

# NEWMARKET.

MarketView Summary Report

Jan – Apr 2021



# 2021 NEWMARKET SNAPSHOT TO DATE

Month	Spend	Transactions	Av. transaction value
January	\$54.7M	928,994	\$58.84
February	\$47.7M	792,286	\$60.25
March	\$55.4M	858,814	\$64.49
April	\$62.2M	958,139	\$64.91
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$220.0M	3,540,512	\$62.14

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# 2021 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$54.7M	+2.9%	\$20.6M	-4.5%	\$12.3M	-5.5%	\$15.6M	-3.9%	\$46.7M	+3.5%
February	\$47.7M	-13.0%	\$19.2M	-18.3%	\$12.4M	-20.3%	\$13.6M	-18.0%	\$41.1M	-6.3%
March	\$55.4M	+21.2%	\$20.9M	+15.0%	\$13.6M	+20.1%	\$14.5M	+17.5%	\$48.3M	+5.3%
April	\$62.2M	+1,012.9%	\$23.3M	+557.8%	\$14.0M	+885.9%	\$15.5M	+841.9%	\$48.5M	+140.7%
May										
June										
July										
August										
September										
October										
November										
December										
Total										

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# 2021 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	928,994	434,337	226,210	377,656	816,992
February	792,286	397,262	237,432	331,145	750,721
March	858,814	432,004	266,808	342,392	819,158
April	958,139	458,389	272,463	362,367	830,222
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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# 2021 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$58.84	\$47.45	\$54.45	\$41.30	\$57.14
February	\$60.25	\$48.23	\$52.18	\$41.20	\$54.80
March	\$64.49	\$48.34	\$50.82	\$42.34	\$58.92
April	\$64.91	\$50.78	\$51.29	\$42.86	\$58.46
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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# 2021 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$157.8M	2,582,362	\$61.11
Apr/May/Jun*	\$62.2M	958,139	\$64.91
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total to date	\$157.8M	2,582,362	\$61.11

