

# NEWMARKET.

MarketView Summary Report

October 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	\$64.9M	913,777	\$70.99
September	\$66.5M	935,933	\$71.03
October	\$68.8M	931,514	\$73.82
November			
December			
Total to date	\$631.0M	8,513,508	\$74.11

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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	\$64.9M	+83.3%	\$23.4M	+57.8%	\$14.3M	+64.0%	\$13.7M	+53.6%	\$53.2M	+45.9%
September	\$66.5M	+423.0%	\$23.9M	+325.2%	\$14.35M	+370.1%	\$14.4M	+375.8%	\$54.3M	+81.3%
October	\$68.8M	+184.8%	\$24.0M	+176.4%	\$16.2M	+122.2%	\$15.0M	+143.9%	\$57.9M	+50.1%
November										
December										
Total to date	\$631.0M	+27.1%	\$223.5M	+18.3%	\$138.3M	+16.9%	\$138.7M	+8.6%	\$533.4M	+22.5%

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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	913,777	440,126	261,261	317,783	862,970
September	935,933	448,581	263,454	328,155	872,354
October	931,514	455,001	269,399	338.003	910,052
November					
December					
Total to date	8,513,508	4,139,860	2,396,771	3,126,149	8,351,451

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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	\$70.99	\$53.20	\$54.54	\$43.27	\$61.61
September	\$71.03	\$53.22	\$55.19	\$43.85	\$62.28
October	\$73.82	\$52.83	\$60.12	\$44.41	\$63.58
November					
December					
Total average	\$74.11	\$53.98	\$57.71	\$44.35	\$63.87

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# 2022 NEWMARKET QUARTER

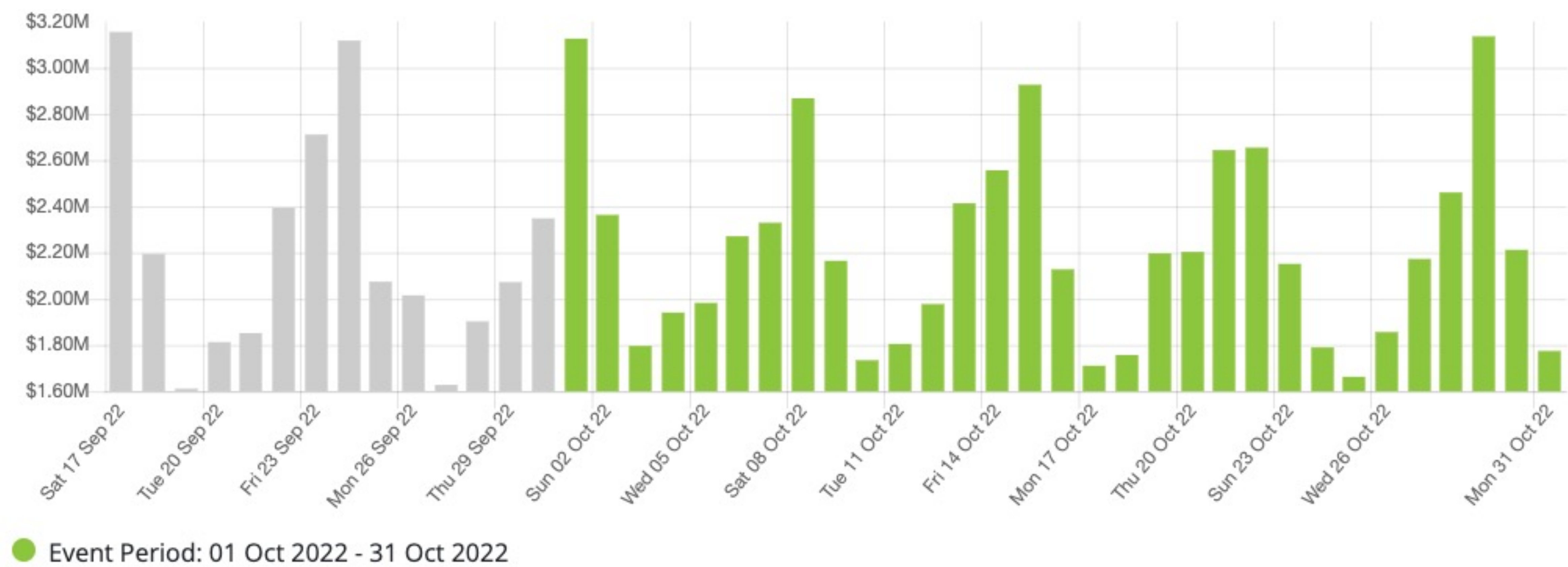
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$160.4M	2,197,369	\$73.01
Apr/May/Jun	\$199.6M	2,578,467	\$77.42
Jul/Aug/Sep	\$200.5M	2,772,106	\$72.34
Oct/Nov/Dec*	\$68.8M	931,514	\$73.82
<b>Total to date</b>	<b>\$631.0M</b>	<b>8,513,508</b>	<b>\$74.11</b>

