

NEWMARKET.

MarketView Summary Report

January 2024

2024 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$55.9M	854,897	\$65.36
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$55.9M	854,897	\$65.36



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2024 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$55.9M	-11.9%	\$22.6M	-8.3%	\$12.7M	-8.9%	\$15.5M	-1.8%	\$56.8M	+4.2%
February										
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$55.9M	-11.9%	\$22.6M	-8.3%	\$12.7M	-8.9%	\$15.5M	-1.8%	\$56.8M	+4.2%

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2024 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	854,897	440,891	224,914	366,547	880,282
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	854,897	440,891	224,914	366,547	880,282

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2024 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$65.36	\$51.31	\$56.57	\$42.16	\$64.54
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$65.36	\$51.31	\$56.57	\$42.16	\$64.54

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2024 NEWMARKET QUARTER

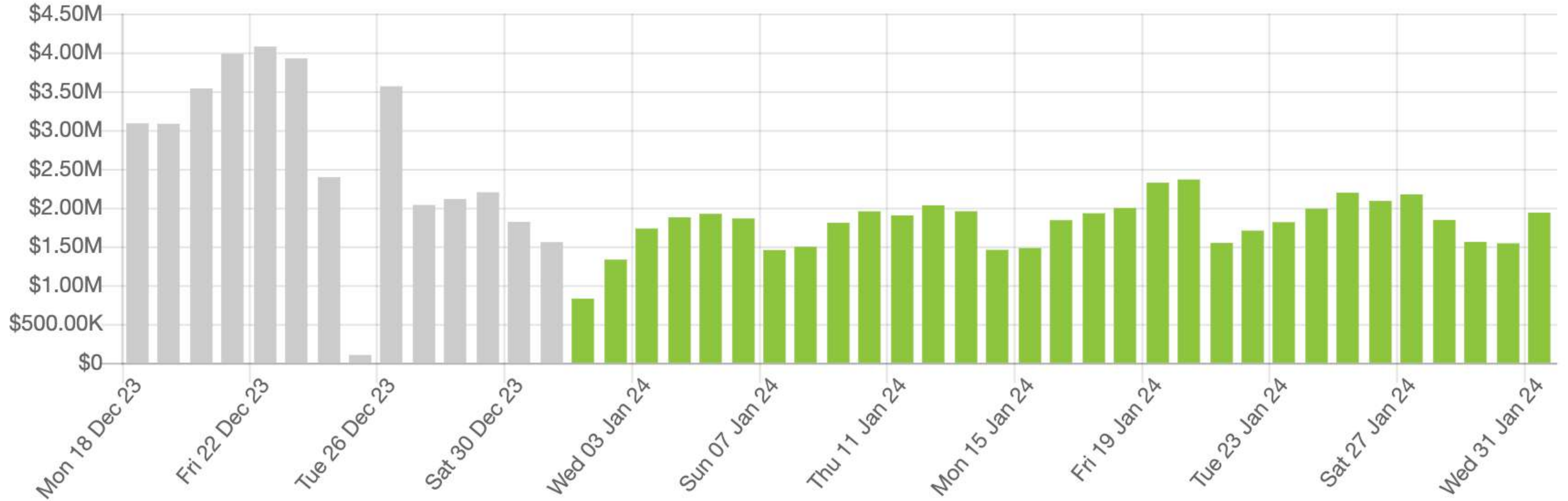
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$55.9M	854,897	\$65.36
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total*	\$55.9M	854,897	\$65.36

*Jan data only. Feb & March to come



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NEWMARKET DAILY SPEND – JANUARY 2024



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NEWMARKET DAILY AVERAGE SPEND

