



ANZ NZ Card Spending Chartpack

Data for July 2026

ANZ Research

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4 August 2026

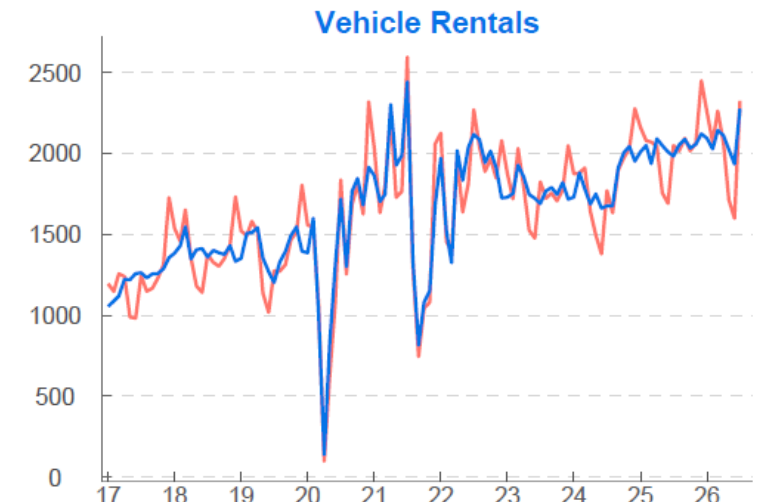
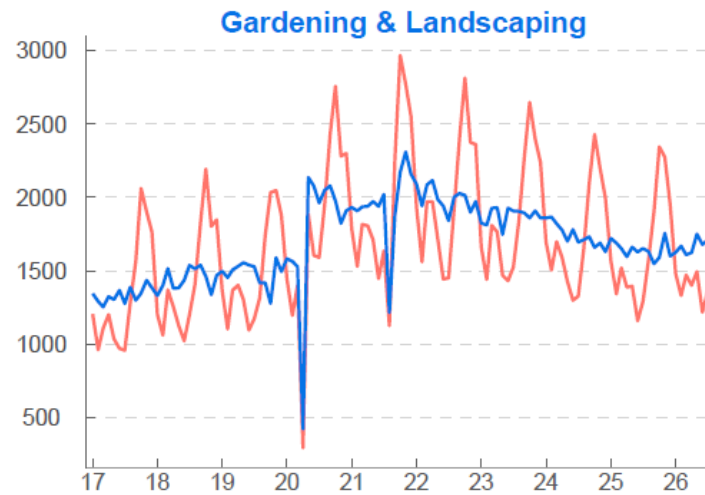
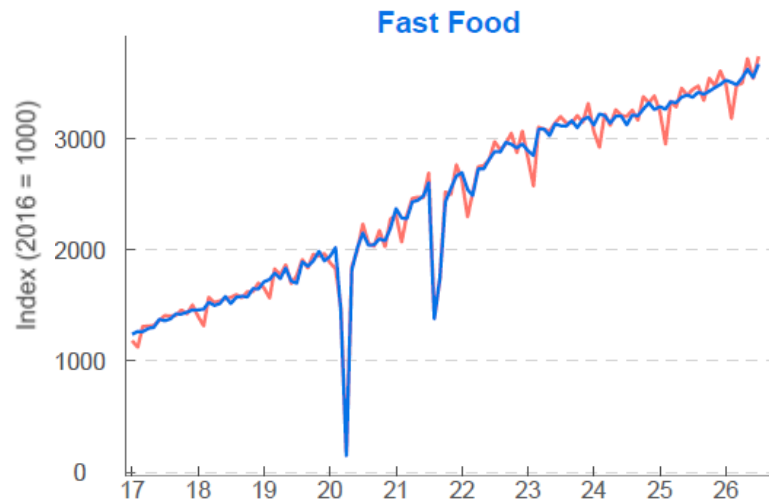
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This is not personal advice. It does not consider your financial situation or goals.
Please refer to the Important Notice.



Highlights

- ANZ card data showed a 0.5% lift in July (seasonally adjusted), with annual growth lifting from 5.8% to 6.1%.
- Most categories were higher compared to June. Spending on motor vehicle and fuels fell 0.8% m/m, and non-retail trades and goods and services slipped, but both following strong lifts the month before. (All data is seasonally adjusted).
- Durables and hospitality saw the largest monthly increases, up 2.3% and 2.0%, both coming off declines in June. All spend types in the hospitality group lifted.
- A lift in spend on accommodation and vehicle rental is a good sign for a tourism rebound. Slightly more of the school holidays falling in the month of July this year than last might have played a part, but it wasn't atypical.
- Full charts are in an appendix.



— Actual — Seasonally Adjusted

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The big picture: Rain saw the golf club fee spent on Powerball instead?

Selected Discretionary

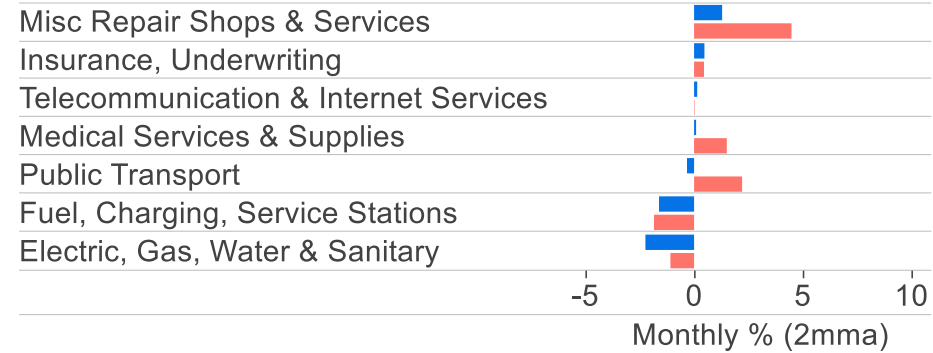


■ Latest ■ Previous month

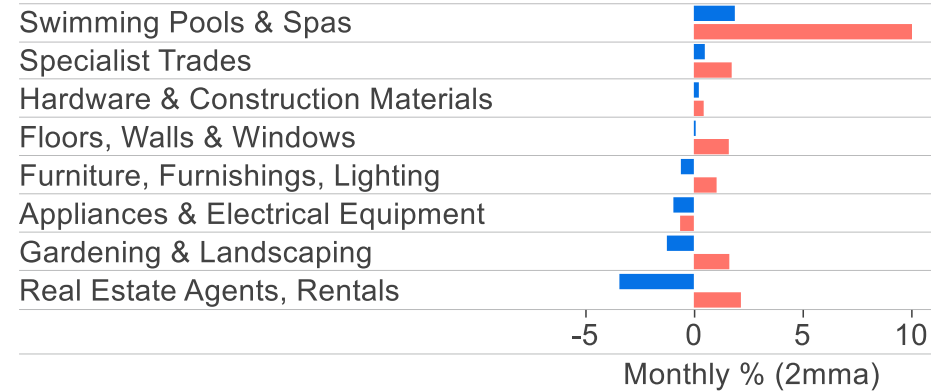
Source: ANZ Research

Note data is a 2-month average in these charts to reduce volatility (seasonally adjusted)

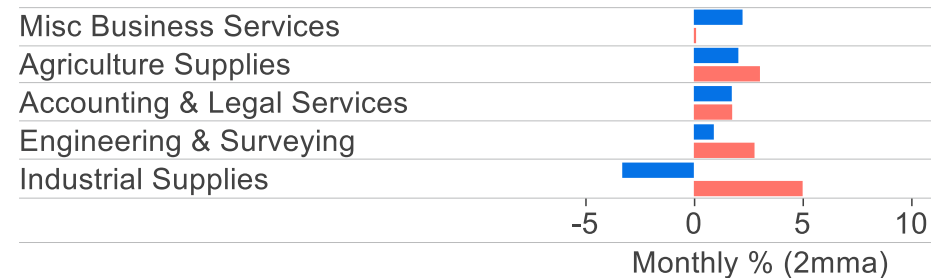
Selected Necessities



Selected Housing-related



Selected B2B



■ Latest ■ Previous month

Fuel spending

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



Source: ANZ Research

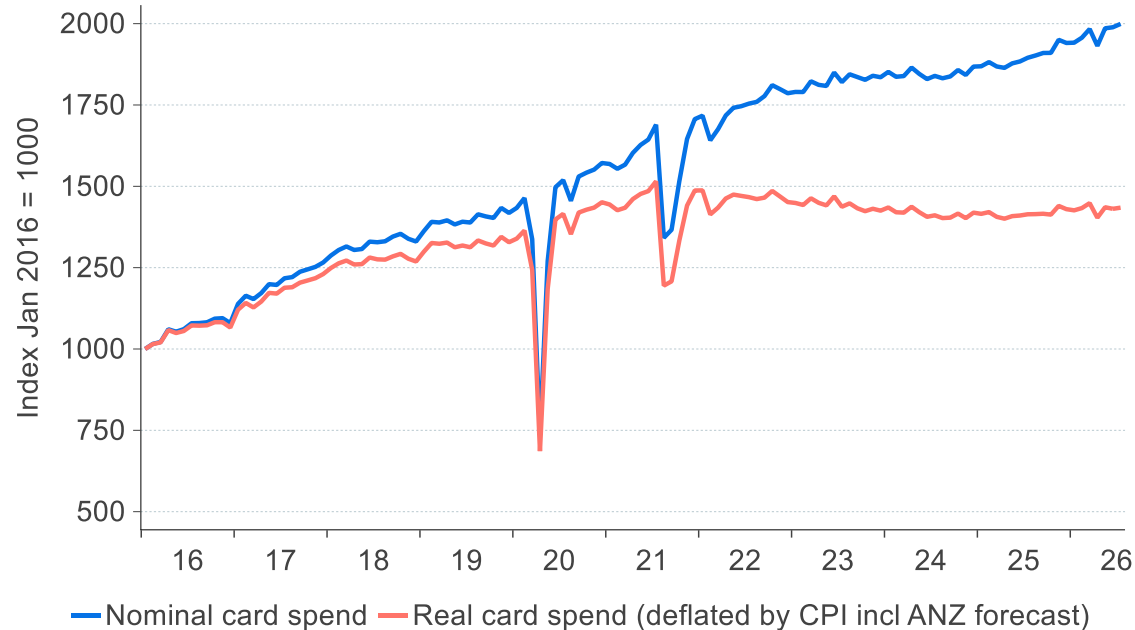
- Fuel spend has a strong weekly pattern and so is presented as a 7-day moving average in the daily spending chart above, which is not seasonally adjusted.
- Spending on fuel continued to drop even with fuel prices off their lows.



Total spend

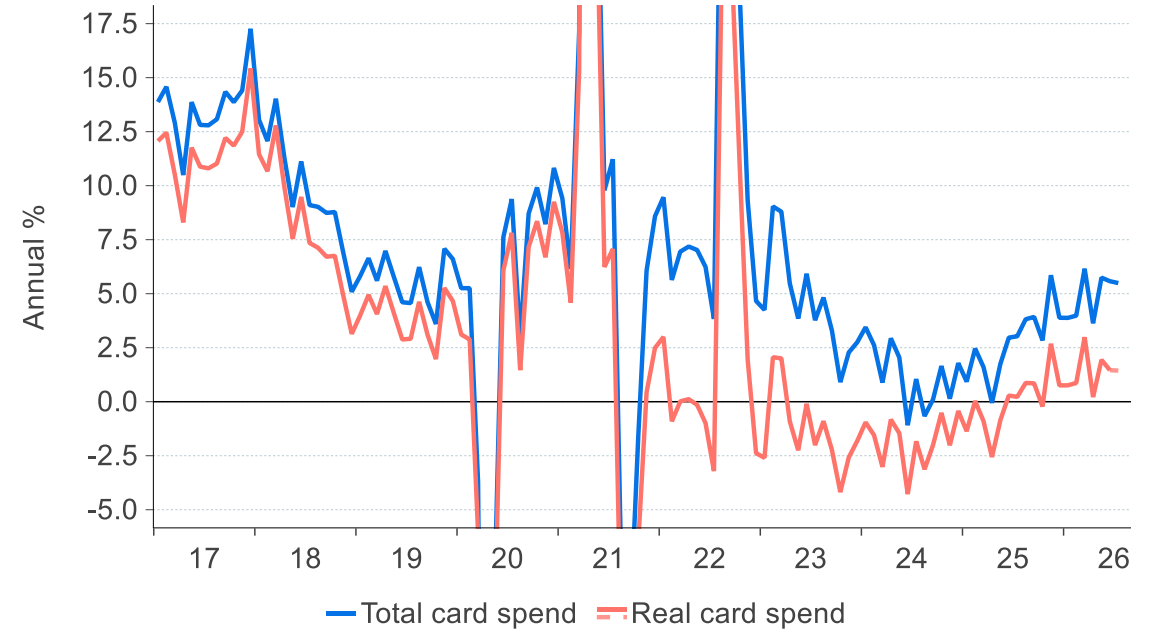
- We can create a rough proxy for real card spending by dividing total card spend by the Consumer Price Index (including our forecast).
- Real card spending has been growing modestly for the past year or so.

Level



Source: Stats NZ, Macrobond, ANZ Research

Annual % change

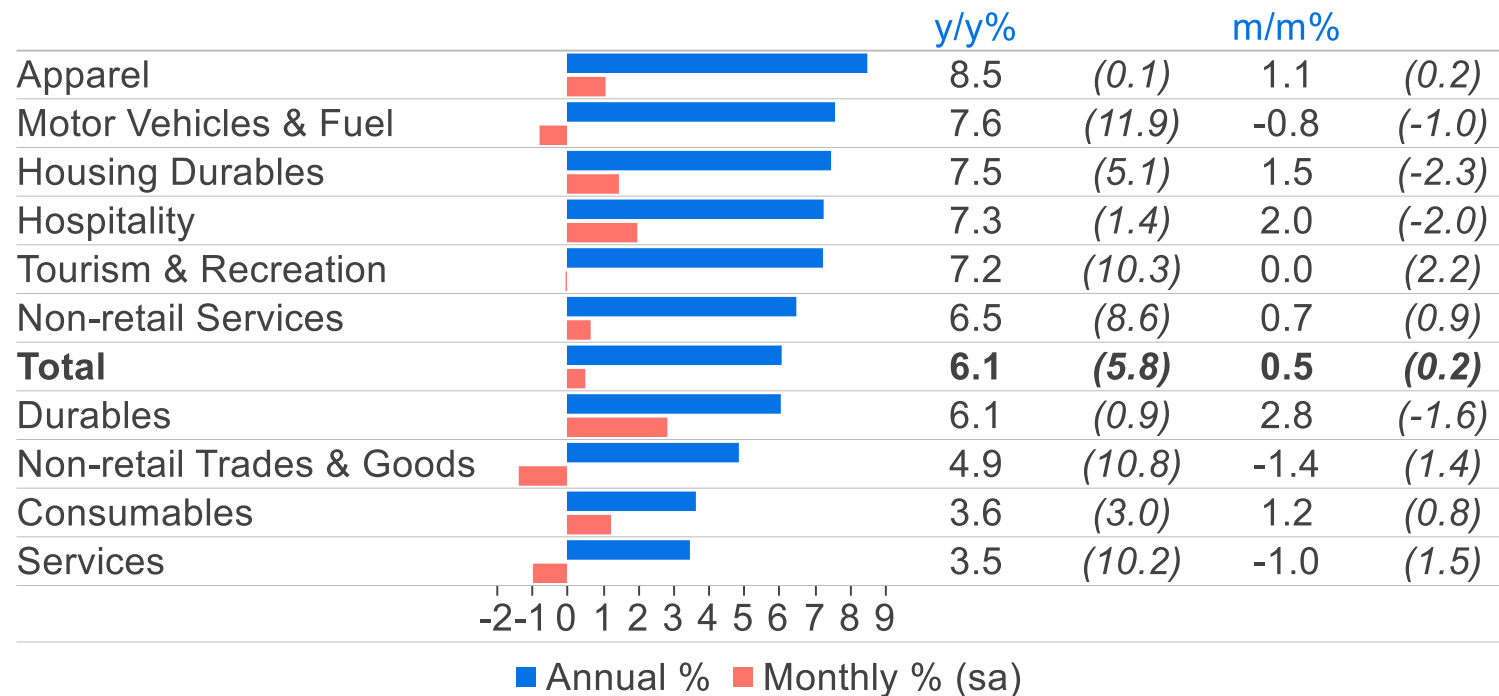


Source: Stats NZ, Macrobond, ANZ Research

Spending groups

(based on Stats NZ definitions)

- Overall card spending lifted 0.5% in July (seasonally adjusted) with annual growth accelerating to 6.1%. Monthly growth was mostly positive in July; annual growth was consistently so. Given inflation is usually positive, that's not unusual historically, but it has been in recent years.
- See [charts](#) page 23.



