

NEWMARKET.

MarketView Summary Report

January – October 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	\$12.7M	204,440	\$62.05
October	\$24.0M	368,713	\$65.14
November			
December			
Total	\$494.5M	7,841,560	\$63.06

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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	\$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	\$12.7M	-78.4%	\$5.6M	-75.0%	\$3.1M	-78.6%	\$3.0M	-80.2%	\$30.0M	-38.0%
October	\$24.0M	-62.1%	\$8.7M	-64.3%	\$7.2M	-57.4%	\$6.1M	-63.2%	\$38.9M	-21.5%
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	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	204,440	109,952	64,604	68,934	396,304
October	368,713	214,563	143,536	174,269	612,419
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	\$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	\$62.05	\$51.37	\$47.78	\$43.84	\$75.61
October	\$65.14	\$40.41	\$50.15	\$35.12	\$63.58
November					
December					
Total					

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2021 NEWMARKET QUARTER

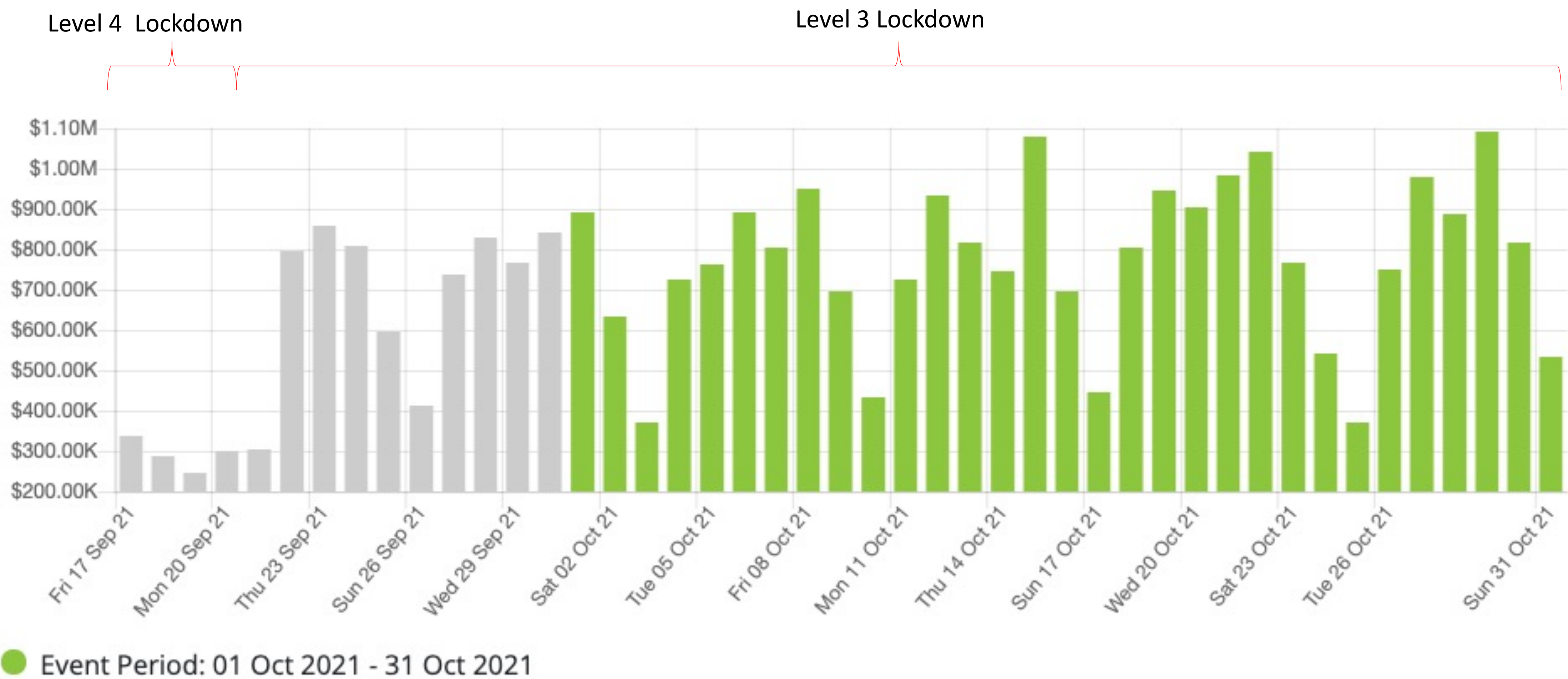
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$157.8M	2,582,362	\$61.11
Apr/May/Jun	\$195.5M	3,019,491	\$64.76
Jul/Aug/Sep	\$116.9M	1, 862,477	\$62.75
Oct/Nov/Dec*	\$24.0M	368,713	\$65.14
Annual total to date	\$494.5M	7,841,560	\$63.06

