

NEWMARKET.

MarketView Summary Report

December 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	\$64.0M	918,288	\$69.65
May	\$67.1M	971,596	\$69.02
June	\$65.9M	968,068	\$68.12
July	\$64.1M	952,089	\$67.36
August	\$64.5M	962,405	\$67.03
September	\$62.9M	939,971	\$66.89
October	\$63.7M	939,337	\$67.77
November	\$70.8M	1,001,908	\$70.66
December	\$84.5M	1,122,684	\$75.23
Total	\$799.9M	11,546,329	\$69.28

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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	\$64.0M	+0.4%	\$25.0M	+3.9%	\$13.5M	-0.6%	\$14.0M	-1.5%	\$55.1M	+3.5%
May	\$67.1M	-2.9%	\$26.0M	+4.2%	\$14.7M	-3.8%	\$15.5M	-1.1%	\$57.7M	+4.1%
June	\$65.9M	-4.8%	\$25.0M	+6.5%	\$14.0M	-0.3%	\$15.7M	+5.5%	\$57.0M	+6.2%
July	\$64.1M	-8.4%	\$25.4M	+1.4%	\$13.7M	-7.1%	\$15.5M	-1.3%	\$56.5M	+3.5%
August	\$64.5M	-1.9%	\$24.7M	-0.7%	\$14.5M	-2.1%	\$15.3M	+0.1%	\$57.6M	+7.9%
September	\$62.9M	-7.2%	\$24.8M	-2.3%	\$14.1M	-7.6%	\$14.8M	-6.9%	\$57.1M	+4.9%
October	\$63.7M	-10.2%	\$24.3M	-5.2%	\$15.0M	-10.3%	\$15.0M	-8.5%	\$59.0M	+2.8%
November	\$70.8M	-11.6%	\$27.4M	+0.6%	\$17.2M	-7.9%	\$16.8M	-3.9%	\$61.5M	+7.3%
December	\$84.5M	-13.0%	\$33.2M	-5.3%	\$17.9M	-6.%	\$19.2M	-12.2%	\$71.2M	-3.6%
Total	\$799.9M	-2.2%	\$313.9M	+5.8%	\$182.3M	-0.7%	\$190.6M	0%	\$699.2M	+4.6%

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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	827,460	432,440	236,946	317,399	797,876
March	992,305	517,299	297,388	375,108	915,621
April	918,288	465,858	245,474	328,143	850,463
May	971,596	495,706	272,696	364,272	911,300
June	968,068	481,698	258,713	364,359	891,426
July	952,089	477,270	254,568	355,979	878,514
August	962,405	473,247	270,912	357,548	908,132
September	939,971	470,607	258,449	345,889	887,313
October	939,337	478,557	261,161	356,227	899,861
November	1,001,908	508,391	284,788	385,671	933,155
December	1,122,684	547,384	258,180	408,523	1,031,360
Total	11,546,329	5,884,937	3,168,422	4,379,936	10,800,033

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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	\$68.96	\$52.48	\$55.23	\$42.75	\$64.86
March	\$68.63	\$51.73	\$55.15	\$42.07	\$63.68
April	\$69.64	\$53.64	\$55.18	\$42.73	\$64.78
May	\$69.02	\$52.49	\$53.78	\$42.62	\$63.27
June	\$68.12	\$51.98	\$53.92	\$43.17	\$63.92
July	\$67.36	\$53.13	\$53.77	\$43.56	\$64.26
August	\$67.03	\$52.15	\$53.68	\$42.70	\$63.47
September	\$66.89	\$52.79	\$54.56	\$42.74	\$64.34
October	\$67.77	\$50.68	\$57.41	\$42.13	\$65.62
November	\$70.66	\$53.84	\$60.45	\$43.64	\$65.88
December	\$75.23	\$60.63	\$69.46	\$47.04	\$69.01
Total average	\$69.28	\$53.34	\$57.55	\$43.52	\$64.74

