

NEWMARKET.

MarketView Summary Report

February 2022

2022 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$56.4M	804,736	\$70.07
February	\$48.4M	684,706	\$70.71
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	\$48.4M	+1.0%	\$18.6M	-4.3%	\$11.9M	-6.5%	\$12.1M	-12.0%	\$48.4M	+17.3%
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	684,706	349,724	200,415	278,908	786,652
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	\$70.71	\$53.05	\$59.24	\$43.21	\$61.52
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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2022 NEWMARKET QUARTER

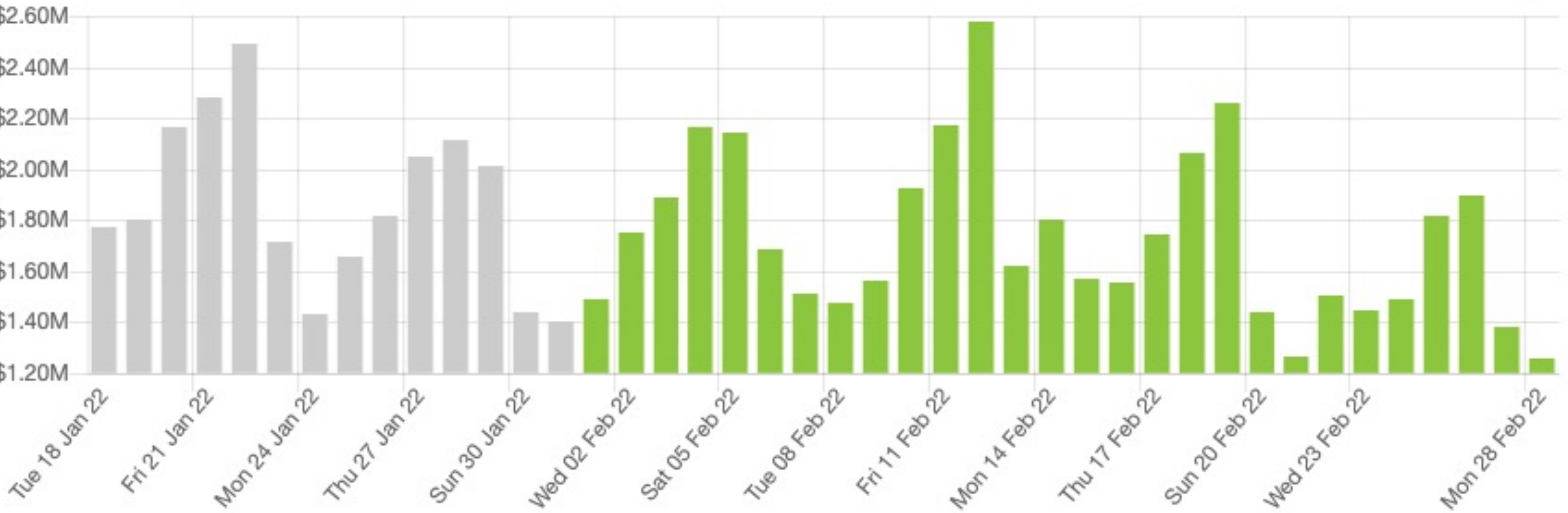
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$104.8M	1,489,455	\$70.37
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total			

*Jan & Feb data only. Mar to come.

