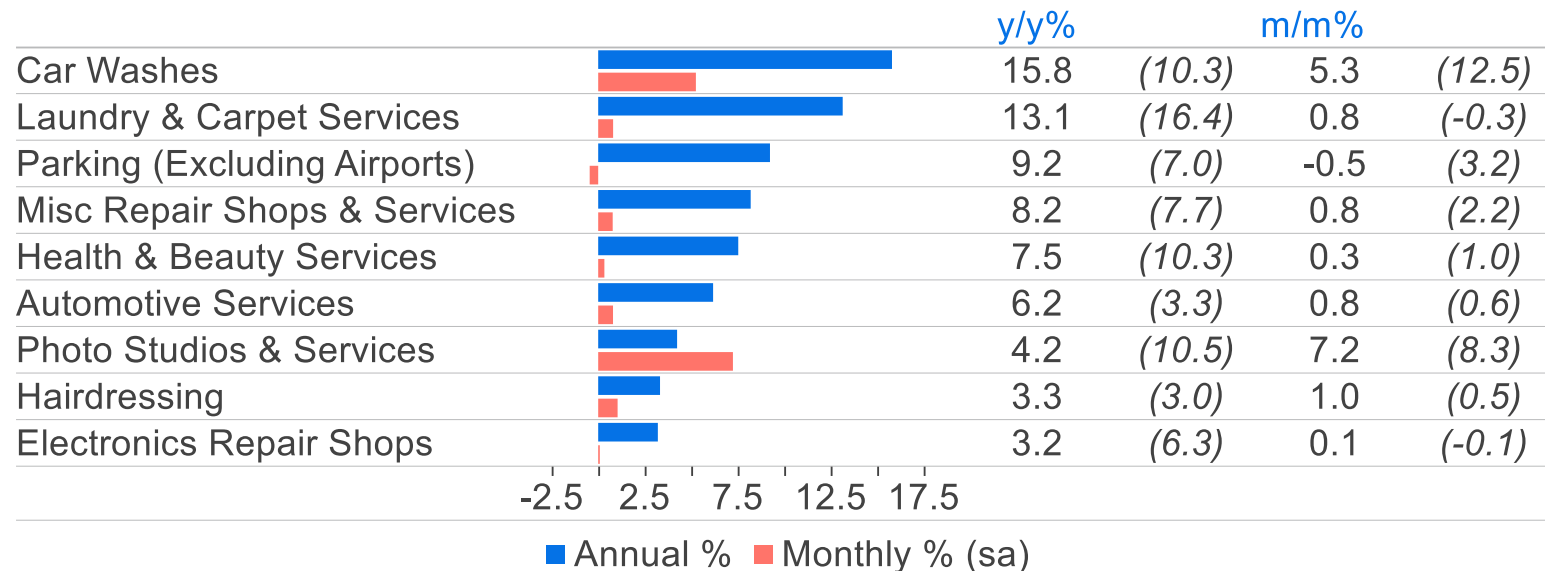
Source: ANZ Research (previous month's data in parentheses)



Services

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

- All store types in this category are in the black in annual change terms and almost all saw a monthly increase in March too (seasonally adjusted).
- Parking spending was the outlier, down 0.5% m/m (seasonally adjusted), consistent with less use of private cars in response to higher fuel prices.



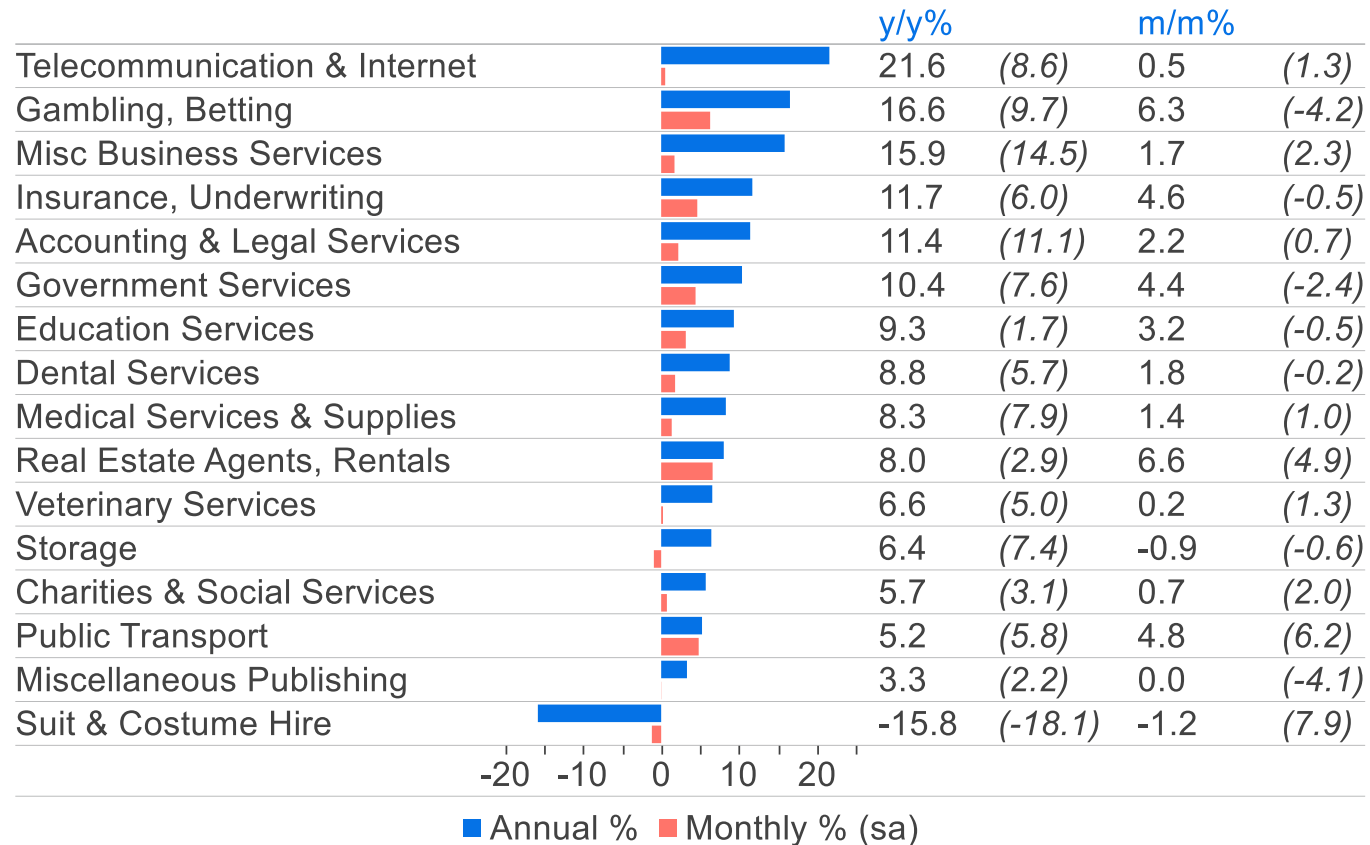
Source: ANZ Research (previous month's data in parentheses)



Non-retail services

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

- This remains a very positive category.
- Public transport spending rose 4.8% m/m (seasonally adjusted) and is up 5.2% y/y, as higher fuel prices discourage car usage.



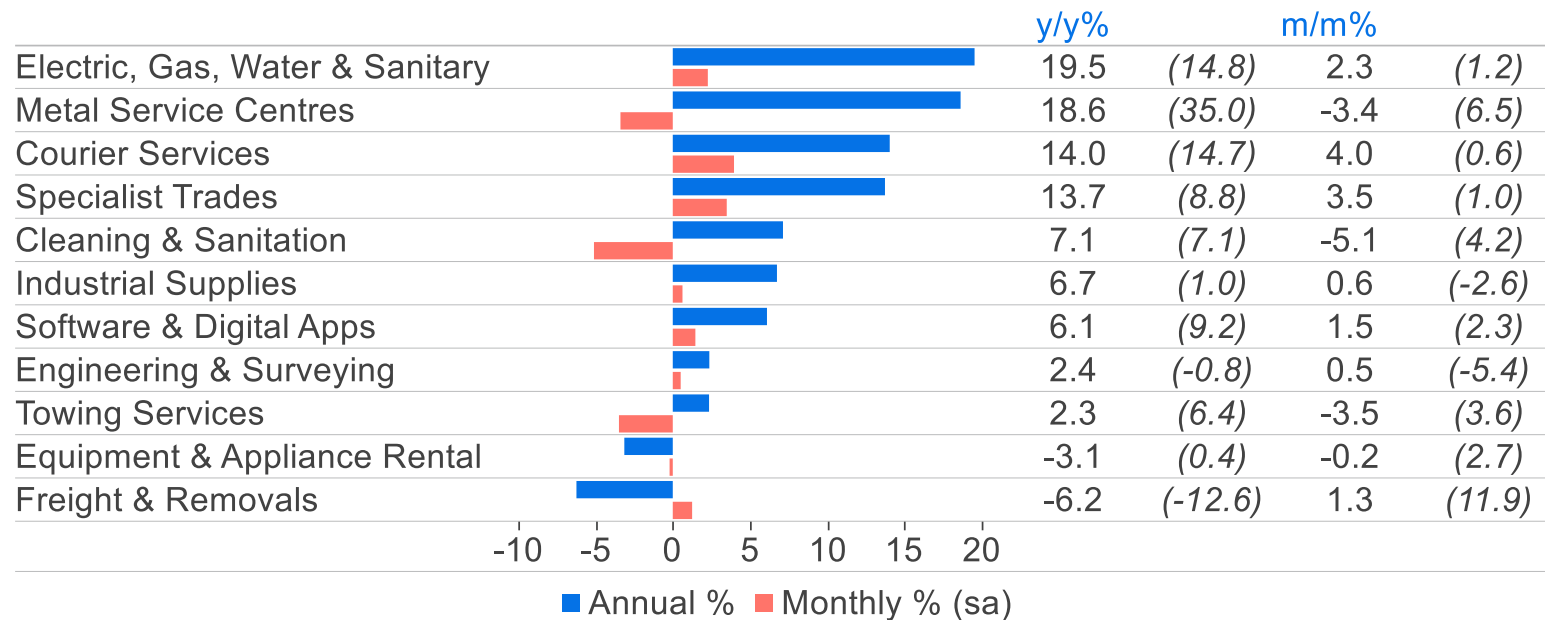
Source: ANZ Research (previous month's data in parentheses)



Non-retail trades and goods

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

- This group is mostly seeing solid growth in spending, but towing services were down 3.5% in the month, consistent with less driving.
- Soft freight and removals is consistent with a soft rental market.



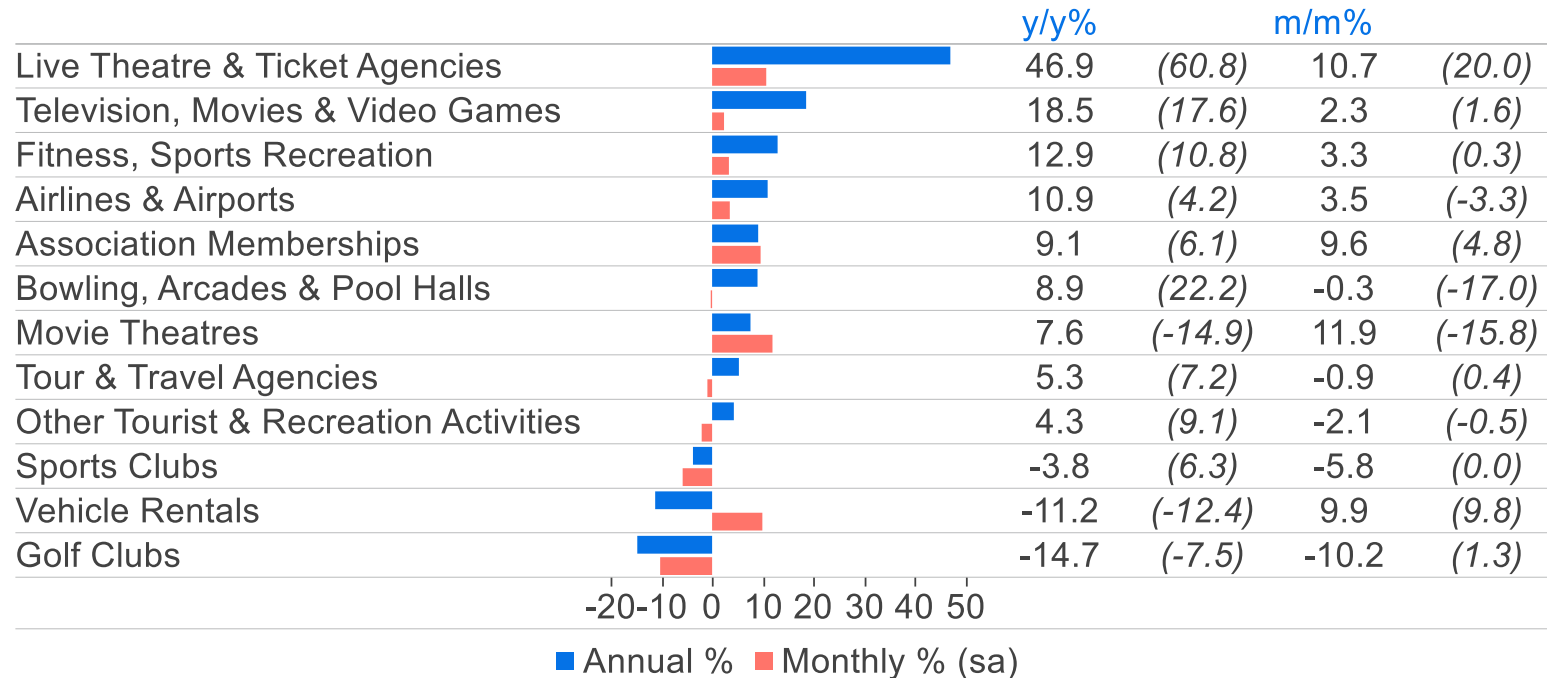
Source: ANZ Research (previous month's data in parentheses)



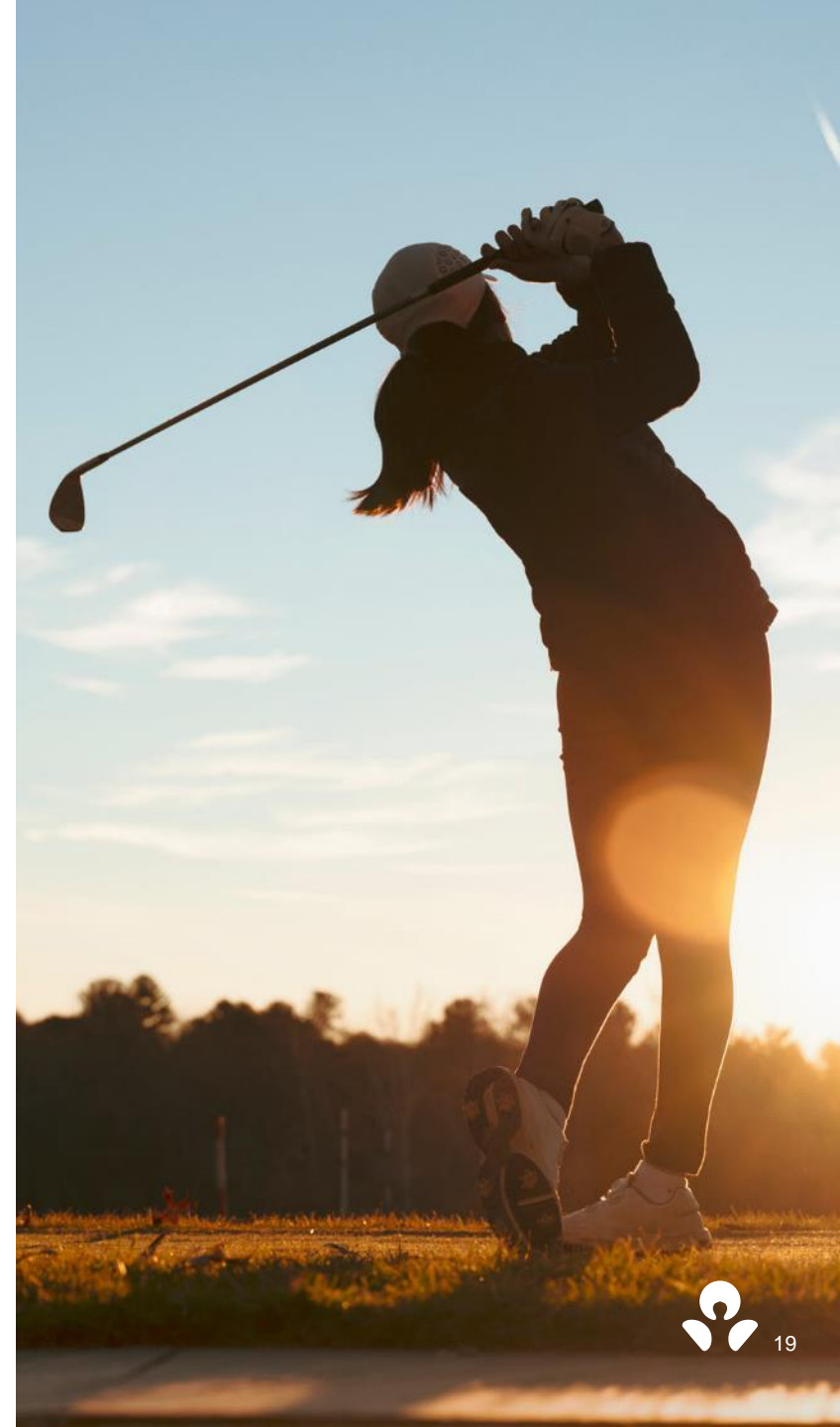
Tourism & recreation

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

- Spend on entertainment has been lifting, and saw a mix of rises and falls in the month by store type.
- Spending at tour and travel agencies eased in the month but is well up on a year earlier.
- The fall in card spend at golf clubs might well be weather-related.