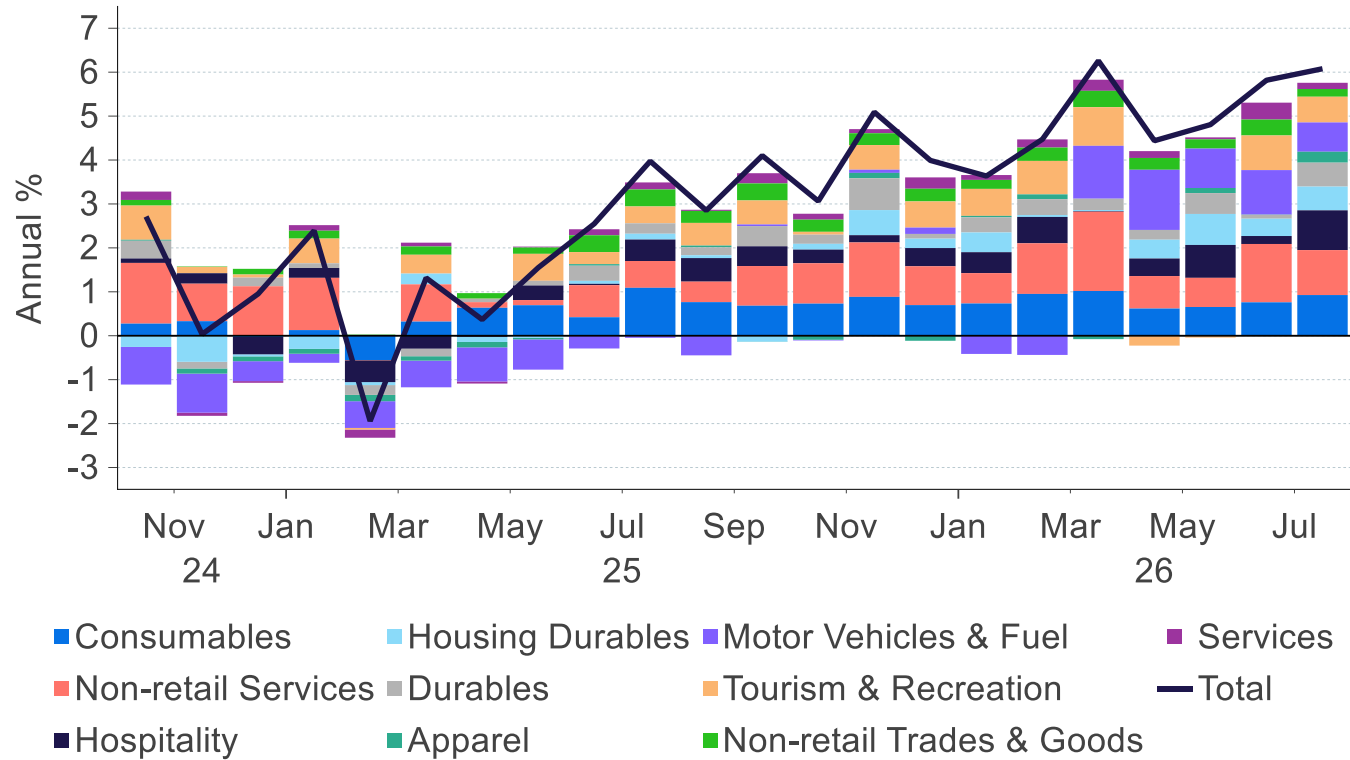
Source: ANZ Research (previous month's data in parentheses)

Note: data is subject to revision due to changing seasonal factors and ongoing data quality improvement efforts.



Contributions to annual growth

- A look at the contributions of each category to annual growth in total card spending shows growth is broad based. Hospitality saw its biggest contribution to growth since February 2024.



Source: ANZ Research

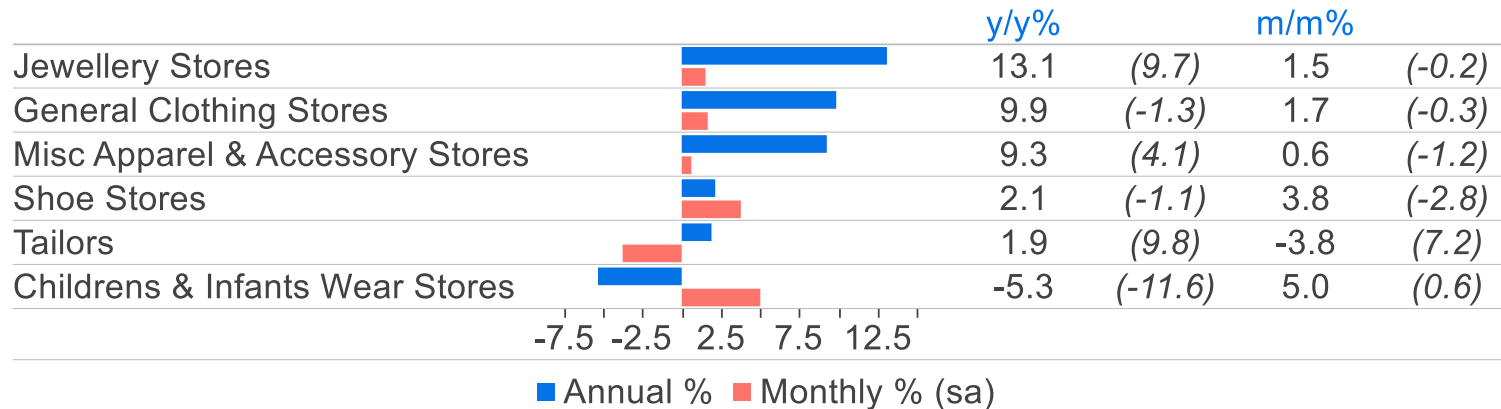
Note: Total spend includes financial services and buy-now-pay-later services, which we exclude from our category analysis, so the total doesn't exactly match the sum of contributions.



Apparel

(~4% of card spend)

- Most store types in the apparel group lifted in July after a mixed June. Spend at general clothing stores is up nearly 10% y/y in a welcome rebound for a sector that has had a brutal time for the last four years.
- For charts of these and all other industries, see slide 23 onwards.



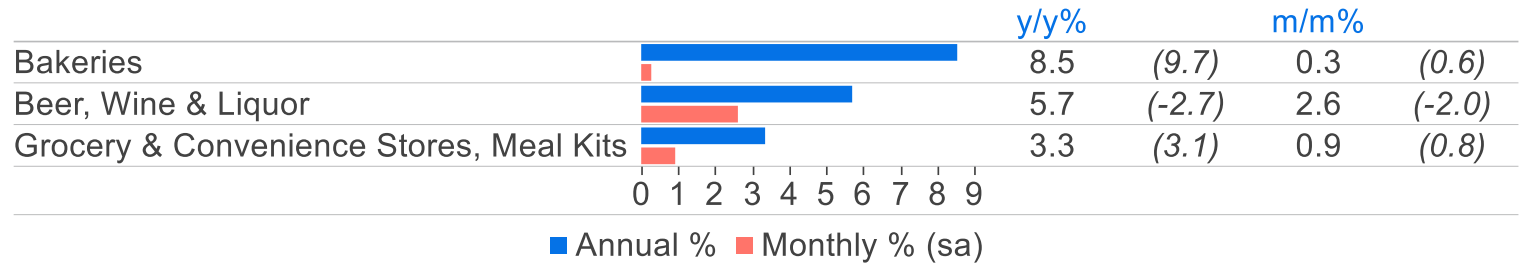
Source: ANZ Research (previous month's data in parentheses)



Consumables

(~ 28% of card spend)

- Food price inflation has been around 4-5% over the past year, which is important context for interpreting the numbers in this category.
- All three categories in this group saw positive growth in July (seasonally adjusted).



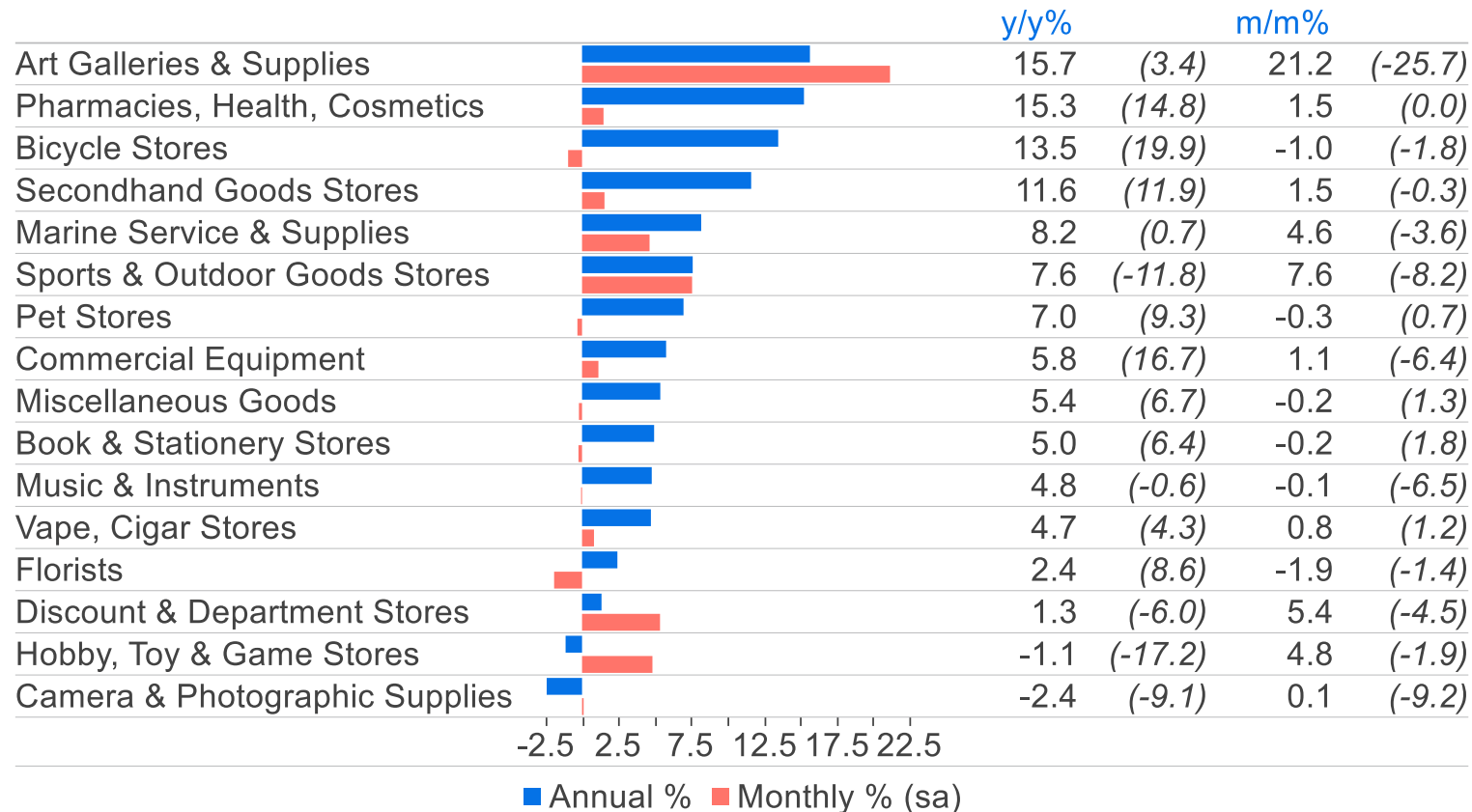
Source: ANZ Research (previous month's data in parentheses)



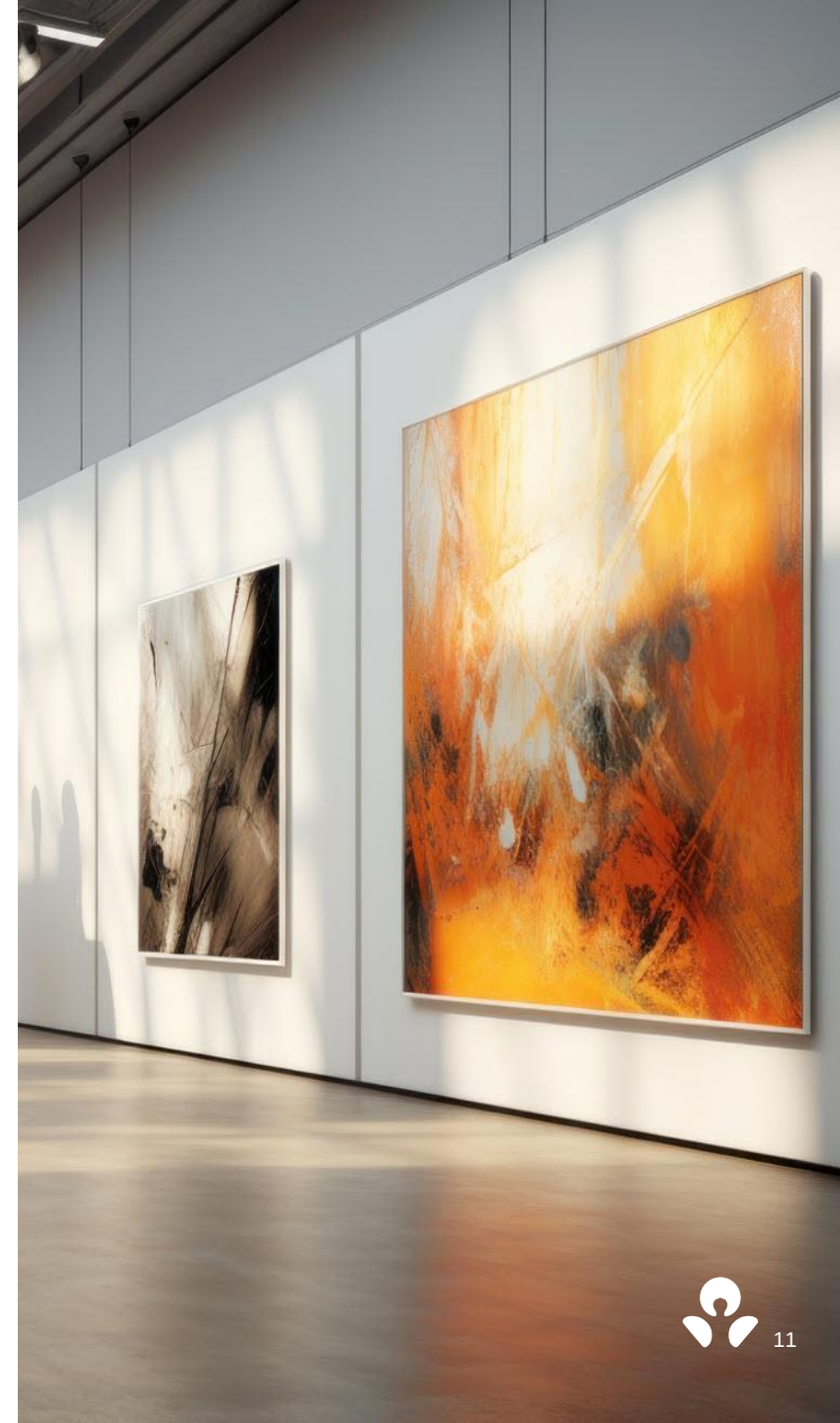
Durables

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

- Most store types in this category lifted in July with card spending up 2.8%.
- The monthly lift in the art galleries and art/craft supplies store-type is related to changes in the merchant landscape rather than a surge in art appreciation.



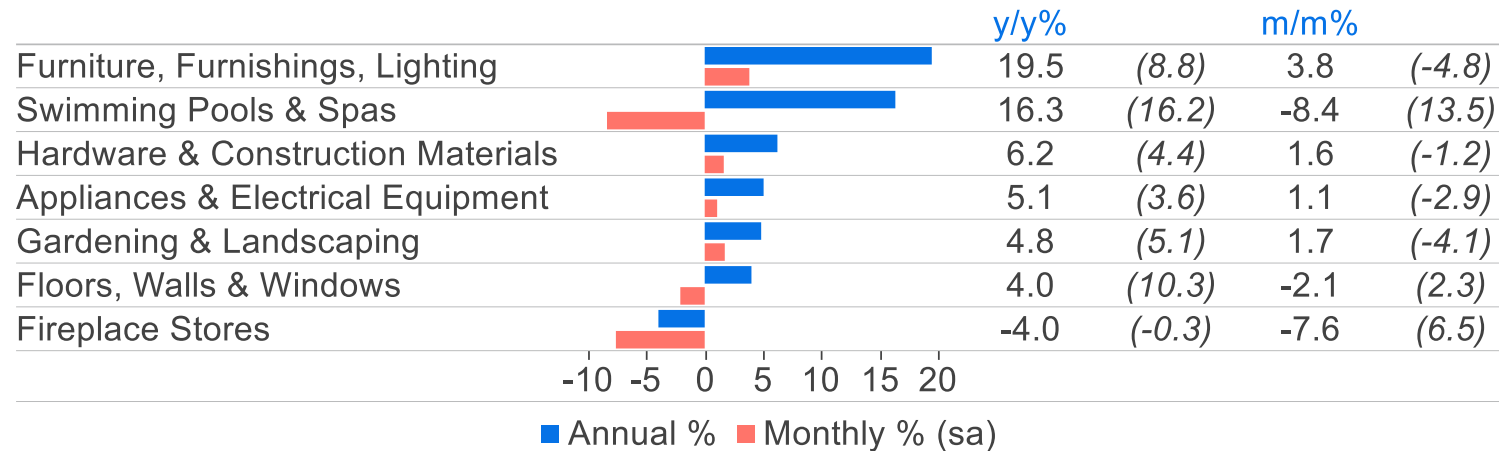
Source: ANZ Research (previous month's data in parentheses)



Housing durables

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

- It was a mixed bag by store type in this category in terms of monthly changes, but overall the category was up 1.5% m/m.
- Overall there's evidence that minor renovations are back in vogue.



