

NEWMARKET.

MarketView Annual Report

July 2023 – June 2024

2023-2024 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
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
January 24	\$55.9M	854,897	\$65.36
February	\$56.9M	872,858	\$65.21
March	\$61.8M	931,423	\$66.31
April	\$57.6M	891,343	\$64.61
May	\$61.2M	946,830	\$64.60
June	\$58.0M	907,618	\$63.85
Total	\$764.1M	11,380,340	\$67.14



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2023-2024 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
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	-6.0%	\$19.2M	-12.2%	\$71.2M	-3.6%
January 24	\$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	\$57.6M	-11.6%	\$24.2M	-5.1%	\$13.4M	-6.1%	\$15.1M	-3.4%	\$56.4M	+1.5%
May	\$61.2M	-9.1%	\$25.6M	-2.5%	\$13.7M	-10.1%	\$15.9M	-2.7%	\$58.2M	+0.9%
June	\$58.0M	-12.4%	\$23.0M	-9.8%	\$12.4M	-14.1%	\$14.9M	-9.1%	\$55.4M	-2.6%
Total	\$764.1M	-9.3%	\$306.1M	-3.5%	\$175.0M	-7.5%	\$194.8M	-4.4%	\$703.7M	+2.4%

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2023-2024 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
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
January 24	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	891,343	469,752	259,544	360,857	882,158
May	946,830	494,203	274,081	380,869	931,350
June	907,618	455,581	244,469	359,320	887,706
Total	11,380,340	5,813,993	3,142,933	4,558,613	10,896,524

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2023-2024 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
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
January 24	\$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	\$64.61	\$51.58	\$51.63	\$41.92	\$63.90
May	\$64.60	\$51.85	\$50.14	\$41.70	\$62.45
June	\$63.85	\$50.50	\$50.66	\$41.60	\$62.43
Total	\$67.14	\$52.64	\$55.69	\$42.72	\$64.58

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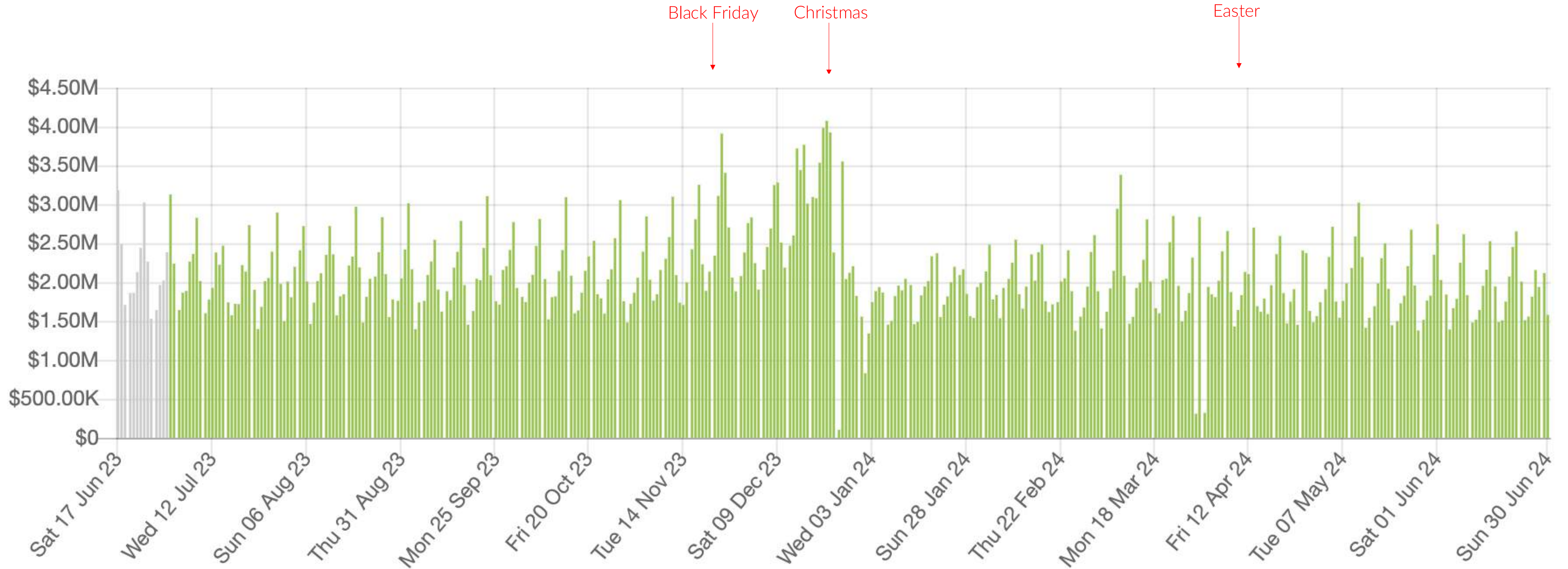
2023-2024 NEWMARKET QUARTER BY QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jul/Aug/Sep 23	\$191.5M	2,856,223	\$67.05
Oct/Nov/Dec 23	\$219.0M	3,068,737	\$71.37
Jan/Feb/Mar 24	\$174.8M	2,667,351	\$65.52
Apr/May/Jun 24	\$177.1M	2,750,601	\$64.40
Total	\$764.1M	11,380,340	\$67.14