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, at precious metal dealers, debt repayment, currency converters and travel debit cards are not reported.
- If you would like to know where your firm sits in this data, we are happy to share that information.

Description of industries (continued next page)

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	Clothing Stores	Apparel and fashion purchases for adults
Accounting & Legal Services	Professional services related to accounting, tax, legal advice and compliance	Commercial Equipment	Equipment used by businesses, hospitality, trades and industrial users
Agriculture Supplies	Farm inputs and services such as livestock, feed, seed, fertiliser and rural supplies	Courier Services	Domestic and international parcel, freight and courier delivery services
Airlines & Airports	Passenger air travel and airport-related charges and services including parking	Dental Services	Dental care, treatments and oral health services
Appliances & Electrical Equipment	Household and commercial appliances, electronics and electrical hardware	Discount & Department Stores	General merchandise retailers offering a broad range of household goods
Art Gallery & Supplies	Art retail, galleries, framing, craft materials and creative supplies	Education Services	Fees and payments related to schools, universities, training and education providers
Association Memberships	Membership fees, subscriptions and dues for professional, sporting or community bodies	Electric, Gas, Water & Sanitary	Household utilities, energy, water and waste services
Automotive Parts & Accessories	Vehicle parts, tyres, batteries and automotive accessories	Electronics Repair Shops	Repair and servicing of electronic devices and appliances
Automotive Services	Vehicle servicing, repairs, inspections and mechanical work	Engineering & Surveying	Engineering, surveying and technical consultancy services
Bakeries	Bread, pastries, cakes and baked food products purchased from bakeries	Equipment & Appliance Rental	Short-term hire of equipment, tools, appliances and machinery
Bars	Alcohol-focused hospitality venues such as pubs, taverns and cocktail bars	Fast Food	Quick-service food outlets and takeaway dining
Beer, Wine & Liquor	Retail purchases of alcoholic beverages for off-premise consumption	Fireplace Stores	Fireplaces, heating appliances, firewood and related home heating products
Bicycle Stores	Bicycles, e-bikes, cycling equipment and related servicing	Fitness, Sports & Recreation	Gyms, sports facilities, recreation centres and activity providers
Book & Stationery Stores	Books, stationery, office supplies and educational materials	Floors, Walls & Windows	Building finishes such as flooring, paint, tiles, blinds and glazing
Bowling, Arcades & Pool Halls	Indoor entertainment venues including bowling, arcade games and billiards	Florists	Fresh flowers, plants and floral arrangements
Cafes & Restaurants	Sit-down dining, cafés, casual restaurants and food service venues	Freight & Removals	Freight transport and household or commercial moving services
Camera & Photographic Supplies	Cameras, photographic equipment, printing and imaging supplies	Fuel, Charging & Service Stations	Petrol, diesel, EV charging and convenience purchases at service stations
Car & Truck Dealers	Purchases of new and used cars, trucks and commercial vehicles	Furniture, Furnishings & Lighting	Furniture, home furnishings, lighting and décor items
Car Washes	Automated and manual vehicle washing and detailing services	Gambling & Betting	Gambling, wagering and betting activities
Catering & Parties	Event catering, food preparation and party or function services and supplies	Gardening & Landscaping	Plants, garden supplies and landscaping services
Charities & Social Services	Donations and payments to charitable, welfare and community organisations	Golf Clubs	Golf course access, memberships and related services
Children's & Infants Wear	Clothing, footwear and accessories for babies and children	Government Services	Payments to central and local government agencies and public services
Cleaning & Sanitation	Cleaning products, pest control and commercial or household cleaning services	Grocery & Convenience Stores	Supermarket food, groceries, convenience items and meal kits

Description of industries continued

Industry	What spending in this category typically represents	Industry	What spending in this category typically represents
Hairdressing	Haircuts, styling, grooming and related personal services	Pharmacies & Cosmetics	Prescription medicines, health products and cosmetics
Hardware & Construction Materials	Building materials, tools and construction supplies	Photo Studios & Services	Photography services, printing and image production
Health & Beauty Services	Personal care, beauty treatments, spas and wellness services	Public Transport	Passenger transport services such as buses, ferries and rail
Hobby, Toy & Game Stores	Toys, games, hobbies and recreational retail purchases	Real Estate & Rentals	Property management, rentals and real estate-related payments
Industrial Supplies	Industrial, safety and trade supplies used by businesses	Secondhand Stores	Used goods, resale and op-shop purchases
Insurance & Underwriting	Insurance premiums and related protection products	Shoe Stores	Footwear retail for adults and children
Jewellery Stores	Jewellery, watches and precious metal retail purchases	Software & Digital Apps	Software subscriptions, digital services and online applications
Laundry & Carpet Services	Laundromats, dry-cleaning and carpet or textile cleaning services	Specialist Trades	Trade services such as plumbing, electrical and building trades
Live Theatre & Ticket Agencies	Tickets and payments for live performances, events and entertainment	Sports & Outdoor Goods	Sporting equipment, outdoor gear and adventure retail
Marine Service & Supplies	Boating equipment, marine servicing and nautical supplies	Sports Clubs	Memberships, fees and spending at sporting clubs
Medical Services & Supplies	Medical care, diagnostics, equipment and health-related products	Storage	Self-storage, warehousing and storage services
Metal Service Centres	Metal fabrication, processing and supply services	Suit & Costume Hire	Hire of formal wear, costumes and special-occasion clothing
Misc Apparel & Accessories	Apparel and fashion accessories not captured in core clothing categories	Swimming Pools & Spas	Pool, spa access, supplies and aquatic services
Misc Business Services	Business-to-business services and operational support activities	Tailors & Seamstresses	Clothing alterations, tailoring and garment repair
Misc Repair Shops & Services	Repair and maintenance services not classified elsewhere	Taxis & Limousines	Taxi, rideshare and private transport services
Miscellaneous Goods	Specialised or mixed retail goods that do not fit standard categories	Telecommunication & Internet	Mobile, broadband, internet and communication services
Miscellaneous Publishing	Printing, publishing, signage and media production services	Television, Movies & Video Games	Streaming services, TV content and video gaming
Motor Homes Hire & Sale	Sales and rental of motorhomes, caravans and recreational vehicles	Tour & Travel Agencies	Travel booking, tour packages and travel agency services
Motorcycle Shops	Motorcycles, parts, accessories and servicing	Tourist & Recreation Activities	Visitor attractions, experiences and recreational activities
Movies	Cinema tickets and film exhibition	Towing Services	Vehicle towing, recovery and roadside assistance
Music & Instruments	Musical instruments, recordings and music retail	Vape & Cigar Stores	Vape products, tobacco alternatives and smoking accessories
Parking (Excl Airports)	Paid parking facilities and parking services outside airports	Vehicle Rentals	Short-term rental of cars, vans and commercial vehicles
Personal & Household Services	Household, lifestyle and personal services not classified elsewhere	Veterinary Services	Animal healthcare and veterinary services
Pet Stores	Pet food, supplies and animal care products		

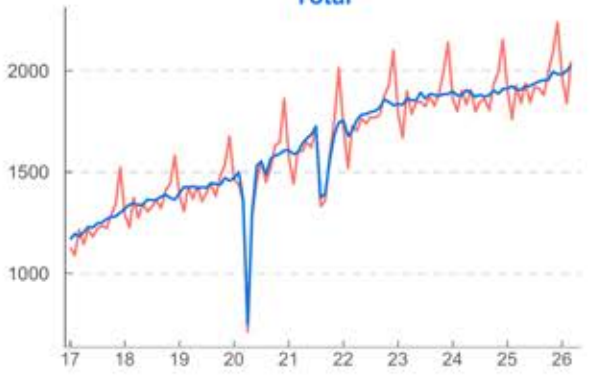
Levels: raw and seasonally adjusted

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.

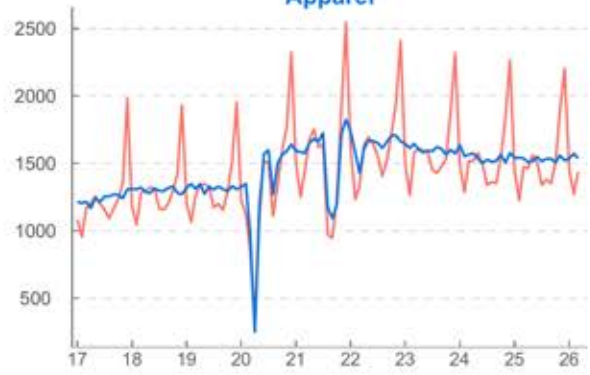
For a description of what is in each industry, see slides 20-21.