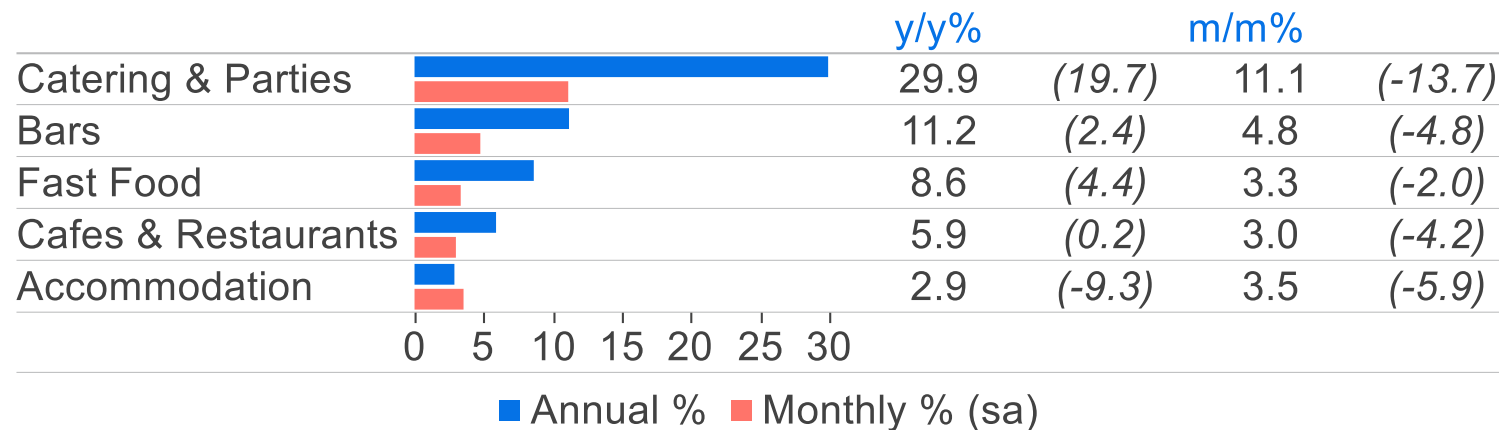
Source: ANZ Research (previous month's data in parentheses)



Hospitality

(~15% of card spend)

- Hospitality spending lifted 2.0% m/m in July, undoing its June fall (seasonally adjusted).
- Bars, fast food and cafes & restaurants all lifted in the month (seasonally adjusted). Perhaps the World Cup helped.
- Accommodation spending has been subdued for some time but is now up nearly 3% y/y.
- The “catering & parties” component tends to be driven by large events (including sports) and is therefore very volatile.



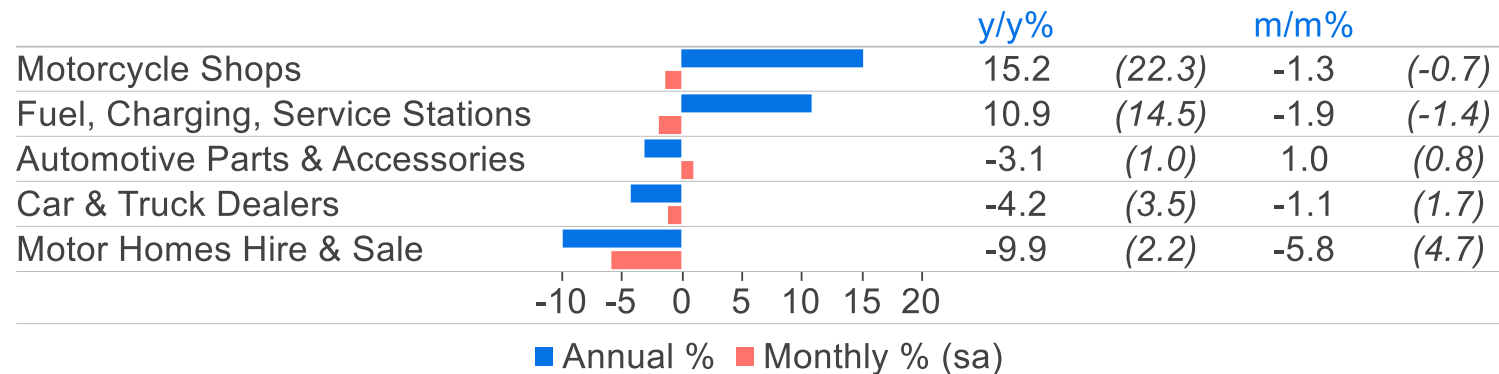
Source: ANZ Research (previous month's data in parentheses)



Motor vehicles and fuel

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

- Spending at fuel and EV charging stations fell 1.9% in July (seasonally adjusted) as fuel prices continued to move around over the month.
- Car parts were the only store types in this category to eke out an increase versus June (seasonally adjusted).



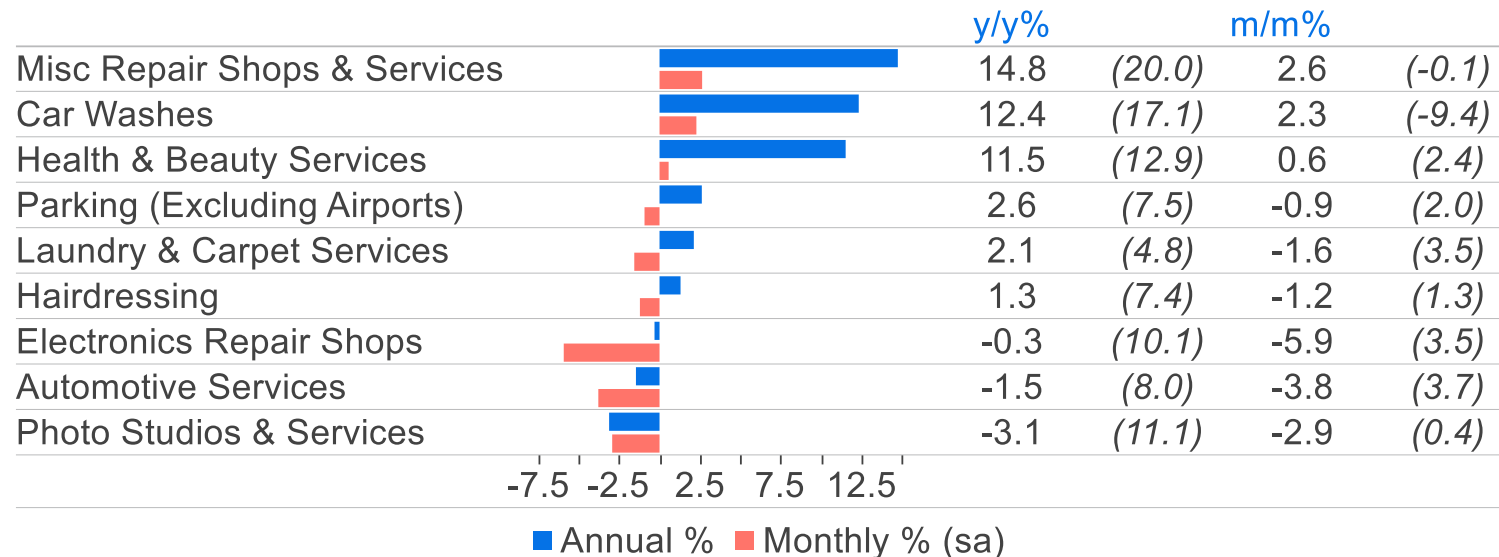
Source: ANZ Research (previous month's data in parentheses)



Services

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

- There were more monthly falls than increases across this category, and overall these services fell 1.0% m/m (seasonally adjusted).
- Carparking spending (outside of airports) eased 0.9% m/m (seasonally adjusted) with annual growth easing to 2.6% y/y.
- Beauty services for both people and cars are doing very well compared to a year ago.



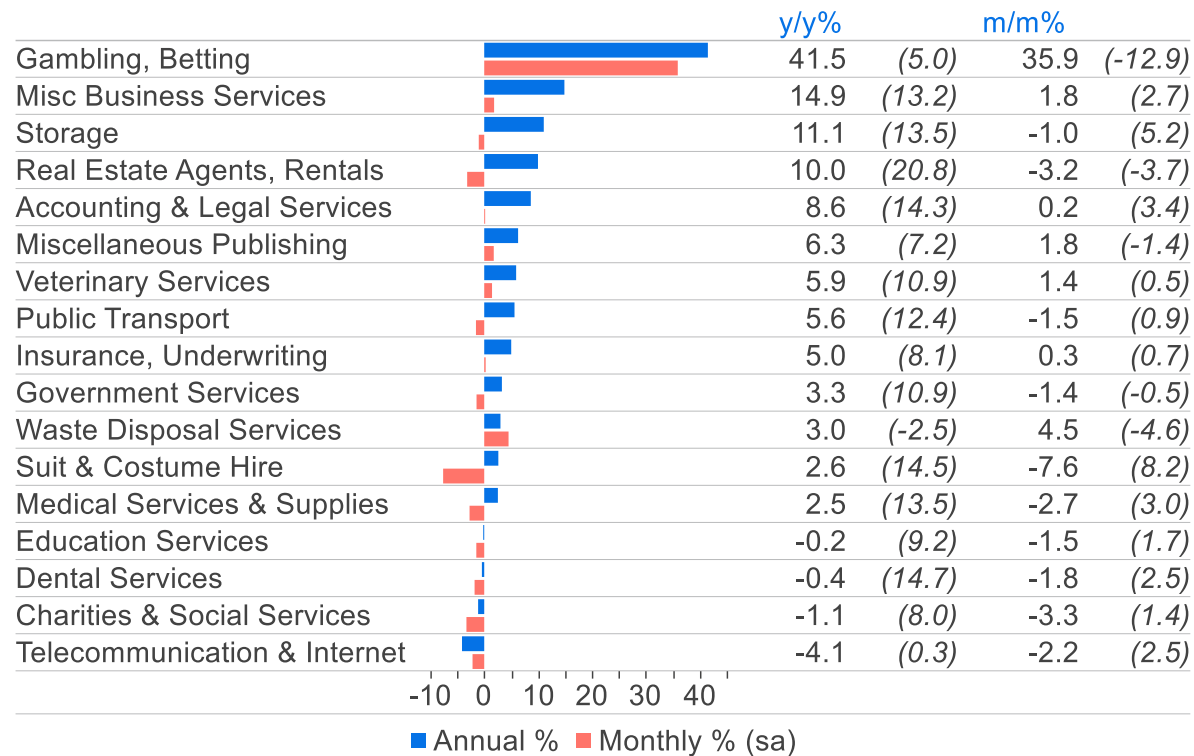
Source: ANZ Research (previous month's data in parentheses)



Non-retail services

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

- Non-retail services rose 0.7% in July (seasonally adjusted) with a mix of rises and falls by store type.
- As always, a very high Powerball prize saw strong growth in the gambling store type.
- See [charts](#) for trends.



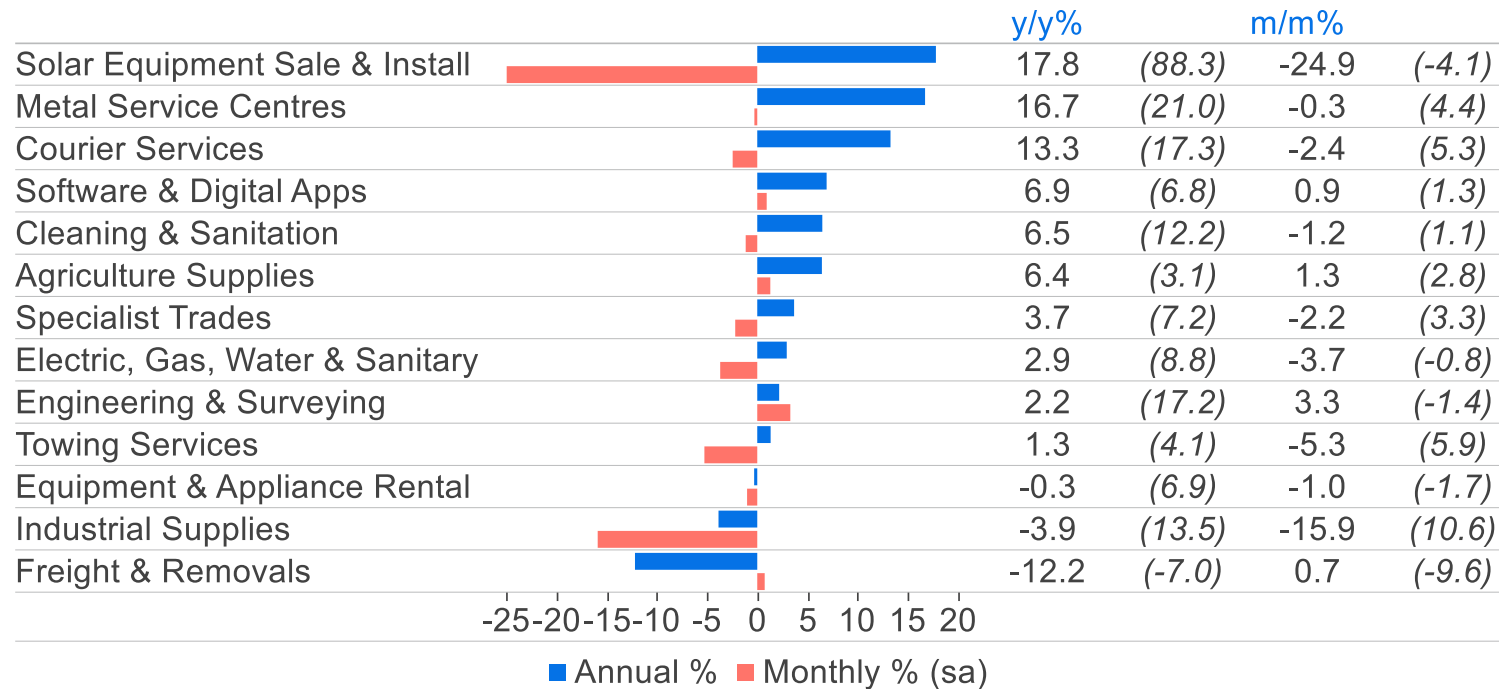
Source: ANZ Research (previous month's data in parentheses)



Non-retail trades and goods

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

- This group eased 1.4% in July but is still up 4.9% y/y.
- Most store types in this group eased in July, seasonally adjusted.
- The flurry of interest in solar in response to the oil price spike appears to be waning, with spending on small solar equipment down about 25% m/m.



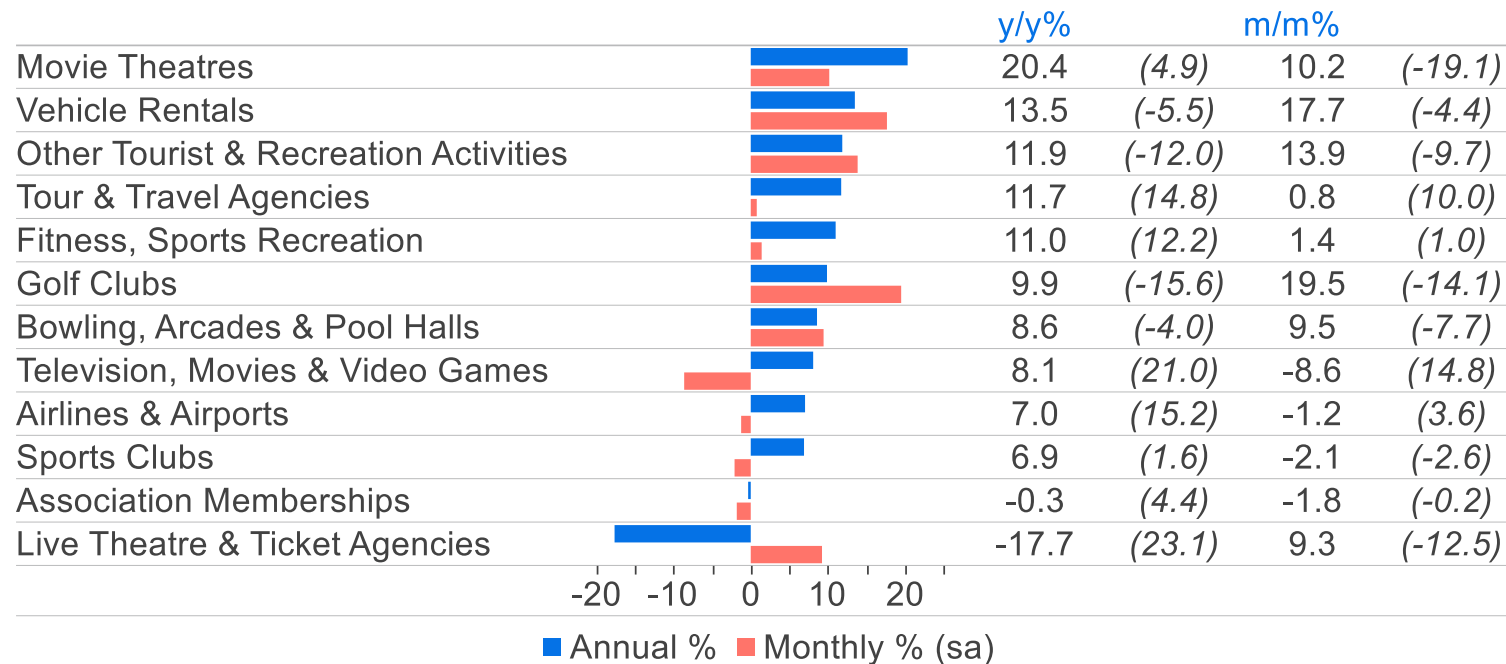
Source: ANZ Research (previous month's data in parentheses)



Tourism & recreation

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

- A strong lift in vehicle rentals and tourist & recreation activity spending is a positive sign for the tourism sector. Annual growth in July for these store types (and movies etc) might have been boosted by more of the school holidays falling in the month than last year, but the timing wasn't particularly unusual so should have had a limited impact on the reported seasonally adjusted monthly changes.
- A positive category overall. See [charts](#) for trends.



