

NEWMARKET.

MarketView Summary Report

April 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	\$55.6M	707,914	\$78.58
April	\$63.2M	812,128	\$77.79
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	\$55.6M	+0.4%	\$20.2M	-4.3%	\$12.4M	-11.6%	\$12.7M	-12.4%	\$54.2M	+12.2%
April	\$63.2M	+1.8%	\$23.2M	-0.7%	\$13.1M	-5.7%	\$13.8M	-12.3%	\$53.6M	+10.4%
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	707,914	365,691	214,635	286,332	827,728
April	812,128	411,024	223,589	298,943	816,148
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	\$78.58	\$55.32	\$57.60	\$44.44	\$65.50
April	\$77.79	\$56.35	\$58.76	\$46.04	\$65.65
May					
June					
July					
August					
September					
October					
November					
December					
Total					

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2022 NEWMARKET QUARTER

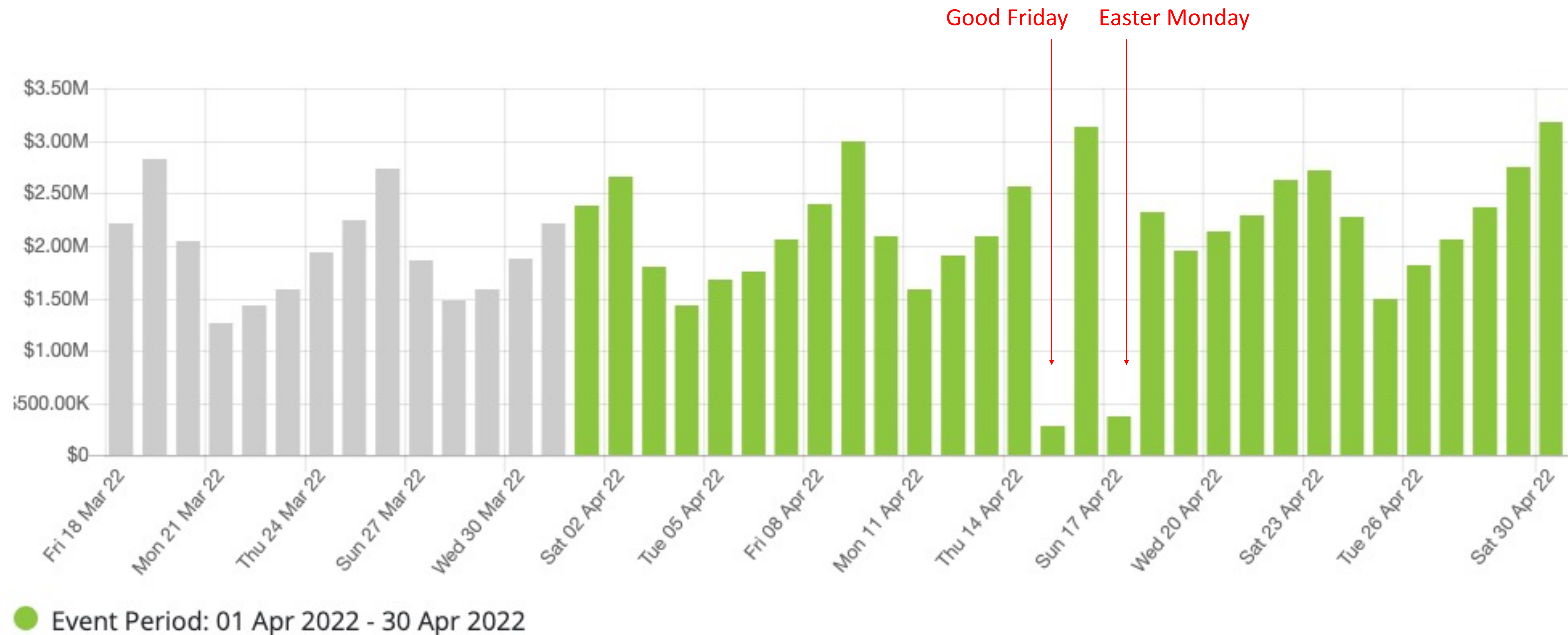
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$160.4M	2,197,369	\$73.01
Apr/May/Jun*	\$63.2M	812,128	\$77.79
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total			

*April data only. May & June to come.

