

NEWMARKET.

MarketView Summary Report

November 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	\$77.6M	1,005,307	\$77.22
December			
Total to date	\$708.6M	9,518,856	\$74.44

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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%	\$14.3M	+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	\$77.6M	+38.4%	\$25.4M	+67.4%	\$17.8M	+31.7%	\$16.2M	+31.3%	\$57.9M	+8.2%
December										
Total to date	\$708.6M	+28.3%	\$248.9M	+22.0%	\$156.4M	+18.4%	\$154.9M	+10.6%	\$591.3M	+20.9%

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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	1,005,307	460,708	280,343	354,854	908.165
December					
Total to date	9,518,856	4,600,657	2,680,401	3,481,173	9,259,594

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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	\$77.22	\$55.13	\$63.66	\$45.66	\$63.76
December					
Total average	\$74.44	\$54.10	\$58.34	\$44.48	\$62.86

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2022 NEWMARKET QUARTER

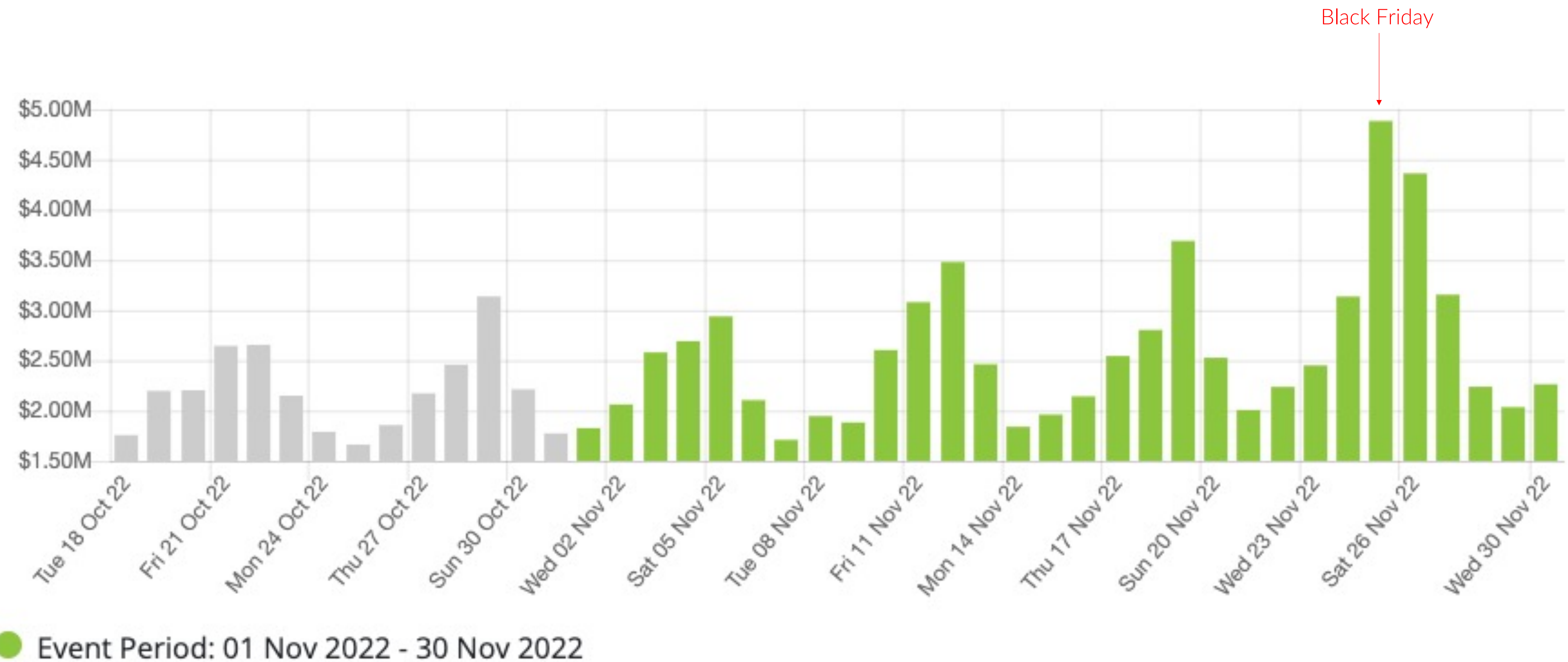
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$160.4M	2,197,369	\$73.01
Apr/May/Jun	\$199.6M	2,578,467	\$77.42
Jul/Aug/Sep	\$200.5M	2,772,106	\$72.34
Oct/Nov/Dec*	\$146.4M	1,936,874	\$75.59
Total to date	\$708.6M	9,518,856	\$74.44

