

NEWMARKET.

MarketView Summary Report

March 2023

2023 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$62.0M	894,873	\$69.28
February	\$57.1M	827,460	\$68.96
March	\$68.1M	992,305	\$68.63
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total to date	\$187.5M	2,726,850	\$68.77

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	\$57.1M	+16.8%	\$22.7M	+22.2%	\$13.1M	+7.7%	\$13.6M	+12.0%	\$51.8M	+8.4%
March	\$68.1M	+21.6%	\$26.8M	+31.2%	\$16.4M	+29.2%	\$15.8M	+21.6%	\$58.3M	+8.4%
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total to date	\$187.5M	+15.8%	\$73.2M	+23.7%	\$43.0M	+14.3%	\$43.5M	+8.9%	\$164.3M	+6.7%

NEWMARKET.

2023 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	894,873	437,103	223,751	315,195	833,203
February	827,460	432,440	236,946	317,399	797,876
March	992,305	517,299	297,388	375,108	915,621
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total to date	2,726,850	1,407,936	764,712	1,011,256	2,559,579

NEWMARKET.

2023 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$69.28	\$53.34	\$60.41	\$43.30	\$64.76
February	\$68.96	\$52.48	\$55.23	\$42.75	\$64.86
March	\$68.63	\$51.73	\$55.15	\$42.07	\$63.68
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$68.77	\$52.02	\$56.19	\$42.98	\$64.21

NEWMARKET.

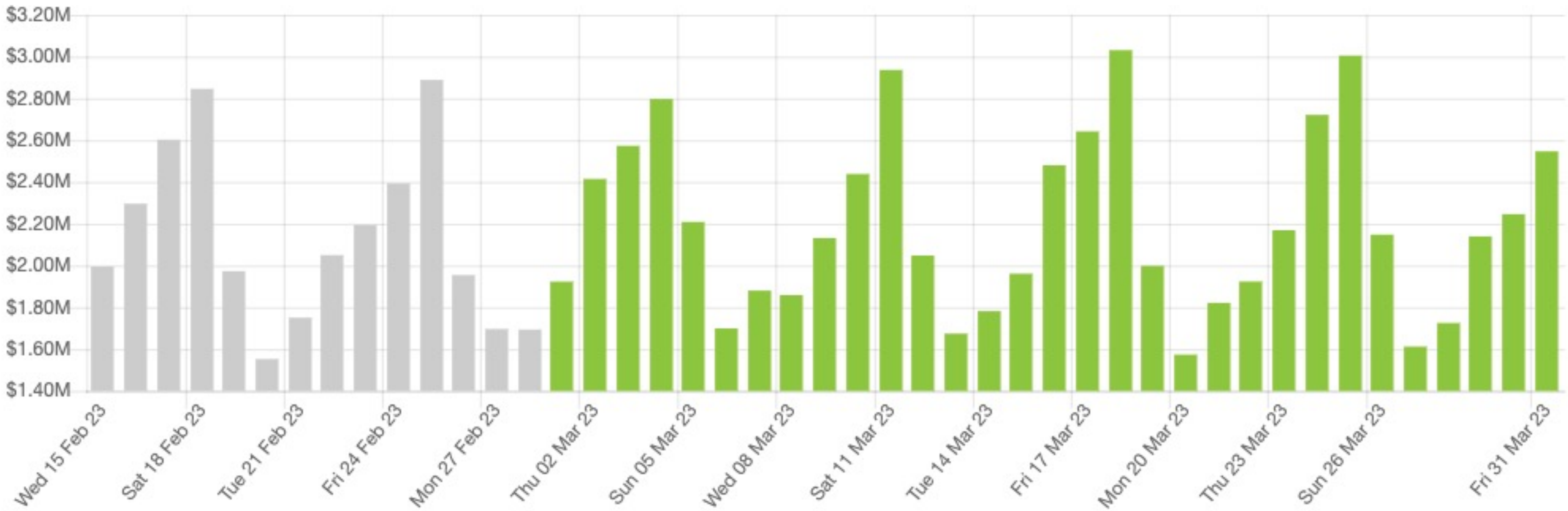
2023 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$187.5M	2,726,850	\$68.77
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total to date	\$187.5M	2,726,850	\$68.77

NEWMARKET.



NEWMARKET DAILY SPEND – MARCH 2023



NEWMARKET DAILY AVERAGE SPEND

	Mar-23	Feb-23	Jan-23	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,942,404	\$2,796,056	\$2,303,925	\$2,680,795	\$3,026,654	\$3,072,385
Sunday	\$2,100,800	\$1,815,204	\$1,633,337	\$1,833,131	\$2,083,901	\$2,109,686
Monday	\$1,639,579	\$1,523,313	\$1,695,621	\$1,625,359	\$1,896,814	\$1,769,604
Tuesday	\$1,801,914	\$1,600,875	\$1,863,234	\$1,763,640	\$1,970,632	\$1,876,454
Wednesday	\$1,961,093	\$1,844,240	\$2,060,020	\$1,763,640	\$1,970,632	\$2,047,305
Thursday	\$2,288,337	\$2,202,427	\$2,322,330	\$2,272,365	\$2,522,722	\$2,385,238
Friday	\$2,584,183	\$2,483,653	\$2,323,460	\$2,473,028	\$2,794,852	\$2,607,959