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, so 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. This month, among other minor tweaks, we have created new categories for waste disposal and for solar equipment. This has created small revisions in other series.
- 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. Spending on non-NZ terminals is also excluded, even if it is on an ANZ NZ card.
- 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 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

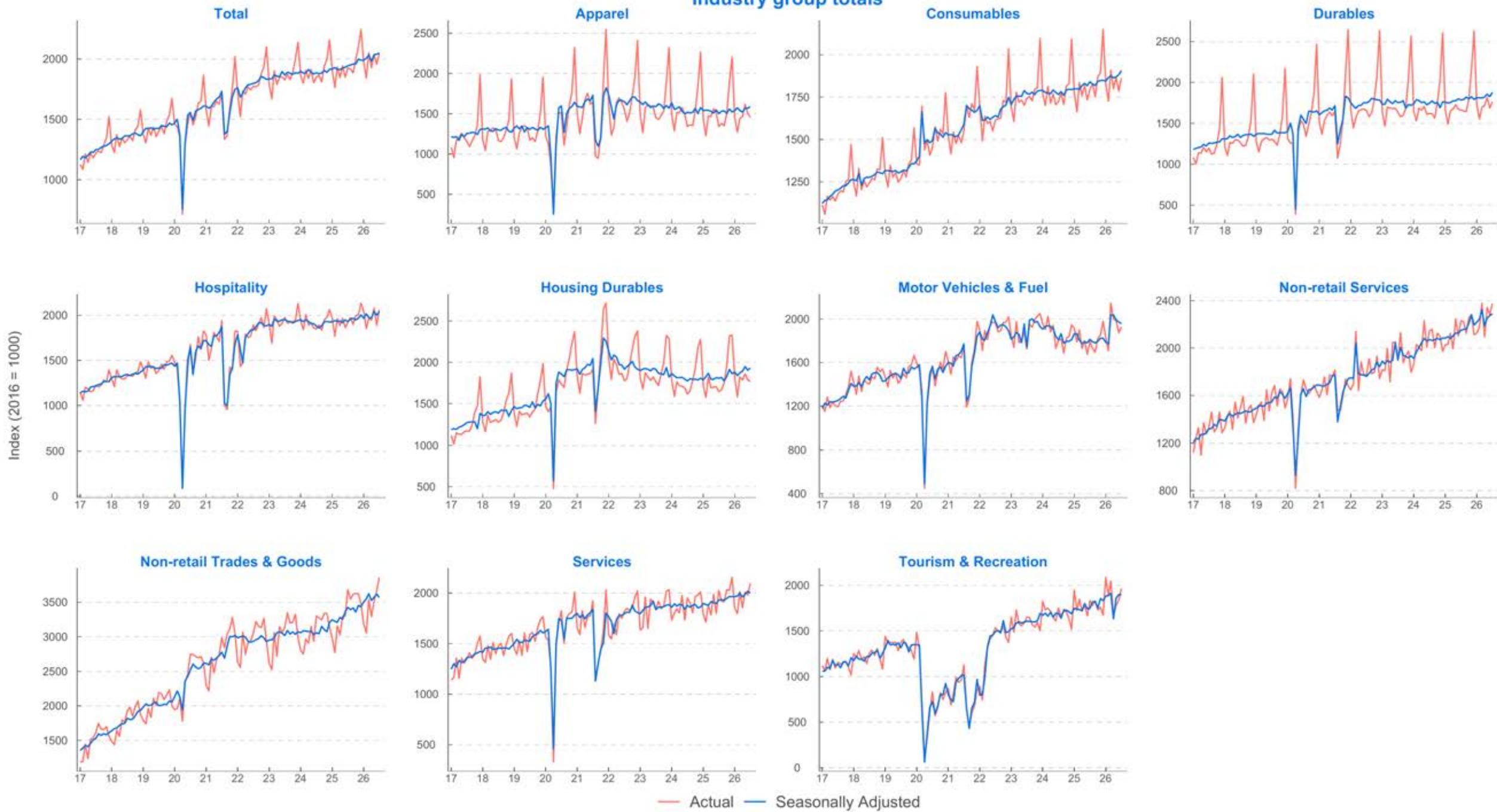
Industry	What spending in this category typically represents	Industry	What spending in this category typically represents
Hairdressing	Haircuts, styling, grooming and related personal services	Pharmacies & Cosmetics	Prescription medicines, health products and cosmetics
Hardware & Construction Materials	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	Solar Equipment Sale & Install	Solar power equipment and installation services
Live Theatre & Ticket Agencies	Tickets and payments for live performances, events and entertainment	Specialist Trades	Trade services such as plumbing, electrical and building trades
Marine Service & Supplies	Boating equipment, marine servicing and nautical supplies	Sports & Outdoor Goods	Sporting equipment, outdoor gear and adventure retail
Medical Services & Supplies	Medical care, diagnostics, equipment and health-related products	Sports Clubs	Memberships, fees and spending at sporting clubs
Metal Service Centres	Metal fabrication, processing and supply services	Storage	Self-storage, warehousing and storage services
Misc Apparel & Accessories	Apparel and fashion accessories not captured in core clothing categories	Suit & Costume Hire	Hire of formal wear, costumes and special-occasion clothing
Misc Business Services	Business-to-business services and operational support activities	Swimming Pools & Spas	Pools, spas: purchase, supplies and services
Misc Repair Shops & Services	Repair and maintenance services not classified elsewhere	Tailors & Seamstresses	Clothing alterations, tailoring and garment repair
Miscellaneous Goods	Specialised or mixed retail goods that do not fit standard categories	Taxis & Limousines	Taxi, rideshare and private transport services
Miscellaneous Publishing	Printing, publishing, signage and media production services	Telecommunication & Internet	Mobile, broadband, internet and communication services
Motor Homes Hire & Sale	Sales and rental of motorhomes, caravans and recreational vehicles	Television, Movies & Video Games	Streaming services, TV content and video gaming
Motorcycle Shops	Motorcycles, parts, accessories and servicing	Tour & Travel Agencies	Travel booking, tour packages and travel agency services
Movies	Cinema tickets and film exhibitions	Tourist & Recreation Activities	Visitor attractions, experiences and recreational activities
Music & Instruments	Musical instruments, recordings and music retail	Towing Services	Vehicle towing, recovery and roadside assistance
Parking (Excl Airports)	Paid parking facilities and parking services outside airports	Vape & Cigar Stores	Vape products, tobacco alternatives and smoking accessories
Personal & Household Services	Household, lifestyle and personal services not classified elsewhere	Vehicle Rentals	Short-term rental of cars, vans and commercial vehicles
Pet Stores	Pet food, supplies and animal care products	Veterinary Services	Animal healthcare and veterinary services
		Waste Disposal	Bin and landfill waste and recycling services

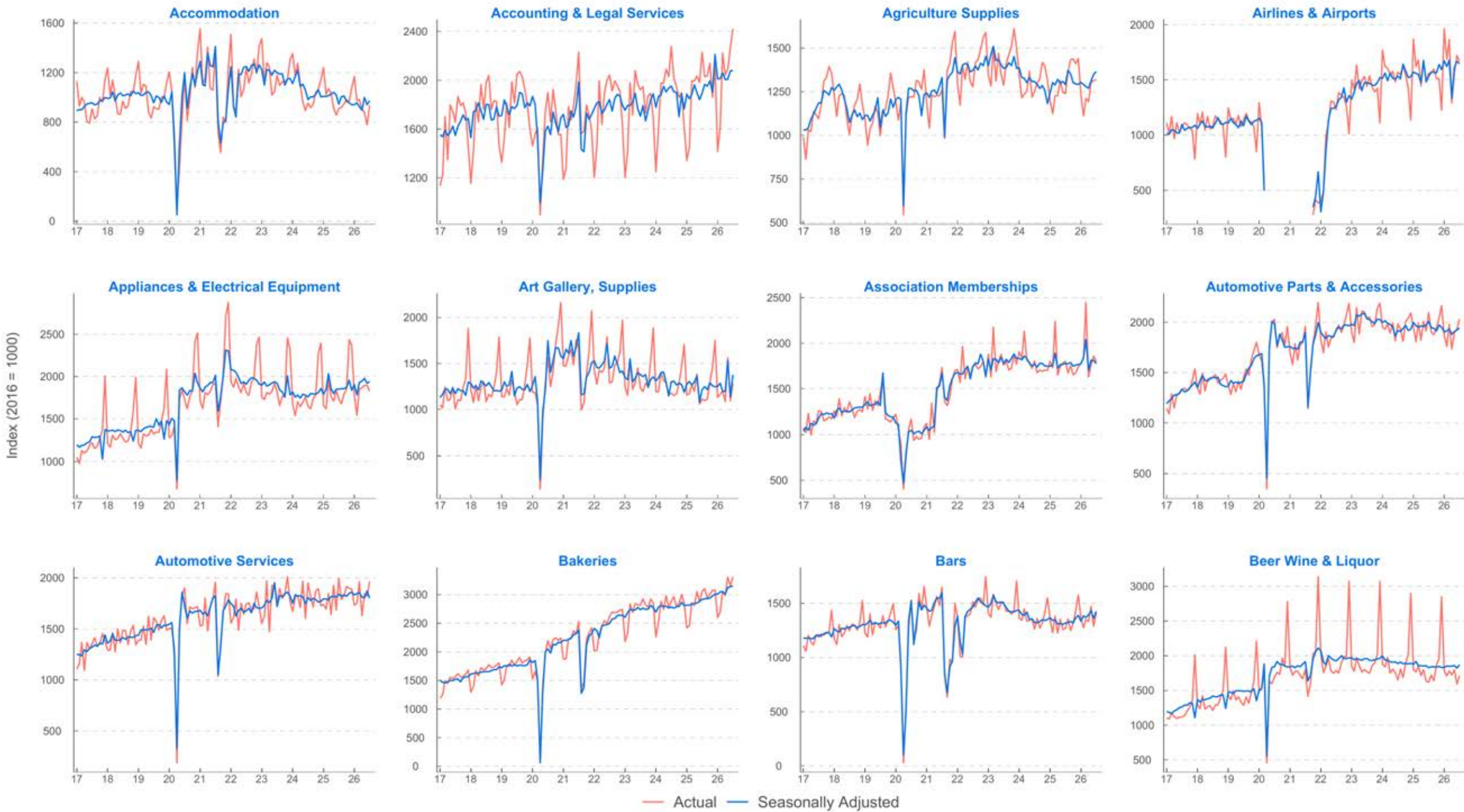
Levels: raw and seasonally adjusted

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.

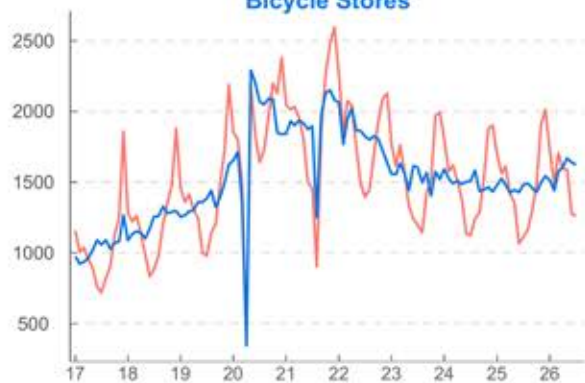
For a description of what is in each industry, see slides 20-21.

