



**Business  
Canterbury**  
Our Chamber of Commerce

# Quarterly Canterbury Business Survey

December 2024 | In field: 5 December - 13 December

**Canterbury businesses are entering 2025 with a surge of optimism, according to Business Canterbury's latest quarterly survey.**

A significant upturn in business confidence can be seen, with a net 57% of businesses anticipating stronger financial outcomes in the coming months, the highest level since mid-2022.

Positivity about the Canterbury economy has reached an unprecedented 65%, nearly doubling from last quarter. This boost in confidence is attributed to easing inflationary pressures, stabilising interest rates, and increasing consumer confidence.

The survey also reveals growing resilience among Canterbury businesses in navigating disruption, with net positivity rising to 57% from 20% in May. This adaptability positions many for growth as we move into the new year.

While challenges remain, particularly around cash flow, the overall trajectory is positive. Business Canterbury remains committed to supporting its members through this period of economic recovery and growth.

Members can access the full survey and analysis on our website for more detailed insights.

74%

Expect the Canterbury economy to be stronger in 12 months.

31%

Still experiencing significant impacts from rising costs

53%

Identified consumer confidence and demand as a top three concern for their business.

67%

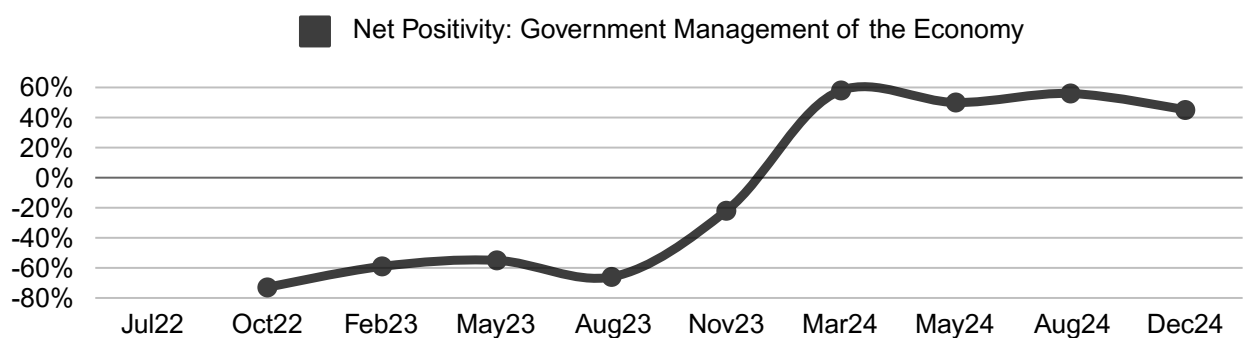
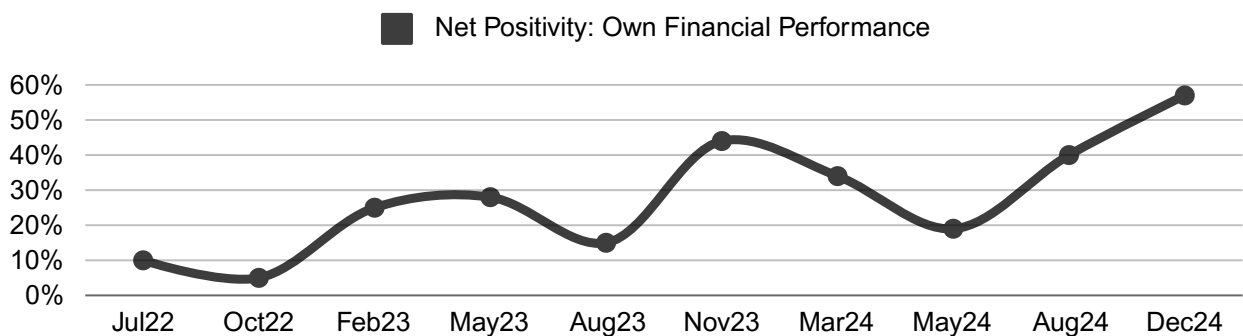
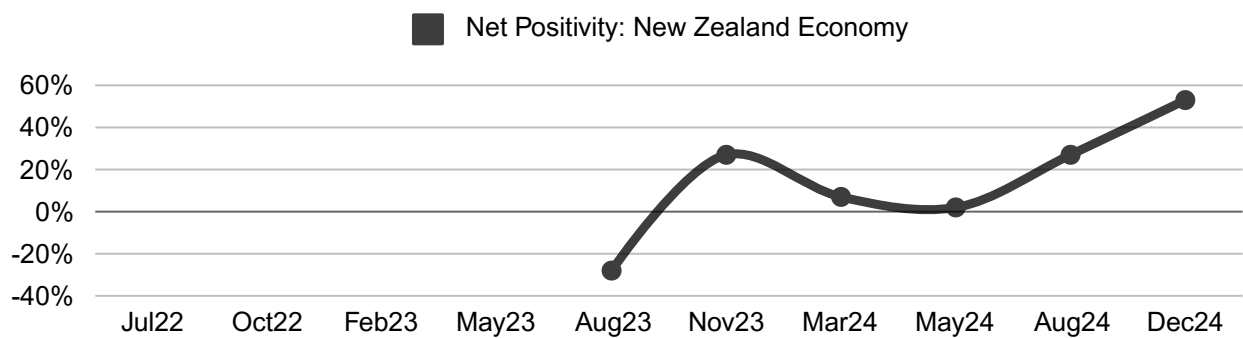
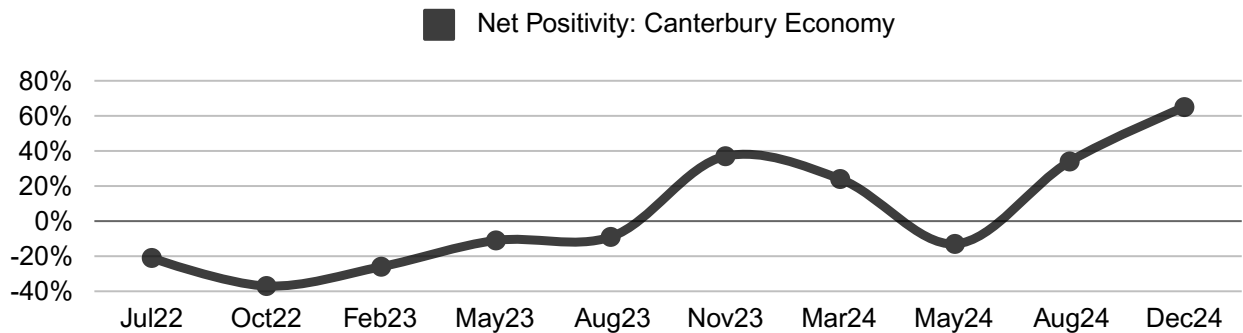
Expect stronger financial performance over the next 12 months.

## Top Issues

1. Consumer confidence and demand
2. Inflationary pressure and interest rates
3. Productivity and growth
4. Compliance costs
5. Cashflow and accounts receivable/payable

