

# NEWMARKET.

MarketView Summary Report

May 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	\$68.1M	876,555	\$77.66
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	\$68.1M	+1.4%	\$24.1M	-7.5%	\$14.5M	-6.0%	\$14.4M	-15.0%	\$54.7M	+9.3%
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	876,555	438,936	254,614	315,566	832,656
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	\$77.66	\$54.83	\$56.94	\$45.78	\$65.74
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*	\$131.3M	1,688,787	\$77.72
Jul/Aug/Sep			
Oct/Nov/Dec			
Annual total			

\*April & May data only. June to come.

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# NEWMARKET DAILY SPEND – MAY 2022



# NEWMARKET DAILY AVERAGE SPEND

	May-22	Apr-22	Mar-22	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,307,051	\$2,939,121	\$2,500,157	\$2,917,264	\$2,617,264	\$2,241,950
Sunday	\$2,273,492	\$1,637,190	\$1,720,082	\$1,907,427	\$1,986,446	\$1,652,330
Monday	\$1,595,497	\$1,709,566	\$1,339,238	\$1,551,746	\$1,665,014	\$1,381,705
Tuesday	\$1,736,596	\$1,838,932	\$1,445,870	\$1,662,004	\$1,803,136	\$1,522,788
Wednesday	\$1,896,896	\$2,008,811	\$1,651,854	\$1,837,085	\$1,978,422	\$1,652,634
Thursday	\$2,267,581	\$2,319,741	\$1,911,310	\$2,146,603	\$2,261,518	\$1,858,443
Friday	\$2,539,653	\$2,084,445	\$2,086,049	\$2,225,003	\$2,365,316	\$2,047,863



# 2022 BID COMPARISON – MAY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$118,224,858	-17.4%	2,530,678	\$46.72
2	Manukau Central	\$86,390,759	+3.5%	1,378,662	\$62.66
3	Newmarket	\$68,072,657	+1.4%	876,561	\$77.66
4	DTLB	\$64,742,707	-1.9%	1,400,549	\$46.23
5	Albany	\$64,636,998	-2.9%	1,040,179	\$62.14
6	Botany	\$60,203,007	+4.1%	1,002,213	\$60.07
7	Pukekohe	\$54,741,677	+9.3%	832,654	\$65.74
8	Westgate	\$54,012,331	+13.6%	777,274	\$69.49
9	Mt Wellington / Sylvia Park	\$49,558,367	+2.4%	789,315	\$62.79
10	New Lynn	\$44,412,932	-1.5%	866,197	\$51.27

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# 2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,066,972,653	-26.9%	22,876,666	\$46.44
2	Manukau Central	\$884,086,454	-5.7%	14,465,539	\$61.12
3	Albany	\$754,756,912	-6.2%	11,847,839	\$63.70
4	DTLB	\$704,364,728	-4.6%	15,518,338	\$45.39
5	Botany	\$659,277,930	-1.9%	11,065,993	\$59.58
6	Newmarket	\$644,462,263	-10.8%	8,891,329	\$72.48
7	Pukekohe	\$592,836,615	+2.7%	9,209,176	\$64.37
8	Westgate	\$542,017,192	+1.6%	7,914,538	\$68.48
9	Mt Wellington / Sylvia Park	\$516,074,449	-2.4%	8,733,164	\$59.09
10	New Lynn	\$491,056,525	-4.2%	9,502,941	\$51.67

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# 3 MONTHLY CATEGORY OVERVIEW (MAR – MAY 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.2M	+0.2%	\$1.4M	+0.3%	\$2.1M	-0.4%	\$662.8K	-0.3%	\$24.0K	0%
Apparel & Personal	\$51.4M	+3.5%	\$18.0M	-1.3%	\$5.0M	-1.1%	\$9.5M	-1.2%	\$7.0M	-0.5%
Cafes, Restaurants, Bars & Takeaways	\$24.8M	-2.7%	\$25.9M	0%	\$12.8M	-2.4%	\$14.0M	-2.8%	\$14.6M	-1.4%
Department Stores & Leisure	\$43.2M	-1.2%	\$5.6M	-0.6%	\$2.8M	+0.7%	\$6.9M	+1.6%	\$28.1M	+0.2%
Fuel & Automotive	\$20.4M	+0.4%	\$1.0M	+0.1%	\$3.6M	+1.2%	\$2.5M	+1.0%	\$25.7M	+2.3%
Groceries & Liquor	\$17.3M	0%	\$10.9M	+0.9%	\$4.3M	+1.1%	\$4.3M	+0.7%	\$58.7M	0%
Home, Hardware & Electrical	\$19.1M	-0.8%	\$3.5M	-0.1%	\$7.9M	+1.2%	\$2.6M	+0.6%	\$25.3M	-1.0%
Other	\$8.8M	+0.6%	\$1.0M	+0.6%	\$1.6M	-0.3%	\$622.4K	+0.4%	\$3.2M	+0.5%

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All data sourced from MarketView Verisk Reports Jan - May 2022

For further information please contact

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