Industry group totals





Bicycle Stores



Book & Stationery Stores



Bowling, Arcades & Pool Halls



Cafes & Restaurants



Camera & Photographic Supplies



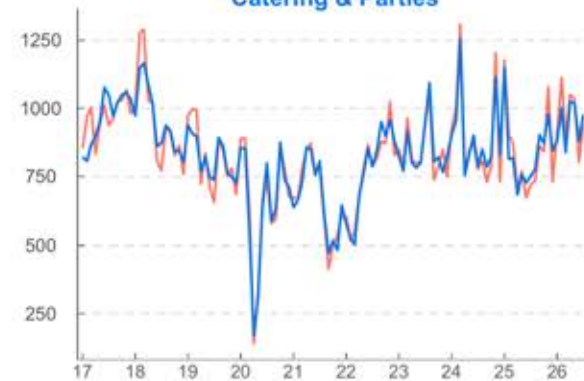
Car & Truck Dealers



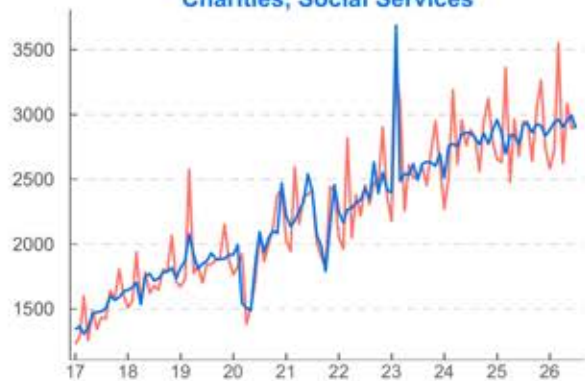
Car Washes



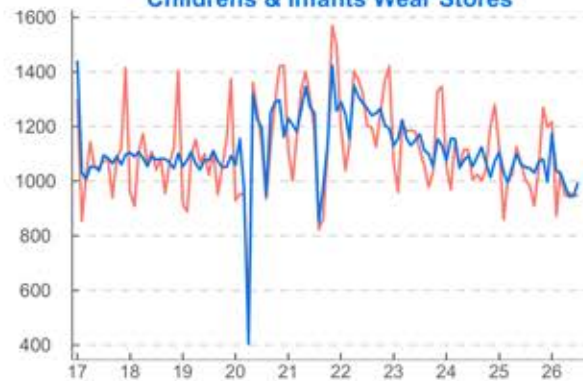
Catering & Parties



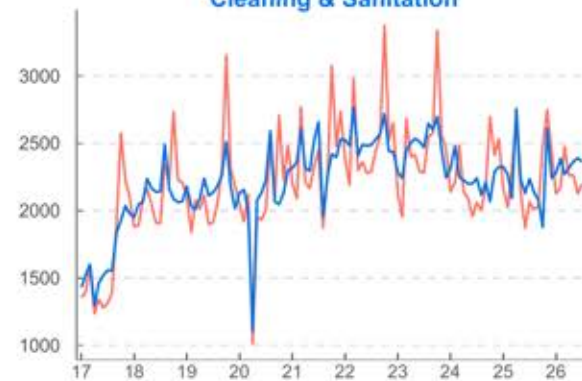
Charities, Social Services



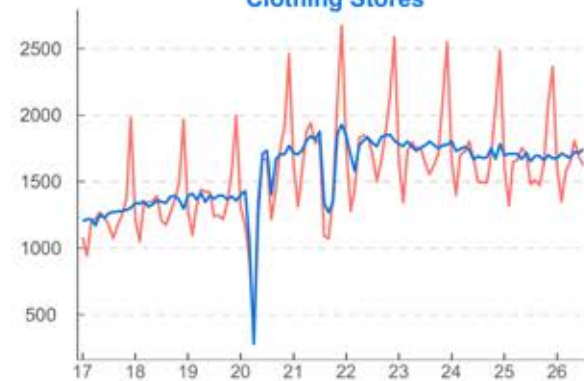
Childrens & Infants Wear Stores



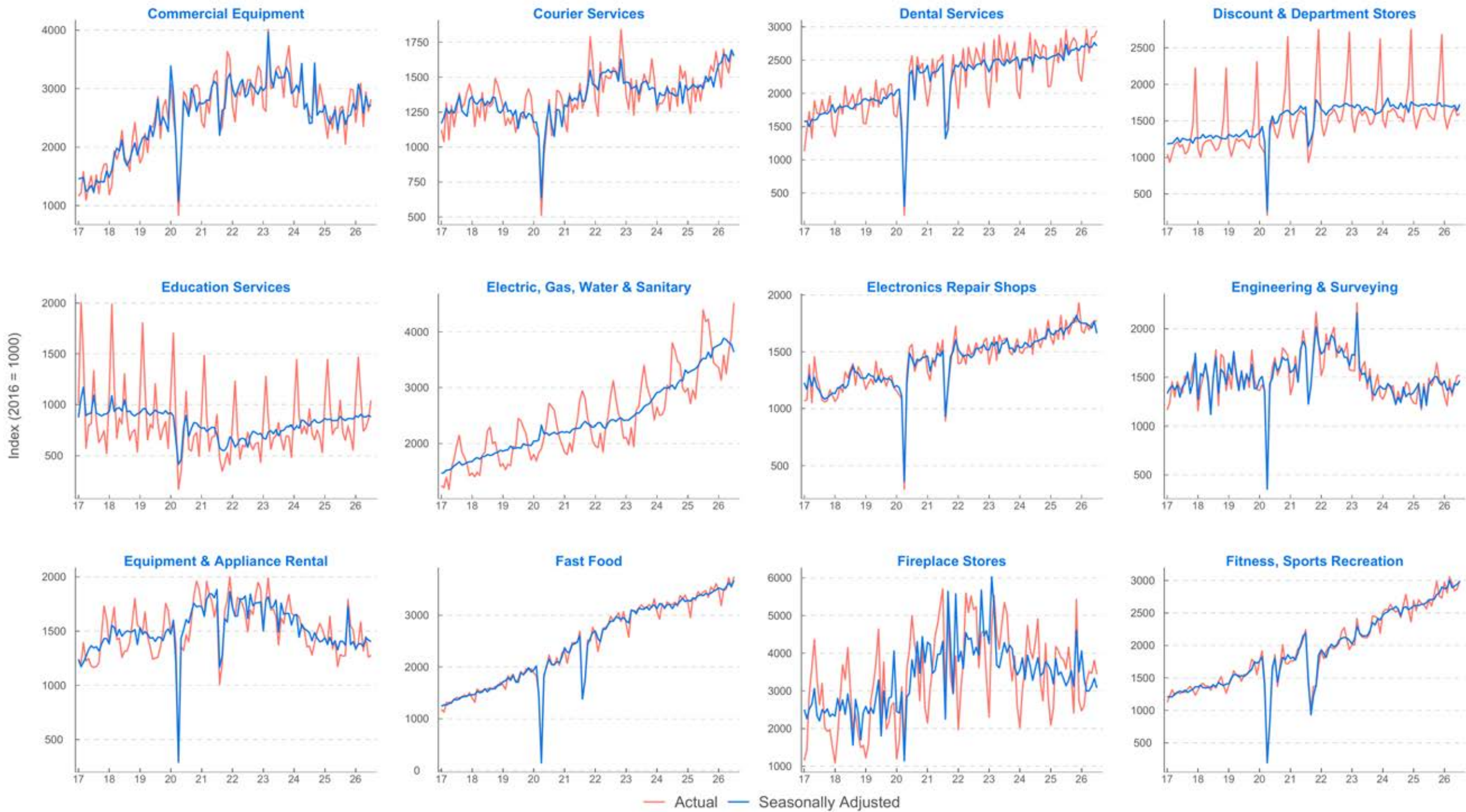
Cleaning & Sanitation

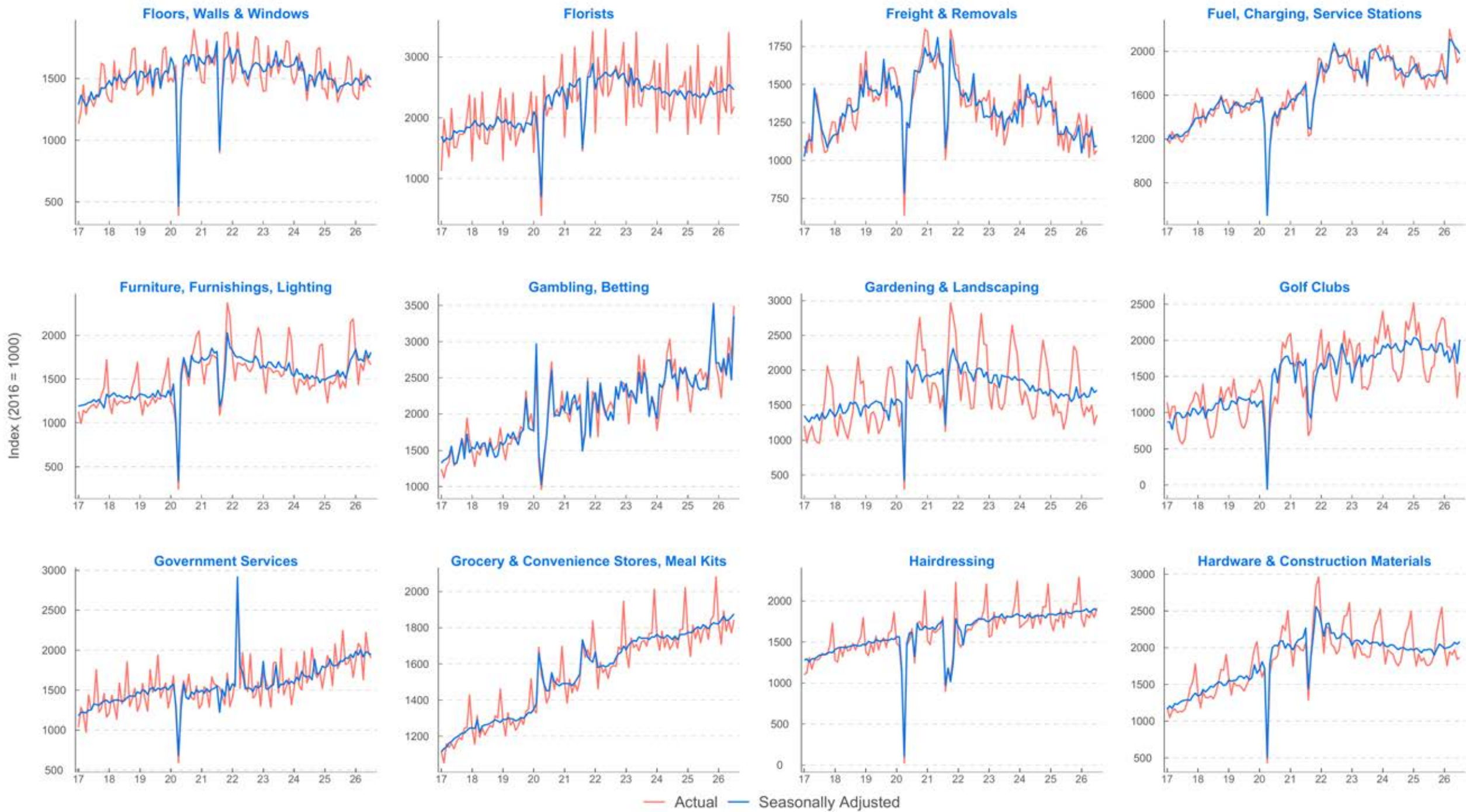


Clothing Stores

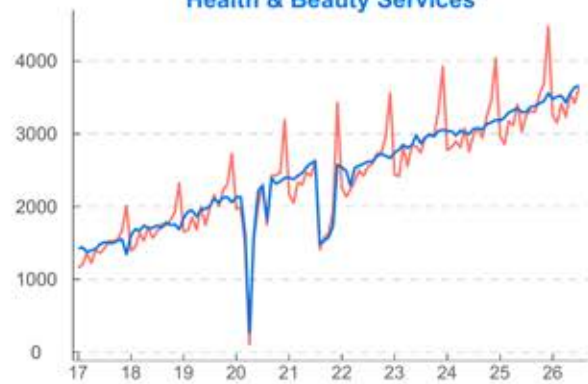


— Actual — Seasonally Adjusted

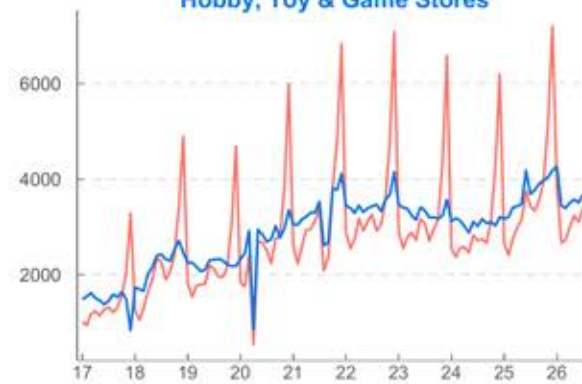




Health & Beauty Services



Hobby, Toy & Game Stores



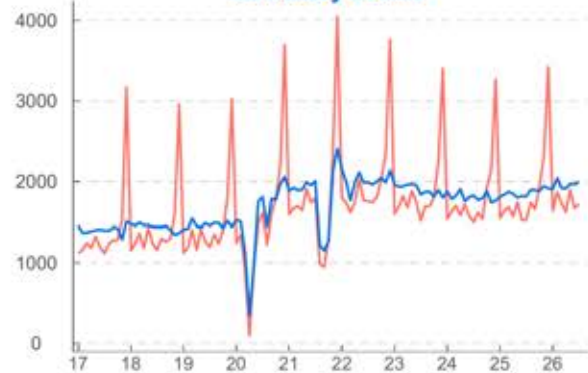
Industrial Supplies



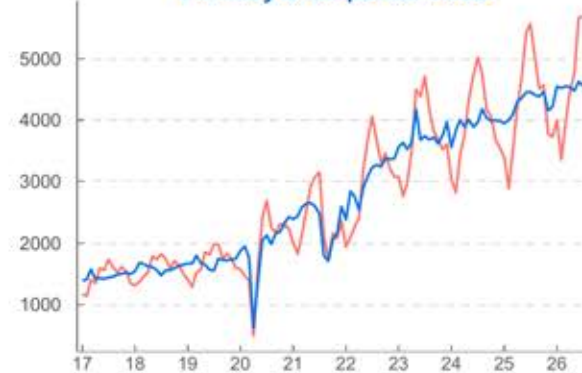
Insurance, Underwriting



Jewellery Stores



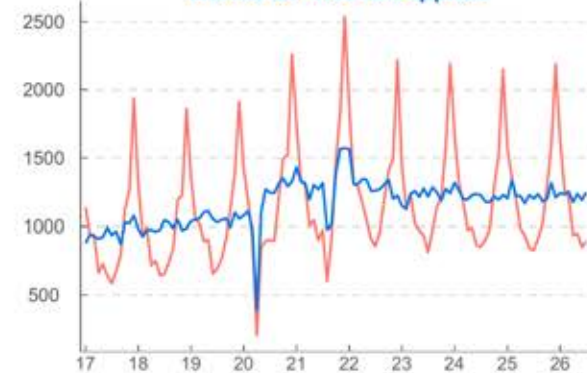
Laundry & Carpet Services



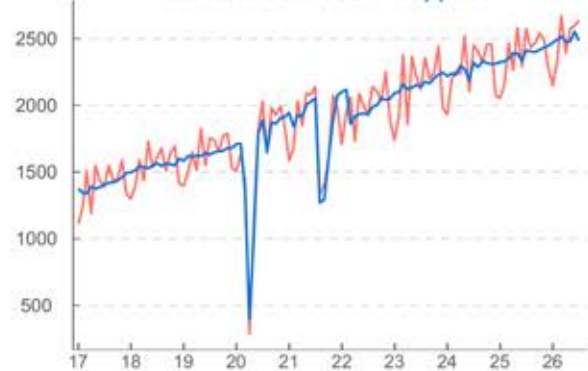
Live Theatre & Ticket Agencies



Marine Service & Supplies



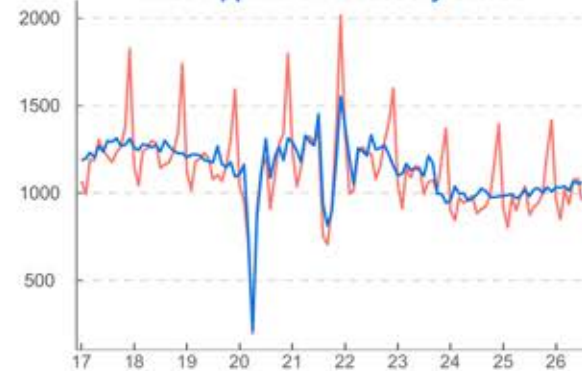
Medical Services & Supplies



Metal Service Centres



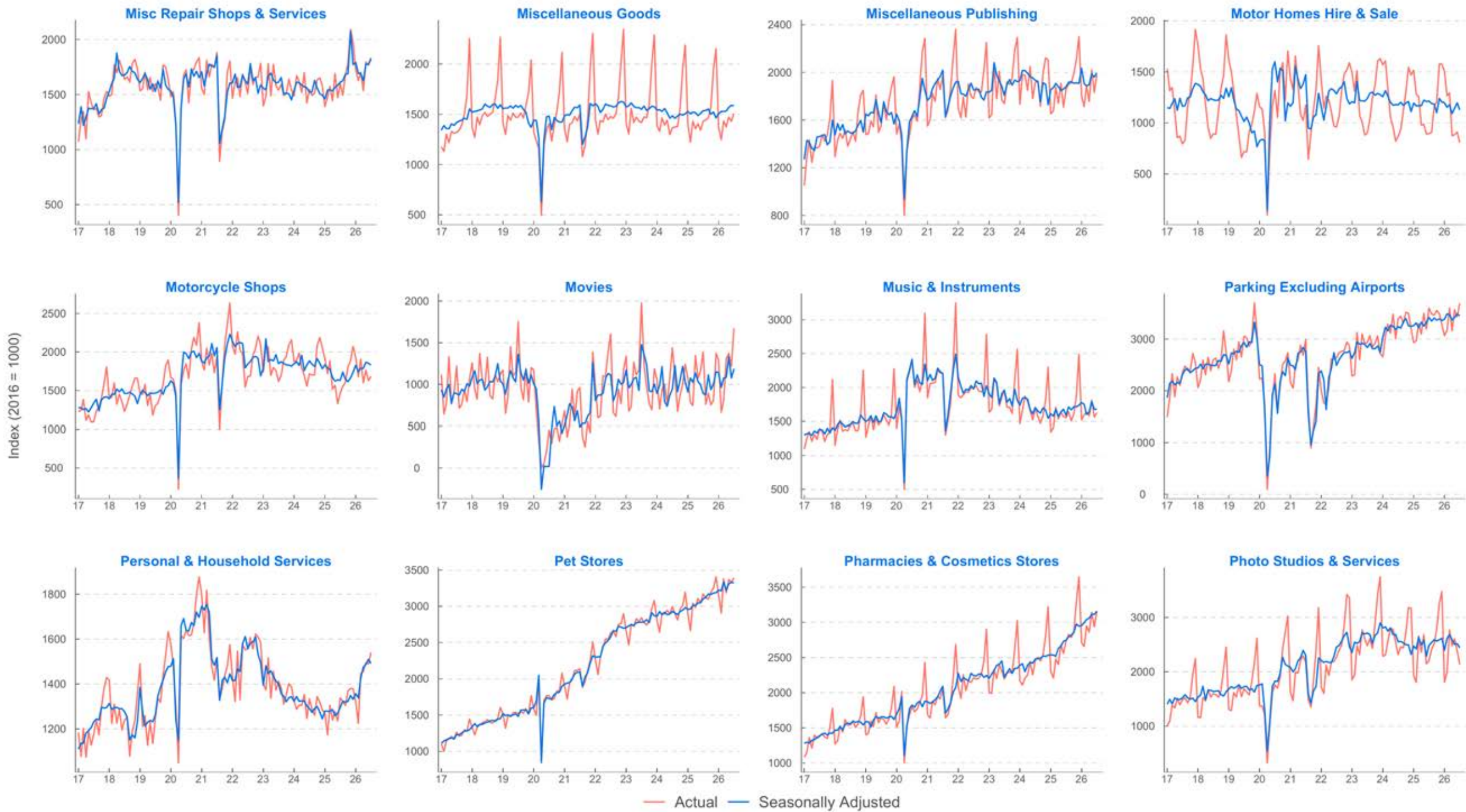
Misc Apparel & Accessory Stores



Misc Business Services



— Actual — Seasonally Adjusted



Public Transport



Real Estate Agents, Rentals



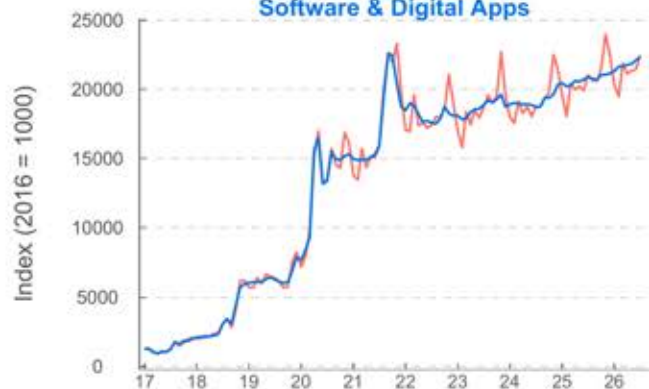
Secondhand Stores



Shoe Stores



Software & Digital Apps



Solar Equipment Sale & Install



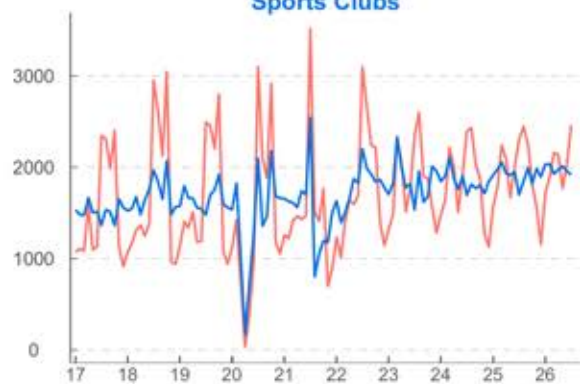
Specialist Trades



Sports & Outdoor Goods Stores



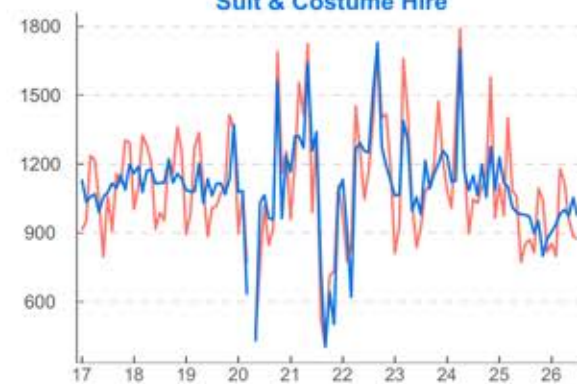
Sports Clubs



Storage



Suit & Costume Hire



Swimming Pools & Spas

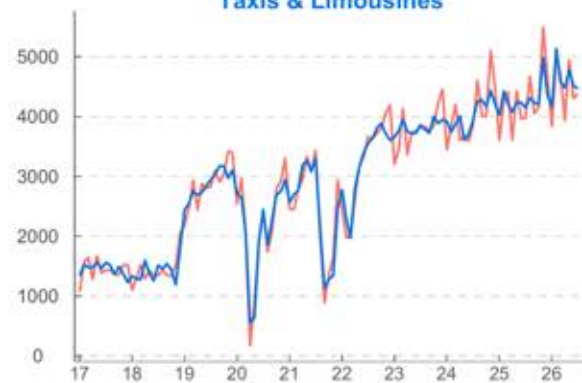


— Actual — Seasonally Adjusted

Tailors Seamstresses



Taxis & Limousines



Telecommunication & Internet Services



Television, Movies & Video Games



Tour & Travel Agencies



Tourist & Recreation Activities



Towing Services



Vape, Cigar Stores



Vehicle Rentals



Veterinary Services



Waste Disposal 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 slides 20-21.

