

**Customer
Spending insights**
across Australia with
**GapMaps' Premium
Spending Data**
powered by
CommBank iQ.



Uncover insights into what residents across Australia spend. Whether you're seeking a broad overview, evaluating a location, or searching for insights into specific catchment areas, **GapMaps Spending** provides the tools to empower your business to make informed, data-driven decisions.

About GapMaps Spending

Powered by CommBank iQ, GapMaps Spending can instantly tell you what residents within your catchment spend. You can assess any catchment within Australia, extracting data as a radius, a drive time or any defined trade area (of min. size). Relevant benchmarks are available as well.

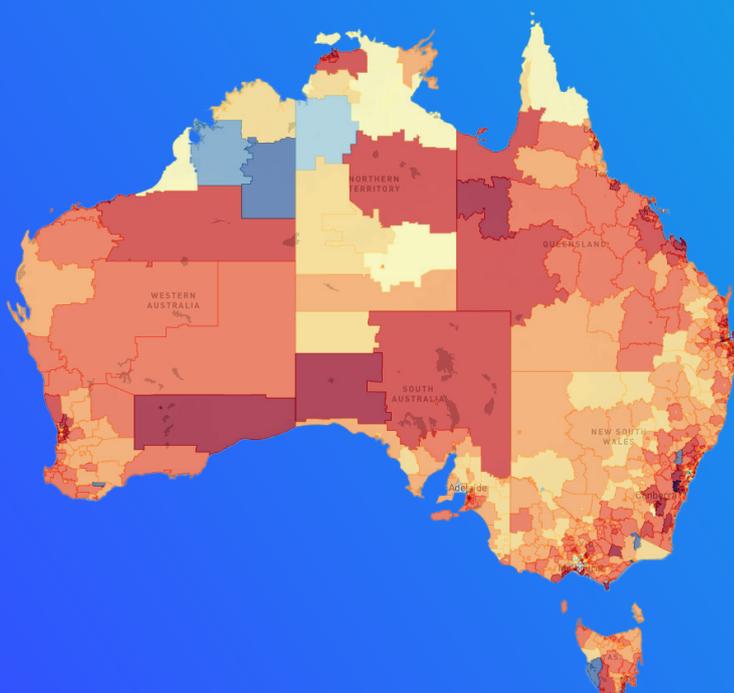
Spending category highlights include:

- 20+ broad spending categories available including all retail categories and many non-retail categories
- 80+ spending sub categories available, including granularity like:
 - **Food catering:** QSR, take-away, restaurant & café, food delivery services, meal delivery services, etc
 - **Large Format Retail:** hardware, appliances & electronics, homewares, motor vehicle accessories, adventure & sport, furniture & bedding, flooring, blinds & lighting
 - **Apparel:** women's apparel, men's apparel, unisex apparel, footwear, children's apparel, accessories, jewellery & watch, luxury brands

Our estimates leverage CommBank iQ's electronic spending data, including credit/debit card transactions, enhanced by GapMaps to account for cash transactions and buy now, pay later purchases.

This adjustment ensures that you receive an accurate representation of the total spending market. You will be able to understand total spending, per capita spending and online spending share across over 80 spending categories such as retail, food catering, leisure and more.

GapMaps ensures this data is kept up to date with refreshes every 6 months.



Southern Highlands			
Type	Total Resident Spending (AUD p.a.)	Resident Spending Per Capita (AUD p.a.)	Share of Spending Online (%)
Department Stores	842,829	117	24.8%
DDS	3,612,693	502	5.8%
Supermarket	39,091,499	5,429	6.4%
Food Catering	20,863,746	2,897	6.5%
Fresh Food	5,475,330	760	2.5%
Other Food & Grocery	4,566,507	634	27.5%
Apparel	9,046,330	1,256	27.3%
Liquor	6,556,666	911	13.0%
General	16,336,766	2,269	29.8%
Household	28,713,192	3,987	20.3%
Leisure	9,440,255	1,311	46.2%
Retail Services	5,136,132	713	4.8%
Total Retail	149,681,946	20,786	16.2%

In the GapMaps Live Platform

Understand residents' spending habits with a visual snapshot on the GapMaps Live Platform. From nationwide to local perspectives, explore both macro and micro insights for a clear understanding of how people spend in various regions.

Gain insights into spending within a catchment area and benchmark against state/country data with GapMaps' Catchment Report. It's a straightforward way to understand local spending and compare it to broader state or national trends.

Whether you have an established network or planning to expand, GapMaps Spending equips you with the data and knowledge you need to make data-driven decisions.

CommBank iQ / GapMaps Retail Spending FY2023	Total Market (AUD Mil.)			Share to Online (%)		
	Defined Area	Victoria	Australia	Defined Area	Victoria	Australia
Department Stores	8.43	1,309.28	4,896.43	14.40%	15.77%	14.91%
Discount Department Stores	35.83	2,880.87	12,829.46	4.13%	5.86%	5.46%
Supermarket	213.62	27,013.67	110,960.54	4.30%	5.15%	5.86%
Food Catering	172.25	20,366.35	81,469.22	19.69%	17.41%	15.91%
Fresh Food	27.47	3,167.91	12,340.77	1.33%	1.52%	1.58%
Other Food & Grocery	65.01	5,450.32	22,847.50	6.41%	15.01%	14.66%
Apparel	84.23	8,333.76	30,849.80	17.21%	22.75%	23.42%
Liquor	20.10	3,965.03	17,716.11	4.44%	8.30%	8.71%
General	87.70	10,443.88	42,329.99	28.96%	30.62%	30.25%
Household	104.32	14,649.66	60,894.51	21.15%	23.59%	22.81%
Leisure	45.96	6,564.76	27,076.02	50.62%	48.10%	47.30%
Retail Services	23.35	3,437	14,234.25	6.95%	7.38%	6.58%
Total Retail	888.26	107,582.48	438,444.62	15.54%	17.17%	16.80%

Data Sources: CommBank iQ 2023, GapMaps 2022

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About CommBank iQ

CommBank iQ is a joint venture between the Commonwealth Bank and Quantum, established to unlock the power of Australia's largest aggregated and de-identified transaction banking dataset through leading analytics and artificial intelligence. This unique partnership enables businesses and institutions to analyse trends, overcome challenges, and create better, more targeted products and services for Australians.

Want to learn more?

Contact us to book a demonstration
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