**Oct data only. Nov & Dec still to come*

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NEWMARKET DAILY SPEND – OCT 2021



NEWMARKET DAILY AVERAGE SPEND

	Oct-21	Sept-21	Aug-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$722,399	\$367,153	\$1,572,876	\$874,778	\$2,022,514	\$2,392,008
Sunday	\$465,469	\$298,546	\$1,204,628	\$681,762	\$1,414,054	\$1,624,765
Monday	\$656,833	\$391,900	\$877,012	\$659,999	\$1,140,756	\$1,390,504
Tuesday	\$848,057	\$419,487	\$1,080,064	\$805,423	\$1,301,176	\$1,545,589
Wednesday	\$897,468	\$507,084	\$985,303	\$774,346	\$1,355,872	\$1,694,070
Thursday	\$854,877	\$502,295	\$1,063,224	\$783,375	\$1,469,803	\$1,840,340
Friday	\$1,010,269	\$432,739	\$1,246,478	\$905,247	\$1,709,574	\$1,970,086

2021 BID COMPARISON – AUG/SEPT/OCT

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	Manukau Central	\$136,197,109	-32.6%	2,166,396	\$62.87
2	DTLB	\$128,024,508	-24.2%	2,806,011	\$45.63
3	Albany	\$125,705,083	-30.7%	1,771,233	\$70.97
4	CBD	\$120,688,979	-59.2%	3,109,356	\$38.81
5	Botany	\$113,949,863	-24.9%	1,749,757	\$65.12
6	Pukekohe	\$105,356,760	-20.0%	1,587,166	\$66.38
7	Westgate	\$88,677,361	-27.2%	1,220,450	\$72.66
8	New Lynn	\$79,536,608	-31.0%	1,478,864	\$53.78
9	Newmarket	\$71,964,948	-53.3%	1,138,511	\$63.21
10	Mt Wellington / Sylvia Park	\$65,638,061	-38.6%	1,092,869	\$60.06

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2021 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,311,074,719	-3.1%	30,232,721	\$43.37
2	Manukau Central	\$867,281,626	+1.4%	15,226,222	\$56.96
3	Albany	\$742,779,431	-0.8%	12,412,612	\$59.84
4	DTLB	\$703,933,359	+1.8%	16,554,177	\$42.52
5	Newmarket	\$648,323,788	+2.5%	10,116,688	\$64.08
6	Botany	\$653,291,660	+1.6%	11,459,649	\$55.46
7	Pukekohe	\$564,862,386	+3.3%	9,290,789	\$59.65
8	Westgate	\$523,667,029	+9.0%	8,011,289	\$63.43
9	Mt Wellington / Sylvia Park	\$523,226,475	+8.0%	9,192,101	\$54.17
10	New Lynn	\$493,680,030	+1.1%	9,820,718	\$48.65

