

NEWMARKET.

MarketView Summary Report
January – December 2021

2021 NEWMARKET SNAPSHOT

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	\$55.5M	624,719	\$88.77
December	\$89.9M	1,084,559	\$82.91
Total	\$639.9M	9,550,903	\$67.00

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	\$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	\$55.5M	-18.3%	\$15.1M	-41.1%	\$13.3M	-26.1%	\$12.3M	-31.8%	\$54.0M	+6.6%
December	\$89.9M	+4.6%	\$29.5M	-6.4%	\$17.1M	-7.0%	\$20.6M	-10.3%	\$71.7M	+12.0%
Total	\$639.9M	+0.3%	\$232.9M	-7.0%	\$147.9M	-4.3%	\$159.7M	-6.7%	\$565.2M	+4.4%

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	204,440	109,952	64,604	68,934	396,304
October	368,713	214,563	143,536	174,269	612,419
November	624,719	282,352	174,691	267,860	808,400
December	1,084,559	436,043	212,951	387,775	1,006,089
Total	9,550,903	4,584,182	2,646,389	3,675,911	9,217,371

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	\$62.05	\$51.37	\$47.78	\$43.84	\$75.61
October	\$65.14	\$40.41	\$50.15	\$35.12	\$63.58
November	\$88.77	\$53.38	\$75.95	\$45.85	\$66.80
December	\$82.91	\$67.65	\$80.11	\$53.15	\$71.23
Total	\$67.00	\$50.81	\$55.86	\$43.43	\$61.31

NEWMARKET.