Industry group totals

Total



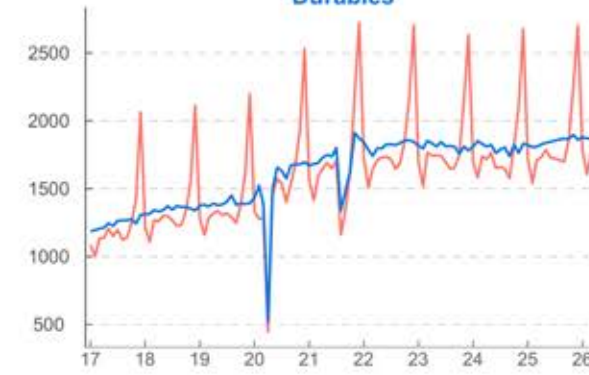
Apparel



Consumables



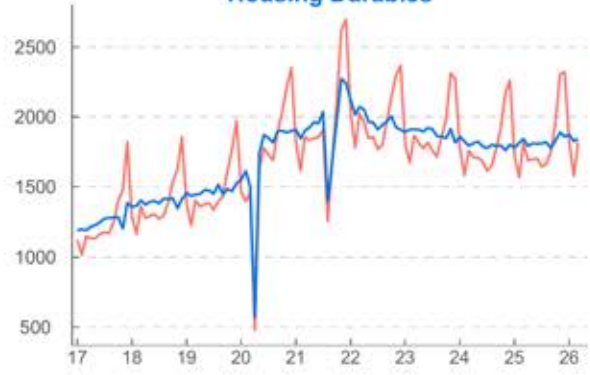
Durables



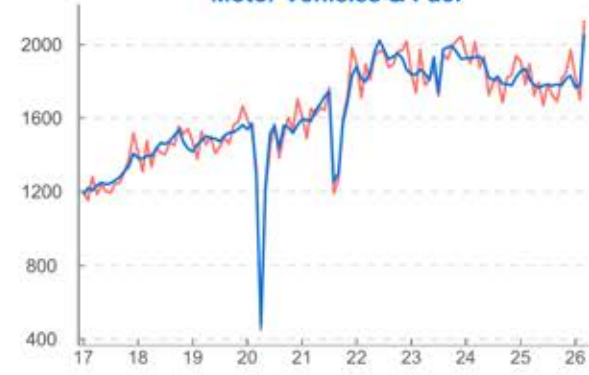
Hospitality



Housing Durables



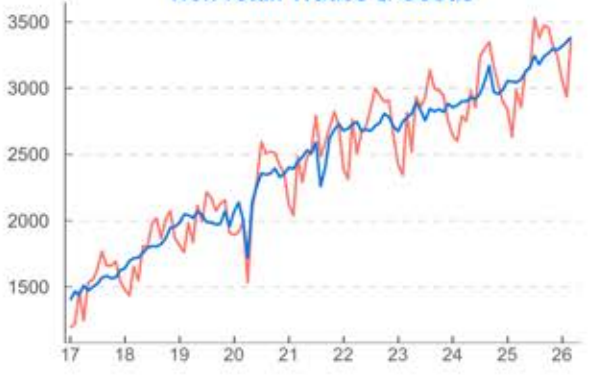
Motor Vehicles & Fuel



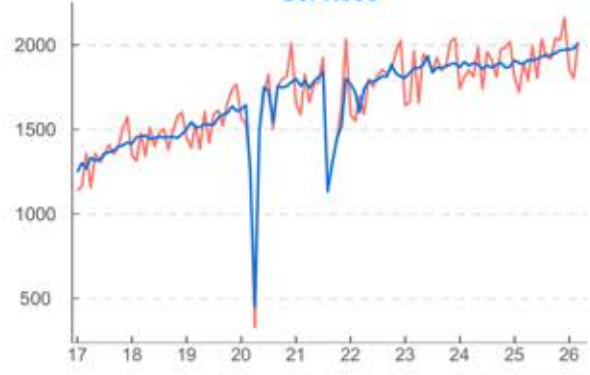
Non-retail Services



Non-retail Trades & Goods



Services

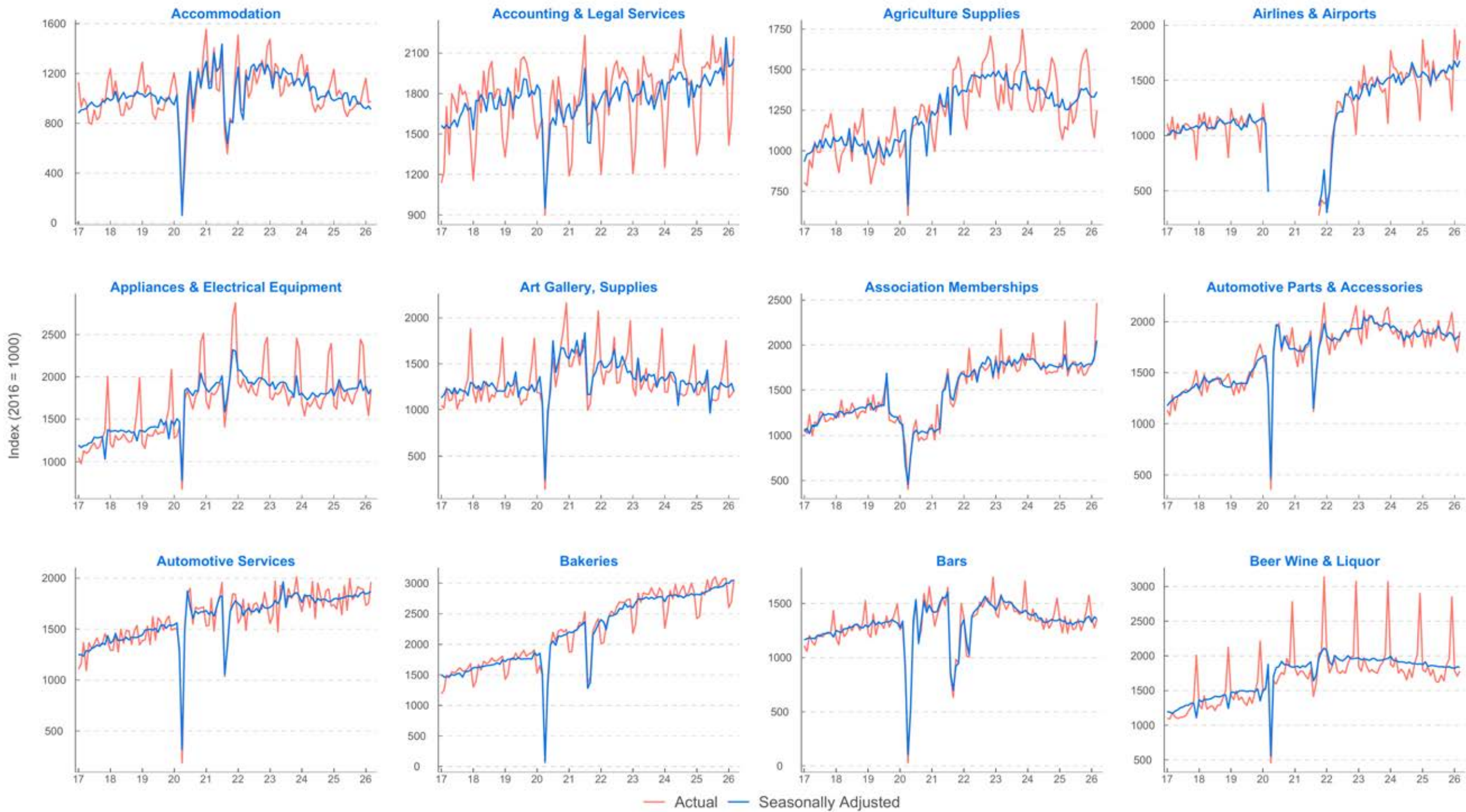


Tourism & Recreation

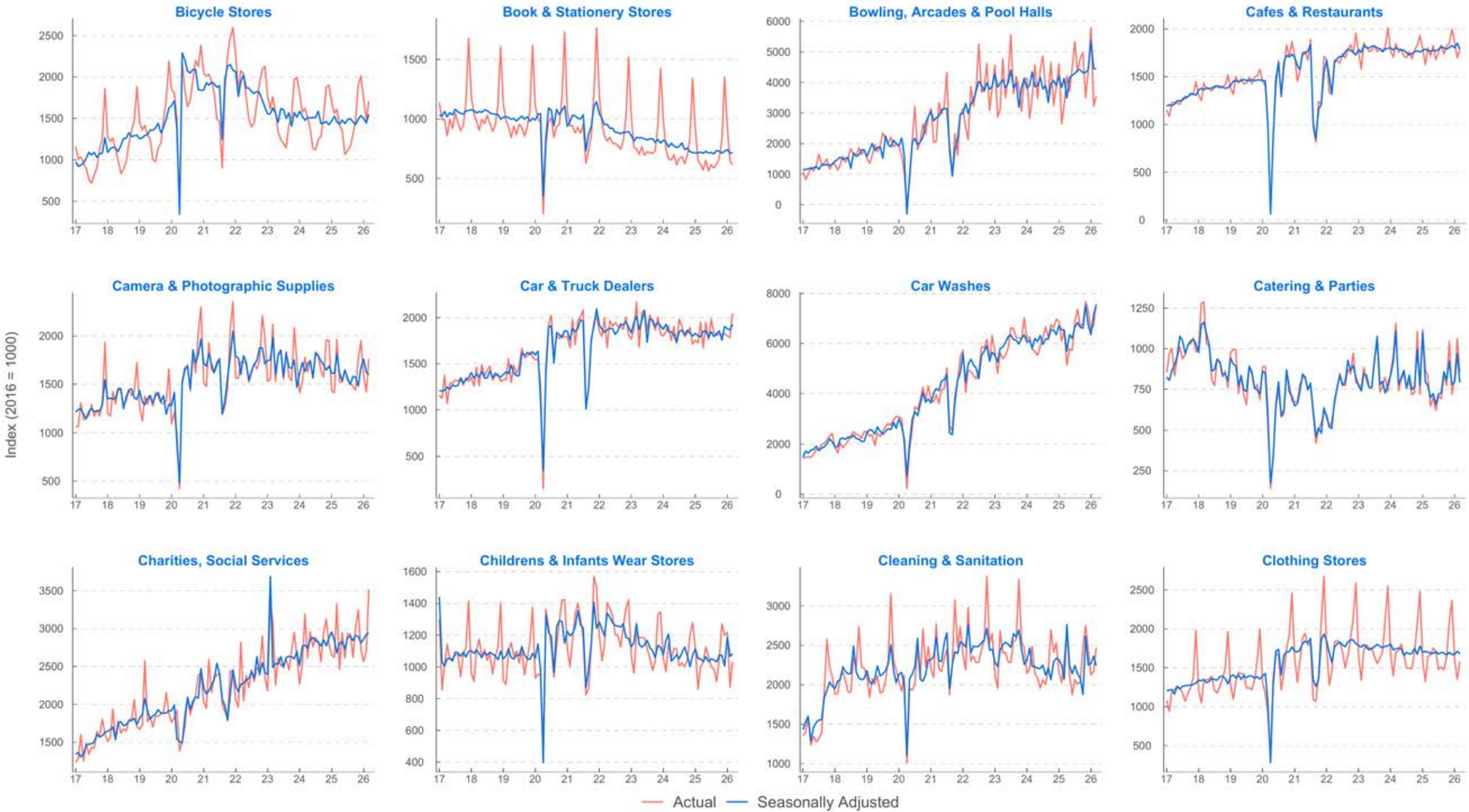


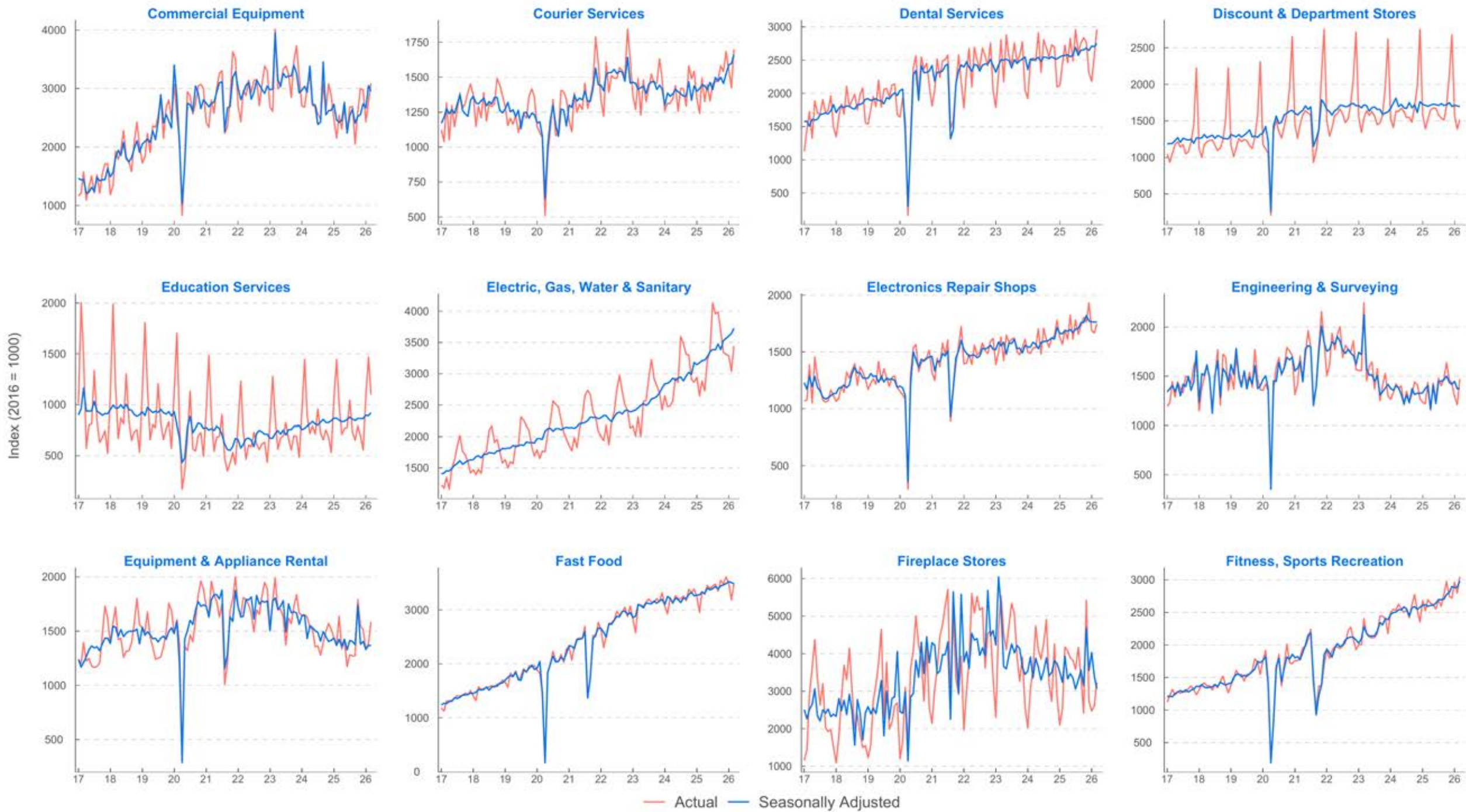
Index (2016 = 1000)

— Actual — Seasonally Adjusted



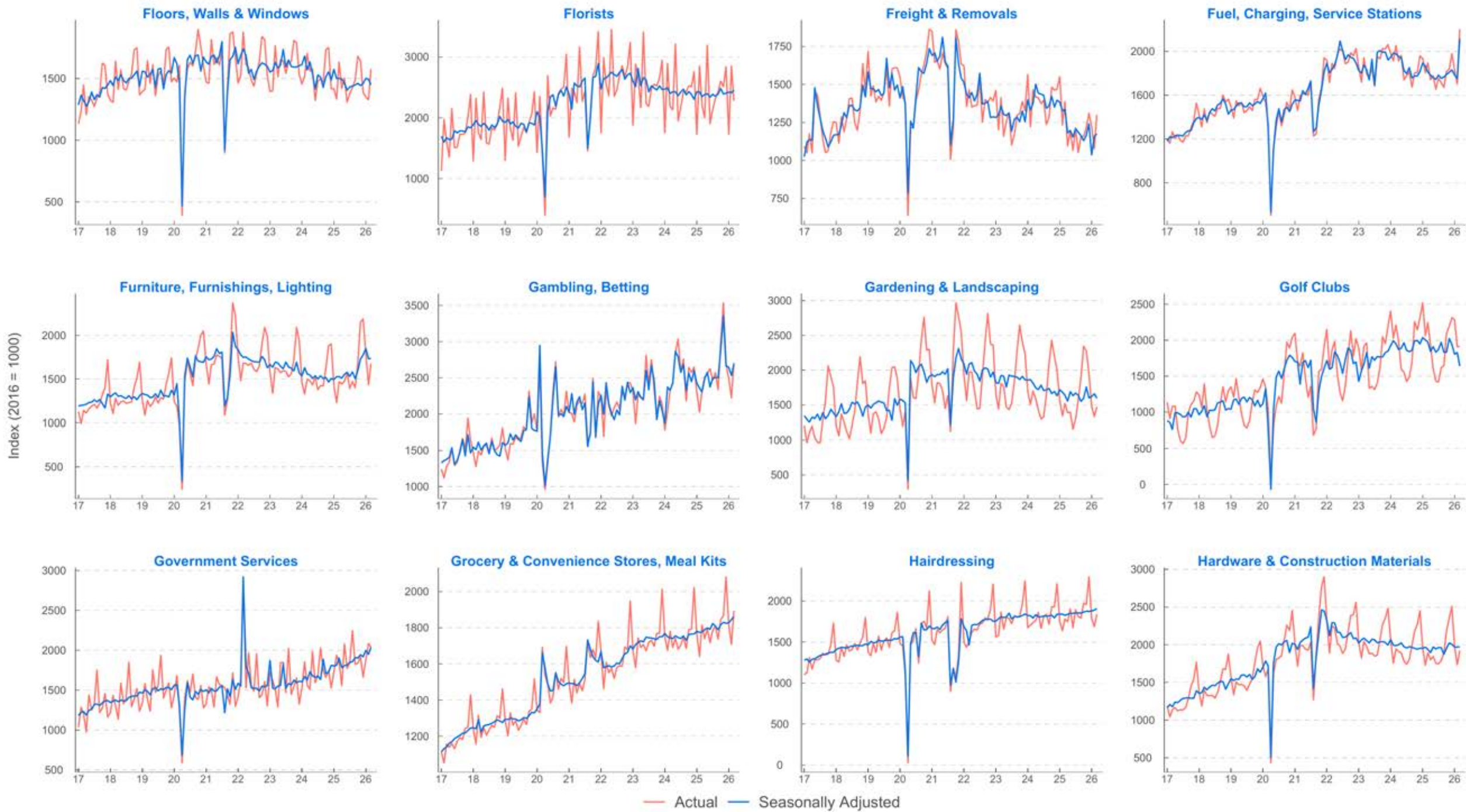
— Actual — Seasonally Adjusted

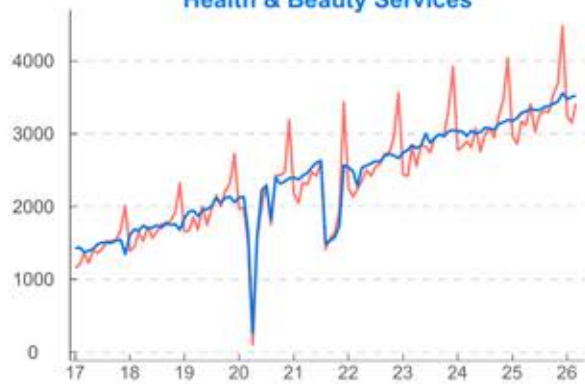
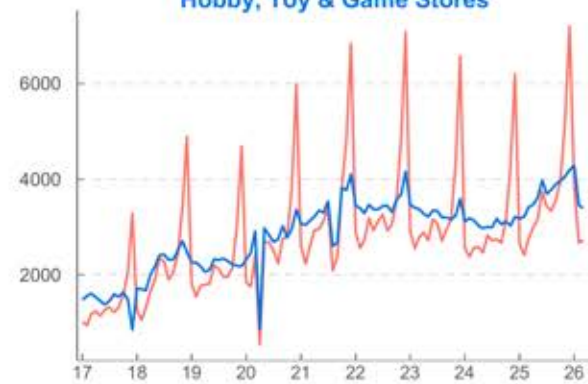
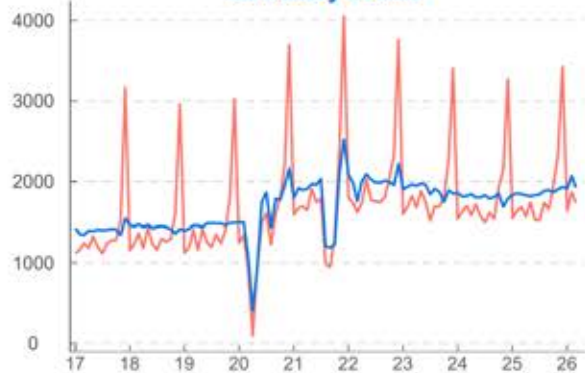
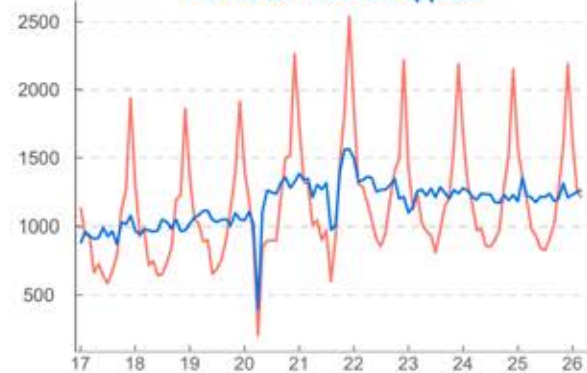
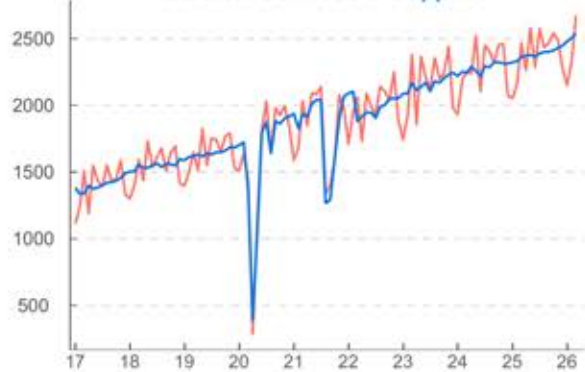