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

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NEWMARKET DAILY SPEND – NOVEMBER 2022



BLACK FRIDAY COMPARISON

Black Friday (last Friday in November)	
2019	\$4,080,474
2020	\$4,496,643
2021	\$4,337,867
2022	\$4,883,537

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NEWMARKET DAILY AVERAGE SPEND

	Nov-22	Oct-22	Sept-22	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,616,907	\$2,942,186	\$3,232,117	\$3,239,002	\$3,166,375	\$2,891,734
Sunday	\$2,561,841	\$2,203,806	\$2,184,018	\$2,307,882	\$2,264,324	\$2,125,385
Monday	\$1,948,422	\$1,760,957	\$1,652,725	\$1,785,336	\$1,710,960	\$1,687,987
Tuesday	\$2,000,643	\$1,791,252	\$1,751,807	\$1,859,650	\$1,825,720	\$1,814,428
Wednesday	\$2,159,801	\$2,003,131	\$1,882,494	\$2,026,270	\$1,981,537	\$1,980,009
Thursday	\$2,715,530	\$2,264,992	\$2,228,978	\$2,389,767	\$2,308,247	\$2,284,882
Friday	\$3,364,897	\$2,497,372	\$2,504,931	\$2,767,210	\$2,631,690	\$2,498,503

2022 BID COMPARISON – NOVEMBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$142,290,495	+142.7%	2,796,822	\$50.88
2	Manukau Central	\$95,072,157	+22.7%	1,494,414	\$63.62
3	Newmarket	\$77,632,608	+38.6%	1,005,293	\$77.22
4	Albany	\$75,868,760	+4.2%	1,186,286	\$63.95
5	Botany	\$67,904,478	+15.5%	1,101,106	\$61.67
6	DTLB	\$66,274,637	+7.6%	1,479,946	\$44.78
7	Westgate	\$61,566,346	+18.5%	871,000	\$70.68
8	Mt Wellington / Sylvia Park	\$58,330,606	+18.8%	978,053	\$59.64
9	Pukekohe	\$57,999,118	+8.3%	908,662	\$63.83
10	New Lynn	\$46,762,933	+1.6%	895,379	\$52.23

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,383,713,079	+11.9%	27,832,675	\$49.72
2	Manukau Central	\$1,037,332,761	+20.0%	16,782,151	\$61.81
3	Albany	\$834,568,525	+12.3%	13,287,016	\$62.81
4	Newmarket	\$799,547,921	+25.3%	10,617,283	\$75.31
5	DTLB	\$764,080,288	+9.1%	16,789,017	\$45.51
6	Botany	\$752,409,833	+18.5%	12,542,494	\$59.99
7	Pukekohe	\$663,465,804	+19.9%	10,262,864	\$64.65
8	Westgate	\$654,276,502	+27.6%	9,452,322	\$69.22
9	Mt Wellington / Sylvia Park	\$618,033,361	+24.4%	10,276,681	\$60.14
10	New Lynn	\$550,425,313	+14.9%	10,605,451	\$51.90

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3 MONTHLY CATEGORY OVERVIEW (SEPT – NOV 22)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.4M	+406%	\$1.7M	+2659%	\$3.6M	+871%	\$702.9K	+228%	\$23.7K	+1085%
Apparel & Personal	\$61.1M	+222%	\$18.7M	+192%	\$6.3M	+270%	\$10.5M	+228%	\$7.9M	+229%
Cafes, Restaurants, Bars & Takeaways	\$29.7M	+421%	\$29.2M	+451%	\$15.0M	+317%	\$14.8M	+208%	\$15.4M	+120%
Department Stores & Leisure	\$53.1M	+100%	\$6.2M	+114%	\$3.9M	+39%	\$9.3M	+48%	\$31.6M	+34%
Fuel & Automotive	\$21.0M	+71%	\$893.7K	+75%	\$4.0M	+67%	\$2.7M	+80%	\$26.3M	+65%
Groceries & Liquor	\$17.9M	+32%	\$11.9M	-1.6%	\$4.5M	+10%	\$4.3M	+16%	\$56.5M	-2%
Home, Hardware & Electrical	\$18.3M	+76%	\$3.7M	+76%	\$10.2M	+16%	\$2.6M	+37%	\$24.7M	+75%
Other	\$9.3M	+90%	\$1.3M	+1274%	\$1.2M	+494%	\$602.1K	+915%	\$7.6M	+533%

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All data sourced from MarketView Verisk Reports Jan - Nov 2022

For further information please contact

Portia Campbell
Strategic Business Manager

Newmarket Business Association
portia@newmarket.co.nz
021 454 883

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