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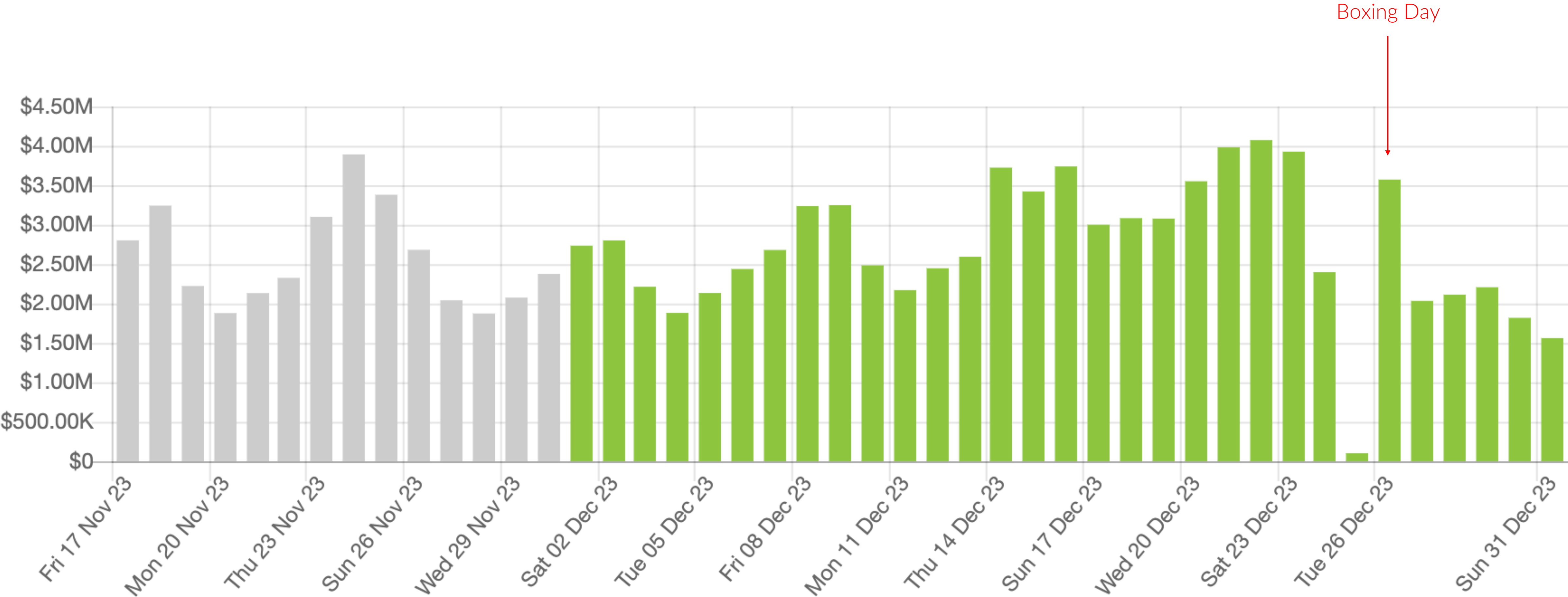
2023 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$187.5M	2,726,850	\$68.77
Apr/May/Jun	\$198.2M	2,871,033	\$69.03
Jul/Aug/Sep	\$191.5M	2,856,223	\$67.05
Oct/Nov/Dec	\$219.0M	3,068,737	\$71.37
Total	\$799.9M	11,546,329	\$69.28

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NEWMARKET DAILY SPEND – DECEMBER 2023



NEWMARKET.

	2021	2022	2023
Boxing Day	\$4,367,245	\$4,090,312	\$3,572,261

NEWMARKET DAILY AVERAGE SPEND

	Dec-23	Nov-23	Oct-23	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,107,167	\$3,134,207	\$2,865,364	\$3,041,086	\$2,923,033	\$2,903,901
Sunday	\$2,332,064	\$2,255,193	\$1,921,462	\$2,163,457	\$2,102,801	\$2,040,453
Monday	\$1,809,627	\$1,850,796	\$1,637,354	\$1,756,036	\$1,638,613	\$1,653,148
Tuesday	\$2,808,025	\$1,887,212	\$1,695,018	\$2,096,619	\$1,931,756	\$1,840,666
Wednesday	\$2,654,696	\$2,052,492	\$1,922,944	\$2,209,463	\$2,047,451	\$2,005,578
Thursday	\$3,124,909	\$2,445,952	\$2,126,180	\$2,556,470	\$2,348,973	\$2,299,635
Friday	\$3,134,909	\$2,910,414	\$2,433,821	\$2,850,114	\$2,593,247	\$2,494,292

