

# NEWMARKET.

MarketView Summary Report

March 2024

# 2024 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$55.9M	854,897	\$65.36
February	\$56.9M	872,858	\$65.21
March	\$61.8M	931,423	\$66.31
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Total</b>	<b>\$174.7M</b>	<b>2,667,000</b>	<b>\$65.51</b>



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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	\$56.9M	-2.4%	\$24.0M	-0.2%	\$14.5M	+5.2%	\$15.4M	-1.1%	\$55.1M	+4.8%
March	\$61.8M	-10.8%	\$25.8M	-8.3%	\$15.0M	-13.9%	\$15.7M	-12.0%	\$58.6M	-0.5%
April										
May										
June										
July										
August										
September										
October										
November										
December										
<b>Total</b>	<b>\$174.7M</b>	<b>-8.6%</b>	<b>\$72.5M</b>	<b>-5.6%</b>	<b>\$42.2M</b>	<b>-6.5%</b>	<b>\$46.6M</b>	<b>-5.3%</b>	<b>\$170.5M</b>	<b>+2.7%</b>

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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	872,858	472,746	266,895	374,164	867,628
March	931,423	497,499	278,068	373,879	905,815
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total</b>	<b>2,667,000</b>	<b>1,413,792</b>	<b>770,080</b>	<b>1,114,042</b>	<b>2,653,717</b>

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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	\$65.21	\$50.76	\$54.33	\$41.28	\$63.46
March	\$66.31	\$51.83	\$53.85	\$42.02	\$64.70
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total average</b>	<b>\$65.51</b>	<b>\$51.29</b>	<b>\$54.82</b>	<b>\$41.82</b>	<b>\$64.24</b>

**NEWMARKET.**

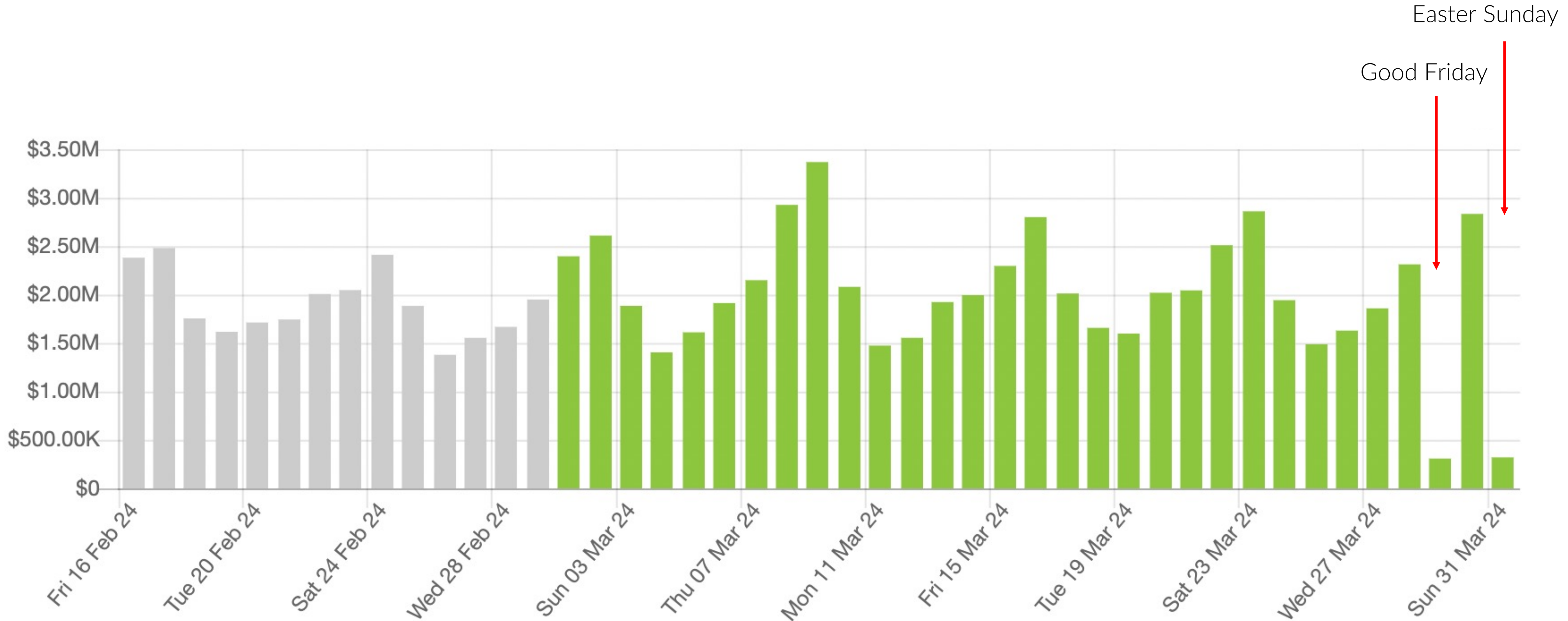
# 2024 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	<b>\$174.7M</b>	<b>2,667,000</b>	<b>\$65.51</b>
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
<b>Total</b>	<b>\$174.7M</b>	<b>2,667,000</b>	<b>\$65.51</b>

