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New Zealand food service sales volumes rose 1.9% in the third quarter

Stats NZ said nominal sales climbed 2.7%, suggesting stronger demand contributed to growth beyond higher prices

Monday, November 23, 2026



New Zealand’s food and beverage services sector posted higher sales in the third quarter, with activity rising even after adjusting for price changes.

Stats NZ said Monday, November 23, that seasonally adjusted sales volumes for food and beverage services rose 1.9% in July through September from April through June. In nominal terms, which reflect current prices, sales increased 2.7% over the same period.

The agency’s volume measure is designed to show changes in real activity by removing the effect of price movements. On that basis, the sector added NZ$47.98 million in sales. In current dollar terms, the increase was NZ$113.15 million. The 0.8 percentage point gap between the nominal and real growth rates indicates that part of the increase in revenue came from prices rather than from a full rise in underlying consumption.

The figures were released in a Stats NZ statement carried by The National Tribune. They cover the July-September quarter and are seasonally adjusted, meaning the data have been smoothed to remove regular calendar effects and make quarter-to-quarter comparisons clearer.

Stats NZ said the volume estimates are expressed in New Zealand dollars at September 2010 quarter prices. That method is used to isolate changes in the amount of goods and services sold rather than changes caused by inflation or other price shifts. The nominal series, by contrast, is measured in current New Zealand dollars and reflects what customers actually spent during the quarter.

The data point to an improvement for restaurants, cafes, bars and other food and beverage providers after the second quarter. The rise in real sales suggests demand strengthened beyond the effect of higher menu prices alone, even though the stronger nominal increase shows pricing still played a role in overall revenue growth.

The accommodation side of the hospitality market also recorded an increase. Nominal sales for accommodation services rose 3.4% in July through September from April through June, an increase of about NZ$49 million, according to the same release. No comparable volume figure for accommodation was cited in the statement reproduced by The National Tribune.

Taken together, the results show that both major parts of the hospitality market covered in the release moved higher in the third quarter, with food and beverage services showing gains in both real and nominal terms and accommodation posting a solid rise in billed revenue. For businesses, the distinction matters because nominal growth can reflect higher prices, while volume growth provides a clearer signal about whether customers are buying more in real terms.