

NEWMARKET.

MarketView Summary Report

Jan – May 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	\$67.1M	1,034,932	\$64.86
June			
July			
August			
September			
October			
November			
December			
Total	\$287.5M	4,584,619	\$62.70

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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	\$67.1M	+59.2%	\$26.0M	+52.5%	\$15.4M	+77.3%	\$16.8M	+46.7%	\$50.1M	+13.0%
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	1,034,932	517,291	299,749	385,878	869,589
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	\$64.86	\$50.28	\$51.54	\$43.63	\$57.59
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*	\$129.4M	1,993,476	\$64.89
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total to date	\$287.5M	4,584,691	\$62.70

**April & May figures only. June still to be added.*

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NEWMARKET DAILY SPEND – MAY 2021



NEWMARKET DAILY AVERAGE SPEND

	May-21	Apr-21	Mar-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,138,969	\$3,107,614	\$2,292,043	\$2,868,729	\$2,789,224	\$2,704,097
Sunday	\$2,172,983	\$1,484,601	\$2,095,855	\$1,937,441	\$1,844,555	\$1,791,101
Monday	\$1,549,272	\$1,865,041	\$1,378,268	\$1,464,697	\$1,558,365	\$1,529,147
Tuesday	\$1,701,810	\$1,768,910	\$1,524,772	\$1,654,365	\$1,788,984	\$1,700,733
Wednesday	\$1,917,805	\$1,931,449	\$1,708,297	\$1,841,424	\$1,957,347	\$1,848,179
Thursday	\$2,137,509	\$2,252,141	\$1,727,520	\$2,055,448	\$2,194,980	\$2,045,539
Friday	\$2,448,615	\$2,060,983	\$1,966,785	\$2,151,271	\$2,235,738	\$2,221,180

2021 BID COMPARISON – MAR/APR/MAY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$388,423,792	+26.4%	9,250,852	\$41.99
2	Manukau Central	\$232,338,244	-1.8%	4,130,194	\$56.25
3	Albany	\$188,631,079	-4.8%	3,276,028	\$57.58
4	DTLB	\$187,540,196	+9.8%	4,490,085	\$41.77
5	Newmarket	\$184,783,191	+8.3%	2, 852,294	\$64.78
6	Botany	\$161,574,450	-2.8%	3,011,666	\$53.65
7	Pukekohe	\$146,949,974	+4.9%	2,520,727	\$58.30
8	Westgate	\$134,909,480	+10.9%	2,154,675	\$62.61
9	Mt Wellington / Sylvia Park	\$132,384,080	+8.7%	2,424,458	\$54.60
10	New Lynn	\$127,049,417	+4.6%	2,679,045	\$47.42

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2021 BID COMPARISON – PREVIOUS 12 MONTHS

