

# NEWMARKET.

MarketView Summary Report

Jan – August 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	\$66.2M	1,026,015	\$64.50
July	\$68.9M	1,092,776	\$63.05
August	\$35.3M	565,307	\$62.41
September			
October			
November			
December			
Total	\$457.8M	7,268,546	\$62.99

NEWMARKET.





# 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	\$66.2M	+5.8%	\$23.7M	-0.9%	\$15.1M	+15.8%	\$15.7M	+0.7%	\$48.5M	+0.9%
July	\$68.9M	+4.4%	\$25.0M	+0.5%	\$14.9M	+5.0%	\$16.7M	+4.1%	\$50.6M	+6.2%
August	\$35.3M	+10.2%	\$14.09M	+7.9%	\$8.7M	-0.5%	\$8.9M	+8.0%	\$36.5M	+7.8%
September										
October										
November										
December										
Total										

NEWMARKET.

# 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	1,026,015	484,764	283,467	368,295	841,522
July	1,092,776	517,058	292,320	396,124	882,658
August	565,307	291,453	171,698	209,271	578,345
September					
October					
November					
December					
Total					

NEWMARKET.

# 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	\$64.50	\$48.89	\$53.12	\$42.70	\$57.60
July	\$63.05	\$48.31	\$50.97	\$42.14	\$57.38
August	\$62.41	\$51.16	\$50.40	\$42.47	\$63.03
September					
October					
November					
December					
Total					

NEWMARKET.



# 2021 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$157.8M	2,582,362	\$61.11
Apr/May/Jun	\$195.5M	3,019,491	\$64.76
Jul/Aug/Sep*	\$104.2M	1,658,047	\$62.83
Oct/Nov/Dec			
Annual total to date	\$457.8M	7,268,546	\$62.99

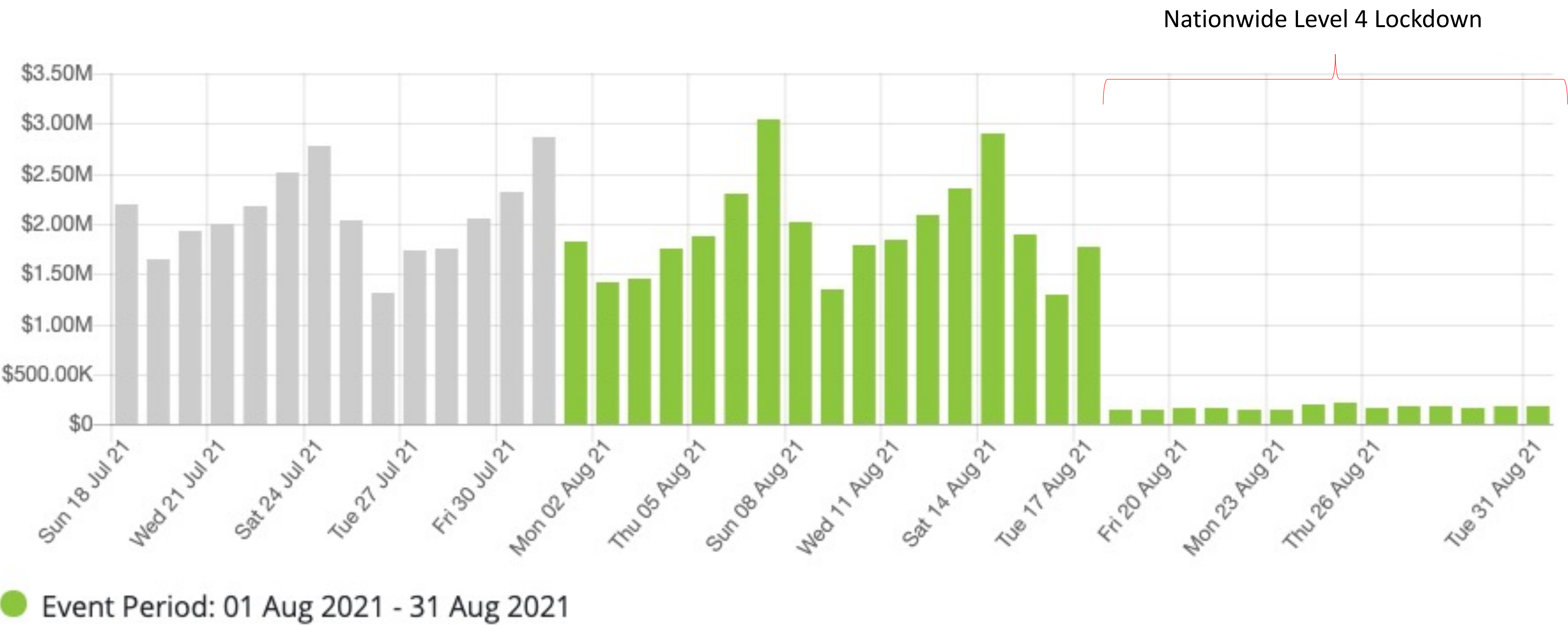
\*NB. July & August 2021 data only. September to come