*\*Oct data only. Nov & Dec to come*

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# NEWMARKET DAILY SPEND – OCTOBER 2022



# NEWMARKET DAILY AVERAGE SPEND

	Oct-22	Sept-22	Aug-22	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,942,186	\$3,232,117	\$3,060,526	\$3,067,808	\$3,118,705	\$2,798,587
Sunday	\$2,203,806	\$2,184,018	\$2,125,315	\$2,173,567	\$2,221,945	\$2,062,147
Monday	\$1,760,957	\$1,652,725	\$1,530,328	\$1,647,666	\$1,654,398	\$1,634,464
Tuesday	\$1,791,252	\$1,751,807	\$1,797,336	\$1,781,455	\$1,774,942	\$1,752,884
Wednesday	\$2,003,131	\$1,882,494	\$1,883,152	\$1,919,866	\$1,934,234	\$1,943,424
Thursday	\$2,264,992	\$2,228,978	\$2,074,230	\$2,192,444	\$2,239,332	\$2,233,202
Friday	\$2,497,372	\$2,504,931	\$2,442,915	\$2,483,524	\$2,504,729	\$2,438,437

# 2022 BID COMPARISON – OCTOBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$134,093,470	+334.6%	2,750,325	\$48.76
2	Manukau Central	\$95,124,631	+86.8%	1,513,231	\$62.86
3	Albany	\$71,738,858	+61.8%	1,150,984	\$62.33
4	Newmarket	\$68,761,734	+184.8%	931,513	\$73.82
5	Botany	\$67,756,377	+67.3%	1,117,293	\$60.64
6	DTLB	\$63,331,851	+38.4%	1,443,564	\$43.87
7	Westgate	\$61,424,256	+97.5%	873,584	\$70.31
8	Pukekohe	\$57,951,120	+50.3%	910,504	\$63.65
9	Mt Wellington / Sylvia Park	\$52,945,359	+170.9%	891,522	\$59.39
10	New Lynn	\$47,635,839	+64.9%	909,540	\$52.37

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# 2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,300,045,981	-1.0%	26,277,947	\$49.47
2	Manukau Central	\$1,019,777,228	+17.5%	16,433,851	\$62.05
3	Albany	\$831,488,182	+11.7%	13,146,525	\$63.25
4	Newmarket	\$777,912,806	+19.6%	10,242,568	\$75.95
5	DTLB	\$759,331,949	+7.6%	16,634,421	\$45.65
6	Botany	\$743,279,528	+16.9%	12,374,875	\$60.06
7	Pukekohe	\$659,009,775	+19.8%	10,154,454	\$64.90
8	Westgate	\$644,677,454	+26.8%	9,256,011	\$69.65
9	Mt Wellington / Sylvia Park	\$608,799,242	+22.2%	10,062,826	\$60.50
10	New Lynn	\$549,682,124	+14.5%	10,523,826	\$52.23

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# 3 MONTHLY CATEGORY OVERVIEW (AUG – OCT 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.6M	+234%	\$1.6M	+400%	\$3.3M	+312%	\$652.5K	+109%	\$30.6K	+477%
Apparel & Personal	\$55.0M	+445%	\$17.4M	+241%	\$5.7M	+307%	\$9.7M	+304%	\$7.3M	+356%
Cafes, Restaurants, Bars & Takeaways	\$29.4M	+246%	\$28.9M	+270%	\$14.7M	+242%	\$14.6M	+175%	\$15.4M	+137%
Department Stores & Leisure	\$48.1M	+181%	\$6.0M	+173%	\$3.3M	+74%	\$8.5M	+113%	\$30.2M	+87%
Fuel & Automotive	\$20.8M	+110%	\$874.7K	+56%	\$4.0M	+100%	\$2.5M	+127%	\$26.0M	+93%
Groceries & Liquor	\$17.9M	+21%	\$11.8M	-0.8%	\$4.3M	+19%	\$4.2M	+14%	\$56.3M	+2%
Home, Hardware & Electrical	\$16.8M	+140%	\$3.5M	+218%	\$8.6M	+83%	\$2.4M	+100%	\$23.2M	+183%
Other	\$9.6M	+129%	\$1.3M	+604%	\$1.1M	+149%	\$659.6K	+333%	\$6.9M	+475%

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All data sourced from MarketView Verisk Reports Jan - Oct 2022

For further information please contact

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