

NEWMARKET.

MarketView Summary Report

January 2023

2023 NEWMARKET SNAPSHOT

| Month | Spend | Transactions | Av. transaction value |
|---------------|---------|--------------|-----------------------|
| January | \$62.0M | 894,873 | \$69.28 |
| February | | | |
| March | | | |
| April | | | |
| May | | | |
| June | | | |
| July | | | |
| August | | | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |
| Total to date | \$62.0M | 894,873 | \$69.28 |

NEWMARKET.



2023 COMPETITORS - SPEND

| Month | Newmarket | YOY | Ponsonby | YOY | Parnell | YOY | Takapuna | YOY | Pukekohe | YOY |
|---------------|-----------|-------|----------|--------|---------|-------|----------|-------|----------|-------|
| January | \$62.0M | +8.8% | \$23.3M | +17.2% | \$13.5M | +6.7% | \$13.6M | -2.4% | \$54.0M | +4.0% |
| February | | | | | | | | | | |
| March | | | | | | | | | | |
| April | | | | | | | | | | |
| May | | | | | | | | | | |
| June | | | | | | | | | | |
| July | | | | | | | | | | |
| August | | | | | | | | | | |
| September | | | | | | | | | | |
| October | | | | | | | | | | |
| November | | | | | | | | | | |
| December | | | | | | | | | | |
| Total to date | \$62.0M | +8.8% | \$23.3M | +17.2% | \$13.5M | +6.7% | \$13.6M | -2.4% | \$54.0M | +4.0% |

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2023 COMPETITORS - TRANSACTIONS

| Month | Newmarket | Ponsonby | Parnell | Takapuna | Pukekohe |
|---------------|-----------|----------|---------|----------|----------|
| January | 894,873 | 437,103 | 223,751 | 315,195 | 833,203 |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |
| Total to date | 894,873 | 437,103 | 223,751 | 315,195 | 833,203 |

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2023 COMPETITORS – Av. TRANSACTION VALUE

| Month | Newmarket | Ponsonby | Parnell | Takapuna | Pukekohe |
|---------------|-----------|----------|---------|----------|----------|
| January | \$69.28 | \$53.34 | \$60.41 | \$43.30 | \$64.76 |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |
| Total average | \$69.28 | \$53.34 | \$60.41 | \$43.30 | \$64.76 |