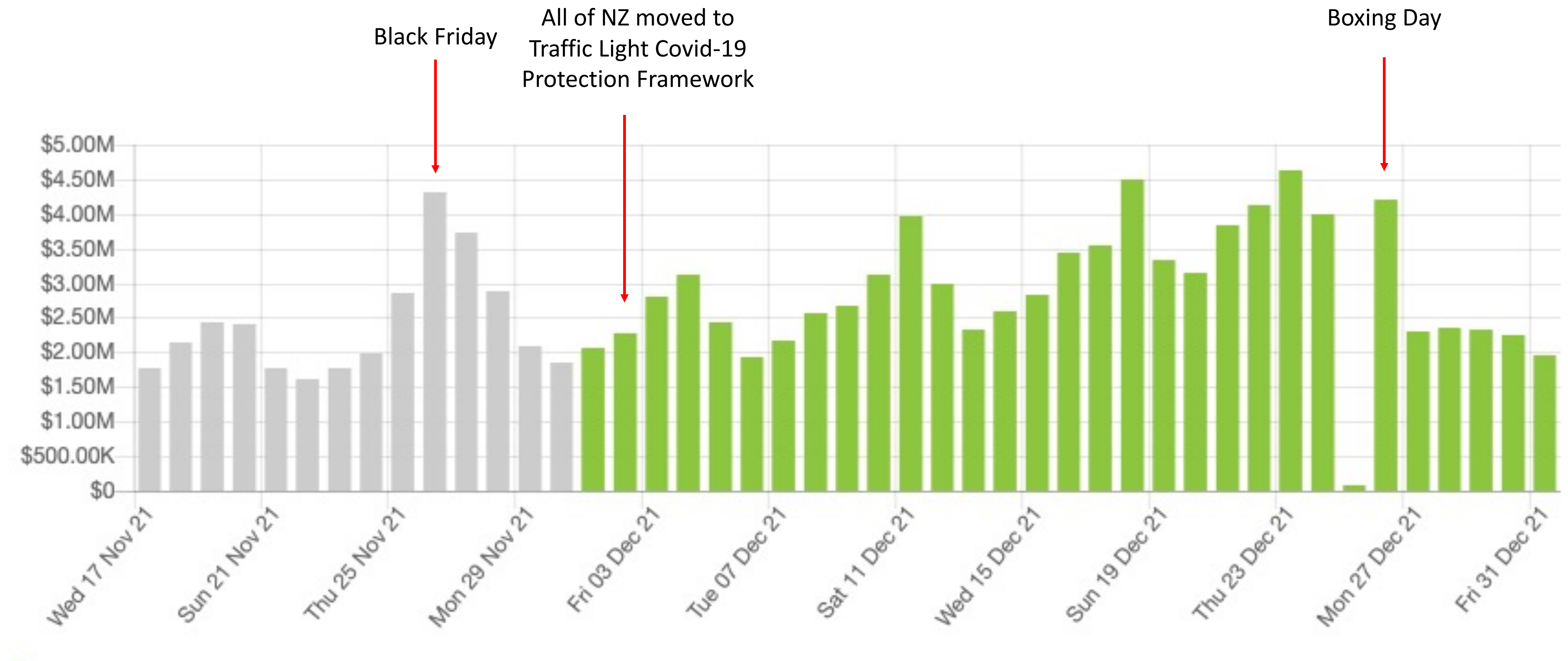
2021 NEWMARKET QUARTER

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	\$116.9M	1, 862,477	\$62.75
Oct/Nov/Dec	\$169.4M	2,078,006	\$81.52
Annual total	\$639.9M	9,550,903	\$67.00

NEWMARKET.



NEWMARKET DAILY SPEND – DEC 2021



NEWMARKET.

	2020	2021
Black Friday	\$4,488,871	\$4,320,725
Boxing Day	\$4,062,566	\$4,218,477

NEWMARKET DAILY AVERAGE SPEND

	Dec-21	Nov-21	Oct-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,922,292	\$2,405,990	\$722,399	\$1,917,317	\$1,830,761	\$2,259,066
Sunday	\$3,247,328	\$1,739,745	\$465,469	\$1,713,510	\$1,465,913	\$1,640,912
Monday	\$2,423,309	\$1,328,996	\$656,833	\$1,458,888	\$1,202,645	\$1,362,134
Tuesday	\$2,741,720	\$1,360,580	\$848,057	\$1,627,847	\$1,381,036	\$1,504,378
Wednesday	\$2,782,987	\$1,729,135	\$897,468	\$1,878,565	\$1,487,795	\$1,639,763
Thursday	\$3,046,742	\$2,043,683	\$854,877	\$2,063,689	\$1,646,943	\$1,844,468
Friday	\$3,086,215	\$2,584,040	\$1,010,269	\$2,201,327	\$1,860,297	\$2,009,522

2021 BID COMPARISON – OCT/NOV/DEC

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	Manukau Central	\$251,000,092	-8.0%	3,654,494	\$68.68
2	Albany	\$220,787,767	-10.1%	3,199,434	\$69.01
3	CBD	\$215,240,485	-50.4%	4,073,807	\$52.84
4	DTLB	\$187,963,565	-10.5%	3,970,671	\$47.34
5	Botany	\$186,806,962	-6.7%	2,959,752	\$63.12
6	Newmarket	\$169,396,195	-22.0%	2,078,031	\$81.52
7	Pukekohe	\$164,604,923	+0.2%	2,427,038	\$67.82
8	Westgate	\$152,978,632	-2.1%	2,088,246	\$73.26
9	Mt Wellington / Sylvia Park	\$148,533,390	-11.1%	2,356,189	\$63.04
10	New Lynn	\$134,914,052	-8.4%	2,443,137	\$55.22

NEWMARKET.