Industry group totals

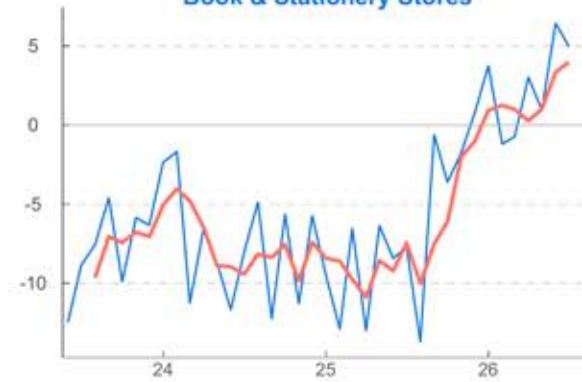




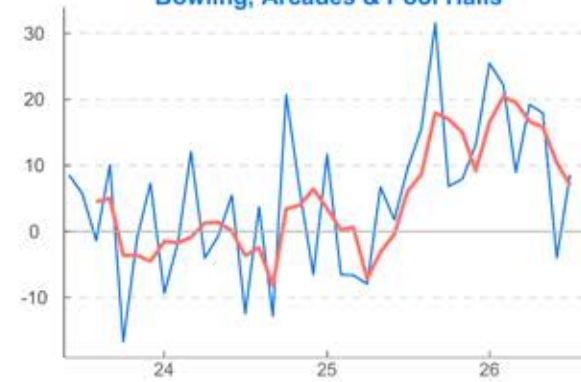
Bicycle Stores



Book & Stationery Stores



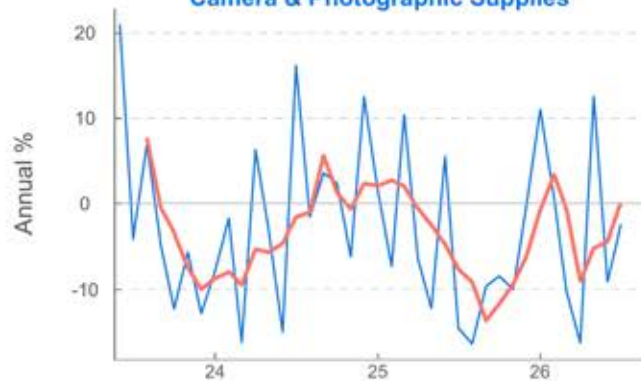
Bowling, Arcades & Pool Halls



Cafes & Restaurants



Camera & Photographic Supplies



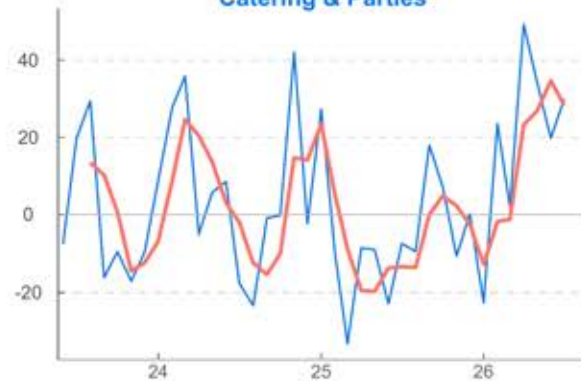
Car & Truck Dealers



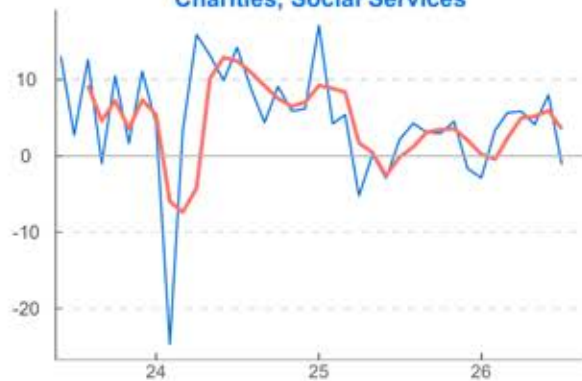
Car Washes



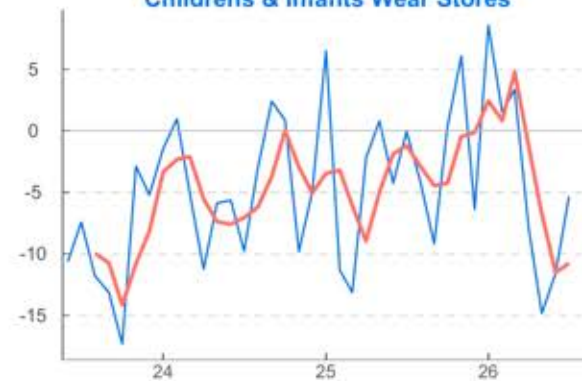
Catering & Parties



Charities, Social Services



Childrens & Infants Wear Stores



Cleaning & Sanitation



Clothing Stores

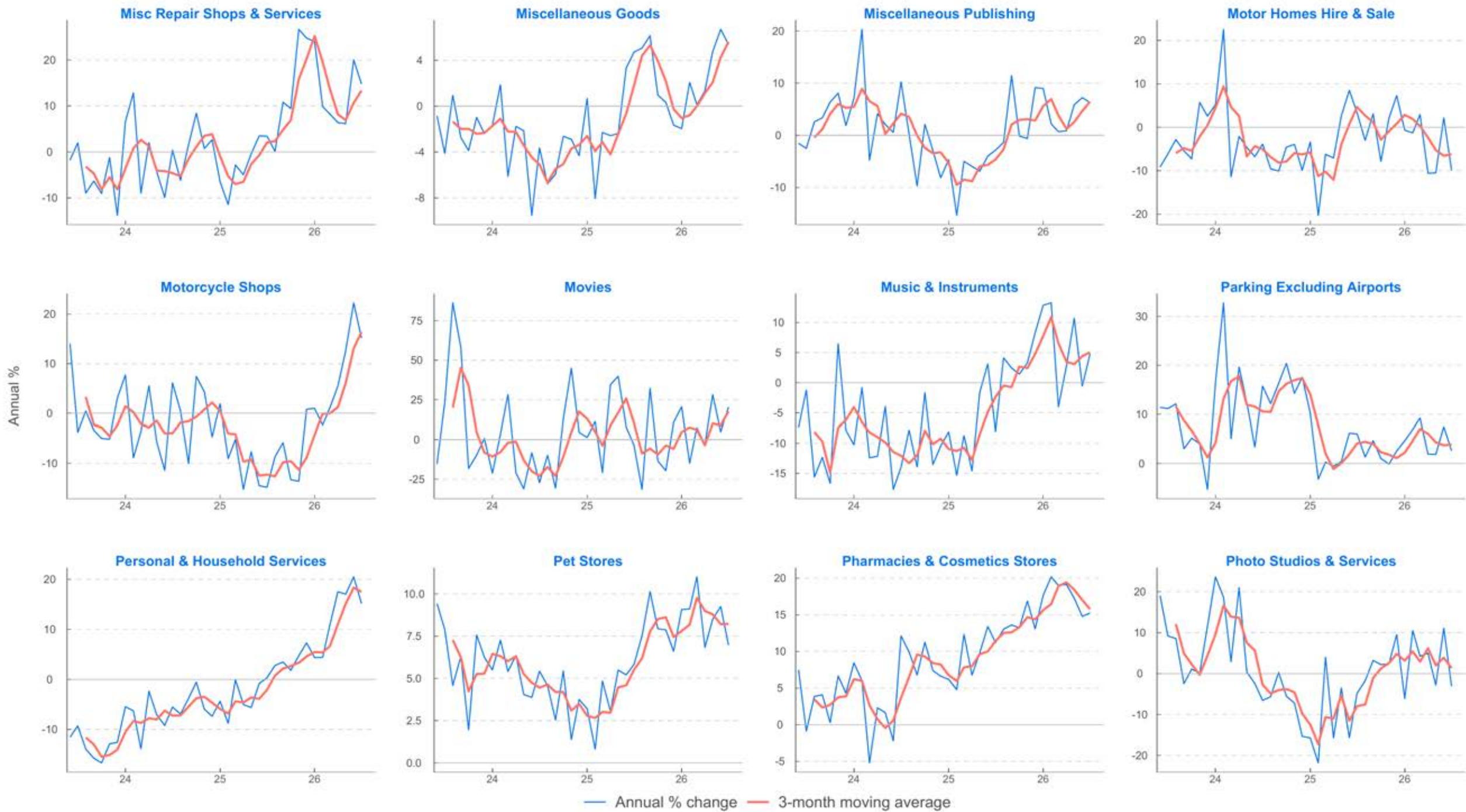


— Annual % change — 3-month moving average

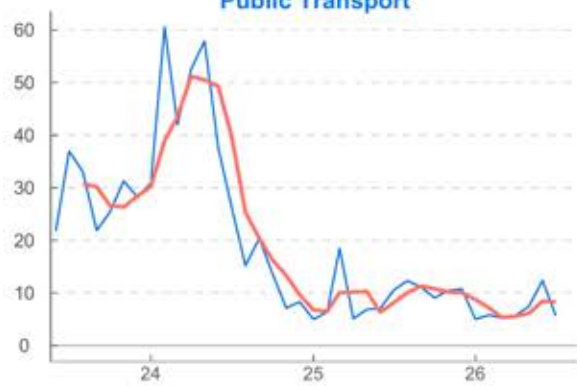








Public Transport



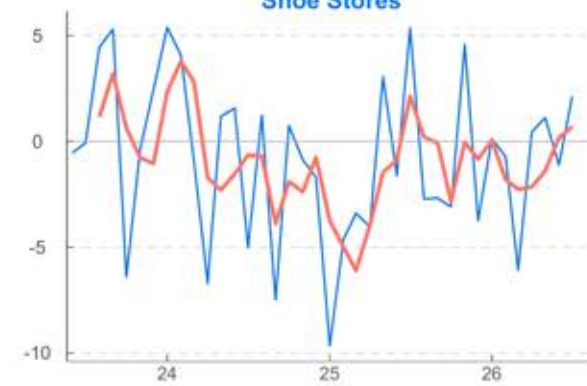
Real Estate Agents, Rentals



Secondhand Stores



Shoe Stores



Software & Digital Apps



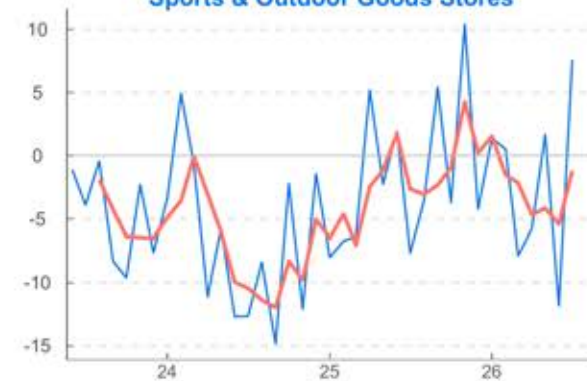
Solar Equipment Sale & Install



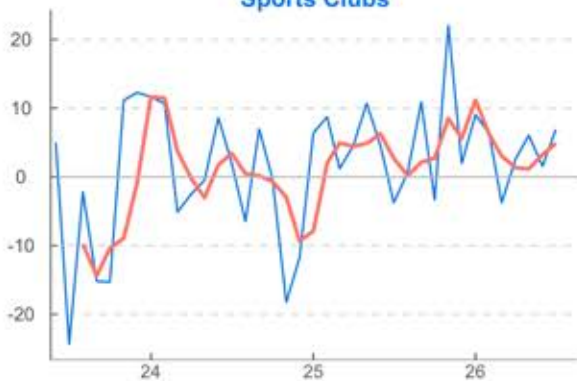
Specialist Trades



Sports & Outdoor Goods Stores



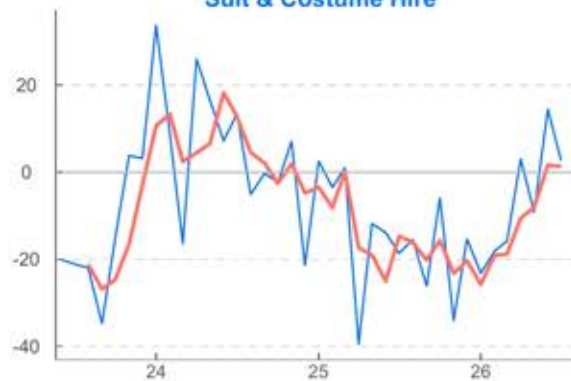
Sports Clubs



Storage



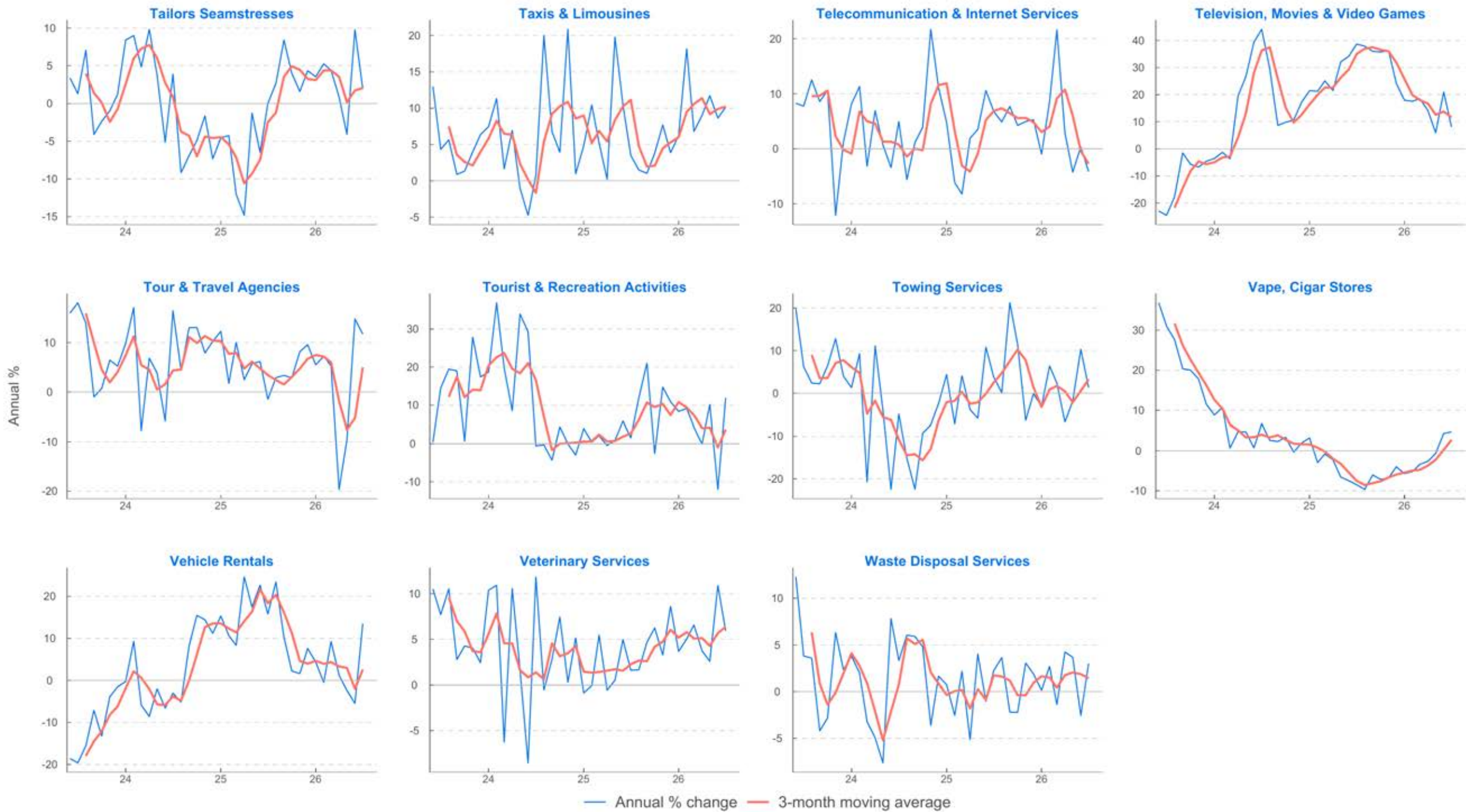
Suit & Costume Hire



Swimming Pools & Spas



— Annual % change — 3-month moving average



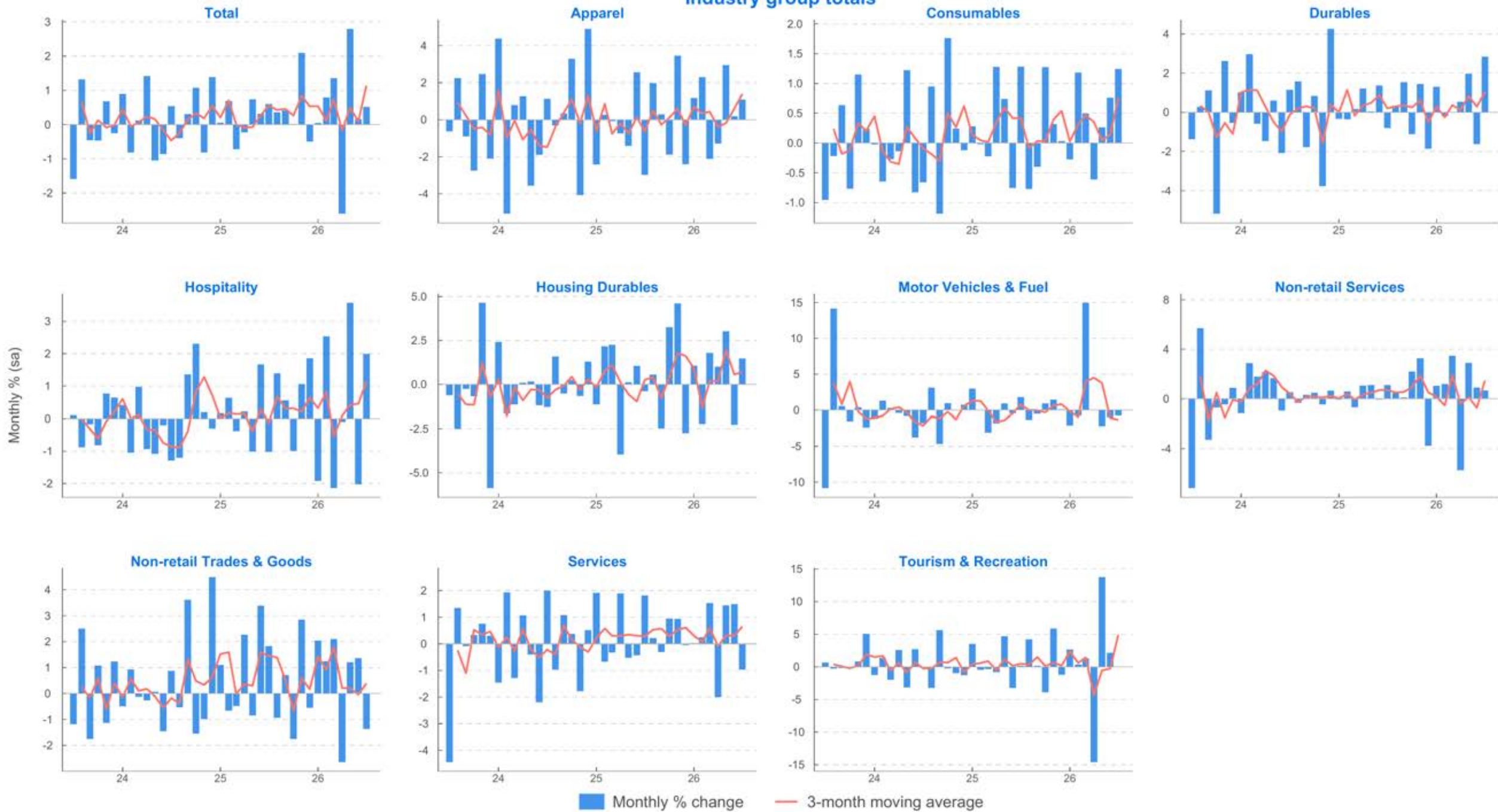
Monthly % change: raw and smoothed

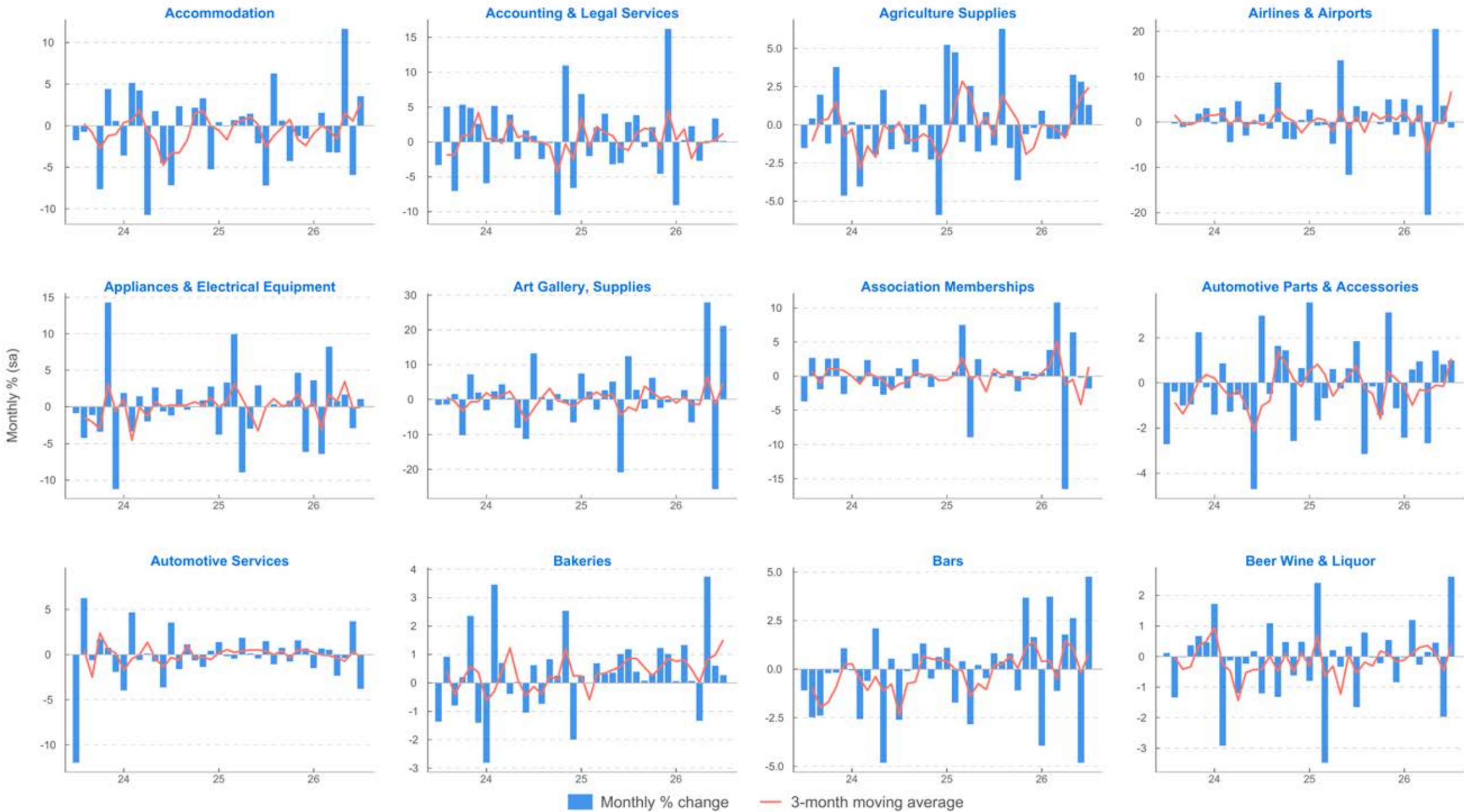
(3-month moving average)

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 slides 20-21.