NEWMARKET MONTHLY SPEND

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$52.8M	\$54.3M	\$53.7M	\$50.4M	\$50.3M	\$49.1M	\$47.4M	\$51.9M	\$52.8M	\$69.3M	\$626.8M
2017	\$45.7M	\$46.6M	\$52.8M	\$47.9M	\$54.3M	\$48.4M	\$50.2M	\$49.1M	\$49.8M	\$46.9M	\$51.3M	\$62.2M	\$605.2M
2018	\$42.1M	\$38.8M	\$42.0M	\$38.5M	\$43.1M	\$40.2M	\$40.3M	\$39.5M	\$39.3M	\$40.1M	\$43.7M	\$50.4M	\$498.0M
2019*	\$35.4M	\$37.2M	\$42.4M	\$38.0M	\$42.7M	\$41.3M	\$39.5M	\$42.4M	\$43.2M	\$50.9M	\$65.0M	\$82.7M	\$560.8M
2020	\$53.1M	\$54.8M	\$45.7M	\$5.6M	\$42.1M	\$62.4M	\$65.9M	\$32.0M	\$58.6M	\$63.3M	\$67.8M	\$85.9M	\$637.3M
2021	\$54.7M	\$47.9M	\$55.5M	\$62.2M	\$67.4M	\$66.4M	\$69.1M	\$35.5M	\$12.7M	\$24.1M	\$55.9M	\$90.8M	\$642.4M
2022	\$57.0M	\$48.9M	\$55.9M	\$63.2M	\$68.3M	\$68.2M	\$69.1M	\$64.9M	\$66.5M	\$69.7M	\$78.7M	\$95.8M	\$806.1M
2023	\$62.0M	\$57.1M	\$68.1M										

2023 BID COMPARISON – MARCH

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$150,454,377	+75.7%	3,306,942	\$45.50
2	Manukau Central	\$88,093,401	+14.0%	1,494,678	\$58.94
3	Albany	\$68,473,169	+10.5%	1,150,814	\$59.50
4	DTLB	\$68,263,112	+9.4%	1,599,617	\$42.67
5	Newmarket	\$68,106,847	+21.6%	992,292	\$68.64
6	Botany	\$63,452,230	+13.2%	1,115,759	\$56.87
7	Pukekohe	\$58,399,613	+8.4%	916,131	\$63.75
8	Westgate	\$55,983,186	+16.5%	834,617	\$67.08
9	Mt Wellington / Sylvia Park	\$52,855,280	+22.9%	925,283	\$57.12
10	New Lynn	\$47,804,773	+7.9%	947,838	\$50.44

NEWMARKET.

2023 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,570,022,929	+39.8%	31,777,883	\$49.41
2	Manukau Central	\$1,066,952,269	+20.4%	17,432,513	\$61.20
3	Albany	\$847,422,209	+11.6%	13,707,649	\$61.82
4	Newmarket	\$832,926,895	+28.8%	11,370,691	\$73.25
5	DTLB	\$774,043,812	+9.1%	17,231,094	\$44.92
6	Botany	\$773,201,712	+17.9%	12,974,004	\$59.60
7	Westgate	\$690,059,311	+28.5%	9,962,183	\$69.27
8	Pukekohe	\$674,878,390	+16.0%	10,422,897	\$64.75
9	Mt Wellington / Sylvia Park	\$651,509,330	+26.1%	11,052,974	\$58.94
10	New Lynn	\$562,217,567	+13.6%	10,861,367	\$51.76

NEWMARKET.

3 MONTHLY CATEGORY OVERVIEW (JAN – MAR 23)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.9M	+107.1%	\$1.5M	+36.4%	\$4.3M	+207.1%	\$728.9K	+51.2%	\$29.7K	+44.2%
Apparel & Personal	\$48.8M	+15.1%	\$16.6M	+6.4%	\$5.3M	+15.2%	\$9.1M	+8.3%	\$7.0M	+13.0%
Cafes, Restaurants, Bars & Takeaways	\$29.2M	+35.8%	\$31.1M	+46.0%	\$14.7M	+37.4%	\$16.1M	+15%	\$15.7M	+16.3%
Department Stores & Leisure	\$43.9M	+12.5%	\$5.7M	+16.3%	\$2.8M	+3.7%	\$6.7M	+3.1%	\$29.9M	+9.1%
Fuel & Automotive	\$18.1M	-0.5%	\$950.3K	-5.0%	\$3.6M	+5.9%	\$3.2M	0%	\$24.7M	+6.0%
Groceries & Liquor	\$20.5M	+27.3%	\$13.0M	+16.1%	\$4.5M	+12.5%	\$4.5M	+7.1%	\$60.8M	+7.2%
Home, Hardware & Electrical	\$14.4M	-11.1%	\$2.8M	-17.7%	\$6.3M	-33.0%	\$2.3M	-14.8%	\$21.8M	-10.3%
Other	\$9.8M	+38.0%	\$1.6M	+129.2%	\$1.5M	+15.4%	\$890.3K	+119.0%	\$4.4M	+63.0%

NEWMARKET.

All data sourced from MarketView Verisk Reports 2022 - 2023

For further information please contact

Portia Campbell
Strategic Business Manager

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

NEWMARKET.