International Post Corporation

NZ Post report shows online shoppers spent $1.73 billion in October to December 2024, 9% up on year prior

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NZ Postâ€™s latest reporting into eCommerce insights shows a positive trend, with online shoppers spending 9% more online in the lead up to Christmas in 2024 (Q4 2024), than they did in the same quarter the year prior.

NZ Post General Manager Business Chris Wong says the latest reporting by NZ Post gives retailers a reason to feel more optimistic, with record transactions made by online shoppers in Q4.

“The lead up to Christmas 2024 was record-breaking for online transactions. Shoppers made their money go further by buying more often, while spending less each time. The result was over 2 million more online transactions (14% increase) during Q4 2024 than Q4 2023, making this the highest quarterly level of transactions we’ve seen in the last six years.”

Wong says that while economic headwinds do remain, “this Q4 period highlighted a positive indication of ‘green shoots’ in online consumer spending. This is a very welcome indication for New Zealand online retailers.”

“October to December 2024 (Q4 2024) saw online spending grow across all sectors and in all regions around the country. Just as importantly, domestic online spending held up strongly to make up 72% of the quarter’s total online spend.”

Source: NZ Post