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# NEWMARKET DAILY SPEND – MARCH 2024



Easter Sunday  
Good Friday

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# NEWMARKET DAILY AVERAGE SPEND

	Mar-24	Feb-24	Jan-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,893,703	\$2,477,493	\$2,086,270	\$2,517,197	\$2,779,142	\$2,859,564
Sunday	\$1,647,565	\$1,812,557	\$1,573,611	\$1,675,576	\$1,928,552	\$2,001,808
Monday	\$1,505,543	\$1,627,612	\$1,412,532	\$1,507,329	\$1,631,682	\$1,623,640
Tuesday	\$1,597,729	\$1,683,242	\$1,664,955	\$1,649,897	\$1,873,258	\$1,812,230
Wednesday	\$1,927,992	\$1,927,720	\$1,906,114	\$1,919,494	\$2,064,478	\$1,996,557
Thursday	\$2,124,805	\$1,999,835	\$1,989,820	\$2,048,656	\$2,295,838	\$2,240,345
Friday	\$2,087,007	\$2,200,338	\$2,088,972	\$2,122,482	\$2,486,298	\$2,406,655

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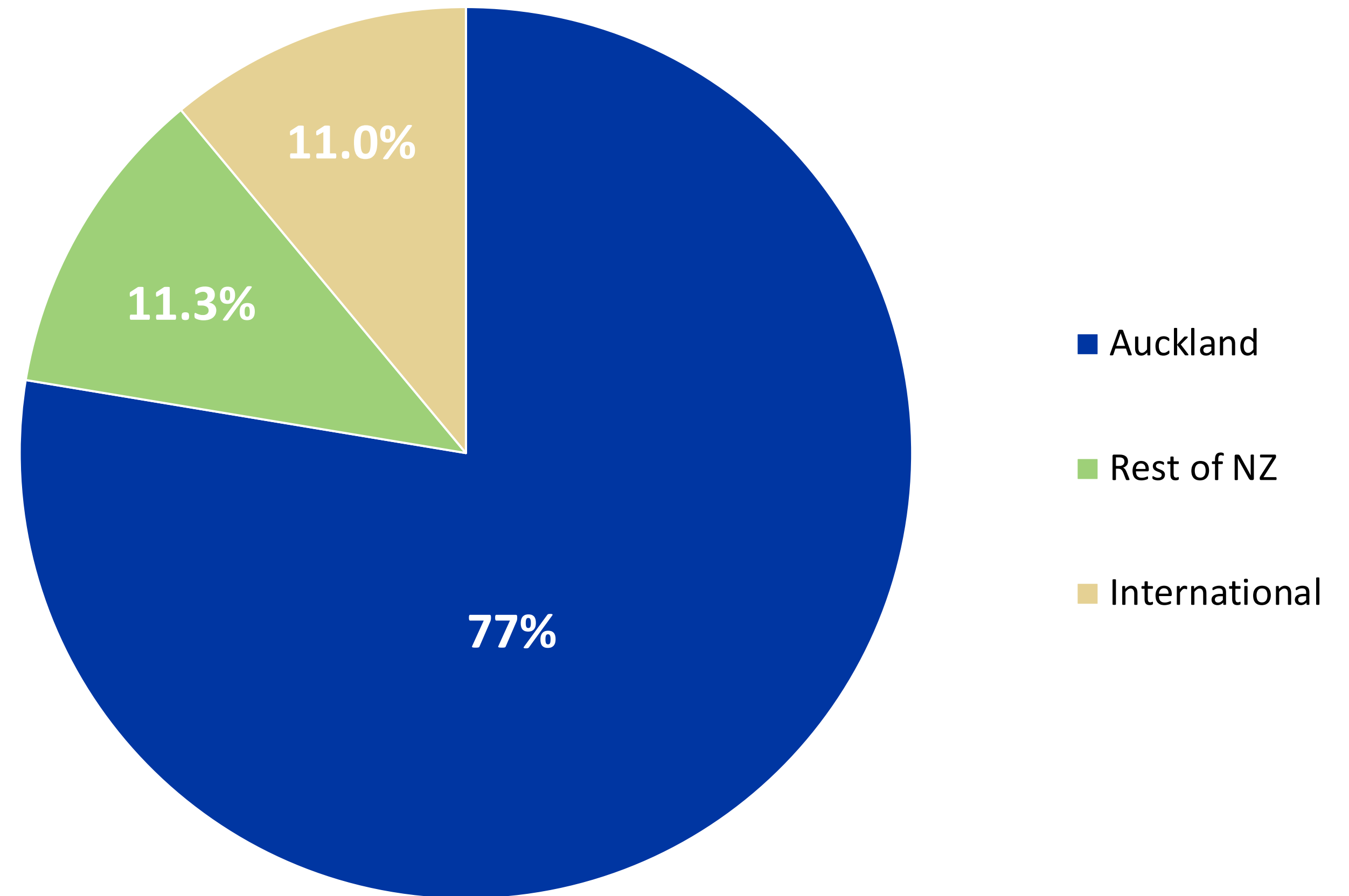


