

# NEWMARKET.

MarketView Summary Report

July 2021 – June 2022



# 2021-2022 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
July	\$68.9M	1,092,776	\$63.05
August	\$35.3M	565,307	\$62.41
September	\$12.7M	204,440	\$62.05
October	\$24.0M	368,713	\$65.14
November	\$55.5M	624,719	\$88.77
December	\$89.9M	1,084,559	\$82.91
January 22	\$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
Total	\$648.8M	8,767,969	\$73.95

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# 2021-2022 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
July	\$68.9M	+4.4%	\$25.0M	+0.5%	\$14.9M	+5.0%	\$16.7M	+4.1%	\$50.6M	+6.2%
August	\$35.3M	+10.2%	\$14.09M	+7.9%	\$8.7M	-0.5%	\$8.9M	+8.0%	\$36.5M	+7.8%
September	\$12.7M	-78.4%	\$5.6M	-75.0%	\$3.1M	-78.6%	\$3.0M	-80.2%	\$30.0M	-38.0%
October	\$24.0M	-62.1%	\$8.7M	-64.3%	\$7.2M	-57.4%	\$6.1M	-63.2%	\$38.9M	-21.5%
November	\$55.5M	-18.3%	\$15.1M	-41.1%	\$13.3M	-26.1%	\$12.3M	-31.8%	\$54.0M	+6.6%
December	\$89.9M	+4.6%	\$29.5M	-6.4%	\$17.1M	-7.0%	\$20.6M	-10.3%	\$71.7M	+12.0%
January 22	\$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	\$66.3M	+6.1%	\$23.6M	-1.3%	\$15.0M	+15.8%	\$15.9M	+1.4%	\$48.5M	+0.9%
<b>Total</b>	<b>\$648.4M</b>	<b>-10.9%</b>	<b>\$226.7M</b>	<b>-18.1%</b>	<b>\$141.4M</b>	<b>-18.6%</b>	<b>\$149.0M</b>	<b>-21.6%</b>	<b>\$597.3M</b>	<b>+3.4%</b>

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# 2021-2022 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
July	1,092,776	517,058	292,320	396,124	882,658
August	565,307	291,453	171,698	209,271	578,345
September	204,440	109,952	64,604	68,934	396,304
October	368,713	214,563	143,536	174,269	612,419
November	624,719	282,352	174,691	267,860	808,400
December	1,084,559	436,043	212,951	387,775	1,006,089
January 22	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
<b>Total</b>	<b>8,767,969</b>	<b>4,198,604</b>	<b>2,372,229</b>	<b>3,331,563</b>	<b>9,175,147</b>

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# 2021 - 2022 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
July	\$63.05	\$48.31	\$50.97	\$42.14	\$57.38
August	\$62.41	\$51.16	\$50.40	\$42.47	\$63.03
September	\$62.05	\$51.37	\$47.78	\$43.84	\$75.61
October	\$65.14	\$40.41	\$50.15	\$35.12	\$63.58
November	\$88.77	\$53.38	\$75.95	\$45.85	\$66.80
December	\$82.91	\$67.65	\$80.11	\$53.15	\$71.23
January 22	\$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
<b>Total</b>	<b>\$73.95</b>	<b>\$54.00</b>	<b>\$59.61</b>	<b>\$44.74</b>	<b>\$65.10</b>

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# 2021-2022 NEWMARKET QUARTER BY QUARTER

