

NEWMARKET.

MarketView Summary Report

January 2022

2022 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$56.4M	804,736	\$70.07
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total			

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2022 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$56.4M	+2.9%	\$19.9M	-4.1%	\$12.4M	-0.4%	\$13.9M	-11.2%	\$52.4M	+12.0%
February										
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total										

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2022 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	804,736	372,882	185,006	321,780	820,392
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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2022 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$70.07	\$53.37	\$67.17	\$43.19	\$63.92
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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2022 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$56.4M	804,736	\$70.07
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total			

*Jan data only. Feb & Mar to come.

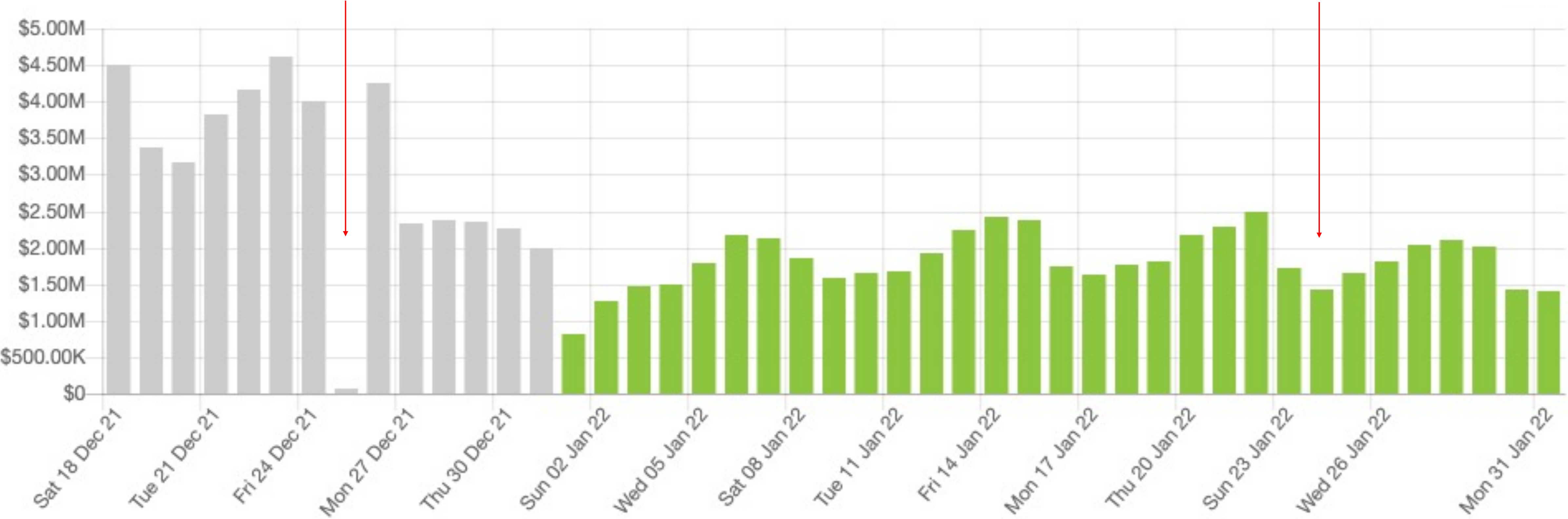
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NEWMARKET DAILY SPEND – JAN 2022

Christmas Day

Whole of NZ moves to red light framework



NEWMARKET DAILY AVERAGE SPEND

	Jan-22	Dec-21	Nov-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$1,912,148	\$2,922,292	\$2,405,990	\$2,374,913	\$1,624,845	\$2,249,997
Sunday	\$1,549,318	\$3,247,328	\$1,739,745	\$2,130,275	\$1,379,242	\$1,644,368
Monday	\$1,518,596	\$2,423,309	\$1,328,996	\$1,709,371	\$1,204,118	\$1,366,383
Tuesday	\$1,652,408	\$2,741,720	\$1,360,580	\$1,875,339	\$1,340,381	\$1,501,762
Wednesday	\$1,833,485	\$2,782,987	\$1,729,135	\$2,166,570	\$1,470,458	\$1,644,213
Thursday	\$2,152,889	\$3,046,742	\$2,043,683	\$2,463,076	\$1,623,226	\$1,855,058
Friday	\$2,233,355	\$3,086,215	\$2,584,040	\$2,669,280	\$1,787,264	\$2,044,116

2022 BID COMPARISON – JAN

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$98,394,475	-17.1%	1,962,634	\$50.13
2	Manukau Central	\$80,431,980	+4.2%	1,373,474	\$58.56
3	Albany	\$69,977,580	+7.6%	1,113,616	\$62.84
4	DTLB	\$62,136,471	+3.4%	1,372,842	\$45.26
5	Botany	\$58,199,104	+6.7%	1,029,385	\$56.54
6	Newmarket	\$56,388,868	+2.9%	805,739	\$70.07
7	Pukekohe	\$52,438,456	+12.0%	820,390	\$62.92
8	Westgate	\$48,524,417	+10.7%	743,630	\$65.25
9	Mt Wellington / Sylvia Park	\$46,793,721	+7.8%	836,044	\$55.97
10	New Lynn	\$46,129,491	+6.3%	902,389	\$51.12