NEWMARKET.





# NEWMARKET DAILY SPEND – JULY 2021



# NEWMARKET DAILY AVERAGE SPEND

	Aug-21	Jul-21	Jun-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$1,572,876	\$2,982,907	\$3,156,597	\$2,602,492	\$2,735,612	\$2,758,952
Sunday	\$1,204,628	\$2,155,193	\$2,287,279	\$1,830,233	\$1,883,837	\$1,851,258
Monday	\$877,012	\$1,587,641	\$1,745,689	\$1,362,952	\$1,474,676	\$1,539,096
Tuesday	\$1,080,064	\$1,916,666	\$1,777,234	\$1,568,082	\$1,609,626	\$1,711,564
Wednesday	\$985,303	\$1,946,178	\$1,946,047	\$1,650,474	\$1,745,949	\$1,863,191
Thursday	\$1,063,224	\$2,175,026	\$2,151,456	\$1,789,187	\$1,940,564	\$2,082,897
Friday	\$1,246,478	\$2,538,515	\$2,548,422	\$2,144,013	\$2,147,642	\$2,250,795



# 2021 BID COMPARISON – JUL/AUG/SEPT\*

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$215,789,971	+10.1%	5,129,350	\$42.07
2	Manukau Central	\$133,674,771	+2.0%	2,406,422	\$55.55
3	Albany	\$117,727,292	+3.3%	1,949,724	\$60.38
4	DTLB	\$112,431,033	+4.6%	2,645,005	\$42.51
5	Newmarket	\$104,180,500	+6.3%	1,658,073	\$62.83
6	Botany	\$102,361,776	+4.6%	1,789,091	\$57.21
7	Pukekohe	\$87,096,119	+6.9%	1,461,001	\$59.61
8	Mt Wellington / Sylvia Park	\$82,010,869	+20.8%	1,511,053	\$54.27
9	Westgate	\$79,454,271	+8.7%	1,247,745	\$63.68
10	New Lynn	\$74,611,749	+1.9%	1,557,099	\$47.92

\*NB. July & August 2021 data only. September to come

## NEWMARKET.



# 2021 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD / HOTC	\$1,495,761,499	+5.6%	34,307,216	\$43.60
2	Manukau Central	\$933,439,214	+10.3%	16, 687,693	\$55.94
3	Albany	\$800,633,925	+8.6%	13,620,993	\$58.78
4	DTLB	\$746,741,457	+8.5%	17,761,253	\$42.04
5	Newmarket	\$733,615,795	+21.4%	11,452,250	\$64.06
6	Botany	\$674,319,908	+9.6%	11,452,250	\$54.45
7	Pukekohe	\$583,199,382	+9.7%	9,935,337	\$58.70
8	Mt Wellington / Sylvia Park	\$546,095,482	+18.4%	10,190,790	\$53.59
9	Westgate	\$542,752,847	+21.2%	8,706,104	\$62.34
10	New Lynn	\$513,524,909	+9.5%	10,664,987	\$48.15