# NEWMARKET MONTHLY SPEND

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2014</b>	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	<b>\$456.7M</b>
<b>2015</b>	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	<b>\$615.9M</b>
<b>2016</b>	\$45.4M	\$49.4M	\$52.8M	\$54.3M	\$53.7M	\$50.4M	\$50.3M	\$49.1M	\$47.4M	\$51.9M	\$52.8M	\$69.3M	<b>\$626.8M</b>
<b>2017</b>	\$45.7M	\$46.6M	\$52.8M	\$47.9M	\$54.3M	\$48.4M	\$50.2M	\$49.1M	\$49.8M	\$46.9M	\$51.3M	\$62.2M	<b>\$605.2M</b>
<b>2018</b>	\$42.1M	\$38.8M	\$42.0M	\$38.5M	\$43.1M	\$40.2M	\$40.3M	\$39.5M	\$39.3M	\$40.1M	\$43.7M	\$50.4M	<b>\$498.0M</b>
<b>2019*</b>	\$35.4M	\$37.2M	\$42.4M	\$38.0M	\$42.7M	\$41.3M	\$39.5M	\$42.4M	\$43.2M	\$50.9M	\$65.0M	\$82.7M	<b>\$560.8M</b>
<b>2020</b>	\$53.1M	\$54.8M	\$45.7M	\$5.6M	\$42.1M	\$62.4M	\$65.9M	\$32.0M	\$58.6M	\$63.3M	\$67.8M	\$85.9M	<b>\$637.3M</b>
<b>2021</b>	\$54.7M	\$47.9M	\$55.5M	\$62.2M	\$67.4M	\$66.4M	\$69.1M	\$35.5M	\$12.7M	\$24.1M	\$55.9M	\$90.8M	<b>\$642.4M</b>
<b>2022</b>	\$57.0M	\$48.9M	\$55.9M	\$63.2M	\$68.3M	\$68.2M	\$69.1M	\$64.9M	\$66.5M	\$69.7M	\$78.7M	\$95.8M	<b>\$806.1M</b>
<b>2023</b>	\$62.0M	\$57.1M	\$68.1M	\$64.0M	\$67.1M	\$65.9M	\$64.1M	\$64.5M	\$62.9M	\$63.7M	\$70.8M	\$84.5M	<b>\$799.9M</b>
<b>2024</b>	\$55.9M	\$56.9M	\$61.8M										<b>\$174.7M</b>

# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - MARCH

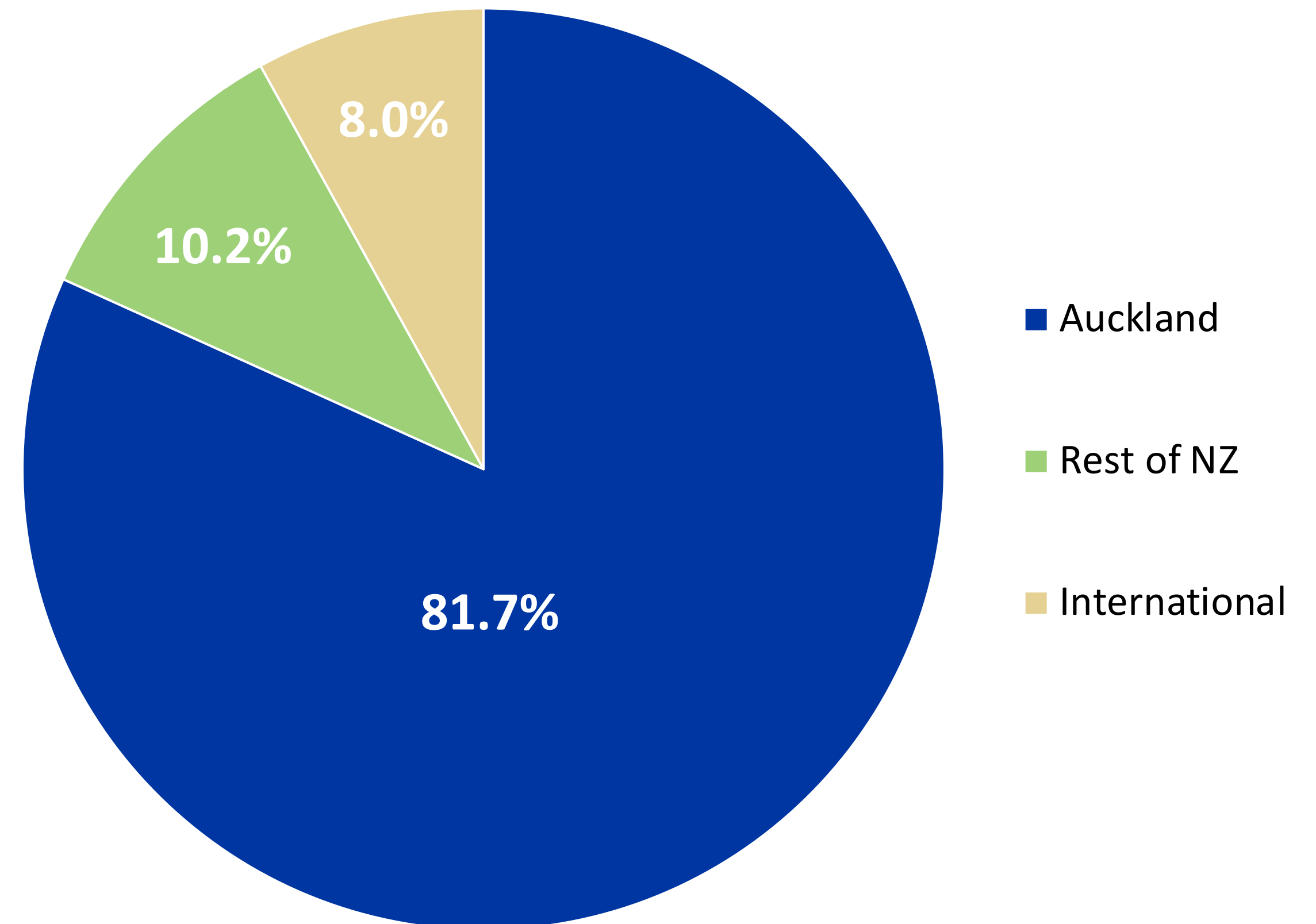
	Mar-24	YOY
Rodney District	\$1.5M	-6.2%
North Shore City	\$4.6M	-22.0%
Waitakere City	\$3.2M	-20.0%
Auckland City	\$32.3M	-14.3%
Manukau City	\$4.7M	-16.1%
Papakura District	\$906.9K	-9.3%
Franklin District	\$649.7K	-26.1%
Rest of NZ	\$7.0M	-10.2%
International	\$6.8M	+41.7%



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# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Apr 23 – Mar 24	YOY
Rodney District	\$19.4M	-10.6%
North Shore City	\$67.1M	-12.7%
Waitakere City	\$45.1M	-10.5%
Auckland City	\$422.7M	-7.0%
Manukau City	\$66.0M	-12.1%
Papakura District	\$11.9M	-7.9%
Franklin District	\$10.2M	-11.1%
Rest of NZ	\$79.5M	-16.7%
International	\$63.9M	+35.1%



