

NEWMARKET.

MarketView Summary Report

December 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 | \$94.3M | 1,174,751 | \$80.24 |
| Total to date | \$802.5M | 10,691,926 | \$75.06 |

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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 | \$94.3M | +3.6% | \$32.7M | +10.1% | \$18.3M | +5.4% | \$20.6M | -1.3% | \$74.2M | +4.2% |
| Total to date | \$802.5M | +24.8% | \$281.3M | +20.3% | \$174.7M | +16.9% | \$175.5M | +9.1% | \$665.6M | +18.8% |

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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 | 1,174,751 | 520,257 | 264,824 | 415,895 | 1,075,976 |
| Total to date | 10,691,926 | 5,121,041 | 2,945,237 | 3,897,085 | 10,339,551 |

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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 | \$80.24 | \$62.88 | \$69.21 | \$49.51 | \$68.96 |
| Total average | \$75.06 | \$54.92 | \$59.32 | \$45.02 | \$64.38 |

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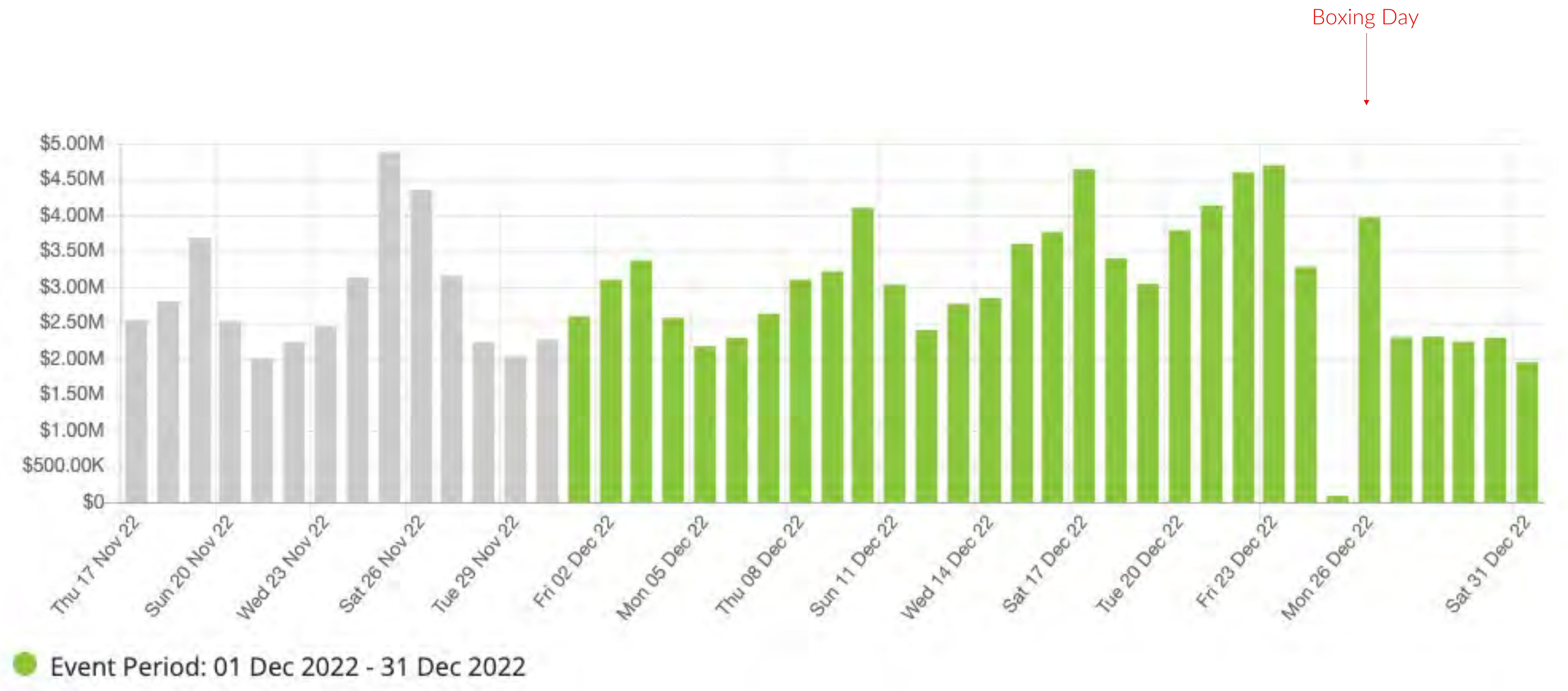
2022 NEWMARKET QUARTER

| 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 | \$240.5M | 3,110,908 | \$80.24 |
| Total to date | \$802.5M | 10,691,926 | \$75.06 |

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NEWMARKET DAILY SPEND – DECEMBER 2022