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NEWMARKET DAILY SPEND – APR 2022



NEWMARKET DAILY AVERAGE SPEND

	Apr-22	Mar-22	Feb-22	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,939,121	\$2,500,157	\$2,217,513	\$2,582,022	\$2,478,468	\$2,246,189
Sunday	\$1,637,190	\$1,720,082	\$1,528,788	\$1,628,687	\$1,889,565	\$1,642,665
Monday	\$1,709,566	\$1,339,238	\$1,457,860	\$1,502,222	\$1,613,764	\$1,377,260
Tuesday	\$1,838,932	\$1,445,870	\$1,509,240	\$1,586,311	\$1,730,825	\$1,516,001
Wednesday	\$2,008,811	\$1,651,854	\$1,577,001	\$1,738,655	\$1,952,612	\$1,654,242
Thursday	\$2,319,741	\$1,911,310	\$1,762,086	\$1,991,066	\$2,227,072	\$1,848,437
Friday	\$2,084,445	\$2,086,049	\$2,052,173	\$2,075,008	\$2,372,145	\$2,040,860

2022 BID COMPARISON – APR

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$104,040,348	-19.6%	2,080,708	\$50.00
2	Manukau Central	\$81,737,516	+5.7%	1,330,807	\$61.42
3	Albany	\$64,691,656	+2.5%	1,018,735	\$63.50
4	Newmarket	\$63,174,792	+1.8%	812,144	\$77.79
5	DTLB	\$62,048,333	+1.8%	1,322,516	\$46.92
6	Botany	\$58,846,179	+9.2%	981,523	\$59.95
7	Pukekohe	\$53,577,489	+10.4%	816,160	\$65.65
8	Mt Wellington / Sylvia Park	\$49,087,570	+8.1%	778,350	\$63.07
9	Westgate	\$47,689,596	+6.8%	696,000	\$68.52
10	New Lynn	\$43,833,336	+3.6%	839,484	\$52.21

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,089,037,626	-20.8%	23,716,653	\$45.92
2	Manukau Central	\$880,740,417	-4.7%	14,548,168	\$60.54
3	Albany	\$756,290,904	-5.0%	11,968,708	\$63.19
4	DTLB	\$705,154,877	-2.5%	15,684,124	\$44.96
5	Botany	\$656,667,023	-1.2%	11,137,654	\$58.96
6	Newmarket	\$643,451,076	-7.8%	9,047,365	\$71.12
7	Pukekohe	\$587,671,843	+2.9%	9,240,409	\$63.60
8	Westgate	\$534,822,829	+2.3%	7,887,750	\$67.80
9	Mt Wellington / Sylvia Park	\$513,845,433	0.0%	8,805,454	\$58.36
10	New Lynn	\$491,131,522	-2.5%	9,582,406	\$51.25

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3 MONTHLY CATEGORY OVERVIEW (FEB – APR 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.7M	+0.1%	\$1.3M	+0.4%	\$1.6M	-0.9%	\$543.7K	-0.5%	\$25.5K	0.0%
Apparel & Personal	\$44.0M	+2.7%	\$16.4M	-0.9%	\$4.4M	-0.8%	\$8.6M	-1.3%	\$6.4M	-0.5%
Cafes, Restaurants, Bars & Takeaways	\$21.9M	-2.7%	\$22.8M	+0.2%	\$11.3M	-2.5%	\$13.2M	-2.9%	\$13.5M	-1.4%
Department Stores & Leisure	\$39.3M	-0.6%	\$5.1M	-1.0%	\$2.6M	+0.4%	\$6.7M	+1.4%	\$26.7M	+0.1%
Fuel & Automotive	\$19.3M	+0.7%	\$1.1M	+0.1%	\$3.4M	+1.5%	\$2.4M	+1.3%	\$23.8M	+1.7%
Groceries & Liquor	\$16.2M	0.0%	\$10.8M	+0.7%	\$4.2M	+1.4%	\$4.2M	0.7%	\$58.2M	0.0%
Home, Hardware & Electrical	\$17.3M	-0.6%	\$3.3M	+0.2%	\$8.2M	+1.3%	\$2.6M	+1.1%	\$24.4M	-0.1%
Other	\$7.8M	+0.4%	\$920.7K	+0.4%	\$1.5M	-0.5%	\$495.5K	+0.2%	\$2.9M	+0.3%

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All data sourced from MarketView Verisk Reports Jan - Apr 2022

For further information please contact

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