2023 NEWMARKET QUARTER

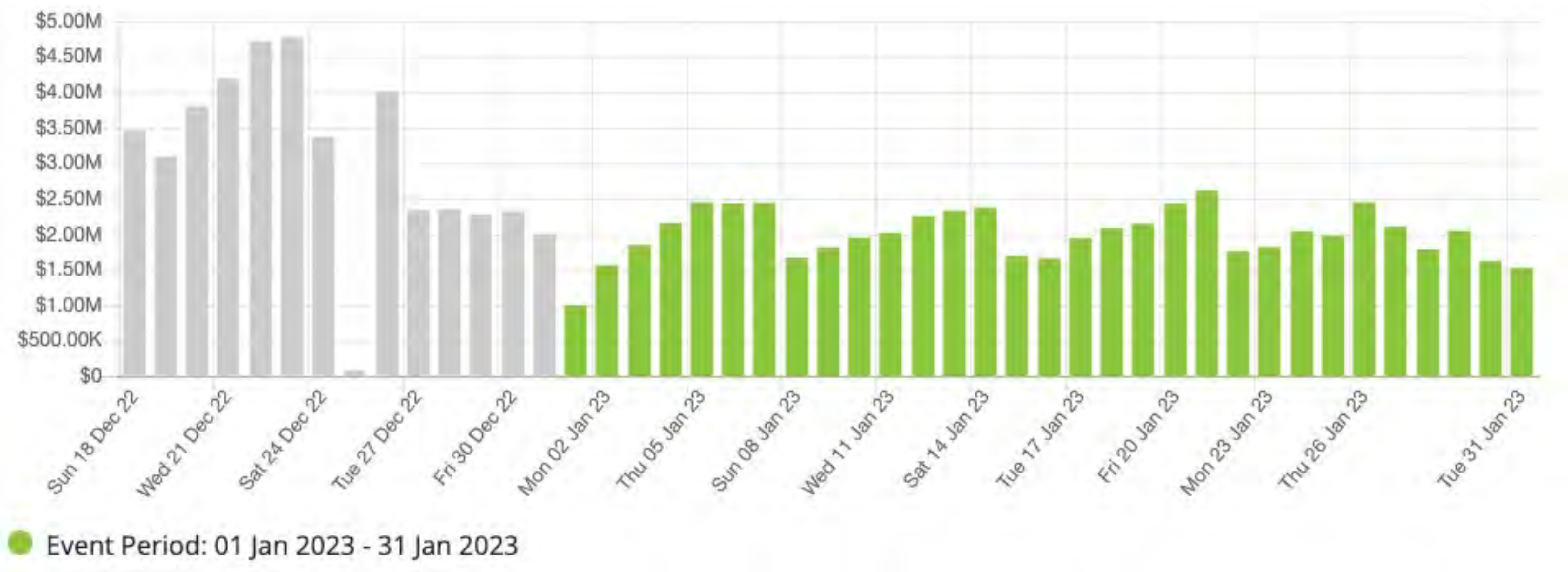
| Quarter | Spend | Transactions | Av. transaction value |
|----------------|---------|--------------|-----------------------|
| Jan/Feb/Mar* | \$62.0M | 894,873 | \$69.28 |
| Apr/May/Jun | | | |
| Jul/Aug/Sep | | | |
| Oct/Nov/Dec | | | |
| Total to date* | \$62.0M | 894,873 | \$69.28 |

*Jan data only

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NEWMARKET DAILY SPEND – JANUARY 2023



NEWMARKET DAILY AVERAGE SPEND

| | Jan-23 | Dec-22 | Nov-22 | Prev 3 months | Prev 6 months | Prev 12 months |
|-----------|-------------|-------------|-------------|---------------|---------------|----------------|
| Saturday | \$2,303,925 | \$3,468,983 | \$3,616,907 | \$3,156,019 | \$3,111,913 | \$2,993,863 |
| Sunday | \$1,633,337 | \$2,271,083 | \$2,561,841 | \$2,115,260 | \$2,144,413 | \$2,058,368 |
| Monday | \$1,695,621 | \$2,897,257 | \$1,948,422 | \$2,143,140 | \$1,886,228 | \$1,741,466 |
| Tuesday | \$1,863,234 | \$2,785,219 | \$2,000,643 | \$2,175,733 | \$1,985,895 | \$1,834,543 |
| Wednesday | \$2,060,020 | \$2,978,259 | \$2,159,801 | \$2,380,932 | \$2,150,399 | \$1,997,014 |
| Thursday | \$2,322,330 | \$3,225,585 | \$2,715,530 | \$2,790,723 | \$2,491,584 | \$2,315,113 |
| Friday | \$2,323,460 | \$3,413,540 | \$3,364,897 | \$3,063,164 | \$2,773,344 | \$2,993,863 |

