

Consumer spending in Lower Hutt 2021

A summary by Hutt City Council sourced from Marketview for the period January - December 2021, compared the same period in 2020

Total spending by area in Lower Hutt

Location	Spending Total	Change	No. of Transactions	Change	Transaction Values	Change
Hutt CBD	\$598,883,672	6.60%	11,381,641	8.40%	\$52.62	-1.70%
Petone	\$495,977,832	7.50%	8,834,421	7.30%	\$56.14	0.20%
Naenae/Taita	\$72,973,933	23.50%	2,650,605	16.10%	\$27.53	6.40%
Wainuiomata	\$70,455,692	7.30%	2,440,740	9.50%	\$28.87	-2.00%
Rest of Hutt City	\$274,921,747	10.10%	7,764,782	9.30%	\$35.41	0.70%
Lower Hutt total	\$1,513,212,876	8.30%	33,072,189	9.00%	\$45.75	-0.70%
Upper Hutt CBD	\$239,025,171	4.80%	5,361,241	8.30%	\$44.58	-3.20%
Rest of Upper Hutt City	\$228,351,279	10.80%	5,974,306	8.80%	\$38.22	1.80%
Wellington City	\$3,079,680,563	5.00%	78,976,036	5.20%	\$39.00	-0.20%
Porirua City	\$775,620,721	10.50%	18,089,039	10.90%	\$42.88	-0.30%
Kapiti Coast District	\$705,243,323	7.70%	15,431,612	8.50%	\$45.70	-0.70%
Wairarapa	\$682,633,122	11.60%	14,211,625	10.40%	\$48.03	1.10%
Rest of NZ	\$58,452,584,366	5.30%	1,266,295,343	4.80%	\$46.16	0.40%

Origin of spend for all areas of Lower Hutt

Location	Spend	Change
Lower Hutt City	\$1.0B	+6.9%
Upper Hutt City	\$101.9M	+7.3%
Wellington City	\$200.6M	+6.9%
Porirua City	\$52.0M	+9.6%
Kapiti Coast District	\$19.1M	+16.4%
Wairarapa	\$18.8M	+14.6%
Rest of New Zealand	\$76.6M	+18.8%
International	\$15.0M	+21.8%

Origin of spend by area in Lower Hutt (dollars)

Spending Location	Customer Origin								Total
	Lower Hutt City	Upper Hutt City	Wellington City	Porirua City	Kapiti Coast District	Wairarapa	Rest of New Zealand	International	
Hutt CBD	\$419.7M	\$45.9M	\$64.7M	\$19.6M	\$6.2M	\$8.3M	\$27.2M	\$7.3M	\$598.9M
Petone	\$297.7M	\$30.8M	\$98.8M	\$19.7M	\$7.3M	\$6.7M	\$29.8M	\$5.2M	\$496.0M
Naenae/Taita	\$58.0M	\$5.0M	\$4.3M	\$2.2M	\$704.5K	\$392.9K	\$2.3M	\$184.0K	\$73.0M
Wainuiomata	\$64.4M	\$868.5K	\$2.2M	\$911.0K	\$208.4K	\$271.0K	\$1.5M	\$174.2K	\$70.5M
Rest of Hutt City	\$189.5M	\$19.4M	\$30.6M	\$9.7M	\$4.7M	\$3.2M	\$15.8M	\$2.1M	\$274.9M

(% increase / decrease)

Spending Location	Customer Origin								Total
	Lower Hutt City	Upper Hutt City	Wellington City	Porirua City	Kapiti Coast District	Wairarapa	Rest of New Zealand	International	
Hutt CBD	+4.3%	+7.4%	+7.1%	+11.0%	+11.3%	+11.8%	+19.1%	+44.0%	+6.2%
Petone	+5.9%	+3.1%	+6.8%	+9.4%	+20.5%	+17.6%	+19.5%	+7.7%	+7.1%
Naenae/Taita	+20.1%	+44.9%	+22.8%	+29.8%	+38.9%	+47.6%	+46.8%	+54.5%	+23.1%
Wainuiomata	+6.1%	+24.5%	+8.1%	+22.2%	+18.5%	+51.2%	+10.8%	+96.3%	+6.9%
Rest of Hutt City	+11.0%	+5.9%	+4.8%	+2.9%	+14.3%	+10.3%	+14.8%	-2.8%	+9.7%

Spend by origin of spender and category (dollars)