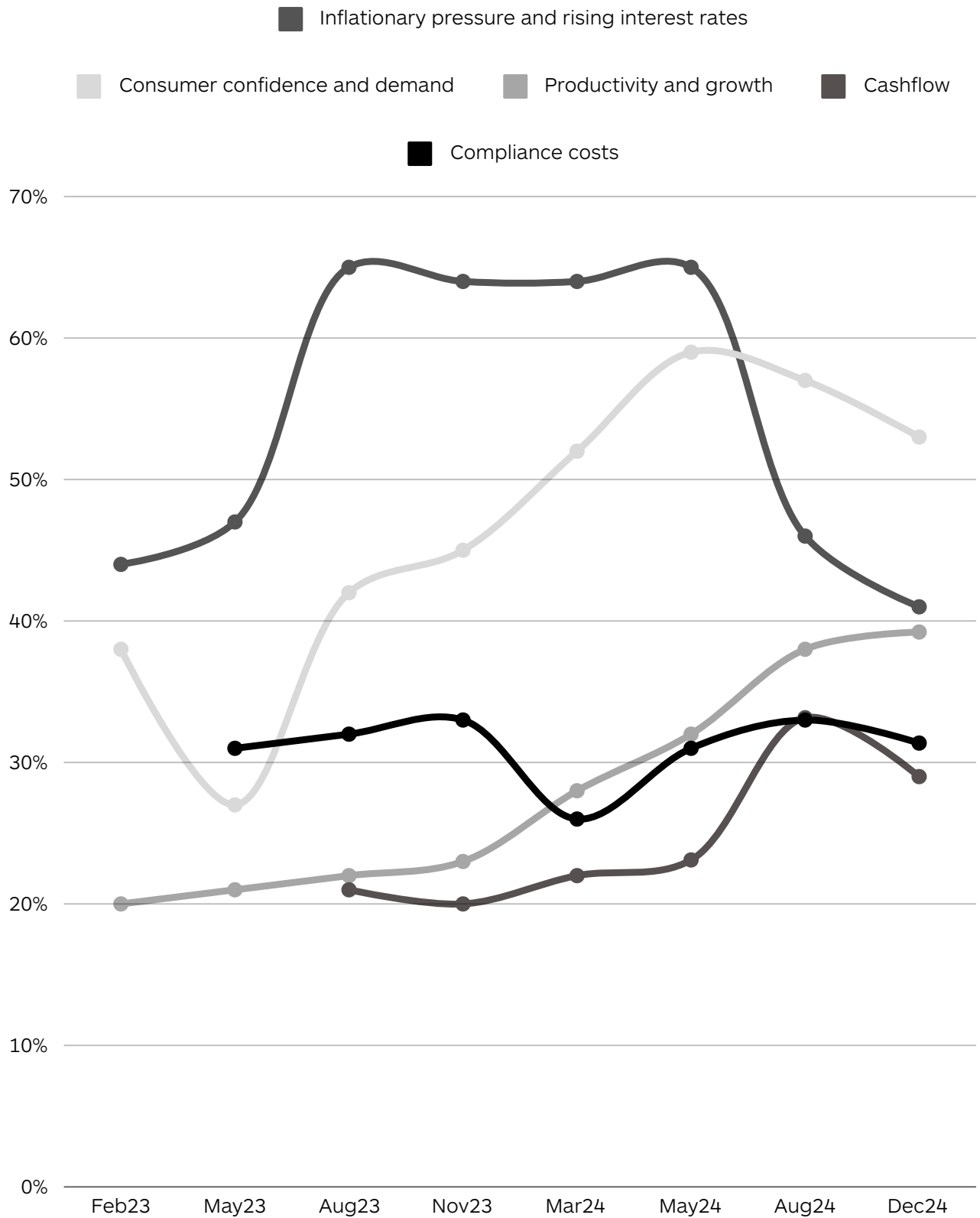
## Business confidence: net positivity scores

To calculate a net positivity score, we subtract the percentage of negative responses from the percentage of positive responses. A higher net positivity score indicates a more positive overall sentiment, while a lower score suggests a more negative sentiment.



# Top issues

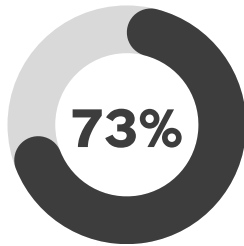
In every survey, we ask respondents to select the three biggest concerns for them. The graph below shows the proportion of respondents who listed one of the following four issues among their top three concerns.