Industry group totals





Bicycle Stores



Book & Stationery Stores



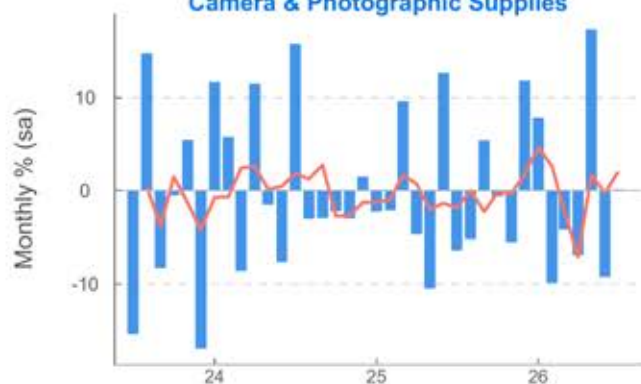
Bowling, Arcades & Pool Halls



Cafes & Restaurants



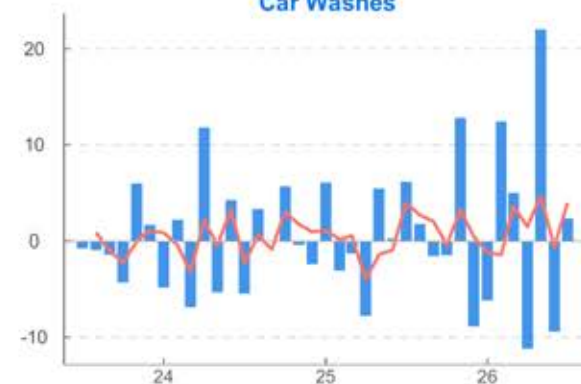
Camera & Photographic Supplies



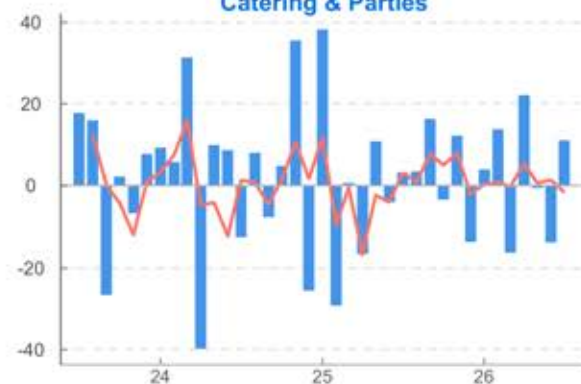
Car & Truck Dealers



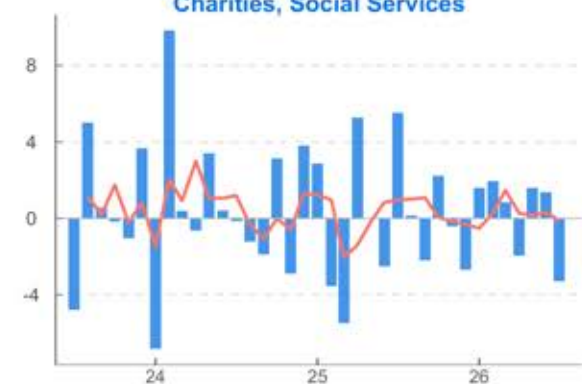
Car Washes



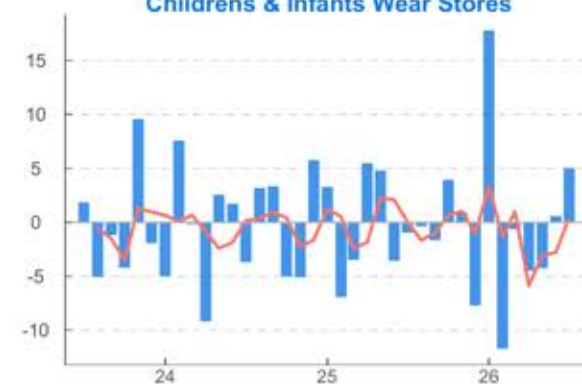
Catering & Parties



Charities, Social Services



Childrens & Infants Wear Stores



Cleaning & Sanitation

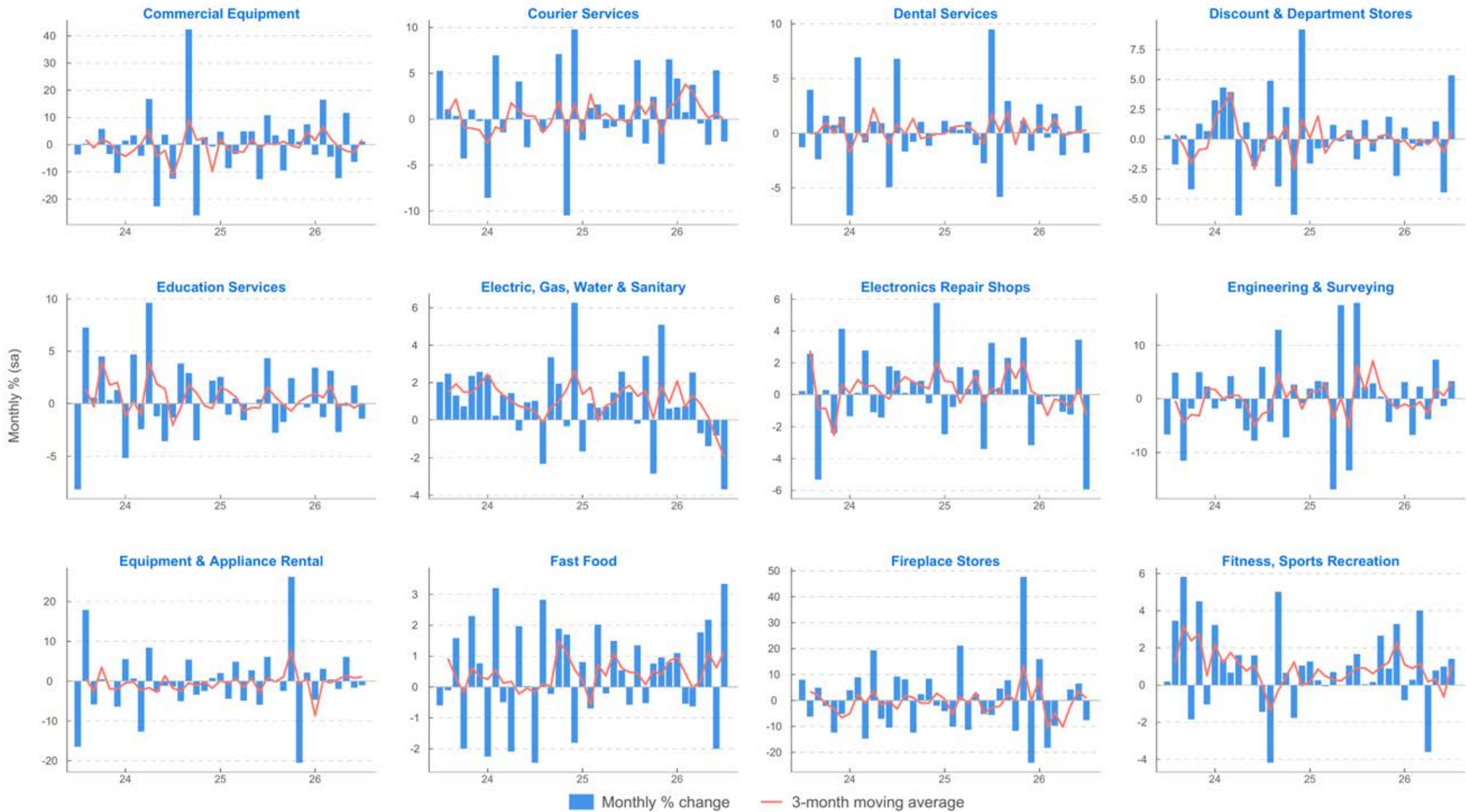


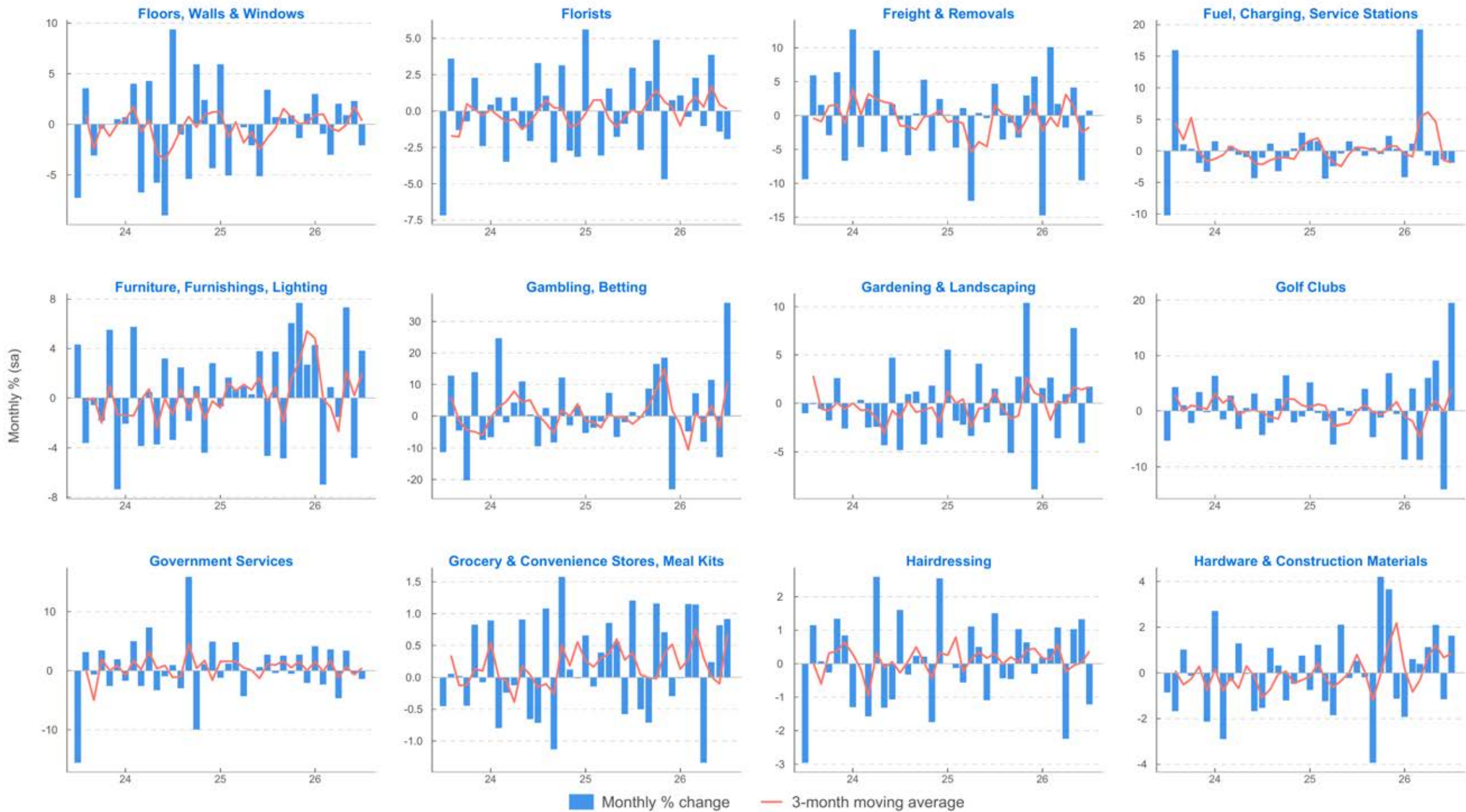
Clothing Stores

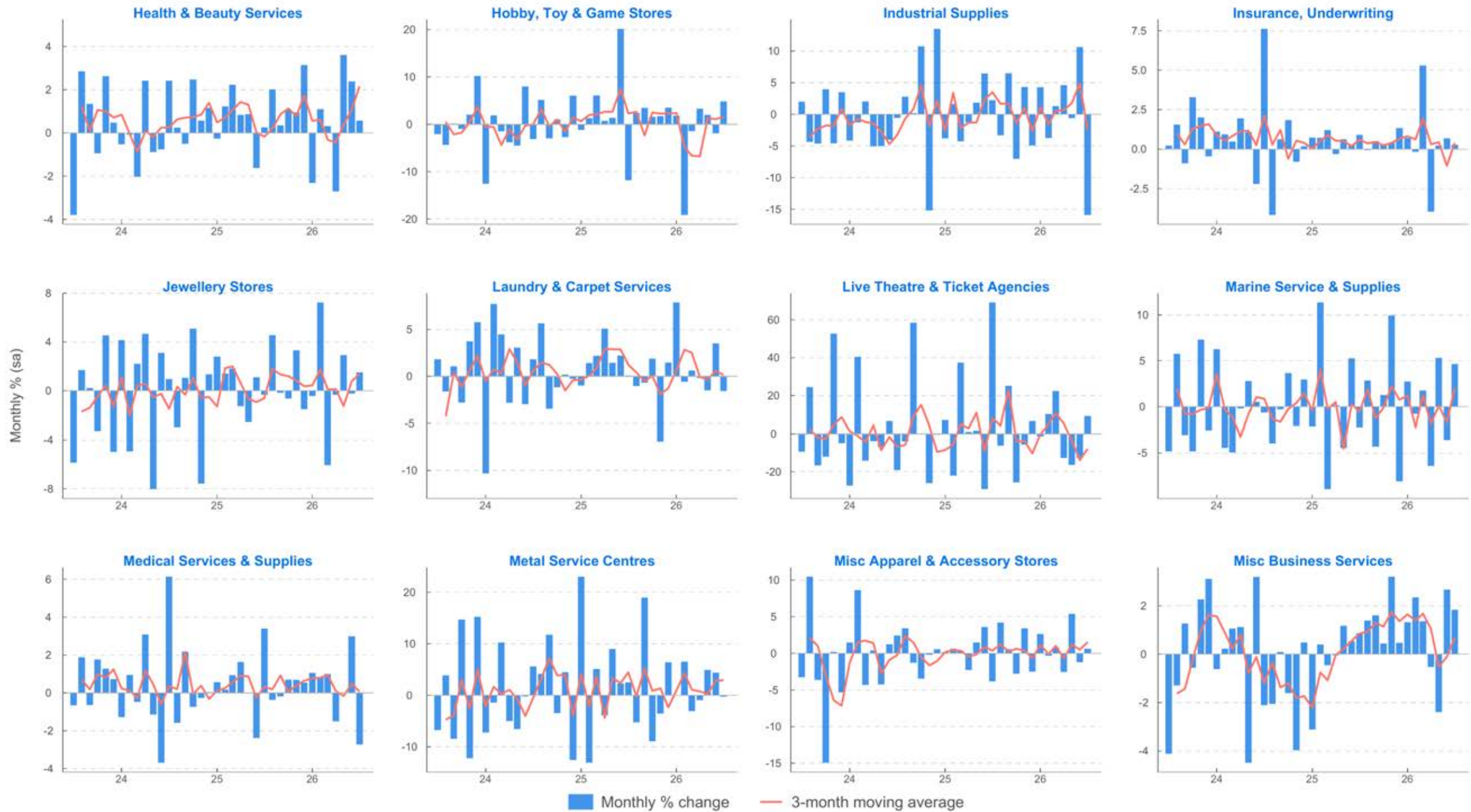


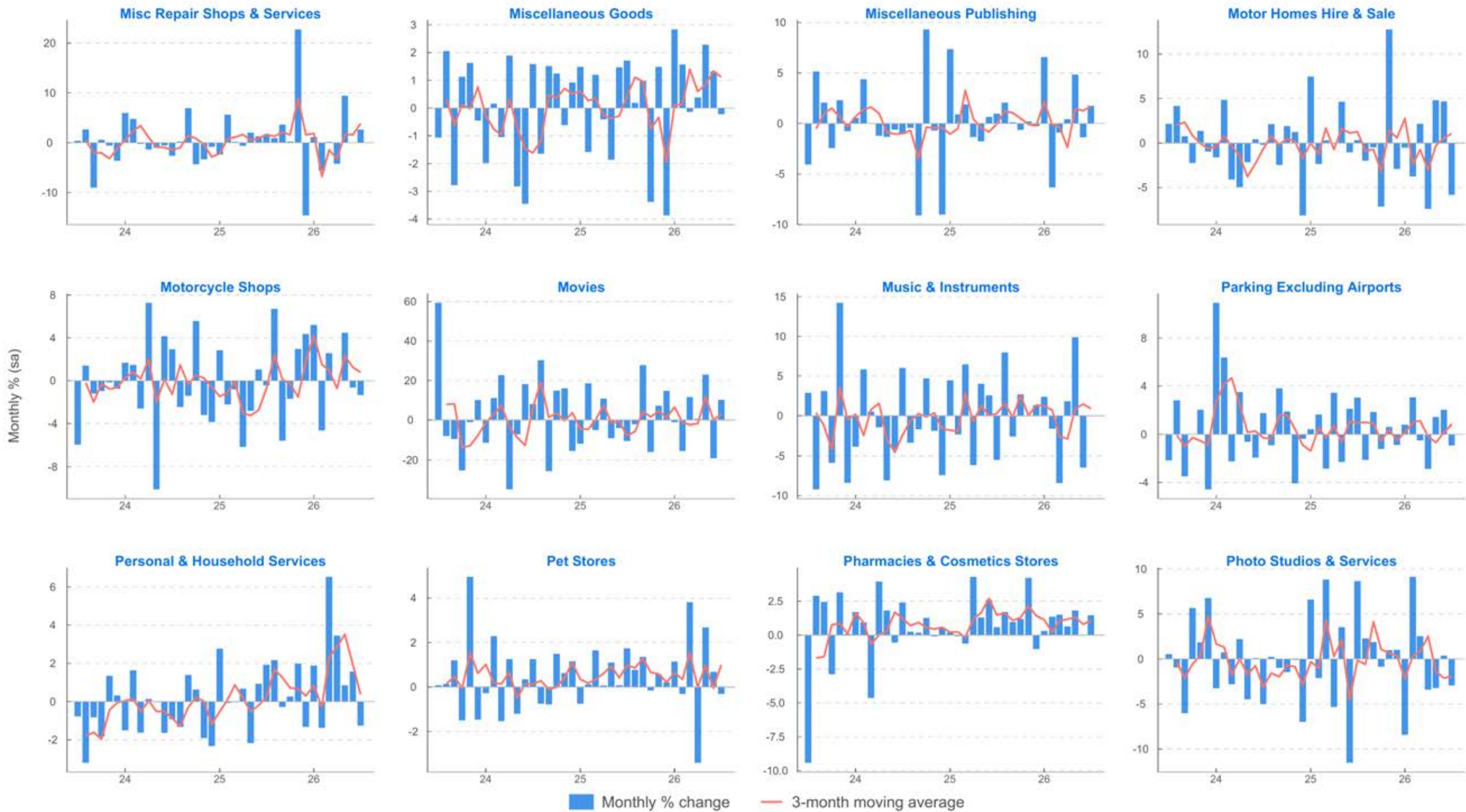
Monthly % change

3-month moving average