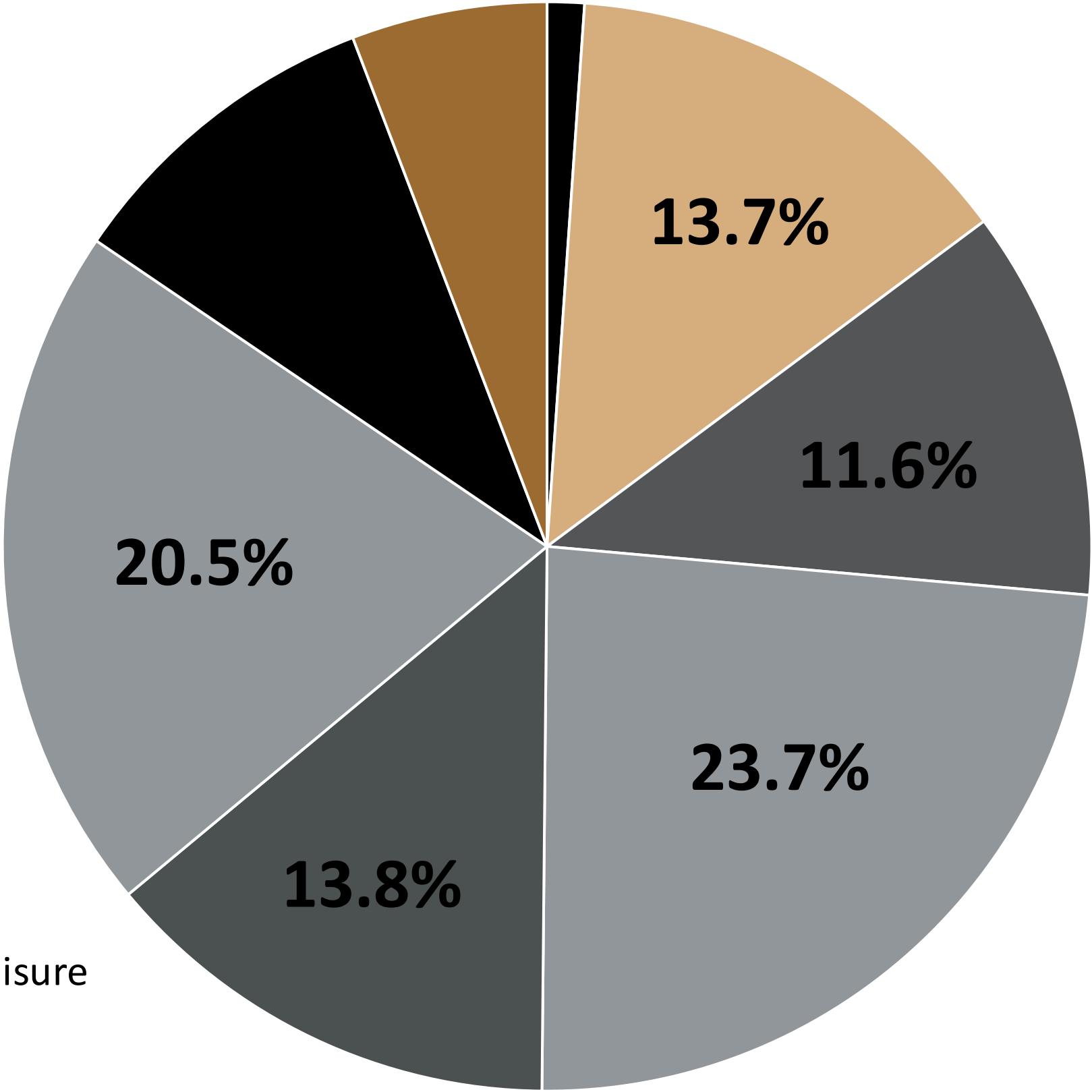
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3 MONTHLY CATEGORY OVERVIEW (AUG – OCT 21)

	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
Accommodation	\$778.6K	\$320.1K	\$800.8K	\$312.4K	\$5.3K
Apparel & Personal	\$9.9M	\$5.1M	\$1.4M	\$2.3M	\$1.5M
Hospitality	\$8.4M	\$7.8M	\$4.2M	\$5.3M	\$6.5M
Department Stores & Leisure	\$17.1M	\$2.2M	\$1.8M	\$4.0M	\$16.1M
Automotive	\$9.9M	\$557.4K	\$2.0M	\$1.1M	\$13.4M
Groceries & Liquor	\$14.8M	\$11.9M	\$3.6M	\$3.7M	\$58.5M
Home, Hardware & Electrical	\$7.0M	\$1.1M	\$4.6M	\$1.2M	\$8.2M
Other	\$4.2M	\$184.4K	\$441.4K	\$150.2K	\$1.2M

Newmarket

- Accommodation
- Apparel & Personal
- Hospitality
- Department Stores & Leisure
- Automotive
- Groceries & Liquor
- Home, Hardware & Electrical
- Other



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All data sourced from MarketView Verisk Reports Jan – Oct 2021

For further information please contact

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