**NEWMARKET.**



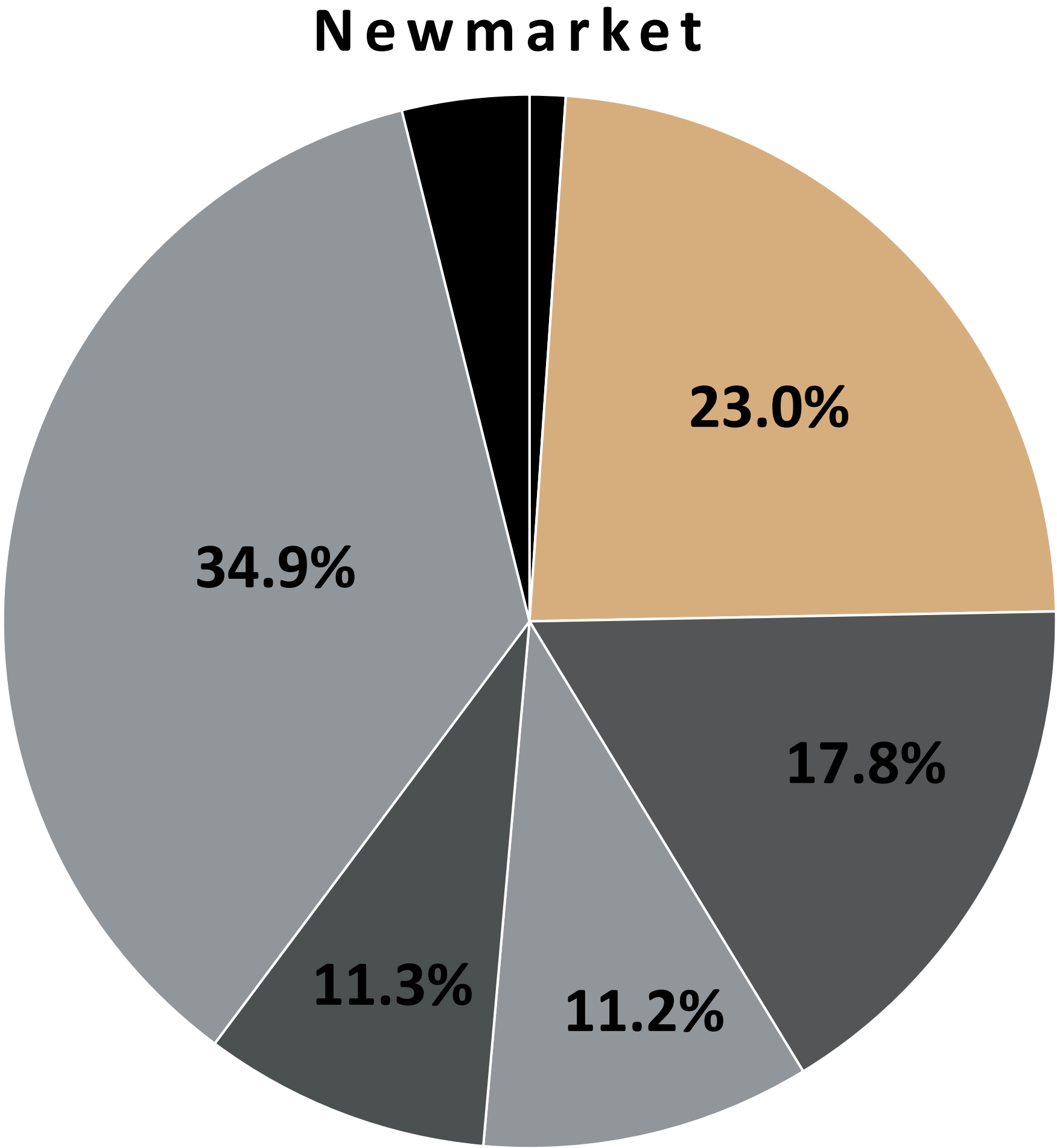
# 3 MONTHLY CATEGORY OVERVIEW (JUL – SEPT 21)\*

	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
Accommodation	\$1.5M	\$840.7k	\$1.7M	\$479.9k	\$16.0k
Apparel & Personal	\$23.0M	\$10.0M	\$2.8M	\$5.5M	\$3.6M
Hospitality	\$17.8M	\$14.7M	\$7.6M	\$9.1M	\$8.2M
Automotive	\$11.2M	\$607.6k	\$2.0M	\$1.3M	\$11.6M
Groceries & Liquor	\$11.3M	\$8.0M	\$2.8M	\$3.1M	\$38.0M
Home & Recreation	\$34.9M	\$5.4M	\$6.1M	\$5.7M	\$24.4M
Other	\$4.5M	\$380.8k	\$692.1k	\$299.7k	\$1.5M

\*NB. July & August 2021 data only. September to come

NEWMARKET.

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





All data sourced from MarketView Verisk Reports Jan – Aug 2021

For further information please contact

Portia Campbell  
Strategic Business Manager

Newmarket Business Association  
[portia@newmarket.co.nz](mailto:portia@newmarket.co.nz)  
021 454 883

**NEWMARKET.**