	Jan-24	Dec-23	Nov-23	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,086,270	\$3,107,167	\$3,134,207	\$2,801,365	\$2,816,353	\$2,887,159
Sunday	\$1,573,611	\$2,332,064	\$2,255,193	\$2,075,041	\$2,048,710	\$2,043,688
Monday	\$1,412,532	\$1,809,627	\$1,850,796	\$1,669,566	\$1,617,674	\$1,625,928
Tuesday	\$1,664,955	\$2,808,025	\$1,887,212	\$2,085,056	\$1,908,990	\$1,821,600
Wednesday	\$1,906,114	\$2,654,696	\$2,052,492	\$2,182,987	\$2,046,613	\$1,992,085
Thursday	\$1,989,820	\$3,124,909	\$2,445,952	\$2,514,514	\$2,314,542	\$2,274,057
Friday	\$2,088,972	\$3,134,909	\$2,910,414	\$2,744,006	\$2,562,985	\$2,476,254

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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
2024	\$55.9M												\$55.9M

2024 BID COMPARISON – JANUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$134,549,612	-2.1%	2,831,569	\$47.52
2	Manukau Central	\$90,437,519	+5.5%	1,578,146	\$57.31
3	Albany	\$67,590,133	-2.8%	1,149,338	\$58.81
4	DTLB	\$64,714,546	+1.7%	1,487,800	\$43.50
5	Botany	\$62,753,851	+1.7%	1,134,076	\$55.33
6	Westgate	\$60,735,520	+7.3%	907,532	\$66.92
7	Pukekohe	\$56,858,000	+4.2%	880,570	\$64.57
8	Newmarket	\$55,872,694	-11.9%	854,911	\$65.35
9	Mt Wellington / Sylvia Park	\$48,997,758	-8.2%	888,222	\$55.16
10	New Lynn	\$46,994,662	+2.4%	921,927	\$50.97

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2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,796,185,653	+13.5%	38,116,507	\$47.12
2	Manukau Central	\$1,086,443,082	+2.3%	18,434,526	\$58.94
3	Albany	\$846,251,230	-0.5%	14,158,397	\$59.77
4	DTLB	\$807,969,399	+1.5%	18,539,975	\$43.58
5	Newmarket	\$792,929,830	-3.7%	11,492,995	\$68.99
6	Botany	\$780,304,868	+1.9%	13,665,199	\$57.10
7	Westgate	\$714,844,705	+5.8%	10,571,600	\$67.62
8	Pukekohe	\$702,393,542	+4.6%	10,836,768	\$64.82
9	Mt Wellington / Sylvia Park	\$671,917,743	+1.0%	11,533,000	\$58.26
10	New Lynn	\$578,582,013	+4.0%	11,289,183	\$51.25

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3 MONTHLY CATEGORY OVERVIEW (NOV – JAN 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.5M	-12.5%	\$1.5M	-11.8%	\$3.8M	-5.0%	\$686.4K	-6.7%	\$13.5K	-42.3%
Apparel & Personal	\$59.7M	-15.2%	\$20.5M	-1.4%	\$6.9M	0%	\$12.8M	-1.5%	\$9.5M	+2.2%
Cafes, Restaurants, Bars & Takeaways	\$30.1M	-4.7%	\$33.1M	-4.9%	\$16.1M	-3.0%	\$21.2M	+1.0%	\$16.1M	-2.4%
Department Stores & Leisure	\$54.5M	-15.6%	\$6.8M	-12.8%	\$3.4M	-19.0%	\$8.1M	-19.8%	\$37.9M	-1.3%
Fuel & Automotive	\$16.3M	-15.5%	\$817.3K	-7.3%	\$3.3M	-5.7%	\$3.4M	+9.7%	\$26.8M	+2.3%
Groceries & Liquor	\$23.0M	+3.6%	\$15.3M	+4.1%	\$5.1M	-1.9%	\$5.1M	+2.0%	\$70.8M	+9.6%
Home, Hardware & Electrical	\$15.9M	-19.7%	\$3.8M	-20.8%	\$8.0M	-15.8%	\$1.7M	-39.3%	\$24.0M	-9.4%
Other	\$8.2M	-6.8%	\$1.4M	+7.7%	\$1.5M	-25.0%	\$624.6K	-18.4%	\$4.3M	+7.5%

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All data sourced from MarketView Reports 2024

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