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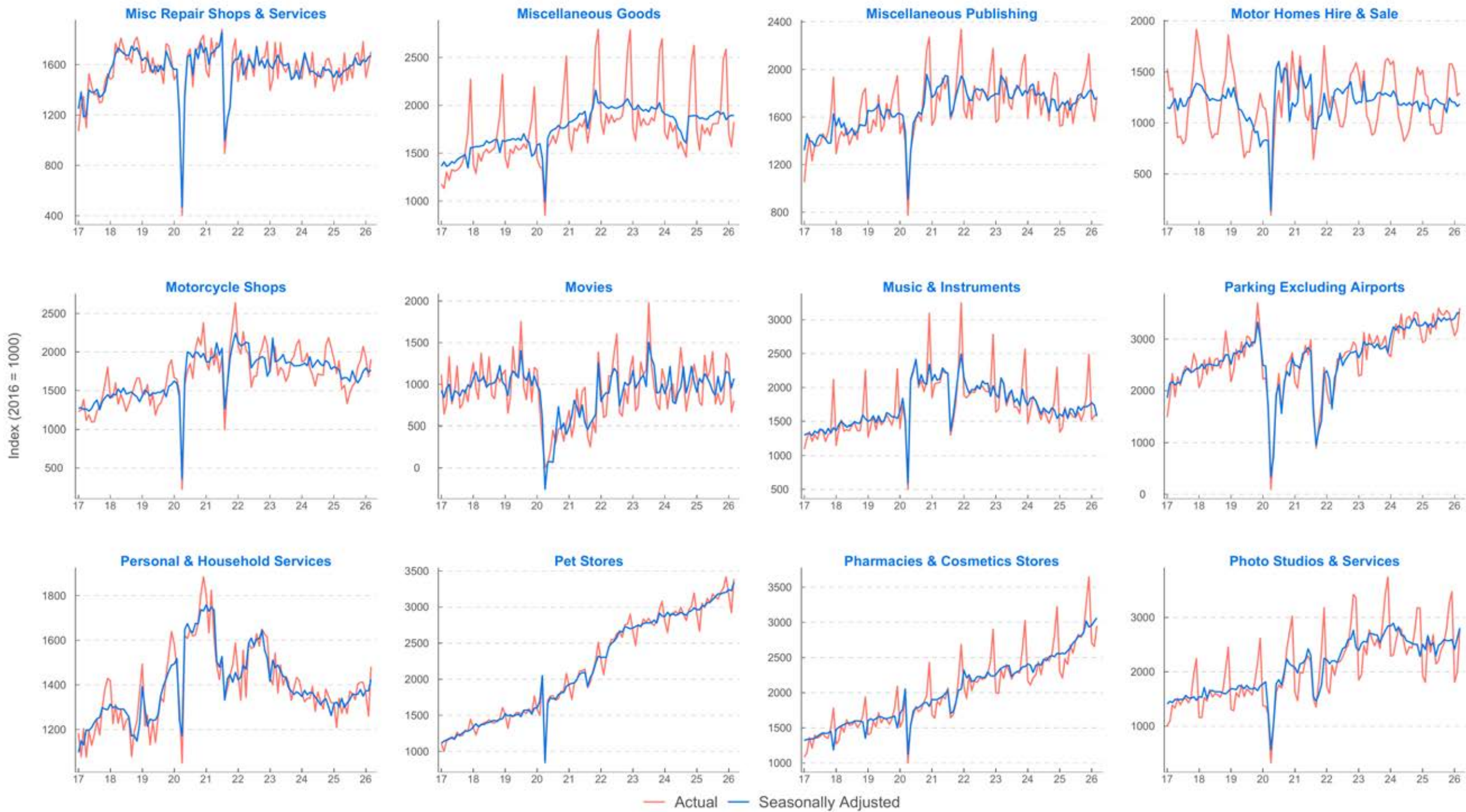
— Actual — Seasonally Adjusted



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**

Index (2016 = 1000)

— Actual — Seasonally Adjusted

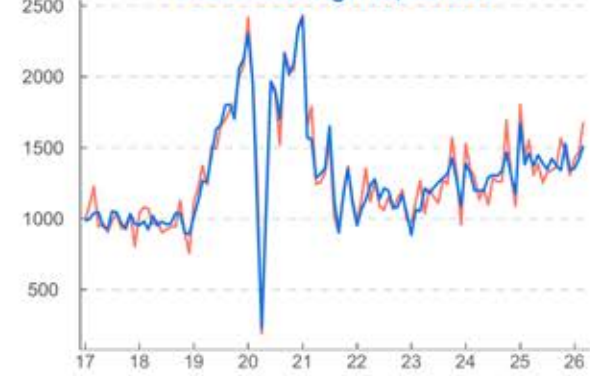


— Actual — Seasonally Adjusted

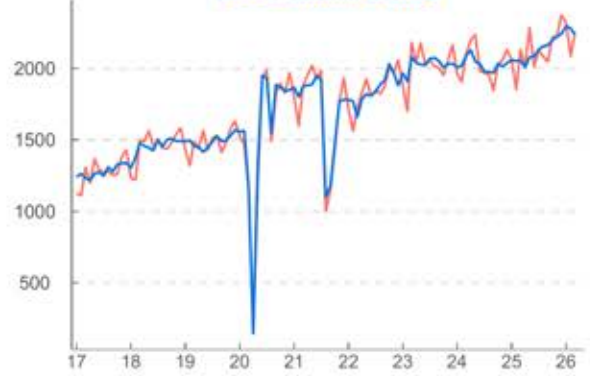
Public Transport



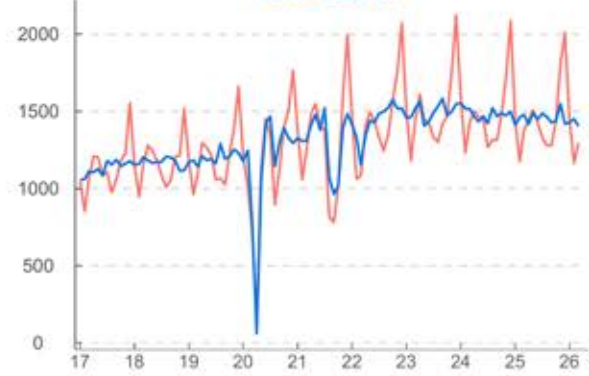
Real Estate Agents, Rentals



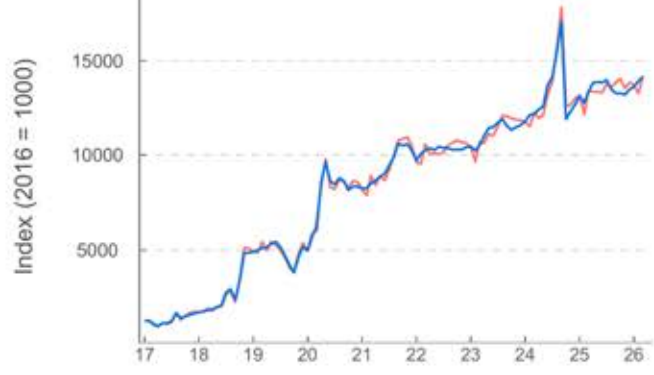
Secondhand Stores



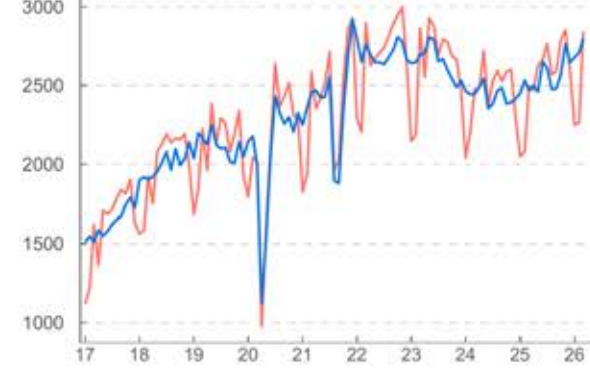
Shoe Stores



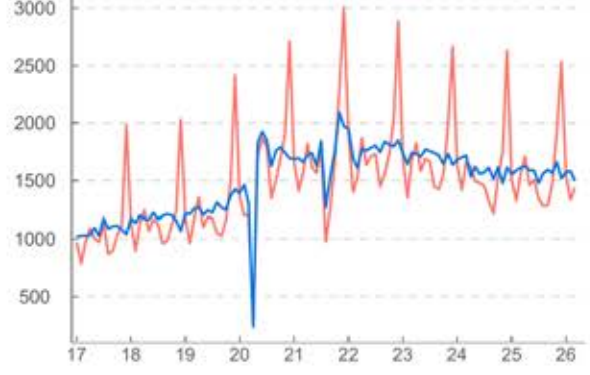
Software & Digital Apps



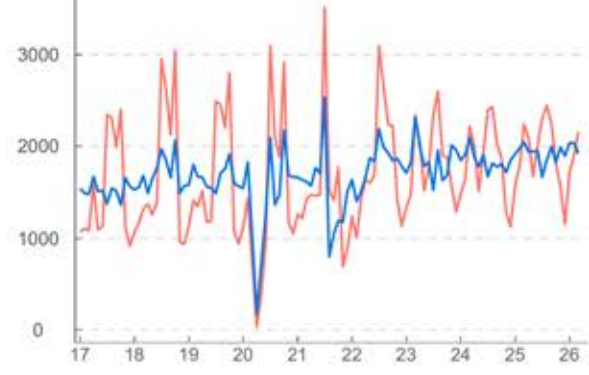
Specialist Trades



Sports & Outdoor Goods Stores



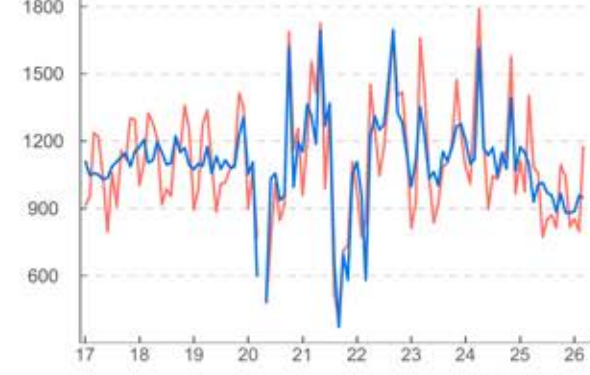
Sports Clubs



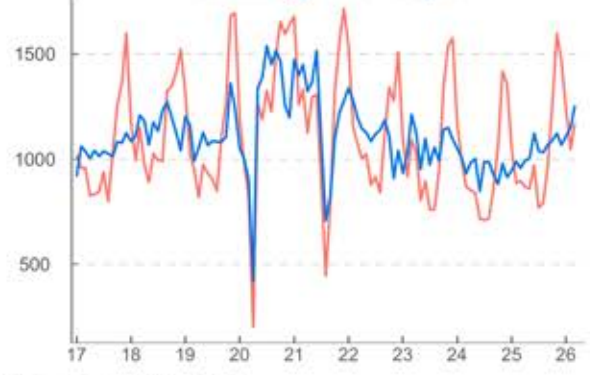
Storage



Suit & Costume Hire



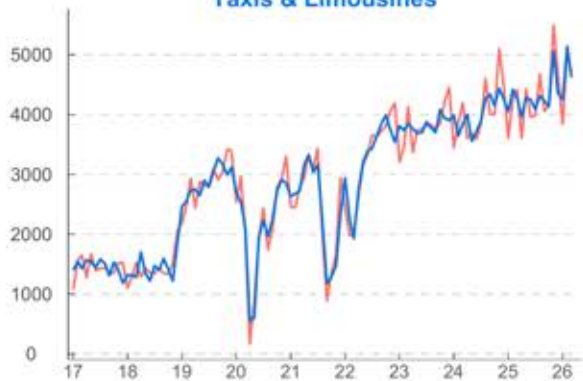
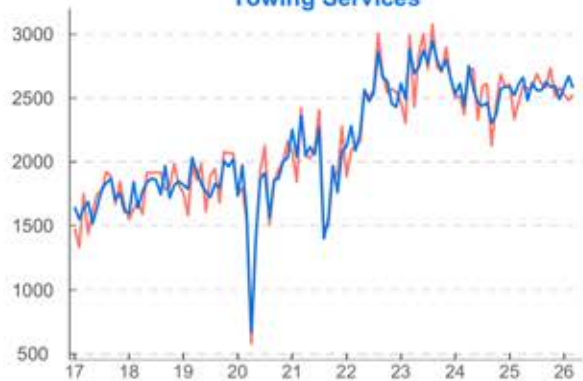
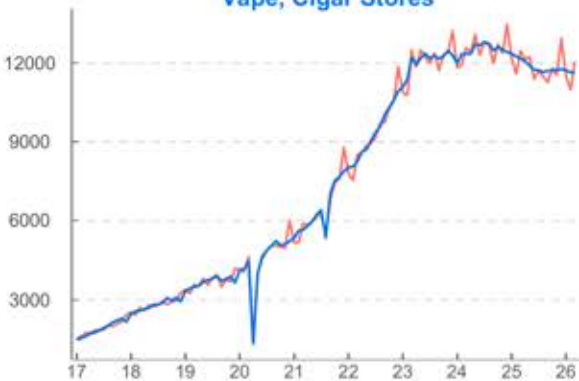
Swimming Pools & Spas



Tailors Seamstresses



— 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**

— Actual — Seasonally Adjusted

Annual % change

The following slides show the annual % change in both raw and smoothed (3-month moving average) terms – 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

Total

Apparel

Consumables

Durables

Hospitality

Housing Durables

Motor Vehicles & Fuel

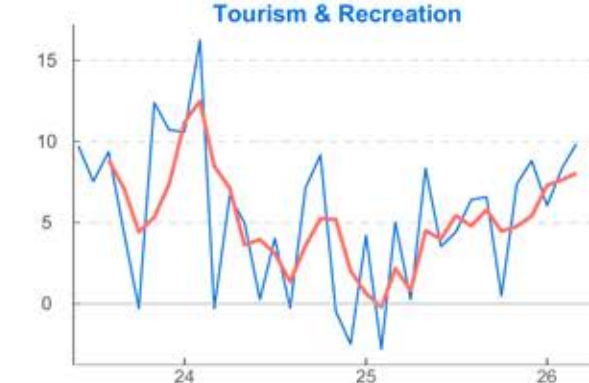
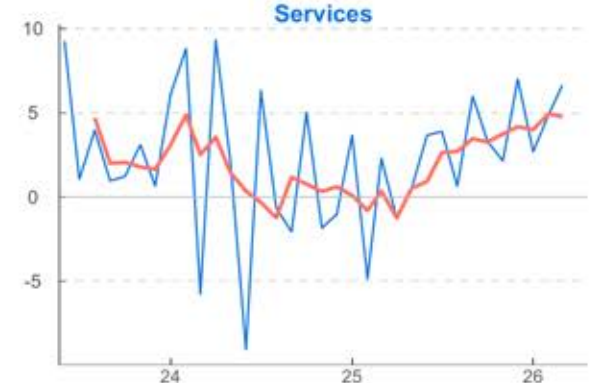
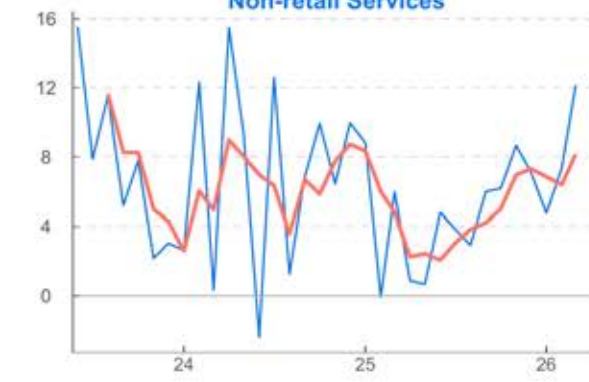
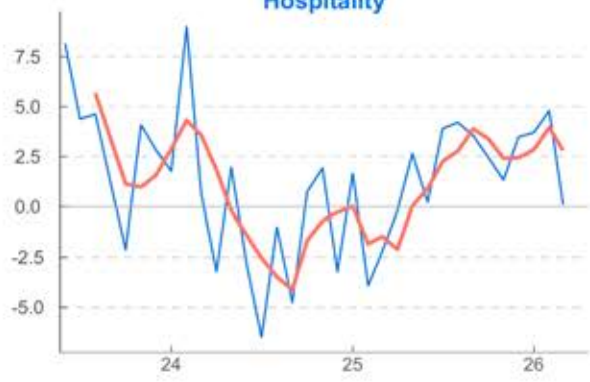
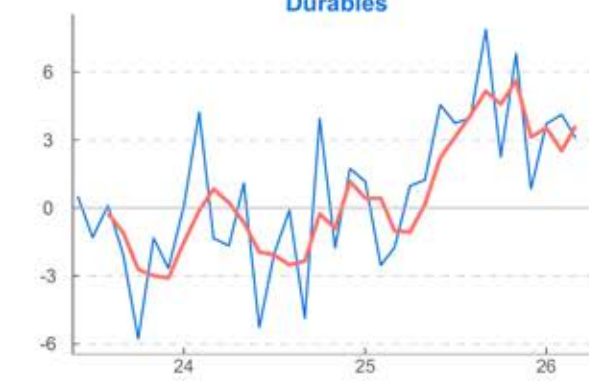
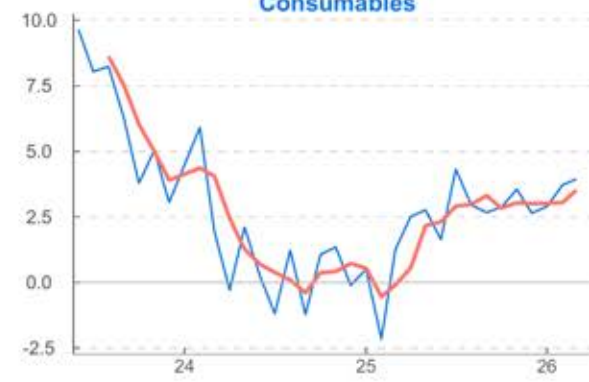
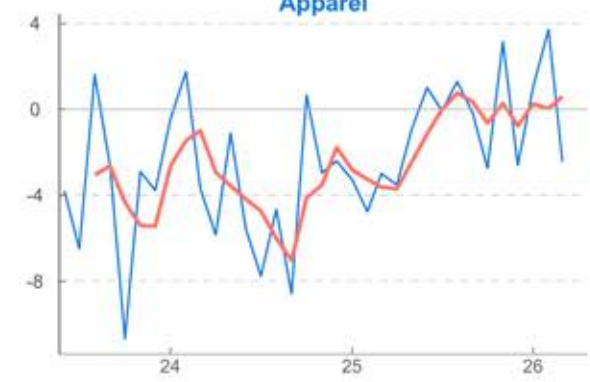
Non-retail Services