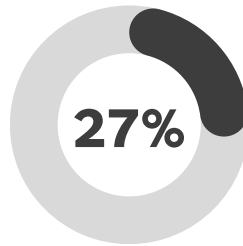
# Christchurch Snapshot



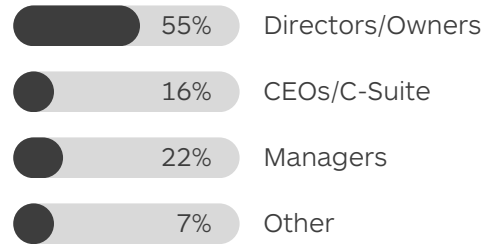
## Respondents



SMEs



Large Businesses



## Top issues

1. Consumer confidence and demand
2. Productivity and growth
3. Inflation and interest rates
4. Compliance costs
5. Cashflow

## Industries

1. Manufacturing
2. Professional services
3. Construction and civil
4. Software and Technology
5. Retail

73%

Expect the Canterbury economy to be stronger in 12 months.

56%

Expect to invest in property, plant, and equipment within the next 12 months.

61%

Expect to hire new staff within the next 12 months.

66%

Expect stronger financial performance over the next 12 months.

28%

Are experiencing significant impacts from rising costs.

75%

Are confident in their ability to deal with disruption.

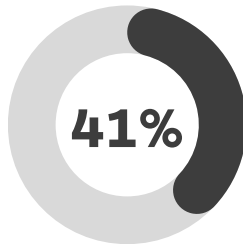
# Mid Canterbury Snapshot



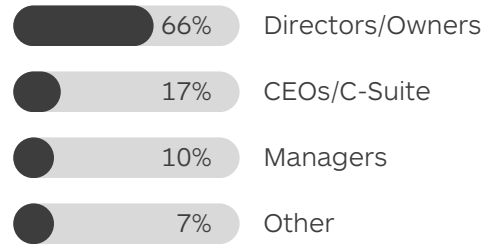
## Respondents



SMEs



Large Businesses



## Top issues

1. Inflation and interest rates
2. Compliance costs
3. Consumer confidence and demand
4. Productivity and growth
5. Cashflow

## Industries

1. Primary industries and agriculture
2. Construction and civil
3. Manufacturing
4. Professional Services
5. Retail

96%

Expect the Canterbury economy to be stronger in 12 months.

59%

Expect to invest in property, plant, and equipment within the next 12 months.

67%

Expect to hire new staff within the next 12 months.

81%

Expect stronger financial performance over the next 12 months.

42%

Are experiencing significant impacts from rising costs.

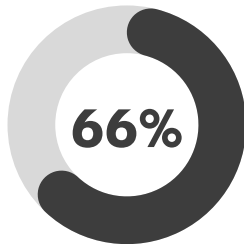
77%

Are confident in their ability to deal with disruption.

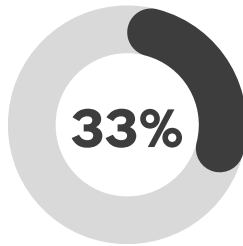
# North Canterbury Snapshot



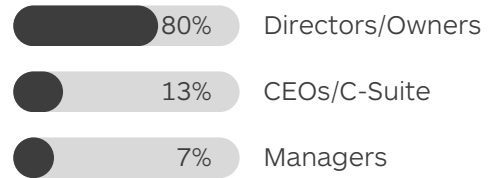
## Respondents



SMEs



Large Businesses



## Top issues

1. Inflation and interest rates
2. Consumer confidence and demand
3. Productivity and growth
4. Cashflow
5. Labour Market Constraints

## Industries

1. Manufacturing
2. Primary industries and agriculture
3. Professional services
4. Software and Technology
5. Accommodation and Hospitality

73%

Expect the Canterbury economy to be stronger in 12 months.

67%

Expect to invest in property, plant, and equipment within the next 12 months.

60%

Expect to hire new staff within the next 12 months.

53%

Expect stronger financial performance over the next 12 months.

47%

Are experiencing significant impacts from rising costs.

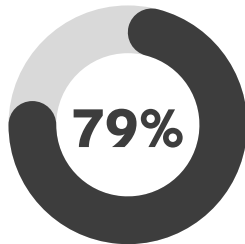
60%

Are confident in their ability to deal with disruption.