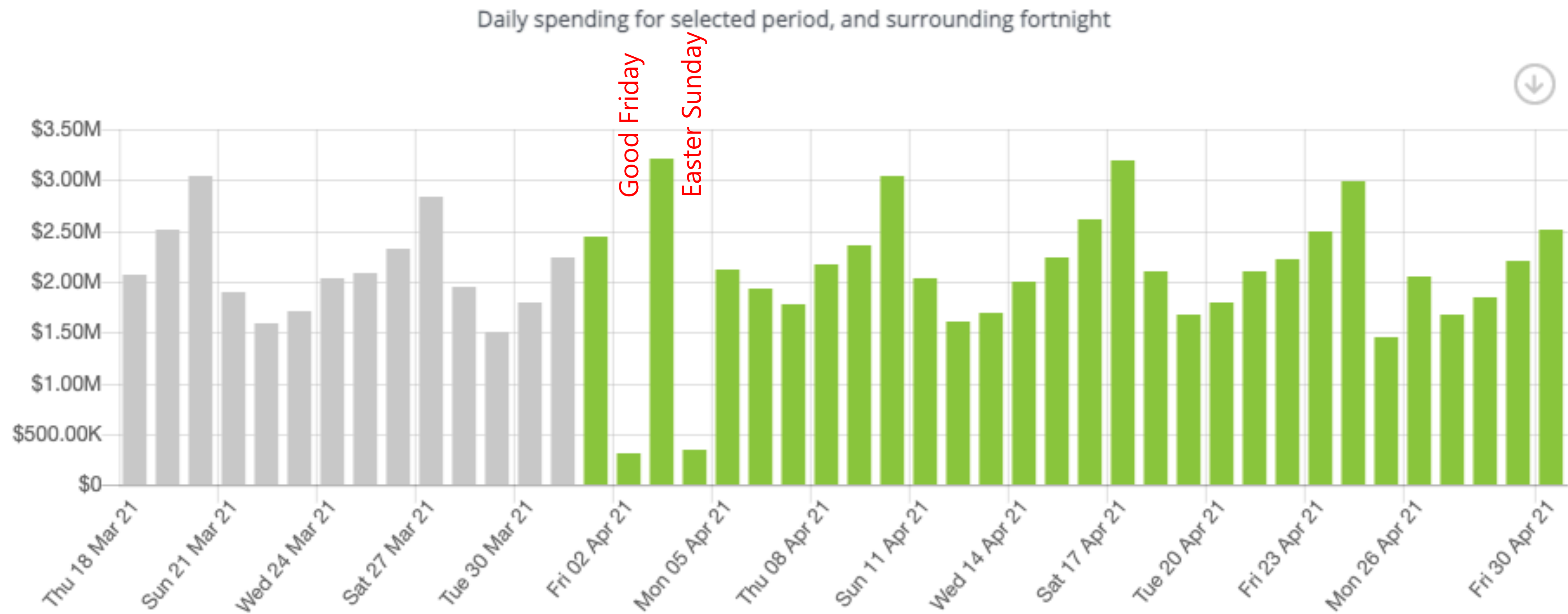
*\*April figures only*

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# NEWMARKET DAILY SPEND – APRIL 2021



# NEWMARKET DAILY AVERAGE SPEND

	Apr-21	Mar-21	Feb-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,107,614	\$2,292,043	\$2,479,864	\$2,626,507	\$2,791,060	\$2,576,536
Sunday	\$1,484,601	\$2,095,855	\$1,327,741	\$1,636,066	\$1,843,579	\$1,703,262
Monday	\$1,865,041	\$1,378,268	\$1,118,988	\$1,448,266	\$1,640,252	\$1,513,636
Tuesday	\$1,768,910	\$1,524,772	\$1,295,542	\$1,529,359	\$1,790,002	\$1,649,629
Wednesday	\$1,931,449	\$1,708,297	\$1,453,434	\$1,698,540	\$1,961,480	\$1,785,209
Thursday	\$2,252,141	\$1,727,520	\$2,014,351	\$2,017,553	\$2,289,317	\$2,046,102
Friday	\$2,060,983	\$1,966,785	\$2,243,093	\$2,088,034	\$2,323,086	\$2,142,644



# 2021 BID COMPARISON – FEB/MAR/APR

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$348,733,387	+32.7%	8,244,919	\$42.30
2	Manukau Central	\$211,910,299	+32.5%	3,873,195	\$54.71
3	Albany	\$177,279,195	+24.5%	3,084,033	\$57.48
4	DTLB	\$176,566,893	+18.9%	4,282,698	\$41.23
5	Newmarket	\$165,353,103	+55.8%	2, 611,497	\$63.32
6	Botany	\$149,674,403	+23.1%	2,841,731	\$52.67
7	Pukekohe	\$138,055,869	+25.6%	2,402,225	\$57.47
8	Westgate	\$125,745,859	+37.4%	2,029,701	\$61.95
9	Mt Wellington / Sylvia Park	\$119,541,804	+45.4%	2,252,520	\$53.07
10	New Lynn	\$119,151,315	+25.6%	2,517,675	\$47.33

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# 2021 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$1,373,408,684	-16.5%	31,688,345	\$43.34
2	Manukau Central	\$920,312,504	+8.0%	16,112,839	\$57.12
3	Albany	\$794,892,173	+6.2%	13,198,672	\$60.23
4	DTLB	\$722,155,333	+1.7%	17,134,704	\$42.15
5	Newmarket	\$697,835,291	+23.1%	10,836,986	\$64.339
6	Botany	\$663,380,499	+7.5%	11,970,615	\$55.42
7	Pukekohe	\$571,234,111	+5.4%	9,640,878	\$59.25
8	Westgate	\$522,807,647	+18.7%	8,346,617	\$62.64
9	Mt Wellington / Sylvia Park	\$513,615,071	+5.4%	9,567,170	\$53.69
10	New Lynn	\$500,441,452	+4.9%	10,314,120	\$48.52