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,171,634,414	-9.2%	26,499,718	\$44.21
2	Manukau Central	\$879,524,497	+0.9%	14,725,146	\$59.73
3	Albany	\$751,100,975	-1.2%	12,083,662	\$62.16
4	DTLB	\$701,846,993	+1.0%	16,026,577	\$43.79
5	Botany	\$643,434,526	+1.2%	11,203,626	\$57.43
6	Newmarket	\$641,935,183	+0.4%	9,425,705	\$68.10
7	Pukekohe	\$570,952,607	+5.1%	9,221,470	\$61.92
8	Westgate	\$525,199,923	+7.5%	7,920,385	\$66.31
9	Mt Wellington / Sylvia Park	\$508,027,315	+6.6%	8,948,117	\$56.77
10	New Lynn	\$484,243,405	+1.3%	9,654,111	\$50.16

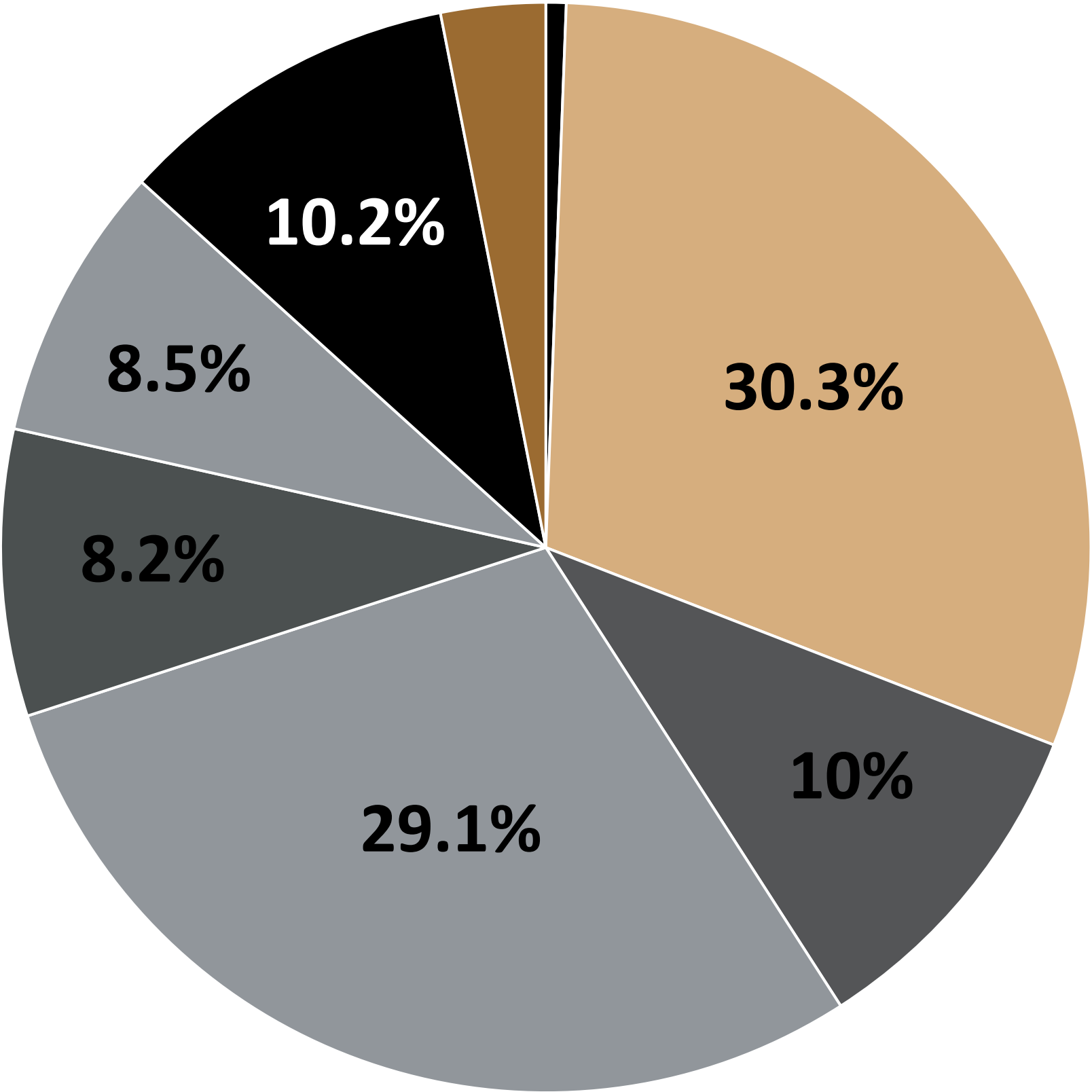
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3 MONTHLY CATEGORY OVERVIEW (NOV – JAN 22)

	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
Accommodation	\$1.1M	\$686.0K	\$1.1M	\$383.5K	\$7.5K
Apparel & Personal	\$61.2M	\$19.2M	\$5.6M	\$11.1M	\$8.1M
Hospitality	\$20.1M	\$18.4M	\$9.6M	\$13.0M	\$12.3M
Department Stores & Leisure	\$58.9M	\$7.1M	\$3.8M	\$11.2M	\$39.7M
Automotive	\$17.3M	\$772.4K	\$3.3M	\$2.4M	\$22.3M
Groceries & Liquor	\$16.5M	\$13.3M	\$5.1M	\$5.0M	\$63.0M
Home, Hardware & Electrical	\$20.7M	\$5.0M	\$13.3M	\$3.5M	\$30.4M
Other	\$6.4M	\$305.2K	\$908.4K	\$303.0K	\$2.2M

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 2022

For further information please contact

Portia Campbell
Strategic Business Manager

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

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