Non-retail Trades & Goods

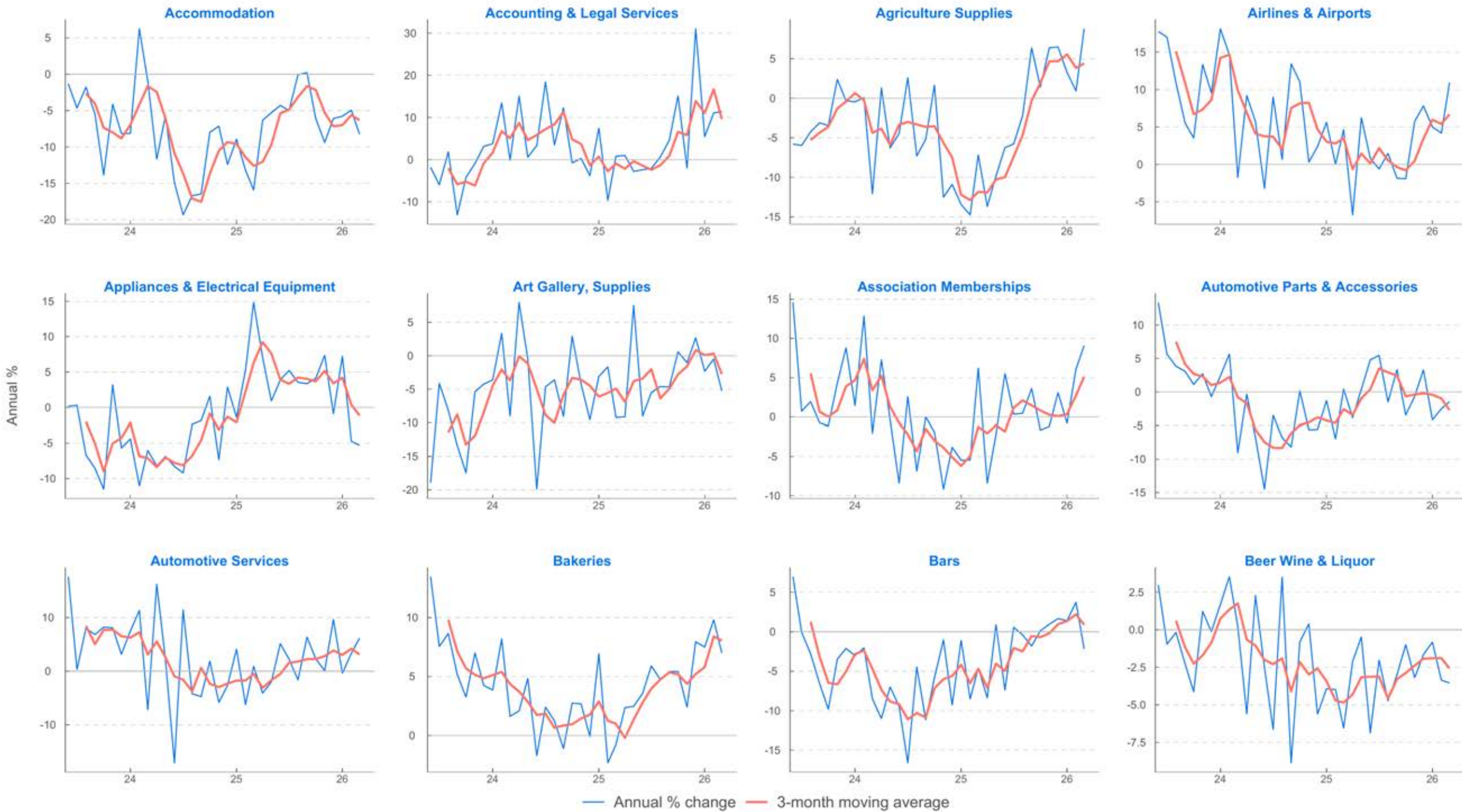
Services

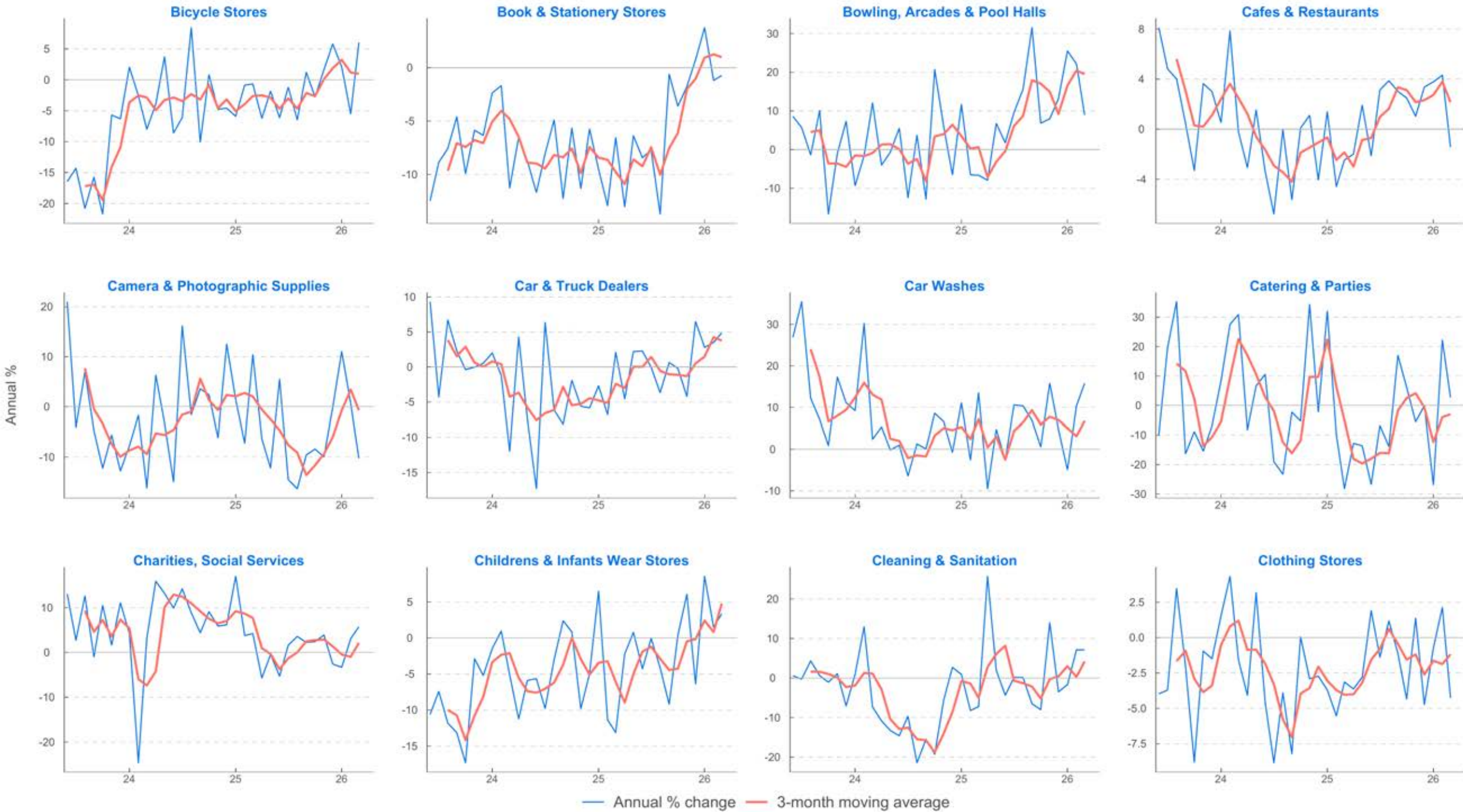
Tourism & Recreation

Annual %

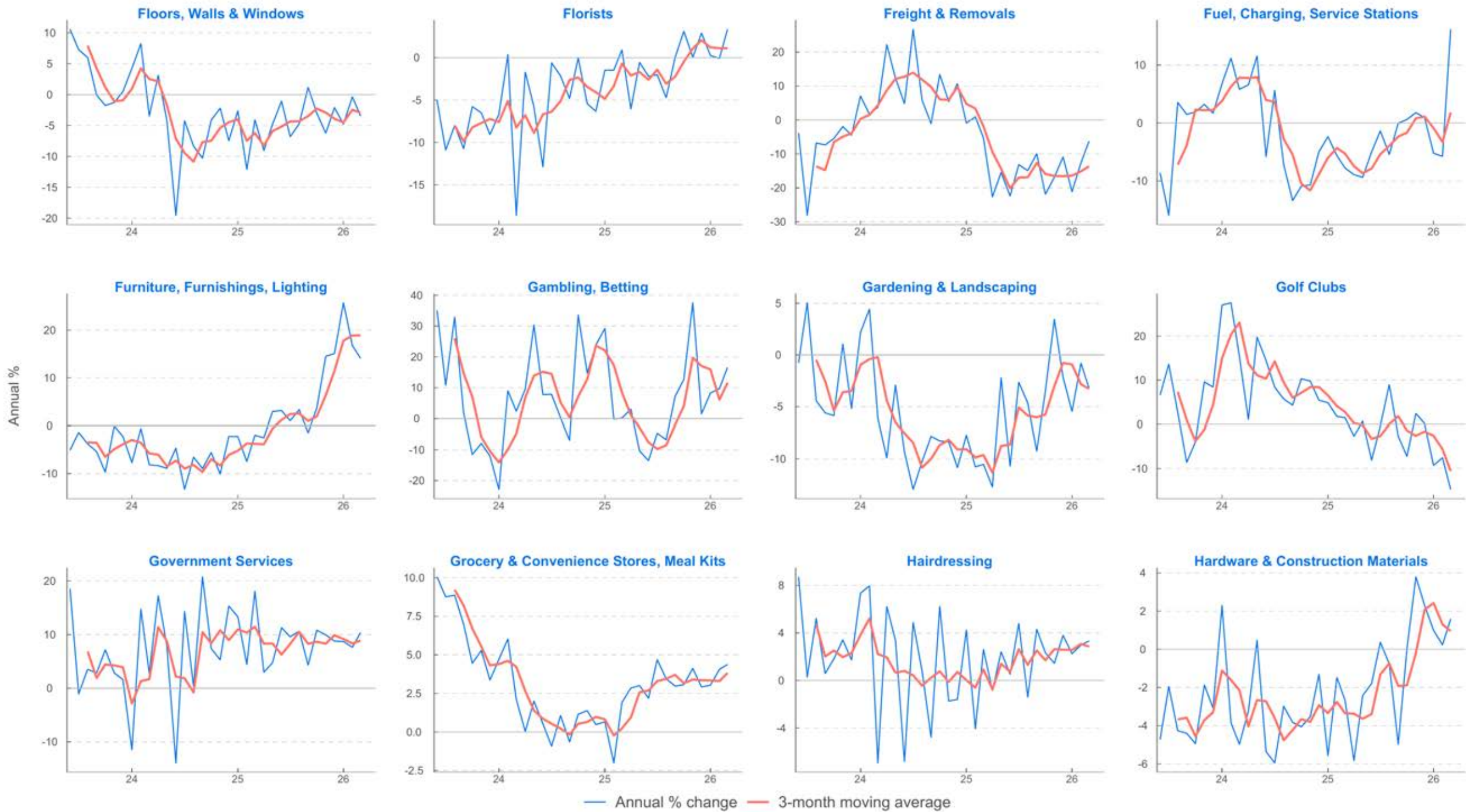


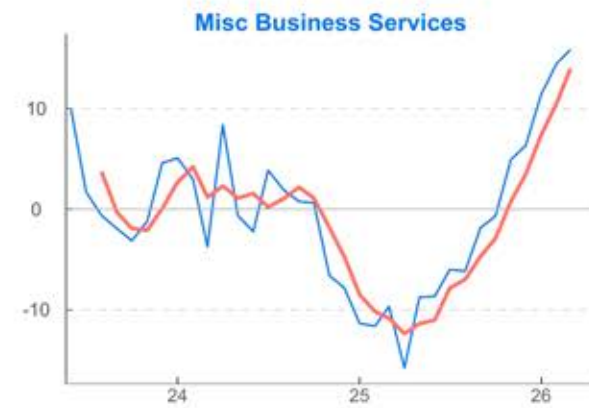
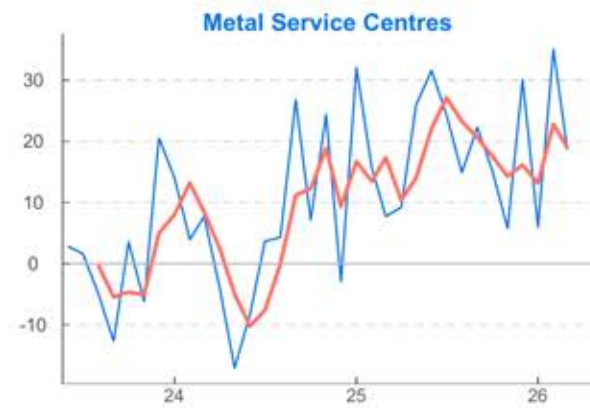
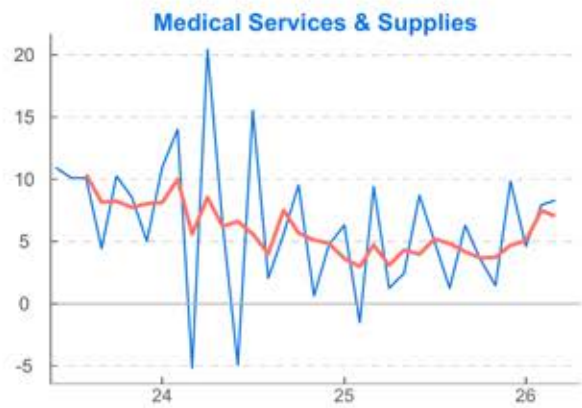
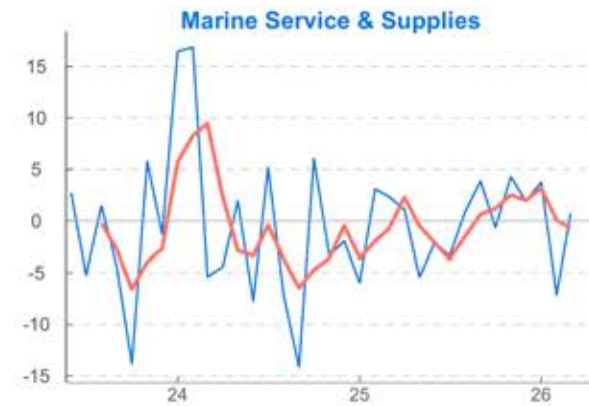
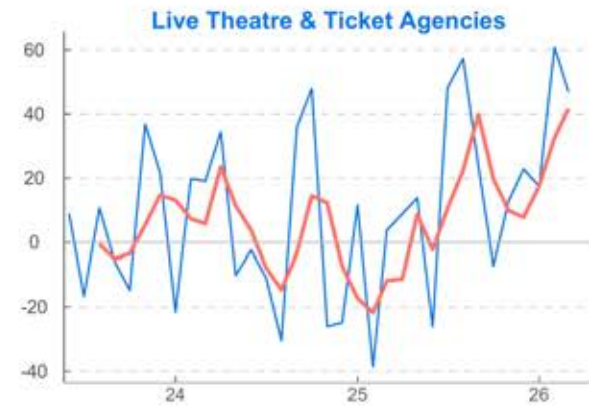
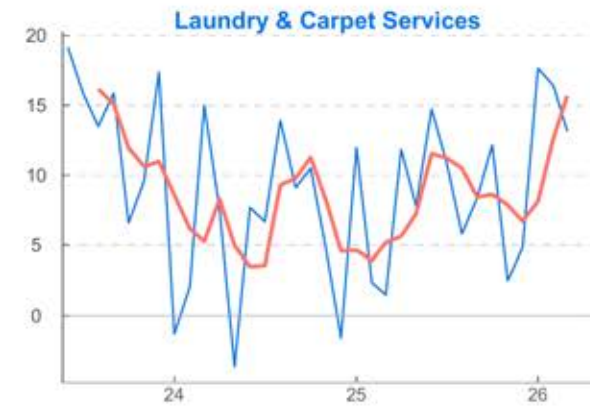
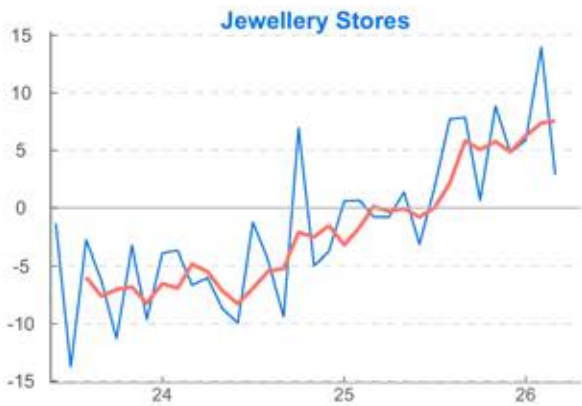
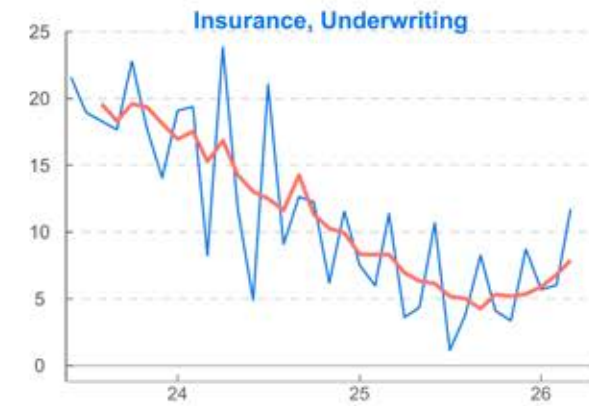
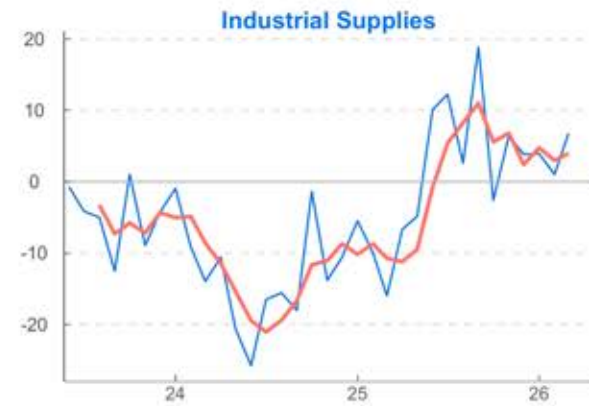