# 2024 BID COMPARISON – MARCH

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$154,553,876	-6.2%	3,480,117	\$44.41
2	Manukau Central	\$86,569,157	-3.8%	1,511,128	\$57.29
3	DTLB	\$69,173,128	-4.0%	1,572,562	\$43.99
4	Albany	\$67,891,676	-3.5%	1,138,352	\$59.64
5	Botany	\$64,164,170	0.0%	1,143,210	\$56.13
6	Newmarket	\$61,765,651	-10.8%	931,441	\$66.31
7	Westgate	\$58,818,562	+3.9%	871,685	\$67.48
8	Pukekohe	\$58,681,415	-0.5%	906,174	\$64.76
9	Mt Wellington / Sylvia Park	\$50,774,261	-7.6%	886,229	\$57.29
10	New Lynn	\$47,014,986	-1.8%	935,052	\$50.28

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# 2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,799,983,596	+5.7%	38,394,331	\$46.88
2	Manukau Central	\$1,087,674,979	+0.3%	18,549,718	\$58.64
3	Albany	\$844,894,547	-2.2%	14,176,788	\$59.60
4	DTLB	\$807,979,907	-0.1%	18,515,976	\$43.64
5	Newmarket	\$785,568,135	-7.2%	11,517,073	\$68.21
6	Botany	\$783,721,211	+0.5%	13,766,272	\$56.93
7	Westgate	\$721,024,432	+3.9%	10,678,567	\$67.52
8	Pukekohe	\$704,596,904	+3.6%	10,868,148	\$64.83
9	Mt Wellington / Sylvia Park	\$666,857,593	-2.2%	11,482,619	\$58.08
10	New Lynn	\$578,639,740	+2.6%	11,326,378	\$51.09

**NEWMARKET.**

# MARCH 24 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.3M	-13.3%	\$459.8K	-12.4%	\$1.4M	-12.5%	\$243.9K	-6.5%	\$9.7K	+38.6%
Apparel & Personal	\$16.2M	-8.5%	\$6.1M	-11.6%	\$1.8M	-21.7%	\$3.3M	-13.2%	\$2.6M	-7.1%
Cafes, Restaurants, Bars & Takeaways	\$10.3M	-2.8%	\$10.9M	-6.0%	\$5.3M	-11.7%	\$7.0M	-6.7%	\$5.4M	-3.6%
Department Stores & Leisure	\$13.5M	-15.6%	\$1.7M	-19.0%	\$771.5K	-22.0%	\$2.0M	-16.7%	\$10.3M	-3.7%
Fuel & Automotive	\$5.7M	-20.8%	\$280.9K	-26.0%	\$1.2M	-7.7%	\$1.1M	0%	\$9.2M	+1.1%
Groceries & Liquor	\$7.6M	+4.1%	\$4.7M	-2.1%	\$1.7M	0%	\$1.5M	-6.3%	\$22.8M	+5.1%
Home, Hardware & Electrical	\$4.1M	-5.6%	\$1.1M	0%	\$2.3M	-20.7%	\$403.9K	-45.7%	\$6.6M	-9.6%
Other	\$3.1M	-13.9%	\$549.5K	-9.7%	\$543.1K	-26.8%	\$205.5K	-43.9%	\$1.7M	0%

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# 3 MONTHLY CATEGORY OVERVIEW (JAN – MAR 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.7M	-9.8%	\$1.3M	-13.3%	\$3.9M	-11.4%	\$760.2K	+1.6%	\$22.1K	-25.6%
Apparel & Personal	\$44.9M	-9.7%	\$16.8M	-1.8%	\$5.1M	-12.1%	\$9.8M	-3.9%	\$7.5M	+4.2%
Cafes, Restaurants, Bars & Takeaways	\$28.7M	-4.0%	\$30.6M	-7.6%	\$14.9M	-3.2%	\$20.4M	-1.4%	\$15.1M	-4.4%
Department Stores & Leisure	\$38.5M	-13.1%	\$4.8M	-15.8%	\$2.3M	-14.8%	\$6.1M	-9.0%	\$30.6M	+2.7%
Fuel & Automotive	\$16.1M	-11.0%	\$804.2K	-15.4%	\$3.3M	0%	\$3.3M	+3.1%	\$26.3M	+5.6%
Groceries & Liquor	\$21.4M	+4.4%	\$13.8M	+1.5%	\$4.6M	+2.2%	\$4.4M	-2.2%	\$66.3M	+7.5%
Home, Hardware & Electrical	\$12.5M	-15.0%	\$2.9M	-9.4%	\$6.5M	-8.5%	\$1.2M	-45.5%	\$19.8M	-9.2%
Other	\$8.8M	-10.2%	\$1.5M	-6.3%	\$1.6M	-15.8%	\$570.7K	-41.7%	\$4.9M	+6.5%

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All data sourced from MarketView Reports 2024

For further information please contact

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