Customer Origin	Categories								Total
	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars & Takeaways	Department Stores and Leisure	Fuel & Automotive	Groceries & Liquor	Home, Hardware & Electrical	Other Consumer Spending	
Lower Hutt City	\$3.3M	\$49.7M	\$113.7M	\$152.0M	\$140.6M	\$425.9M	\$120.1M	\$23.8M	\$1.0B
Upper Hutt City	\$534.3K	\$11.7M	\$11.7M	\$20.5M	\$14.2M	\$19.8M	\$20.3M	\$3.2M	\$101.9M
Wellington City	\$715.1K	\$15.2M	\$23.7M	\$40.8M	\$27.7M	\$46.4M	\$38.8M	\$7.2M	\$200.6M
Porirua City	\$194.0K	\$4.6M	\$6.5M	\$10.3M	\$10.0M	\$11.1M	\$7.4M	\$1.9M	\$52.0M
Kapiti Coast District	\$126.1K	\$1.8M	\$2.4M	\$3.7M	\$3.7M	\$3.1M	\$3.3M	\$890.2K	\$19.1M
Wairarapa	\$138.2K	\$2.5M	\$2.2M	\$4.2M	\$2.5M	\$2.7M	\$4.0M	\$594.9K	\$18.8M
Rest of New Zealand	\$3.6M	\$7.1M	\$12.1M	\$14.8M	\$12.0M	\$15.5M	\$8.1M	\$3.4M	\$76.6M
International	\$382.4K	\$2.2M	\$1.2M	\$3.2M	\$1.5M	\$3.6M	\$2.3M	\$659.9K	\$15.0M

Spend by origin of spender and category (% increase / decrease)

Customer Origin	Categories								Total
	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars & Takeaways	Department Stores and Leisure	Fuel & Automotive	Groceries & Liquor	Home, Hardware & Electrical	Other Consumer Spending	
Lower Hutt City	-19.9%	+9.1%	+12.8%	+4.5%	+17.7%	+2.1%	+11.7%	+3.9%	+6.9%
Upper Hutt City	-9.2%	+9.6%	+11.2%	+0.8%	+12.2%	+9.4%	+7.8%	-3.8%	+7.3%
Wellington City	+5.3%	+11.0%	+11.5%	+2.3%	+10.5%	+3.4%	+9.4%	+8.4%	+6.9%
Porirua City	-0.1%	+16.5%	+16.1%	-0.1%	+4.1%	+16.7%	+12.6%	+13.0%	+9.6%
Kapiti Coast District	+19.9%	+16.3%	+22.8%	+1.5%	+17.3%	+28.2%	+16.6%	+29.8%	+16.4%
Wairarapa	+8.9%	+13.6%	+19.0%	+2.8%	+30.0%	+34.1%	+10.9%	-6.4%	+14.6%
Rest of New Zealand	+6.8%	+23.7%	+19.5%	+10.7%	+27.1%	+21.1%	+23.0%	+12.1%	+18.8%
International	-37.8%	+100.3%	-11.8%	+25.4%	+22.6%	+7.7%	+45.9%	+12.4%	+21.8%

Spending in Lower Hutt by category and area (dollars)

Location	Categories								Total
	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars & Takeaways	Department Stores and Leisure	Fuel & Automotive	Groceries & Liquor	Home, Hardware & Electrical	Other Consumer Spending	
Hutt CBD	\$1.9M	\$78.3M	\$51.1M	\$138.0M	\$30.8M	\$237.4M	\$53.7M	\$7.8M	\$598.9M
Petone	\$3.8M	\$6.4M	\$61.6M	\$90.3M	\$66.9M	\$144.0M	\$117.4M	\$5.6M	\$496.0M
Naenae/Taita	\$247.8K	\$2.4M	\$8.1M	\$2.6M	\$16.3M	\$35.5M	\$6.4M	\$1.4M	\$73.0M
Wainuiomata	\$51.3K	\$718.5K	\$11.4M	\$1.6M	\$11.1M	\$43.1M	\$1.1M	\$1.3M	\$70.5M
Rest of Hutt City	\$3.0M	\$7.1M	\$41.4M	\$16.9M	\$87.1M	\$68.2M	\$25.9M	\$25.5M	\$274.9M

Spending in Lower Hutt by category and area (% increase / decrease)

Location	Categories								Total
	Accommodation	Apparel and Personal	Cafes, Restaurants, Bars & Takeaways	Department Stores and Leisure	Fuel & Automotive	Groceries & Liquor	Home, Hardware & Electrical	Other Consumer Spending	
Hutt CBD	-3.7%	+14.1%	+11.9%	+3.4%	+13.1%	+3.2%	+11.5%	-13.6%	+6.2%
Petone	-7.3%	+1.4%	+13.2%	+10.2%	+6.7%	+2.2%	+9.4%	+5.1%	+7.1%
Naenae/Taita	-48.0%	+2.5%	+18.0%	+15.6%	+124.7%	+7.5%	+13.7%	-2.9%	+23.1%
Wainuiomata	-41.2%	+16.0%	+15.2%	+5.9%	+19.7%	+2.2%	-1.7%	+11.4%	+6.9%
Rest of Hutt City	-5.5%	+6.8%	+12.7%	-17.5%	+14.5%	+6.2%	+23.8%	+13.4%	+9.7%