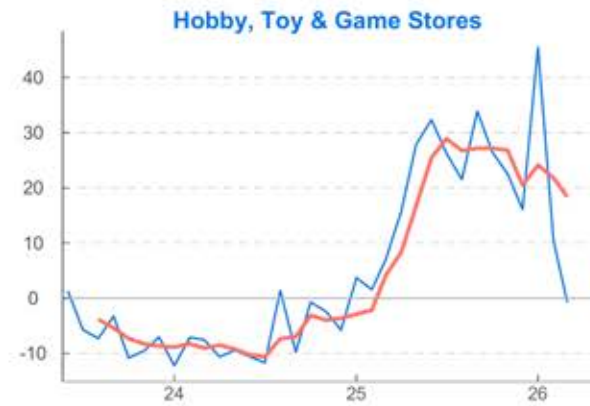
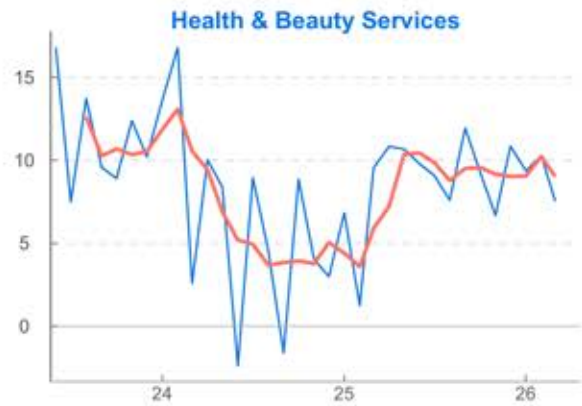
— Annual % change — 3-month moving average



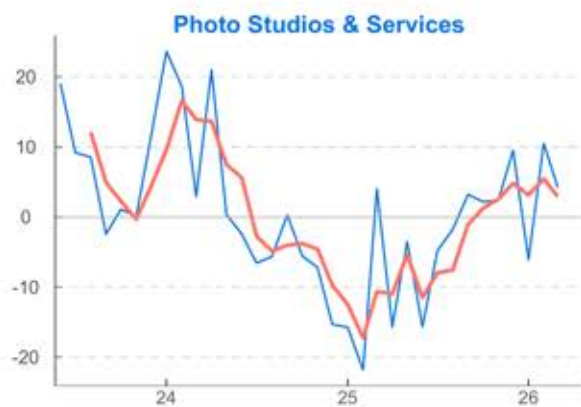
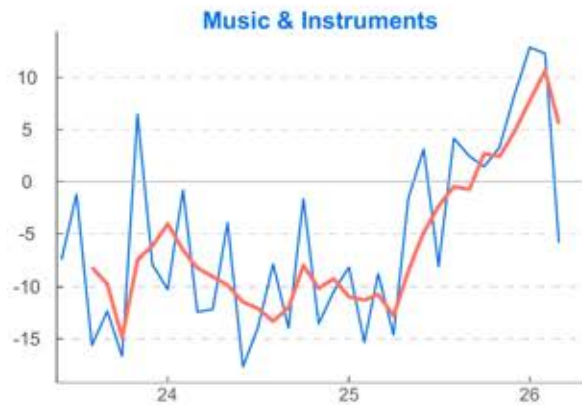
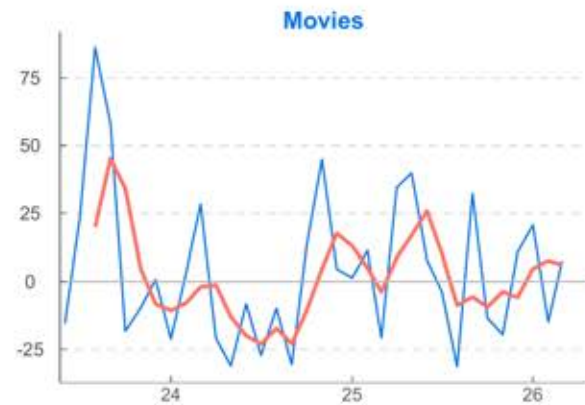
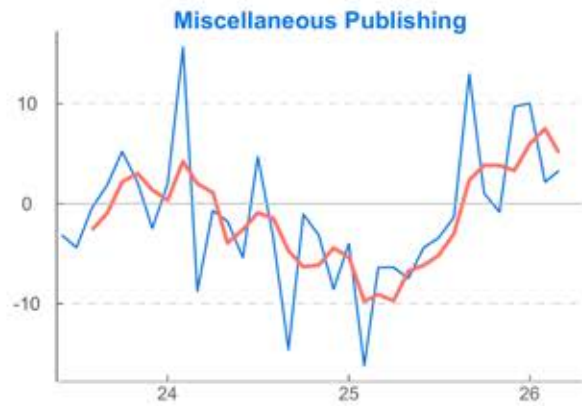
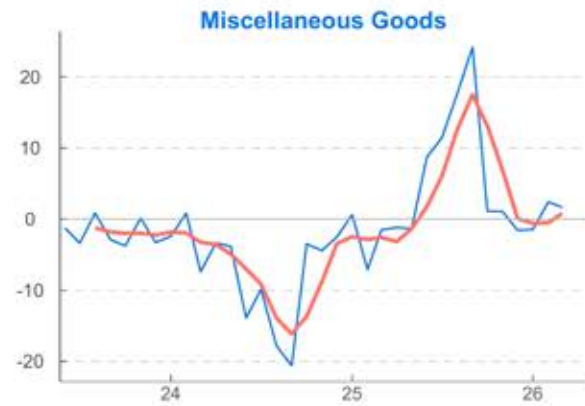
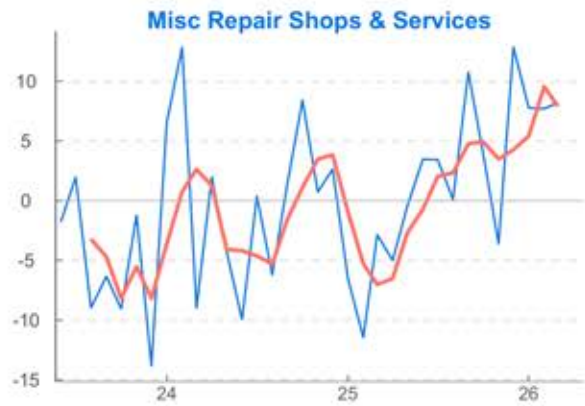








— Annual % change — 3-month moving average



— Annual % change — 3-month moving average





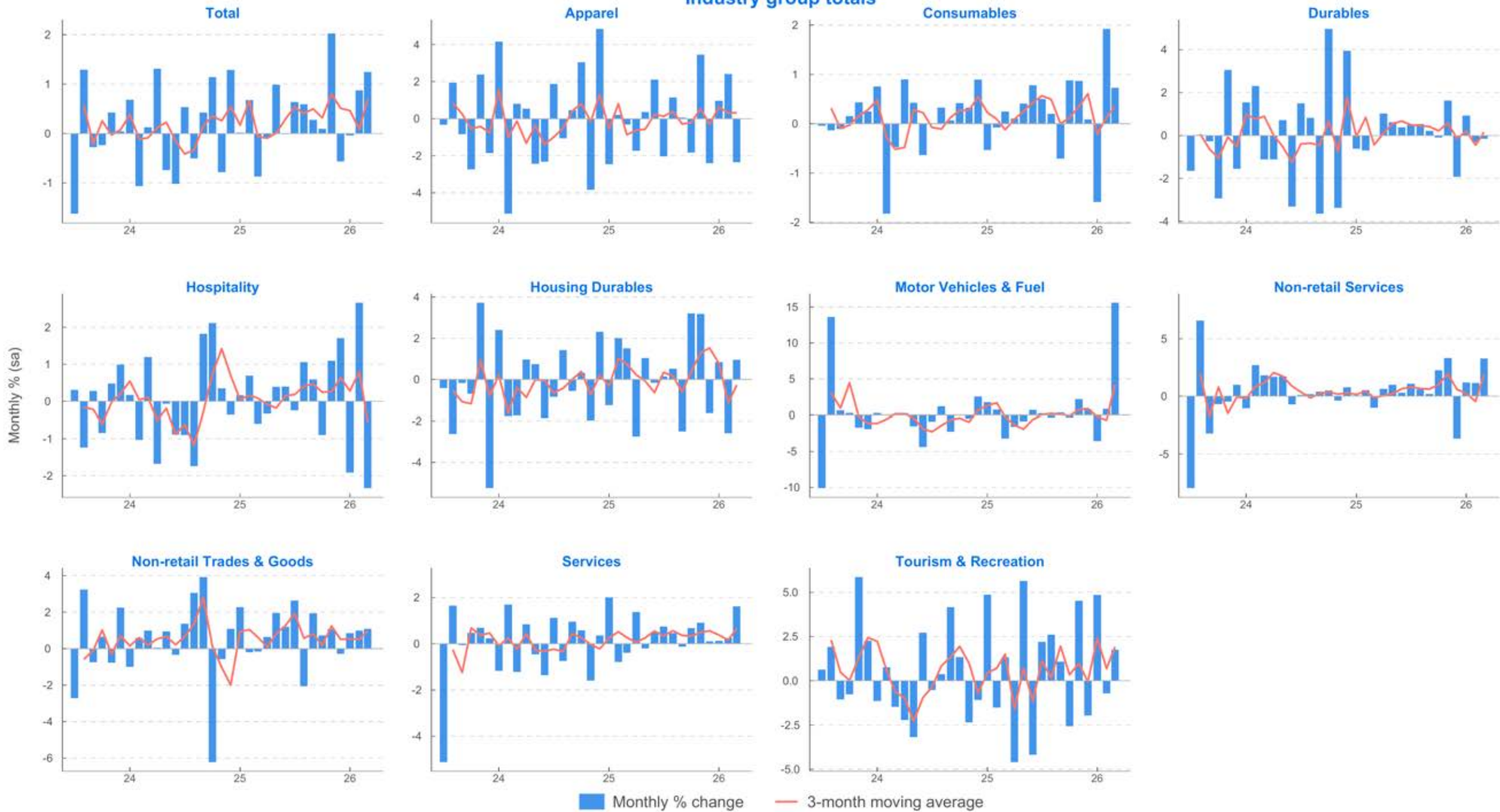
— Annual % change — 3-month moving average