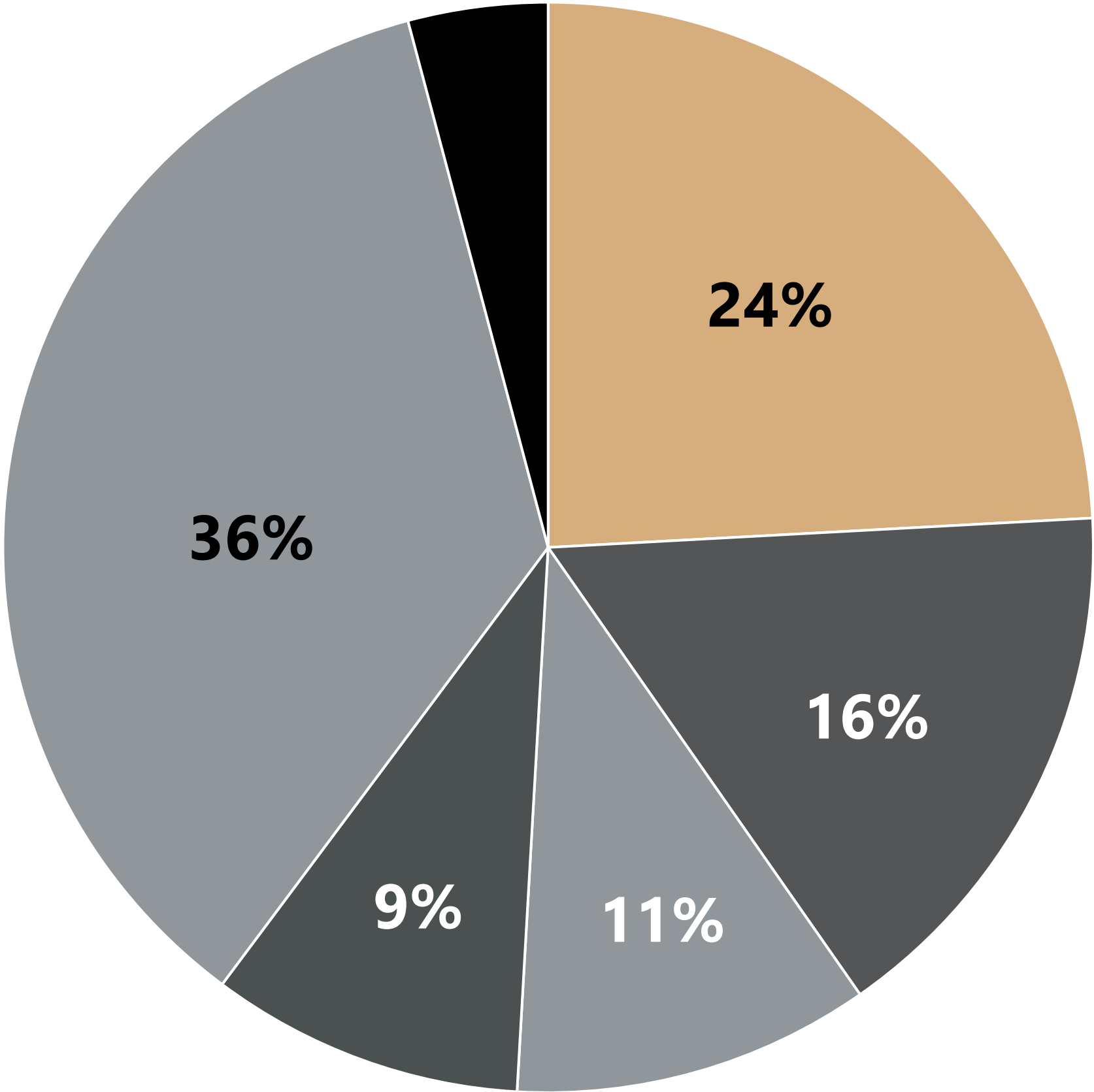
Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$1,456,936,195	-6.0%	33,828,374	\$43.07
2	Manukau Central	\$934,566,243	+9.8%	16,579,092	\$56.37
3	Albany	\$803,379,926	+8.2%	13,556,921	\$59.26
4	DTLB	\$737,790,617	+5.7%	17,656,544	\$41.79
5	Newmarket	\$723,819,385	+27.7%	11,318,641	\$63.95
6	Botany	\$671,615,464	+9.3%	12,290,681	\$54.64
7	Pukekohe	\$577,185,145	+7.0%	9,860,755	\$58.53
8	Westgate	\$533,542,503	+20.9%	8,591,614	\$62.10
9	Mt Wellington / Sylvia Park	\$528,620,585	+10.6%	9,893,388	\$53.43
10	New Lynn	\$510,586,065	+8.0%	10,617,744	\$48.09

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3 MONTHLY CATEGORY OVERVIEW (MAR - MAY 21)

	Newmarket	Ponsonby	Parnell	Pukekohe	Takapuna
Accommodation	\$1.79m	\$1.2m	\$2.4m	\$25k	\$913k
Apparel & Personal	\$44.1m	\$19.6m	\$5.9m	\$7.1m	\$11.3m
Hospitality	\$29.5m	\$27m	\$14.8m	\$15.2m	\$17.3m
Automotive	\$19.4m	\$1m	\$3.3m	\$19.6m	\$2.3m
Groceries & Liquor	\$17m	\$10.7m	\$4.2m	\$53.1m	\$4.5m
Home & Recreation	\$65.2m	\$10m	\$10.7m	\$49.5m	\$9.8m
Other	\$7.5m	\$626k	\$1.8m	\$2.1m	\$543k

Newmarket



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

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All data sourced from MarketView Verisk Reports Jan – May 2021

For further information please contact

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