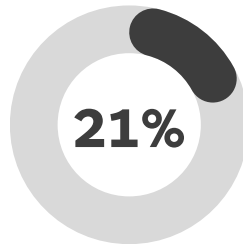
# Selwyn Snapshot



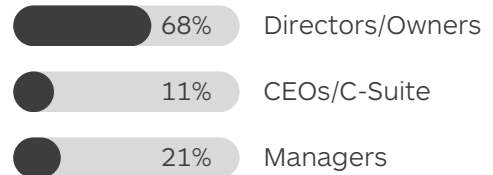
## Respondents



SMEs



Large Businesses



## Top issues

1. Consumer confidence and demand
2. Inflation and interest rates
3. Productivity and growth
4. Compliance costs
5. Cashflow

## Industries

1. Professional services
2. Manufacturing
3. Primary industries and agriculture
4. Education and Training
5. Construction and civil

79%

Expect the Canterbury economy to be stronger in 12 months.

47%

Expect to invest in property, plant, and equipment within the next 12 months.

47%

Expect to hire new staff within the next 12 months.

74%

Expect stronger financial performance over the next 12 months.

53%

Are experiencing significant impacts from rising costs.

58%

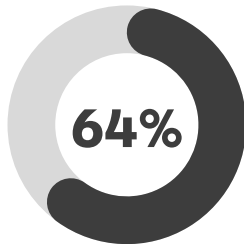
Are confident in their ability to deal with disruption.



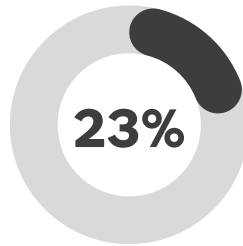
# Manufacturing Snapshot



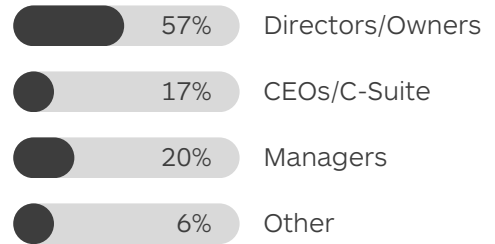
## Respondents



SMEs



Large Businesses



## Top issues

1. Consumer confidence and demand
2. Productivity and growth
3. Inflation and interest rates

4. Compliance costs
5. Cashflow

# 76%

Expect the Canterbury economy to be stronger in 12 months.

# 63%

Expect to invest in property, plant, and equipment within the next 12 months.

# 60%

Expect to hire new staff within the next 12 months.

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# 68%

Expect stronger financial performance over the next 12 months.

# 35%

Are experiencing significant impacts from rising costs.

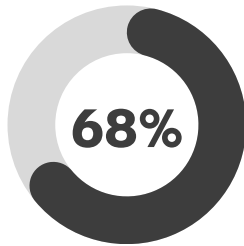
# 66%

Are confident in their ability to deal with disruption.

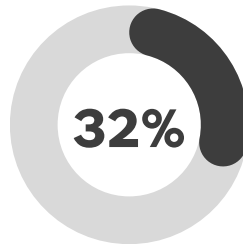
# Civil and Construction Snapshot



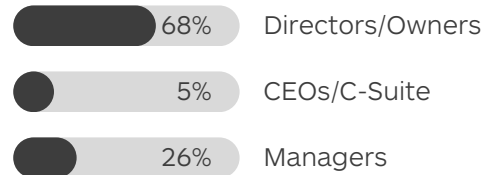
## Respondents



SMEs



Large Businesses



## Top issues

1. Productivity and Growth
2. Consumer confidence and demand
3. Increased compliance costs
4. Inflation and interest rates
5. Cashflow/Labour market constraints

83%

Expect the Canterbury economy to be stronger in 12 months.

39%

Expect to invest in property, plant, and equipment within the next 12 months.

72%

Expect to hire new staff within the next 12 months.

72%

Expect stronger financial performance over the next 12 months.

29%

Are experiencing significant impacts from rising costs.