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NEWMARKET DAILY SPEND – FEB 2022



NEWMARKET DAILY AVERAGE SPEND

	Feb-22	Jan-22	Dec-21	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,217,513	\$1,912,148	\$2,922,292	\$2,316,920	\$1,724,020	\$2,229,816
Sunday	\$1,528,788	\$1,549,318	\$3,247,328	\$2,065,466	\$1,435,829	\$1,659,833
Monday	\$1,457,860	\$1,518,596	\$2,423,309	\$1,778,282	\$1,306,061	\$1,391,959
Tuesday	\$1,509,240	\$1,652,408	\$2,741,720	\$1,967,790	\$1,419,462	\$1,518,201
Wednesday	\$1,577,001	\$1,833,485	\$2,782,987	\$2,119,760	\$1,561,488	\$1,653,719
Thursday	\$1,762,086	\$2,152,889	\$3,046,742	\$2,376,432	\$1,730,744	\$1,835,654
Friday	\$2,052,173	\$2,233,355	\$3,086,215	\$2,505,629	\$1,911,217	\$2,029,430

2022 BID COMPARISON – FEB

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$81,010,634	-22.4%	1,673,237	\$48.42
2	Manukau Central	\$68,582,362	+8.3%	1,167,450	\$58.75
3	Albany	\$56,800,724	+2.5%	939,545	\$60.46
4	DTLB	\$56,270,553	+1.7%	1,289,231	\$43.65
5	Botany	\$50,162,791	+8.6%	895,262	\$56.03
6	Newmarket	\$48,418,655	+1.0%	684,710	\$70.71
7	Pukekohe	\$48,392,853	+17.3%	786,656	\$61.52
8	Westgate	\$41,521,648	+7.9%	642,156	\$64.68
9	New Lynn	\$39,964,993	+6.6%	793,101	\$50.39
10	Mt Wellington / Sylvia Park	\$37,852,186	+7.4%	670,292	\$56.47

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,148,395,258	-7.7%	25,750,569	\$44.60
2	Manukau Central	\$884,763,052	+2.4%	14,683,911	\$60.25
3	Albany	\$752,465,595	-0.4%	12,043,892	\$62.48
4	DTLB	\$702,825,060	+2.2%	15,937,059	\$44.10
5	Botany	\$647,423,893	+2.4%	11,192,003	\$57.85
6	Newmarket	\$642,454,715	+1.6%	11,192,003	\$69.00
7	Pukekohe	\$578,102,614	+6.9%	9,311,577	\$62.45
8	Westgate	\$528,237,587	+7.8%	9,256,360	\$66.68
9	Mt Wellington / Sylvia Park	\$510,620,133	+7.6%	6,316,661	\$57.25
10	New Lynn	\$486,727,842	+2.6%	5,253,936	\$50.44

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3 MONTHLY CATEGORY OVERVIEW (DEC – FEB 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.3M	0.0%	\$1.0M	0.0%	\$1.3M	-1.5%	\$470.5K	-0.6%	\$14.3K	0.0%
Apparel & Personal	\$56.9M	+4.1%	\$19.2M	+1.4%	\$5.6M	+1.2%	\$10.8M	+0.2%	\$8.1M	-0.4%
Cafes, Restaurants, Bars & Takeaways	\$23.6M	-3.4%	\$22.6M	-0.4%	\$11.5M	-3.1%	\$14.8M	-3.7%	\$13.4M	-1.5%
Department Stores & Leisure	\$53.0M	+0.1%	\$6.7M	-2.1%	\$3.2M	-0.1%	\$9.8M	+0.2%	\$36.0M	+0.2%
Fuel & Automotive	\$17.6M	+0.4%	\$941.1K	+0.1%	\$3.4M	+1.1%	\$2.4M	+1.7%	\$22.8M	+1.2%
Groceries & Liquor	\$17.4M	-0.1%	\$12.6M	+1.0%	\$4.7M	+0.8%	\$4.8M	+0.6%	\$61.3M	-1.3%
Home, Hardware & Electrical	\$18.7M	-0.5%	\$4.5M	+0.5%	\$10.3M	+2.3%	\$3.2M	+1.6%	\$28.4M	+2.0%
Other	\$6.4M	-0.5%	\$552.9K	-0.4%	\$1.4M	-0.8%	\$383.6K	-0.2%	\$2.6M	-0.1%

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All data sourced from MarketView Verisk Reports Jan - Feb 2022

For further information please contact

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