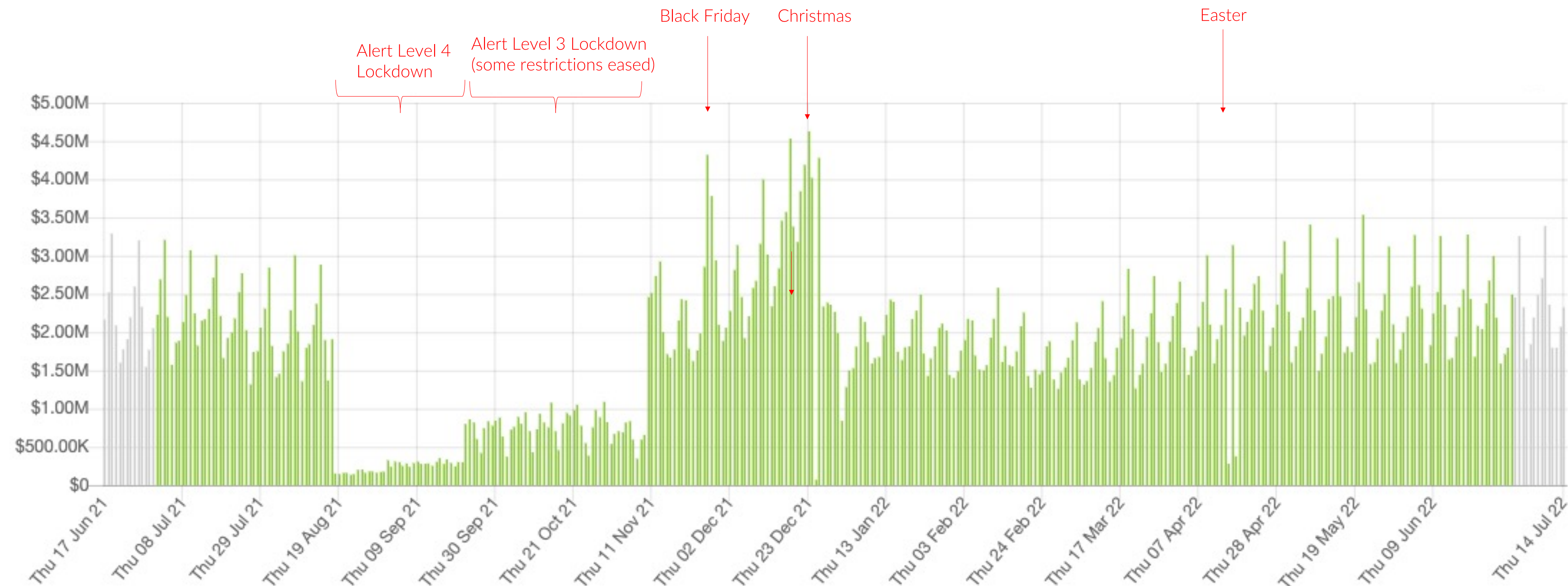
Quarter	Spend	Transactions	Av. transaction value
Jul/Aug/Sep 21	\$116.9M	1, 862,477	\$62.75
Oct/Nov/Dec 21	\$169.4M	2,078,006	\$81.52
Jan/Feb/Mar 22	\$160.4M	2,197,369	\$73.01
Apr/May/Jun 22	\$199.6M	2,578,467	\$77.42
Total	\$648.4M	8,767,969	\$73.95

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# NEWMARKET DAILY SPEND (JUL 21 - JUN 22)



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# BID COMPARISON – JUL 21 – JUN 22

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,052,351,554	-28.8%	22,152,387	\$47.51
2	Manukau Central	\$883,185,728	-5.4%	14,363,133	\$61.49
3	Albany	\$753,774,921	-5.6%	11,742,452	\$64.19
4	DTLB	\$703,856,381	-5.2%	15,350,476	\$45.85
5	Botany	\$662,968,970	-1.1%	11,006,662	\$60.23
6	Newmarket	\$648,394,385	-10.9%	8,768,083	\$73.95
7	Pukekohe	\$597,289,377	+3.4%	9,175,292	\$65.10
8	Westgate	\$552,046,582	+2.9%	7,961,650	\$69.34
9	Mt Wellington/Sylvia Park	\$519,895,084	-2.2%	8,680,646	\$59.89
10	New Lynn	\$490,660,979	-4.4%	9,427,170	\$52.05

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# CATEGORY OVERVIEW (JUL 21 – JUN 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$6.5M	+4.7%	\$3.8M	+11.1%	\$6.4M	-25.8%	\$2.1M	-44.4%	\$65.0K	-46.6%
Apparel & Personal	\$168.6M	-3.7%	\$59.1M	-23.1%	\$16.7M	-26.5%	\$32.6M	-32.2%	\$23.4M	-18.6%
Cafes, Restaurants, Bars & Takeaways	\$82.6M	-32.5%	\$77.4M	-25.8%	\$39.9M	-31.6%	\$47.9M	-33.7%	\$48.1M	17.6%
Department Stores & Leisure	\$165.9M	-11.0%	\$20.5M	-35.0%	\$10.9M	-21.3%	\$29.4M	-17.1%	\$109.6M	+4.3%
Fuel & Automotive	\$68.1M	-8.4%	\$3.4M	-13.7%	\$12.6M	-0.8%	\$8.5M	+15.2%	\$85.5M	+12.9%
Groceries & Liquor	\$65.2M	-0.9%	\$46.9M	0%	\$17.3M	-0.6%	\$17.1M	-10%	\$234.6M	+9.1%
Home, Hardware & Electrical	\$63.9M	-18.7%	\$13.0M	-20.6%	\$33.4M	-15.7%	\$9.8M	-11.5%	\$86.5M	-2.8%
Other	\$27.6M	-6.9%	\$2.5M	-7.7%	\$4.3M	-36.2%	\$1.5M	-33.3%	\$9.5M	+7.6%

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All data sourced from MarketView Verisk Reports July 2021 – June 2022

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