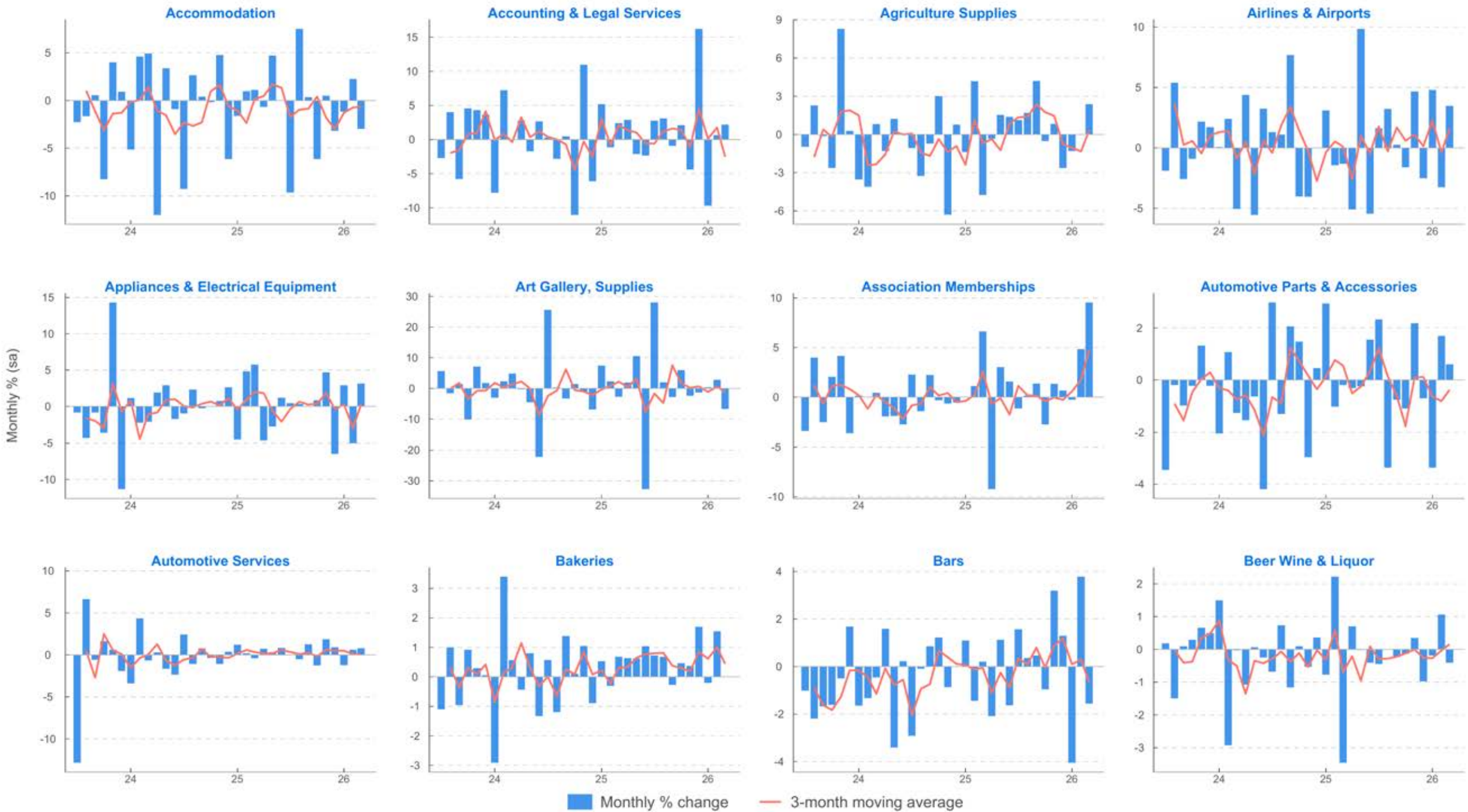
Monthly % change: raw and smoothed (3-month moving average)

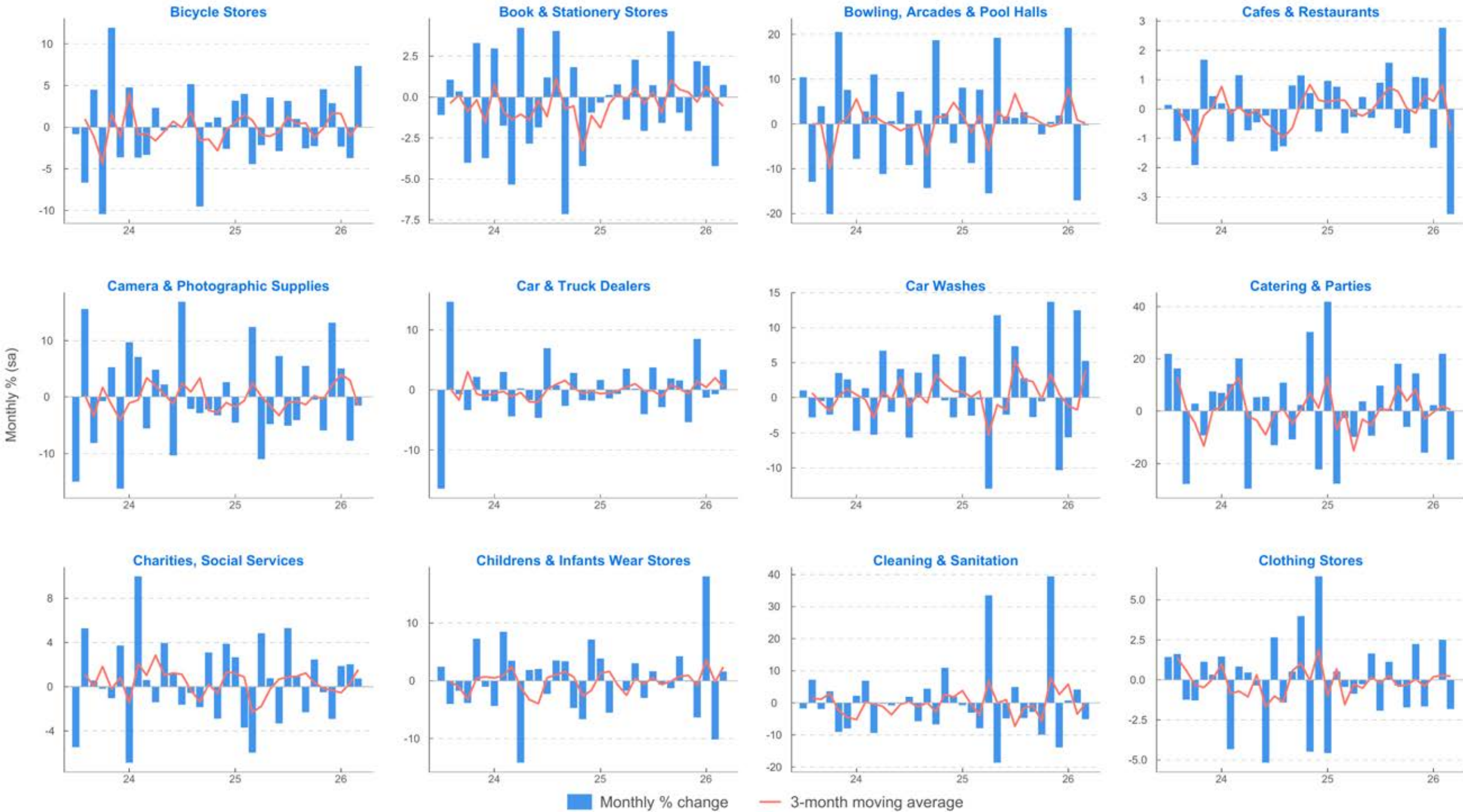
The following slides show the monthly % change, both raw (bars) and in smoothed (3-month moving average) terms (lines). All data in these charts are seasonally adjusted. As before, the first slide is the overall groups, and then all industries in alphabetical order.

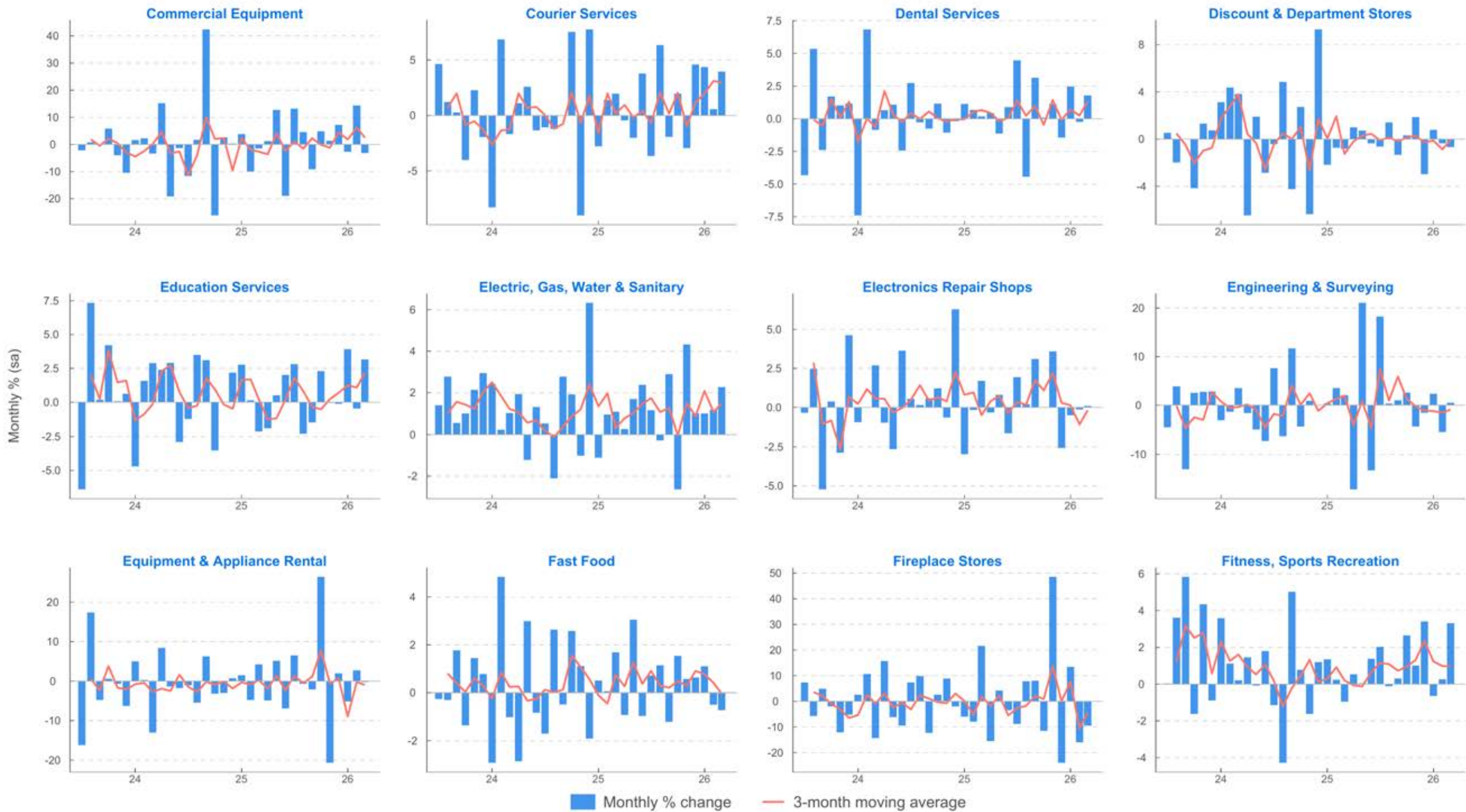
For a description of what is in each industry, see slide 19.