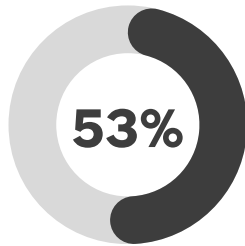
65%

Are confident in their ability to deal with disruption.

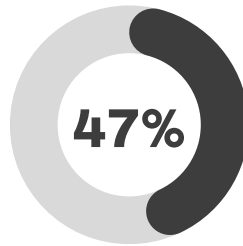
# Primary Industries Snapshot



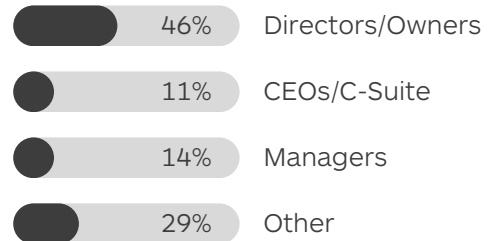
## Respondents



SMEs



Large Businesses



## Top issues

1. Compliance costs

2. Inflation and interest rates

3. Consumer confidence and demand

4. Labour market constraints

5. Cashflow

69%

Expect the Canterbury economy to be stronger in 12 months.

56%

Expect to invest in property, plant, and equipment within the next 12 months.

44%

Expect to hire new staff within the next 12 months.

63%

Expect stronger financial performance over the next 12 months.

47%

Are experiencing significant impacts from rising costs.

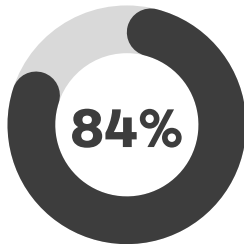
87%

Are confident in their ability to deal with disruption.

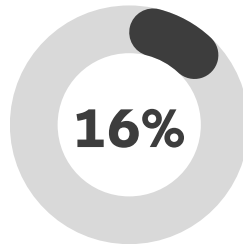
# Professional Services Snapshot



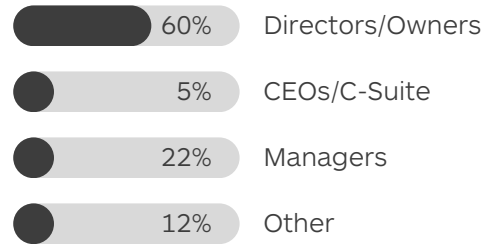
## Respondents



SMEs



Large Businesses



## Top issues

1. Consumer confidence and demand

2. Productivity and growth

3. Inflation and interest rates

4. Compliance costs

5. Cashflow

72%

Expect the Canterbury economy to be stronger in 12 months.

40%

Expect to invest in property, plant, and equipment within the next 12 months.

54%

Expect to hire new staff within the next 12 months.

68%

Expect stronger financial performance over the next 12 months.

14%

Are experiencing significant impacts from rising costs.

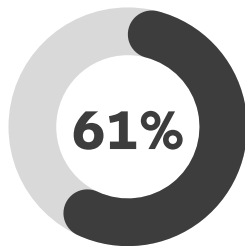
77%

Are confident in their ability to deal with disruption.

# Retail, Tourism and Hospitality Snapshot



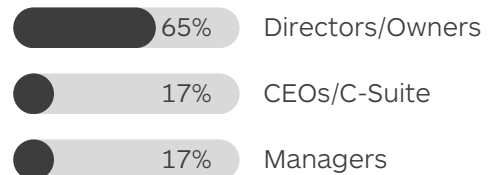
## Respondents



SMEs



Large Businesses



## Top issues

1. Consumer confidence and demand

2. Inflation and interest rates

3. Compliance costs

4. Cashflow

5. Labour market constraints

55%

Expect the Canterbury economy to be stronger in 12 months.

59%

Expect to invest in property, plant, and equipment within the next 12 months.

41%

Expect to hire new staff within the next 12 months.

68%

Expect stronger financial performance over the next 12 months.

50%

Are experiencing significant impacts from rising costs.

64%

Are confident in their ability to deal with disruption.