2021 BID COMPARISON – PREVIOUS 12 MONTHS

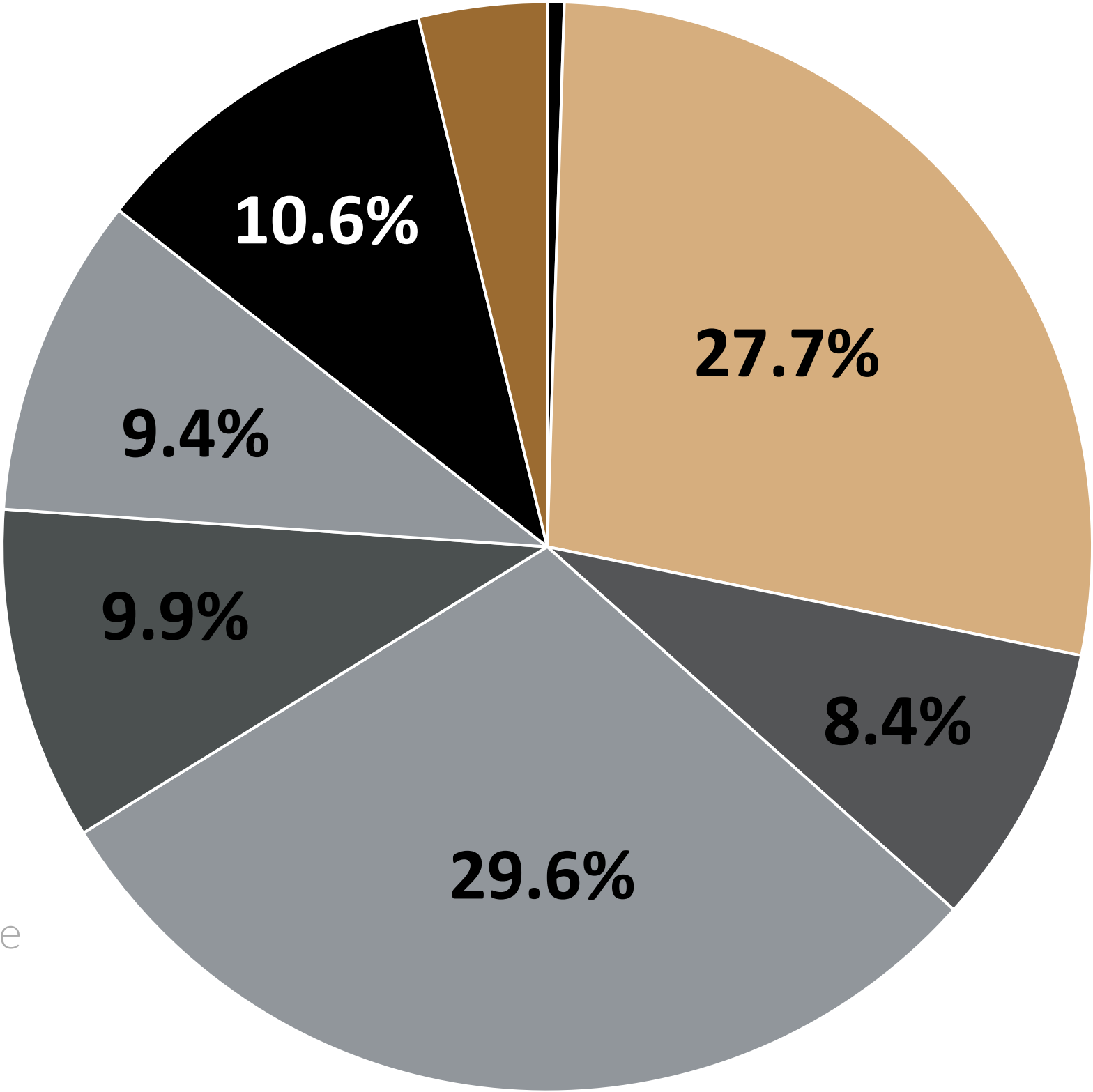
Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,191,140,632	-8.9%	27,241,060	\$43.73
2	Manukau Central	\$873,610,857	+1.0%	14,802,243	\$59.02
3	Albany	\$746,130,156	-1.5%	12,119,821	\$61.56
4	DTLB	\$699,580,024	+0.7%	16,115,421	\$43.41
5	Newmarket	\$639,870,603	+0.3%	9,550,921	\$67.00
6	Botany	\$639,772,075	+1.2%	11,229,675	\$56.97
7	Pukekohe	\$565,161,726	+4.4%	9,217,492	\$61.31
8	Westgate	\$520,340,231	+7.9%	7,917,919	\$65.72
9	Mt Wellington / Sylvia Park	\$504,751,586	+6.8%	8,981,158	\$56.20
10	New Lynn	\$481,351,413	+0.9%	9,661,553	\$49.82

NEWMARKET.

3 MONTHLY CATEGORY OVERVIEW (OCT – DEC 21)

	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
Accommodation	\$787.5K	\$378.9K	\$613.0K	\$278.8K	\$2.9K
Apparel & Personal	\$46.8M	\$15.0M	\$4.2M	\$8.5M	\$6.1M
Hospitality	\$14.3M	\$13.3M	\$7.7M	\$9.6M	\$11.0M
Department Stores & Leisure	\$50.1M	\$6.1M	\$3.9M	\$10.4M	\$36.4M
Automotive	\$16.8M	\$695.7K	\$3.1M	\$2.1M	\$20.9M
Groceries & Liquor	\$16.2M	\$13.3M	\$5.3M	\$4.7M	\$63.2M
Home, Hardware & Electrical	\$18.0M	\$4.3M	\$12.0M	\$3.2M	\$25.1M
Other	\$6.5M	\$179.0K	\$677.3K	\$217.6K	\$2.0M

Newmarket



NEWMARKET.

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

All data sourced from MarketView Verisk Reports Jan – Dec 2021

For further information please contact

Portia Campbell
Strategic Business Manager

Newmarket Business Association
portia@newmarket.co.nz
021 454 883

NEWMARKET.