2023 BID COMPARISON – JANUARY

| Rank | BID | Spend | YOY | Transactions | Av. Transaction value |
|------|-----------------------------|---------------|--------|--------------|-----------------------|
| 1 | CBD | \$126,077,578 | +27.9% | 2,399,926 | \$52.53 |
| 2 | Manukau Central | \$83,476,140 | +5.2% | 1,403,279 | \$59.49 |
| 3 | Albany | \$67,857,392 | -3.6% | 1,133,033 | \$59.89 |
| 4 | Newmarket | \$61,999,937 | +8.8% | 894,876 | \$69.28 |
| 5 | Botany | \$60,919,067 | +4.6% | 1,079,481 | \$56.43 |
| 6 | DTLB | \$60,228,119 | -3.3% | 1,356,402 | \$44.40 |
| 7 | Westgate | \$56,053,250 | +15.2% | 838,575 | \$66.84 |
| 8 | Pukekohe | \$54,005,547 | +4.0% | 833,463 | \$64.80 |
| 9 | Mt Wellington / Sylvia Park | \$51,506,166 | +9.9% | 917,763 | \$56.12 |
| 10 | New Lynn | \$45,498,309 | -1.7% | 888,054 | \$51.23 |

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2023 BID COMPARISON – PREVIOUS 12 MONTHS

| Rank | BID | Spend | YOY | Transactions | Av. Transaction value |
|------|-----------------------------|-----------------|--------|--------------|-----------------------|
| 1 | CBD | \$1,455,078,457 | +24.0% | 29,157,226 | \$49.90 |
| 2 | Manukau Central | \$1,038,339,396 | +19.0% | 16,937,546 | \$61.30 |
| 3 | Albany | \$833,584,760 | +10.7% | 13,398,911 | \$62.21 |
| 4 | Newmarket | \$811,269,859 | +25.9% | 10,854,575 | \$74.74 |
| 5 | DTLB | \$760,979,000 | +8.3% | 16,828,573 | \$45.22 |
| 6 | Botany | \$757,323,321 | +17.7% | 12,637,065 | \$59.93 |
| 7 | Westgate | \$669,807,625 | +27.1% | 9,649,459 | \$69.41 |
| 8 | Pukekohe | \$663,006,730 | +17.1% | 10,221,236 | \$64.87 |
| 9 | Mt Wellington / Sylvia Park | \$635,543,681 | +24.9% | 10,730,517 | \$59.23 |
| 10 | New Lynn | \$551,622,357 | +13.5% | 10,642,076 | \$51.83 |

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3 MONTHLY CATEGORY OVERVIEW (NOV – JAN 23)

| | Newmarket | YoY | Ponsonby | YoY | Parnell | YoY | Takapuna | YoY | Pukekohe | YoY |
|--------------------------------------|-----------|---------|----------|---------|---------|---------|----------|---------|----------|---------|
| Accommodation | \$2.8M | +154.5% | \$1.7M | +147.5% | \$4.0M | +263.6% | \$746.3K | +94.6% | \$23.4K | +212.0% |
| Apparel & Personal | \$69.0M | +11.8% | \$20.3M | +5.7% | \$6.6M | +15.7% | \$11.7M | +5.4% | \$9.1M | +12.3% |
| Cafes, Restaurants, Bars & Takeaways | \$31.1M | +49.5% | \$32.0M | +73.9% | \$15.5M | +58.1% | \$15.9M | +19.5% | \$15.9M | +28.2% |
| Department Stores & Leisure | \$64.0M | +7.7% | \$7.8M | +9.8% | \$4.3M | +7.5% | \$10.4M | -3.7% | \$38.4M | -3.2% |
| Fuel & Automotive | \$19.3M | +12.2% | \$881.7K | +14.1% | \$3.8M | +15.1% | \$2.7M | +12.5% | \$26.1M | +16% |
| Groceries & Liquor | \$22.0M | +33.3% | \$13.9M | +4.5% | \$5.2M | +1.9% | \$5.0M | 0.0% | \$63.4M | +3.4% |
| Home, Hardware & Electrical | \$19.6M | -5.3% | \$4.2M | -16.0% | \$8.6M | -36.2% | \$2.9M | -17.1% | \$26.6M | -12.5% |
| Other | \$8.7M | +35.9% | \$1.3M | +325.9% | \$1.8M | +83.5% | \$681.6K | +118.1% | \$3.9M | +77.2% |

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All data sourced from MarketView Verisk Reports 2022 - 2023

For further information please contact

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