BULLETIN

29 June 2023

Australian retail sales lift May sales: 0.7%mth, 4.2%yr Led by 'small ticket' discretionary segments with others mixed.

- Retail sales posted a stronger than expected 0.7% rise in May, significantly outstripping the consensus forecast of a 0.1% gain. This follows tepid gains over the previous three months sales flat in April, up 0.4% in March and 0.2% in Feb and sharp 2.2% fall over the two months to Jan. The May rise comes despite wider evidence of weakening consumer spend. While it goes some way towards easing fears of a contraction in spending in Q2, much of the retail gain still looks to be price-led with volumes tracking a flat quarterly result at best.
- In annual terms, sales growth slowed to 4.2%yr in May, down a touch from 4.3%yr in April.
- By store-type, the May gain centred on 'small ticket' discretionary categories, 'other retail' up 2.2% and cafés & restaurants up 1.4%mth accounting for 80% of the headline rise in sales. Household goods also recorded a 0.6% gain after averaging 0.5% declines over the previous three months. Basic food retail rose 0.3%mth while clothing and department stores both recorded declines (-0.6%mth and -0.5%mth respectively). With many categories showing a 'sawtooth' pattern to sales in recent months, underlying trends remain difficult to assess. The ABS suggested that a larger and earlier than usual promotion of EOFY sales and Mother's Day also supported retail in May.
- By state, Vic and NSW recorded slightly stronger gains, up 1%mth and 0.8%mth respectively, Qld and SA posted more muted 0.4%mth gains and sales edged up just 0.2% in WA.
- A couple of things should be kept in mind when viewing the monthly retail figures: the impact of inflation and of population growth. Inflation effects will be accounting for about 0.3ppts of nominal gains month to month. Likewise, population growth running at 2%yr means even flat per capita spend will see aggregate sales rise 0.2ppts a month. Turning this around, any monthly sales gain below 0.5% likely indicates declining per capita volumes. Conversely a 0.7% gain, while materially better than expected, is still indicative of only very weak per capita growth in volume terms.

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Monthly retail sales: food vs non-food

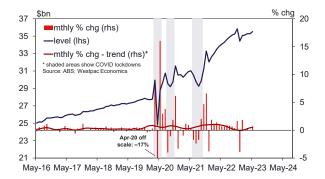
\$bn \$bn latest mth: -food retail (54% total) 20 20 +0.6% -non food retail (46% total) 18 18 +0.8% 16 16 14 14 12 12 *3mth avg Sources: ABS, Westpac Ec 10 10 May-17 May-18 May-19 May-20 May-21 May-22 May-23

Retail sales - May 2023

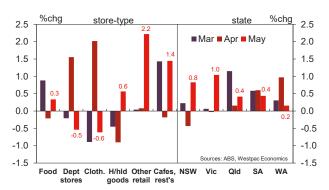
	\$bn	% chg mth		% chg yr	
	May-23	Apr-23	May-23	Apr-23	May-23
sa	35.52	0.0	0.7	4.3	4.2
trend*	35.54	0.4	0.5	4.0	3.6

*Westpac estimates; official series suspended. Source: ABS, Westpac Economics.

Monthly retail sales



Monthly retail sales by store type and state



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