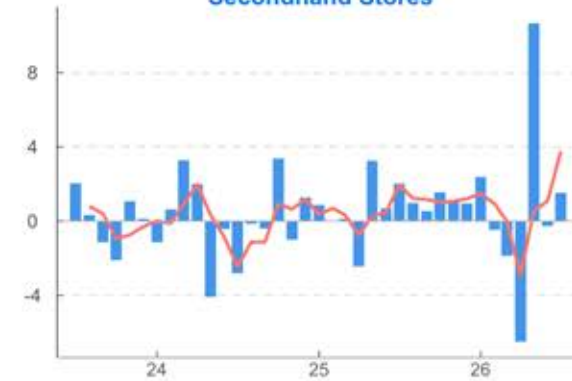
Public Transport



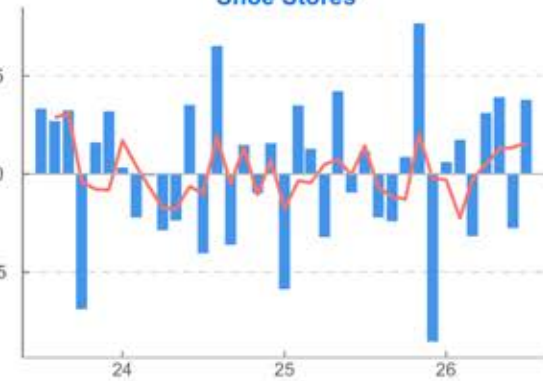
Real Estate Agents, Rentals



Secondhand Stores



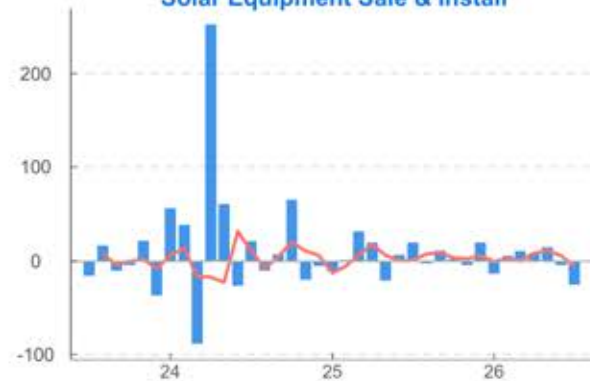
Shoe Stores



Software & Digital Apps



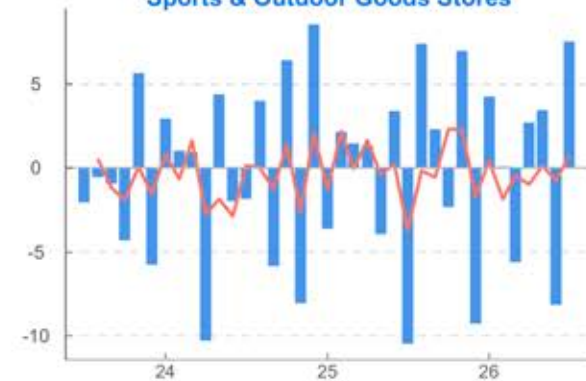
Solar Equipment Sale & Install



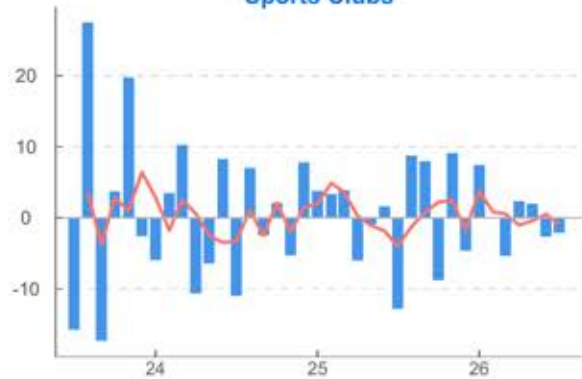
Specialist Trades



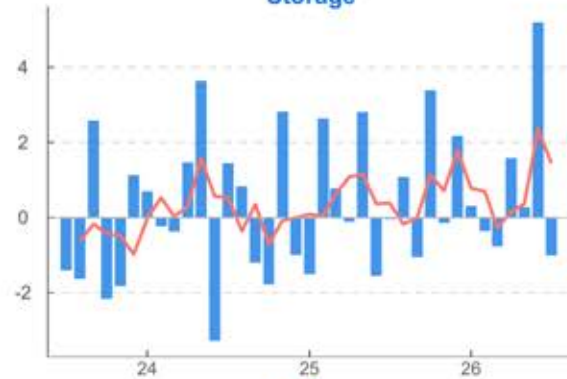
Sports & Outdoor Goods Stores



Sports Clubs



Storage



Suit & Costume Hire

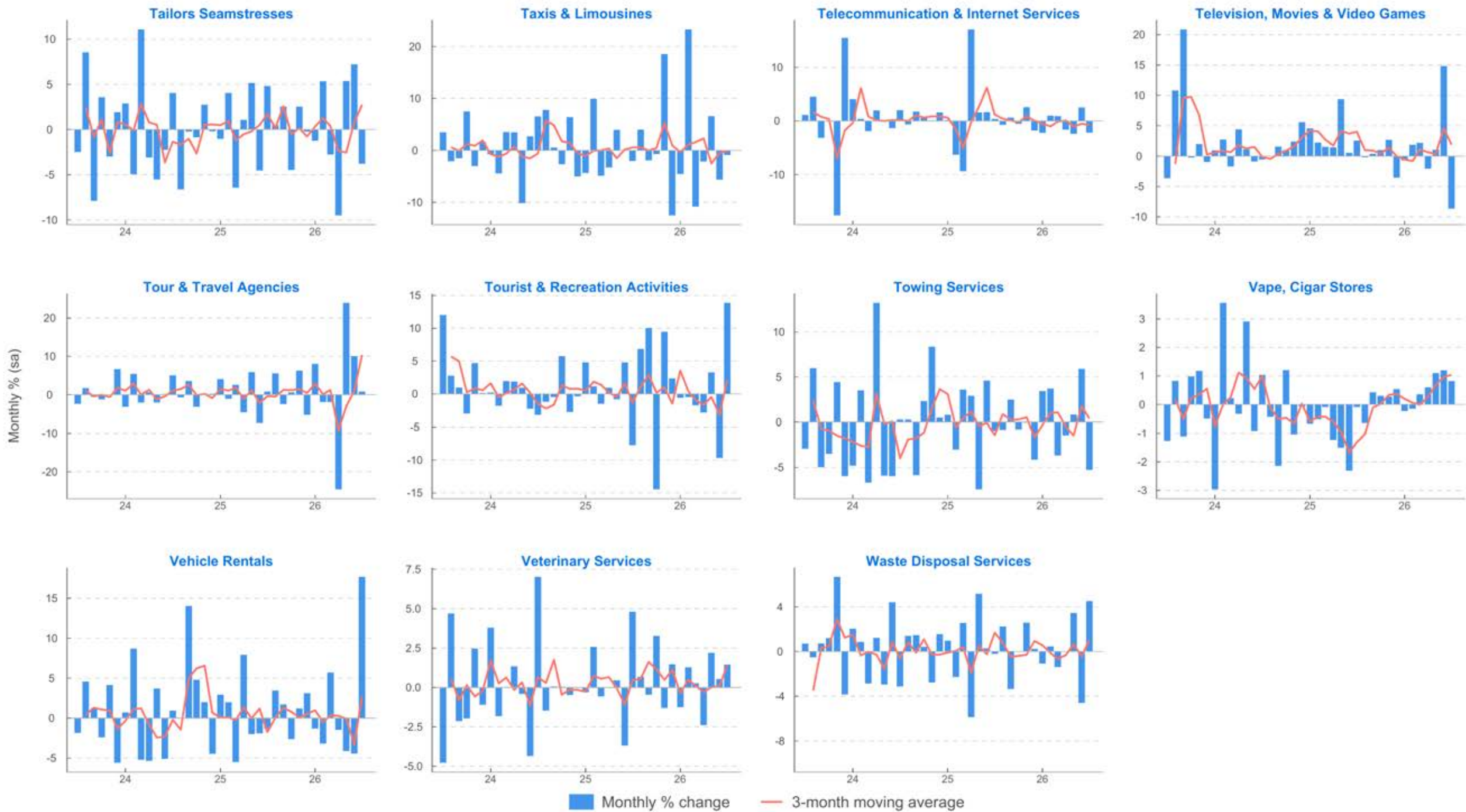


Swimming Pools & Spas



Monthly % change

3-month moving average



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Last updated: 18 June 2025

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