

NEWMARKET.

MarketView Summary Report

July 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	\$68.2M	889,444	\$76.66
July	\$69.2M	921,970	\$75.02
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	\$68.2M	+2.9%	\$22.6M	-4.3%	\$13.3M	-11.6%	\$13.7M	-13.5%	\$52.9M	+9.2%
July	\$69.2M	+0.2%	\$23.6M	-5.3%	\$13.6M	-8.5%	\$14.3M	-14.9%	\$53.6M	+6.0%
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	889,444	414,486	239,391	300,269	808,449
July	921,970	441,106	243,909	321,409	847,582
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	\$76.66	\$54.57	\$55.51	\$45.73	\$65.48
July	\$75.02	\$53.57	\$55.71	\$44.51	\$63.29
August					
September					
October					
November					
December					
Total					

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2022 NEWMARKET QUARTER

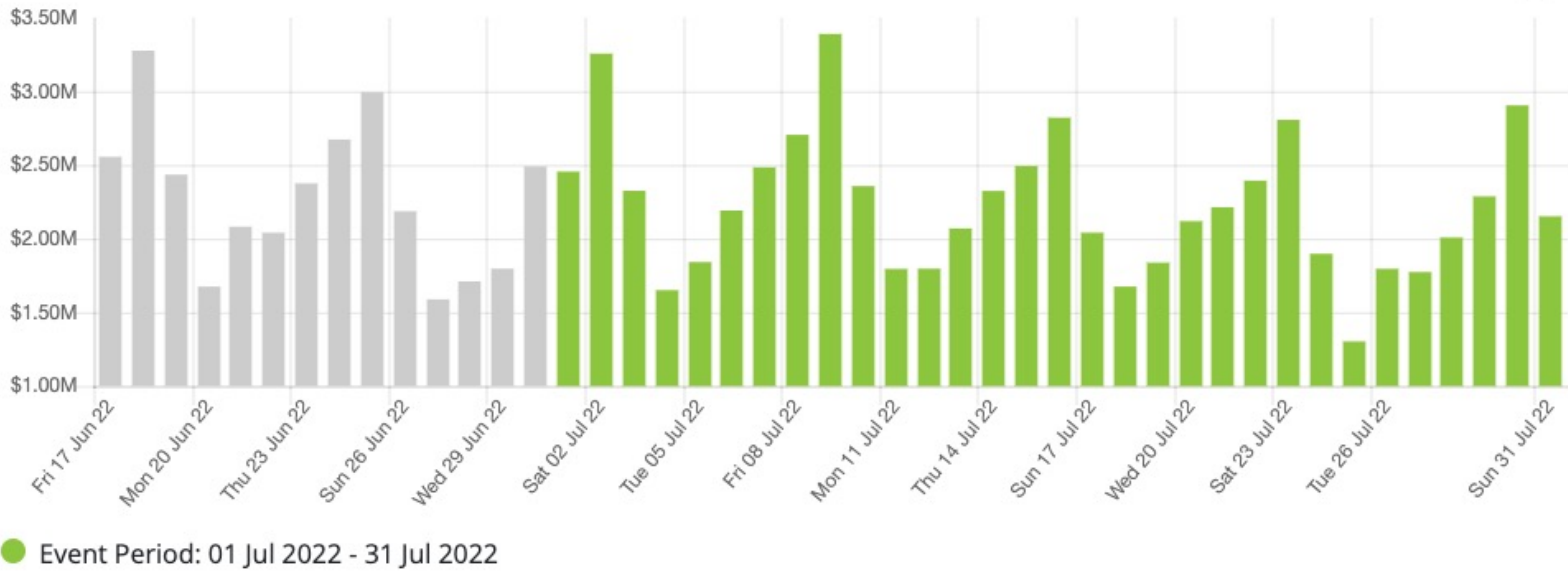
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$160.4M	2,197,369	\$73.01
Apr/May/Jun	\$199.6M	2,578,467	\$77.42
Jul/Aug/Sep*	\$69.2M	921,970	\$75.02
Oct/Nov/Dec			
Annual total			

*July data only. Aug & Sept to come

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NEWMARKET DAILY SPEND – JULY 2022