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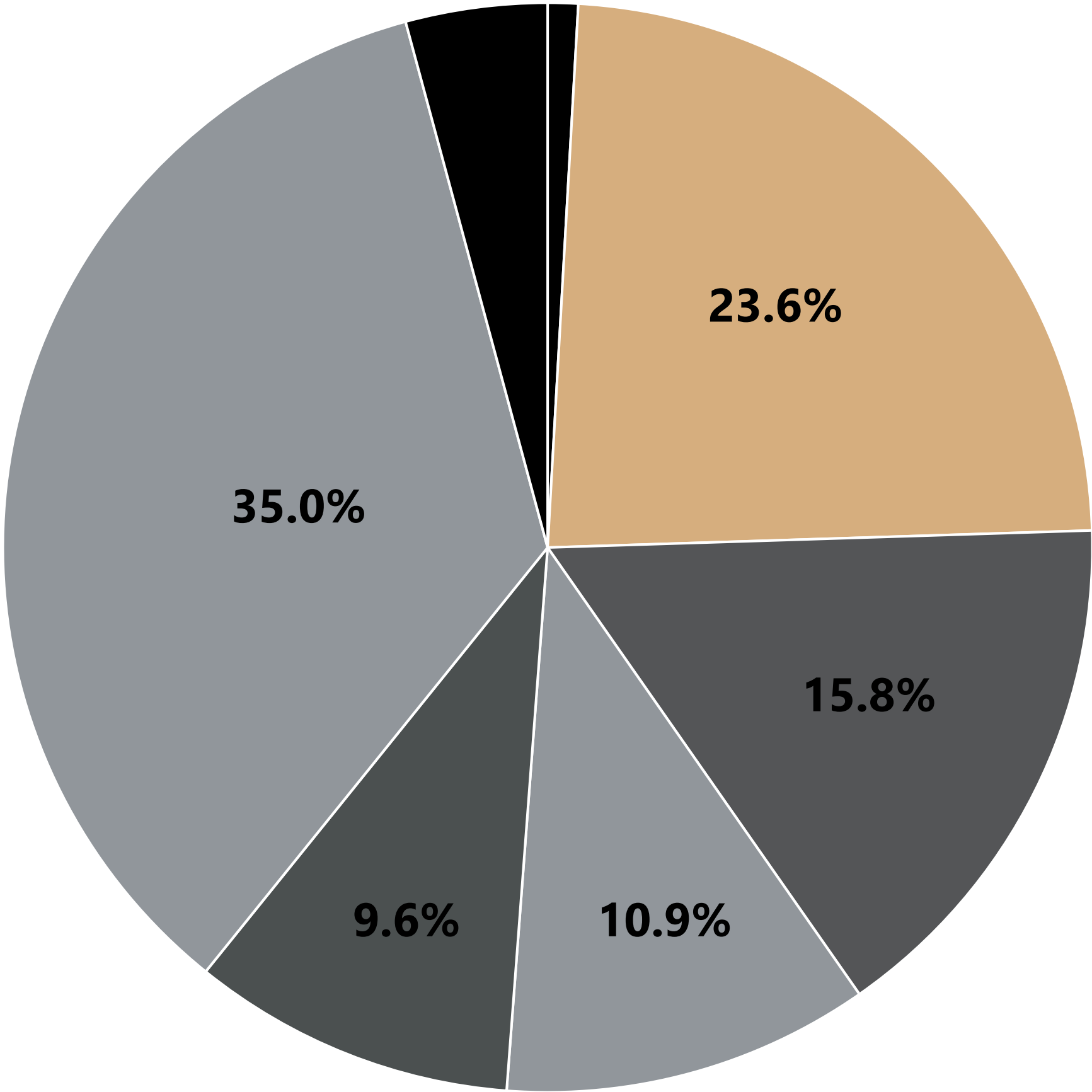


# QUARTERLY CATEGORY OVERVIEW

	Newmarket	Ponsonby	Parnell	Pukekohe	Takapuna
Accommodation	\$1.5m	\$1.1m	\$2.1m	\$24.7k	\$820.1k
Apparel & Personal	\$39m	\$17.5m	\$4.8m	\$6.4m	\$10.2m
Hospitality	\$26.1m	\$23.1m	\$13.4m	\$13.9m	\$16.1m
Automotive	\$18m	\$1m	\$3.1m	\$18.6m	\$2.2m
Groceries & Liquor	\$15.9m	\$10.7m	\$4m	\$51.6m	\$4.4m
Home & Recreation	\$57.8m	\$9.3m	\$10.8m	\$45.3m	\$9.5m
Other	\$7m	\$705.5k	\$1.8m	\$2.2m	\$471.5k

Newmarket

- Accommodation
- Apparel & Personal
- Hospitality
- Automotive
- Groceries & Liquor
- Home & Recreation
- Other



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All data sourced from MarketView Verisk Reports Jan – Apr 2021

For further information please contact

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