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	\$64.0M	\$67.1M	\$65.9M	\$64.1M	\$64.5M	\$62.9M	\$63.7M	\$70.8M	\$84.5M	\$799.9M

2023 BID COMPARISON – DECEMBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$177,384,117	-4.8%	3,175,723	\$55.86
2	Manukau Central	\$115,971,431	-7.8%	1,869,662	\$62.03
3	Albany	\$93,442,935	-9.1%	1,491,270	\$62.66
4	Newmarket	\$84,459,728	-13.0%	1,122,685	\$75.23
5	Botany	\$82,647,474	-9.2%	1,353,198	\$61.08
6	Mt Wellington / Sylvia Park	\$79,799,570	-7.6%	1,331,792	\$59.92
7	DTLB	\$79,642,769	-4.7%	1,657,194	\$48.06
8	Westgate	\$74,453,045	-3.5%	1,063,374	\$70.02
9	Pukekohe	\$71,263,201	-3.6%	1,031,926	\$69.06
10	New Lynn	\$58,212,983	-2.7%	1,076,426	\$54.08

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2023 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,799,476,010	+16.1%	37,958,172	\$47.41
2	Manukau Central	\$1,081,486,350	+2.3%	18,304,387	\$59.08
3	Albany	\$848,193,541	-0.5%	14,168,337	\$59.87
4	Newmarket	\$799,937,369	-2.2%	11,546,350	\$69.28
5	DTLB	\$797,871,388	+0.9%	18,257,255	\$43.70
6	Botany	\$779,282,673	+2.2%	13,632,010	\$57.17
7	Westgate	\$710,734,763	+6.4%	10,512,407	\$67.61
8	Pukekohe	\$700,237,325	+4.6%	10,805,614	\$64.80
9	Mt Wellington / Sylvia Park	\$676,283,658	+2.3%	11,590,064	\$58.35
10	New Lynn	\$577,288,075	+3.6%	11,261,459	\$51.26

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3 MONTHLY CATEGORY OVERVIEW (OCT – DEC 23)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.5M	-10.3%	\$1.6M	-5.9%	\$3.7M	-2.6%	\$713.0K	-5.3%	\$15.9K	-41.3%
Apparel & Personal	\$60.5M	-15.6%	\$21.0M	-2.8%	\$7.3M	-1.4%	\$12.1M	-3.2%	\$9.6M	-1.0%
Cafes, Restaurants, Bars & Takeaways	\$31.5M	-0.3%	\$33.6M	-1.8%	\$16.5M	-2.9%	\$20.3M	+1.5%	\$16.6M	-1.2%
Department Stores & Leisure	\$57.8M	-12.2%	\$7.3M	-9.9%	\$3.5M	-23.9%	\$7.3M	-31.8%	\$38.0M	-3.6%
Fuel & Automotive	\$17.3M	-17.2%	\$857.4K	-8.4%	\$3.4M	-5.6%	\$3.2M	+3.2%	\$28.0M	+2.6%
Groceries & Liquor	\$23.6M	+4.9%	\$15.5M	+5.4%	\$5.4M	0%	\$5.2M	+2.0%	\$70.9M	+11.1%
Home, Hardware & Electrical	\$16.3M	-21.3%	\$3.9M	-22%	\$9.0M	-18.2%	\$1.8M	-40.0%	\$24.6M	-9.9%
Other	\$8.5M	-7.6%	\$1.4M	+16.7%	\$1.6M	-20.0%	\$650.1K	-16.1%	\$4.1M	-2.4%

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All data sourced from MarketView Reports 2022 - 2023

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