NEWMARKET DAILY AVERAGE SPEND

| | Dec-22 | Nov-22 | Oct-22 | Prev 3 months | Prev 6 months | Prev 12 months |
|-----------|-------------|-------------|-------------|---------------|---------------|----------------|
| Saturday | \$3,468,983 | \$3,616,907 | \$2,942,186 | \$3,323,105 | \$3,217,510 | \$2,943,885 |
| Sunday | \$2,271,083 | \$2,561,841 | \$2,203,806 | \$2,334,671 | \$2,244,632 | \$2,050,289 |
| Monday | \$2,897,257 | \$1,948,422 | \$1,760,957 | \$2,168,269 | \$1,879,754 | \$1,724,444 |
| Tuesday | \$2,785,219 | \$2,000,643 | \$1,791,252 | \$2,177,623 | \$1,983,611 | \$1,817,774 |
| Wednesday | \$2,978,259 | \$2,159,801 | \$2,003,131 | \$2,363,428 | \$2,147,069 | \$1,979,588 |
| Thursday | \$3,225,585 | \$2,715,530 | \$2,264,992 | \$2,773,078 | \$2,481,607 | \$2,302,079 |
| Friday | \$3,413,540 | \$3,364,897 | \$2,497,372 | \$3,116,675 | \$2,783,282 | \$2,529,977 |

2022 BID COMPARISON – DECEMBER

| Rank | BID | Spend | YOY | Transactions | Av. Transaction value |
|------|-----------------------------|---------------|--------|--------------|-----------------------|
| 1 | CBD | \$170,013,512 | +34.4% | 2,786,267 | \$61.02 |
| 2 | Manukau Central | \$122,762,279 | +4.0% | 1,821,587 | \$67.39 |
| 3 | Albany | \$99,700,559 | -4.5% | 1,538,602 | \$64.80 |
| 4 | Newmarket | \$94,267,821 | +3.6% | 1,174,760 | \$80.24 |
| 5 | Botany | \$90,303,421 | +3.1% | 1,435,680 | \$62.90 |
| 6 | Mt Wellington / Sylvia Park | \$82,862,409 | +3.1% | 1,333,857 | \$62.12 |
| 7 | DTLB | \$80,111,370 | -1.2% | 1,604,392 | \$49.93 |
| 8 | Westgate | \$76,753,226 | +9.3% | 1,085,151 | \$70.73 |
| 9 | Pukekohe | \$74,278,791 | +4.1% | 1,076,510 | \$69.00 |
| 10 | New Lynn | \$59,160,497 | -2.5% | 1,073,458 | \$55.11 |

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2022 BID COMPARISON – PREVIOUS 12 MONTHS

| Rank | BID | Spend | YOY | Transactions | Av. Transaction value |
|------|-----------------------------|-----------------|--------|--------------|-----------------------|
| 1 | CBD | \$1,427,257,984 | +19.6% | 28,646,867 | \$49.82 |
| 2 | Manukau Central | \$1,032,068,491 | +18.6% | 16,824,766 | \$61.34 |
| 3 | Albany | \$829,922,487 | +11.0% | 13,268,688 | \$62.55 |
| 4 | Newmarket | \$802,544,750 | +24.8% | 10,691,930 | \$75.06 |
| 5 | DTLB | \$763,130,247 | +8.8% | 16,824,504 | \$45.36 |
| 6 | Botany | \$755,155,861 | +18.0% | 12,598,747 | \$59.94 |
| 7 | Pukekohe | \$666,540,191 | +18.8% | 10,344,196 | \$64.44 |
| 8 | Westgate | \$660,838,849 | +26.9% | 9,559,255 | \$69.13 |
| 9 | Mt Wellington / Sylvia Park | \$623,469,545 | +23.4% | 10,428,321 | \$59.79 |
| 10 | New Lynn | \$549,293,026 | +13.6% | 10,583,932 | \$51.90 |

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3 MONTHLY CATEGORY OVERVIEW (OCT – DEC 22)

| | Newmarket | YoY | Ponsonby | YoY | Parnell | YoY | Takapuna | YoY | Pukekohe | YoY |
|--------------------------------------|-----------|-------|----------|-------|---------|-------|----------|-------|----------|-------|
| Accommodation | \$2.6M | +230% | \$1.7M | +349% | \$3.8M | +520% | \$771.1K | +176% | \$27.1K | +834% |
| Apparel & Personal | \$71.6M | +51% | \$21.2M | +39% | \$7.1M | +65% | \$12.1M | +425 | \$9.5M | +51% |
| Cafes, Restaurants, Bars & Takeaways | \$30.9M | +110% | \$31.4M | +136% | \$16.0M | +105% | \$15.6M | +59% | \$15.9M | +44% |
| Department Stores & Leisure | \$65.2M | +29% | \$8.0M | +29% | \$4.7M | +15% | \$11.8M | +12% | \$39.5M | +8% |
| Fuel & Automotive | \$20.8M | +24% | \$901.1K | +29% | \$4.0M | +29% | \$2.7M | +28% | \$27.0M | +28% |
| Groceries & Liquor | \$19.2M | +18% | \$13.2M | 0% | \$5.3M | 0% | \$5.1M | +8% | \$62.7M | +2% |
| Home, Hardware & Electrical | \$20.8M | +14% | \$4.4M | +2% | \$9.9M | -19% | \$3.0M | -6% | \$27.4M | +9% |
| Other | \$9.2M | +41% | \$1.2M | +570% | \$1.6M | +136% | \$687.1K | +204% | \$8.0M | +300% |

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All data sourced from MarketView Verisk Reports Jan - Dec 2022

For further information please contact

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