NEWMARKET DAILY AVERAGE SPEND

	Jul-22	June-22	May-22	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,035,746	\$3,199,476	\$3,307,051	\$3,169,603	\$2,875,812	\$2,250,329
Sunday	\$2,154,476	\$2,399,077	\$2,273,492	\$2,266,868	\$1,972,323	\$1,670,188
Monday	\$1,605,893	\$1,800,091	\$1,595,497	\$1,661,648	\$1,585,123	\$1,387,294
Tuesday	\$1,817,720	\$1,758,927	\$1,736,596	\$1,768,428	\$1,677,370	\$1,508,875
Wednesday	\$2,038,378	\$1,918,146	\$1,896,896	\$1,948,602	\$1,843,629	\$1,657,044
Thursday	\$2,257,487	\$2,324,116	\$2,267,581	\$2,286,220	\$2,138,643	\$1,880,935
Friday	\$2,467,103	\$2,585,756	\$2,539,653	\$2,525,953	\$2,300,472	\$2,043,868

2022 BID COMPARISON – JULY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$127,884,156	-10.6%	2,549,704	\$50.16
2	Manukau Central	\$86,133,475	+1.3%	1,427,709	\$60.33
3	Newmarket	\$69,164,535	+0.2%	921,941	\$75.02
4	Albany	\$68,540,251	-3.5%	1,099,175	\$62.36
5	Botany	\$63,470,698	+3.5%	1,056,339	\$60.09
6	DTLB	\$61,551,806	-3.8%	1,384,209	\$44.47
7	Westgate	\$56,351,386	+19.2%	809,821	\$69.58
8	Pukekohe	\$53,643,442	+6.0%	847,564	\$63.29
9	Mt Wellington / Sylvia Park	\$50,801,353	-1.2%	857,122	\$59.27
10	New Lynn	\$44,626,012	+0.3%	877,710	\$50.84

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,037,199,201	-30.3%	21,352,771	\$48.57
2	Manukau Central	\$884,259,313	-5.5%	14,248,414	\$62.06
3	Albany	\$751,309,596	-6.1%	11,603,745	\$64.75
4	DTLB	\$701,446,604	-5.9%	15,153,150	\$46.29
5	Botany	\$665,135,475	-1.2%	10,930,271	\$60.85
6	Newmarket	\$648,526,913	-11.2%	8,597,622	\$75.43
7	Pukekohe	\$600,346,718	+3.4%	9,140,368	\$65.68
8	Westgate	\$561,124,853	+3.7%	7,993,207	\$70.20
9	Mt Wellington / Sylvia Park	\$519,289,008	-3.5%	8,555,606	\$60.70
10	New Lynn	\$490,774,342	-4.6%	9,338,944	\$52.55

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3 MONTHLY CATEGORY OVERVIEW (MAY – JUL 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.2M	+0.4%	\$1.5M	0.0%	\$3.0M	+0.8%	\$786.1K	-0.1%	\$22.0K	0.0%
Apparel & Personal	\$56.4M	+4.3%	\$18.0M	-1.2%	\$5.3M	-0.2%	\$9.8M	-0.6%	\$7.4M	-0.4%
Cafes, Restaurants, Bars & Takeaways	\$29.4M	-2.6%	\$28.6M	+0.9%	\$14.3M	-0.7%	\$14.9M	-2.2%	\$15.5M	-1.3%
Department Stores & Leisure	\$50.0M	-1.1%	\$5.8M	-0.7%	\$2.6M	0.0%	\$7.4M	+1.8%	\$28.1M	+0.3%
Fuel & Automotive	\$21.4M	-0.1%	\$1.0M	0.0%	\$3.8M	+1.3%	\$2.5M	+0.7%	\$27.3M	+3.2%
Groceries & Liquor	\$17.5M	-0.3%	\$10.9M	+0.6%	\$4.2M	+0.4%	\$4.1M	+0.2%	\$55.4M	-1.8%
Home, Hardware & Electrical	\$18.2M	-1.1%	\$3.4M	-0.4%	\$6.8M	-1.5%	\$2.4M	0.0%	\$23.8M	-0.8%
Other	\$9.6M	+0.5%	\$1.2M	+0.7%	\$1.4M	0.0%	\$55.3K	+0.2%	\$3.8M	+0.8%

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All data sourced from MarketView Verisk Reports Jan - July 2022

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