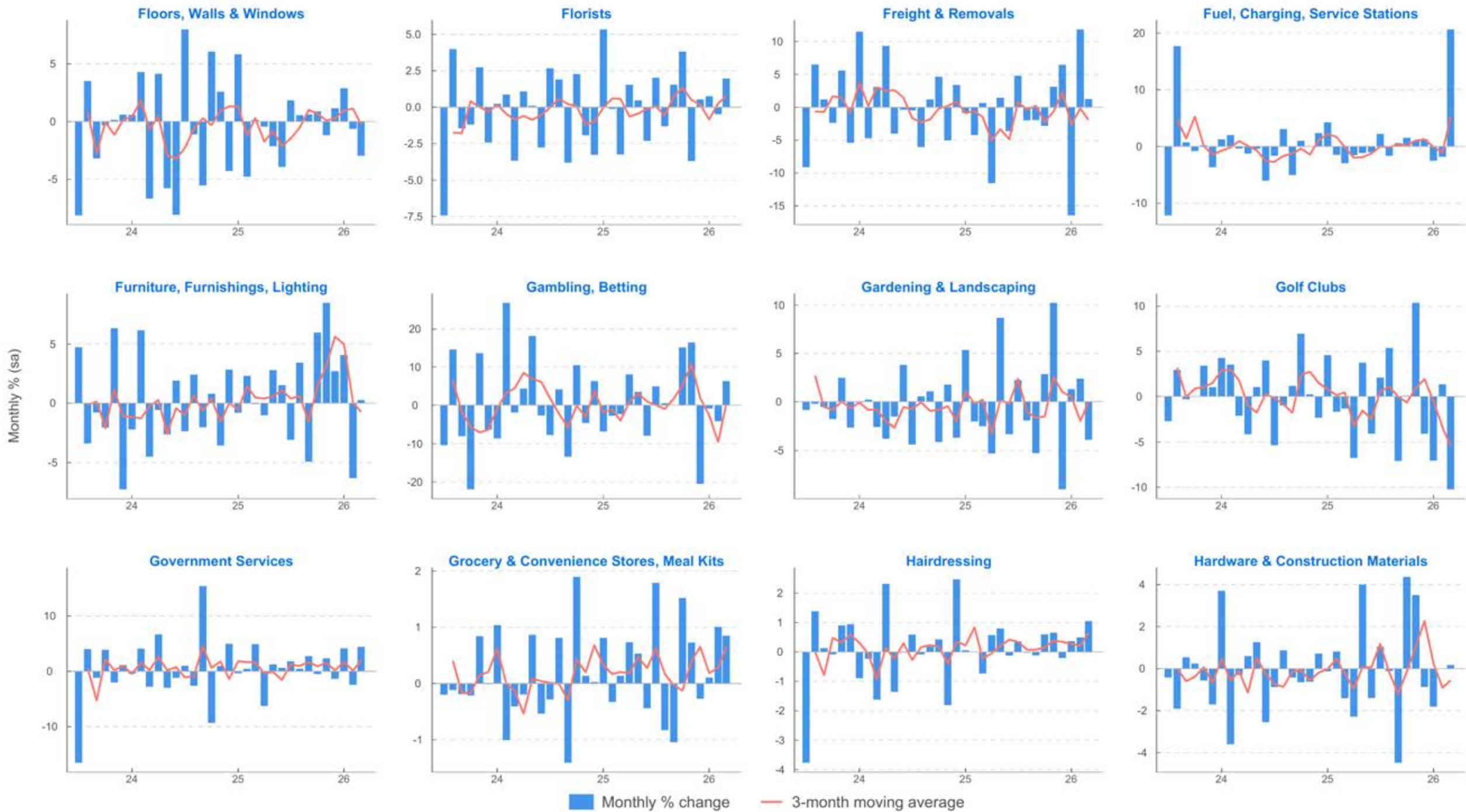
Industry group totals

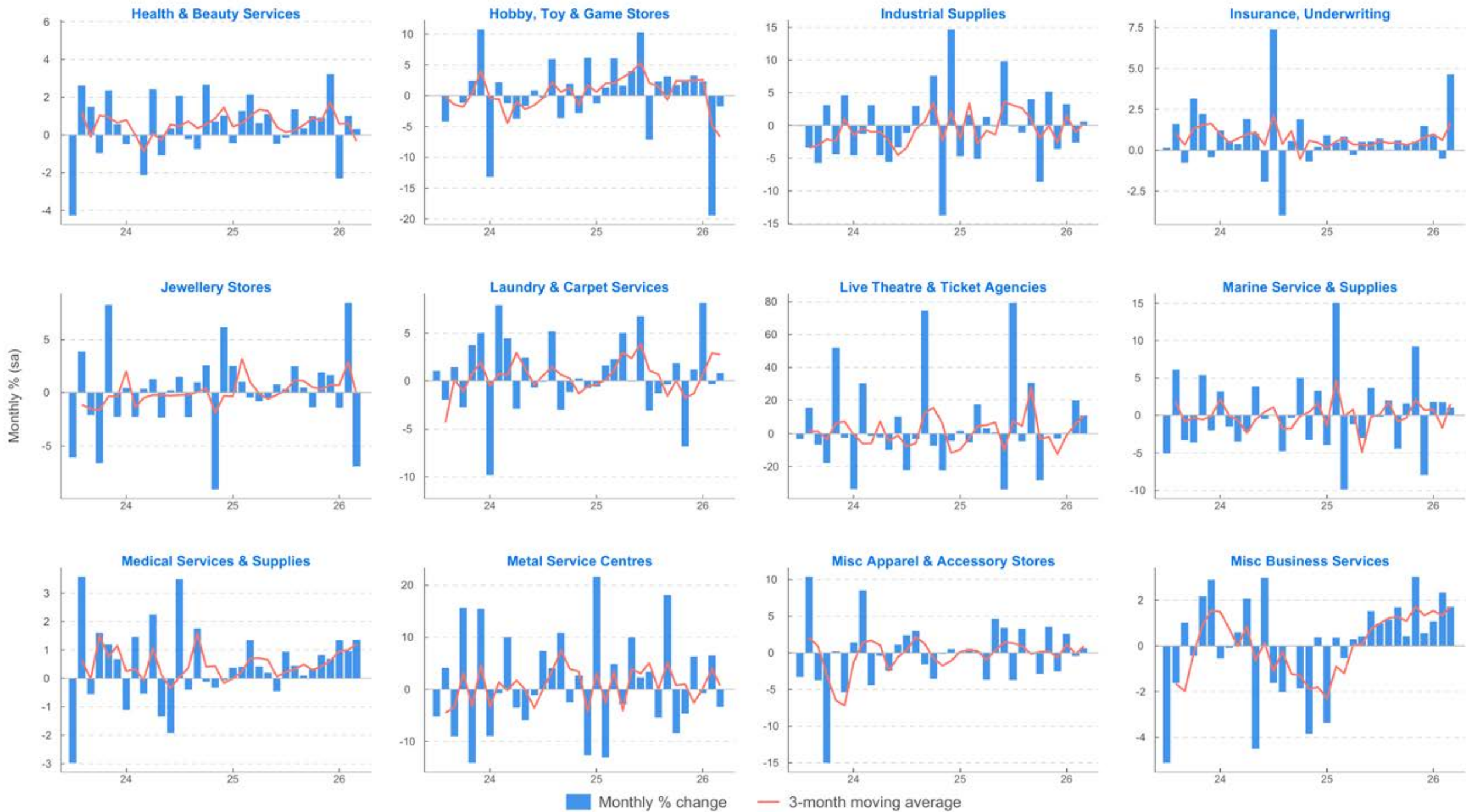


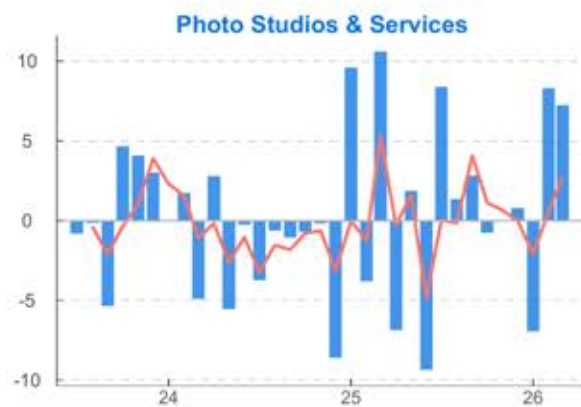
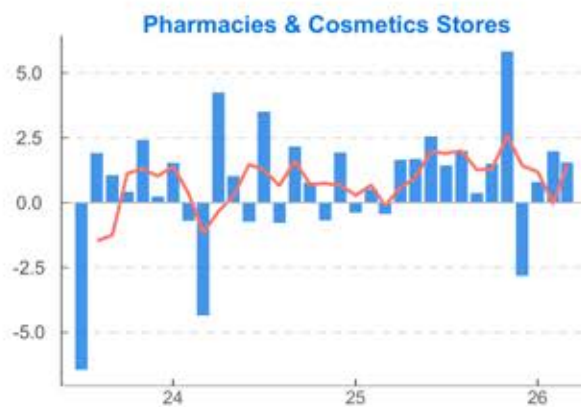
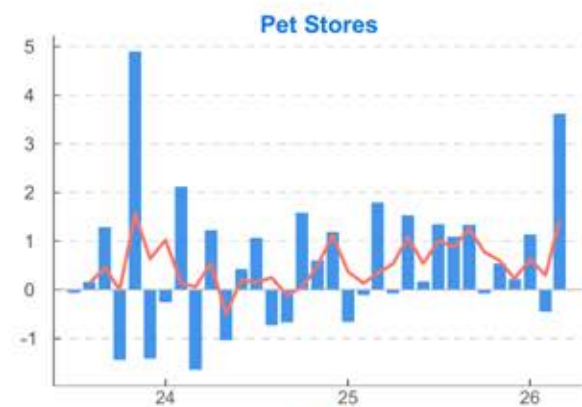
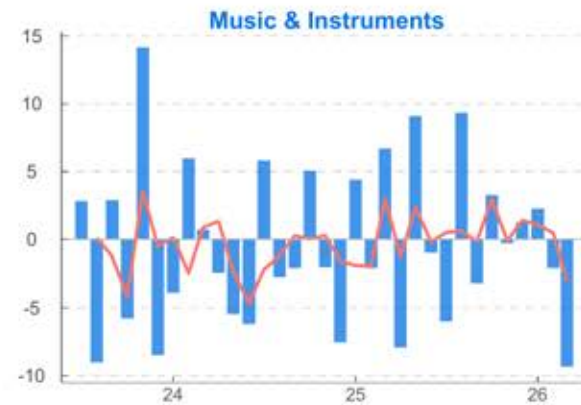
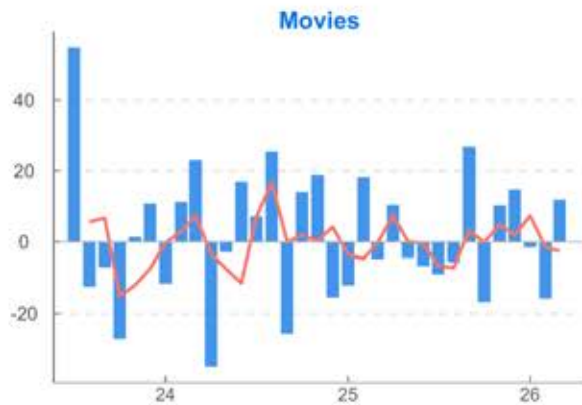
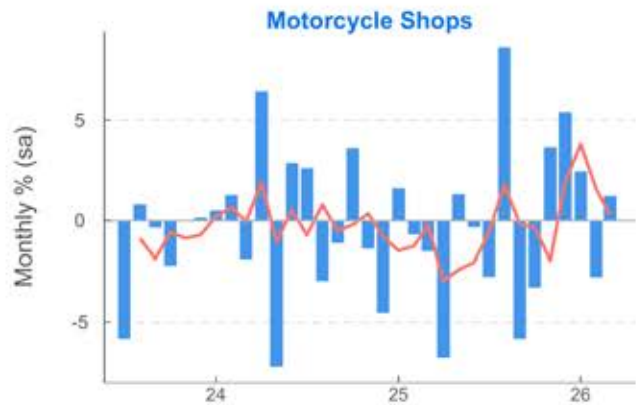
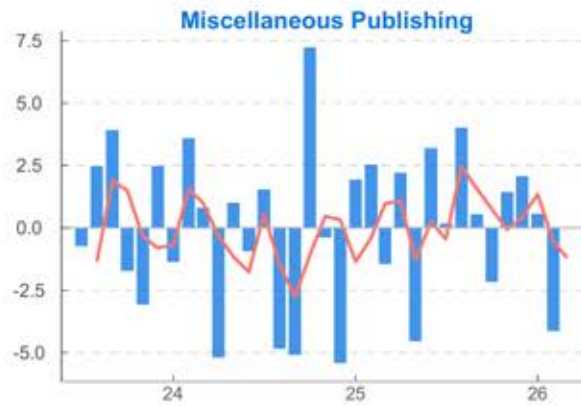
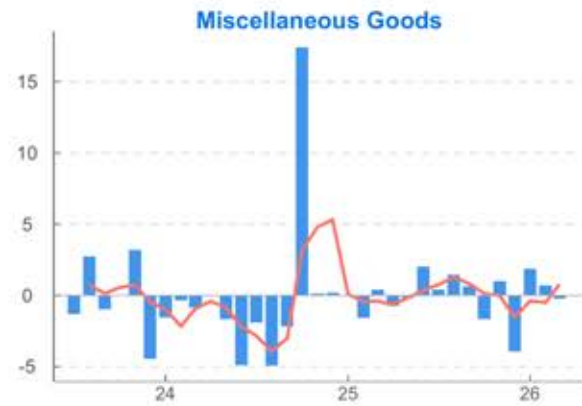
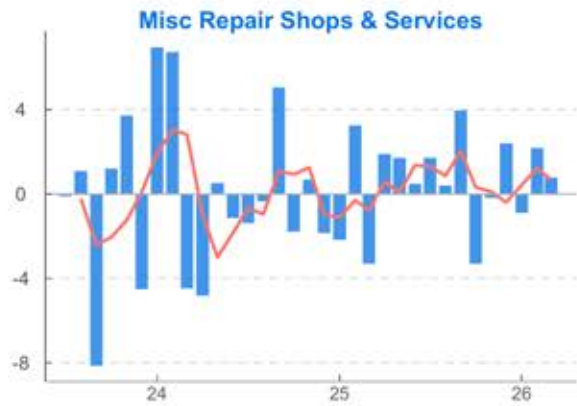




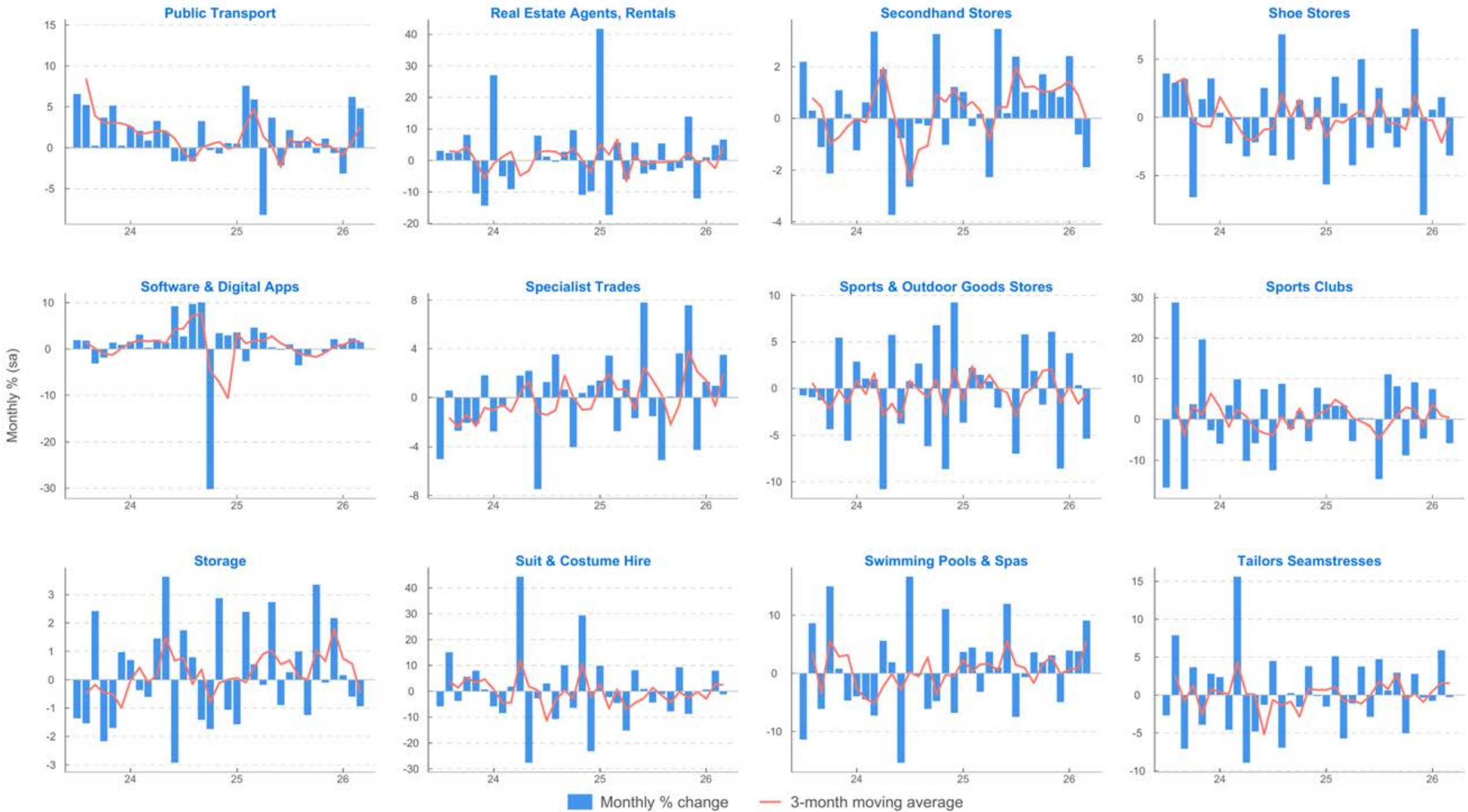


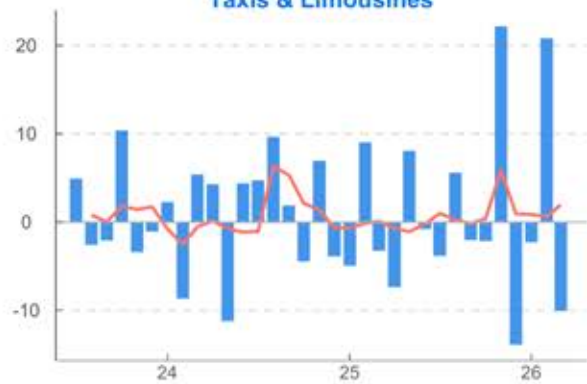
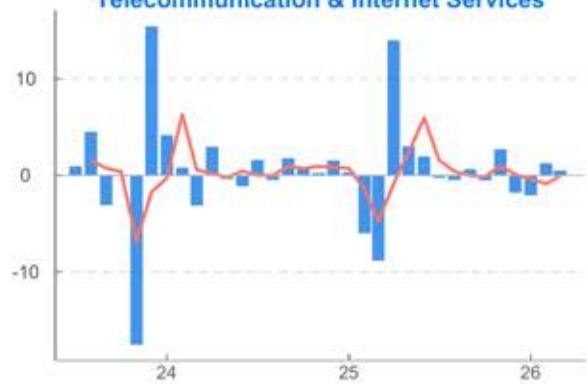
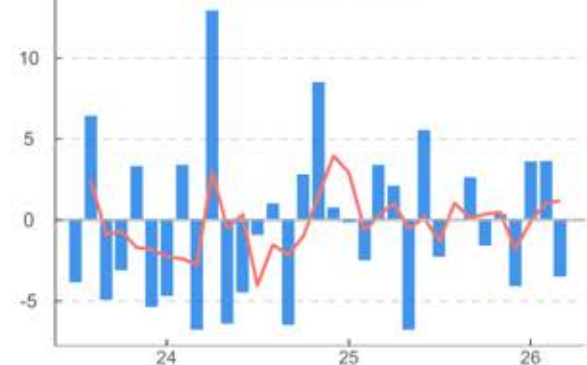
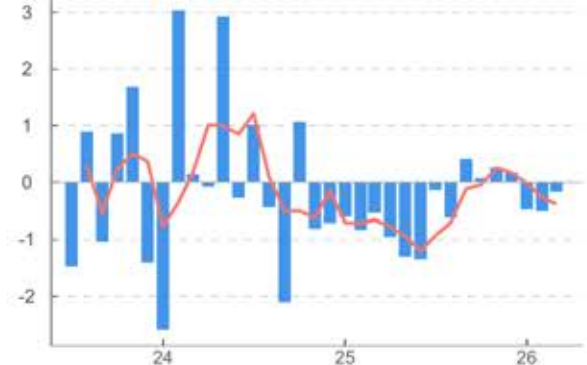
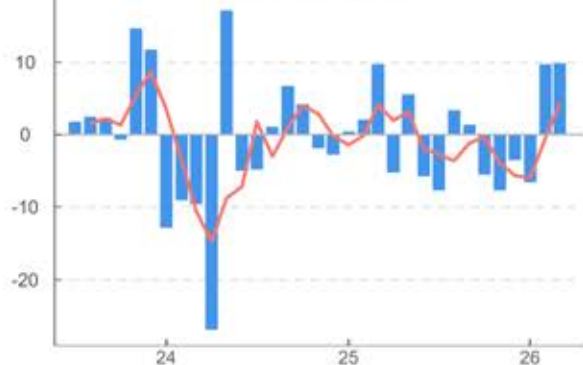
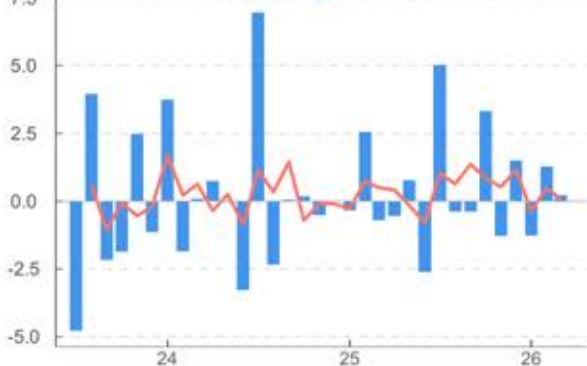






■ Monthly % change — 3-month moving average



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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