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NEWMARKET DAILY SPEND (JUL 23 - JUN 24)



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2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,764,770,223	-0.2%	38,414,207	\$45.94
2	Manukau Central	\$1,087,431,417	-0.4%	18,682,458	\$58.21
3	Albany	\$839,705,780	-3.6%	14,145,935	\$59.36
4	DTLB	\$808,408,579	+0.1%	18,545,313	\$43.59
5	Botany	\$786,233,063	-0.4%	13,888,209	\$56.61
6	Newmarket	\$764,066,906	-9.3%	11,380,360	\$67.14
7	Westgate	\$726,624,697	+3.4%	10,751,210	\$67.59
8	Pukekohe	\$704,619,568	+2.4%	10,901,902	\$64.63
9	Mt Wellington / Sylvia Park	\$662,538,593	-3.4%	11,453,445	\$57.85
10	New Lynn	\$576,526,271	+1.1%	11,355,903	\$50.77

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CATEGORY OVERVIEW (JUL 23 – JUN 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$13.2M	-16.5%	\$5.6M	-16.4%	\$13.6M	-15.0%	\$2.7M	-6.9%	\$80.7K	-26.2%
Apparel & Personal	\$197.8M	-19.5%	\$72.6M	-9.3%	\$23.5M	-14.2%	\$43.3M	-10.2%	\$32.4M	-5.8%
Cafes, Restaurants, Bars & Takeaways	\$123.5M	-9.1%	\$126.2M	-11.4%	\$61.7M	-9.9%	\$82.4M	-7.4%	\$64.8M	-9.1%
Department Stores & Leisure	\$184.2M	-17.5%	\$23.4M	-16.7%	\$10.2M	-21.5%	\$27.4M	-20.3%	\$129.9M	-7.1%
Fuel & Automotive	\$66.7M	-20.9%	\$3.4M	-15.0%	\$13.2M	-12.6%	\$12.8M	-2.3%	\$106.6M	-5.3%
Groceries & Liquor	\$88.8M	-0.4%	\$56.2M	-4.4%	\$19.2M	-5.0%	\$17.9M	-6.8%	\$269.9M	+0.7%
Home, Hardware & Electrical	\$54.2M	-23.6%	\$12.8M	-22.4%	\$27.5M	-22.1%	\$5.5M	-43.3%	\$82.5M	-16.2%
Other	\$35.6M	-14.8%	\$5.8M	-6.5%	\$6.1M	-17.6%	\$2.7M	-20.6%	\$17.4M	-5.9%

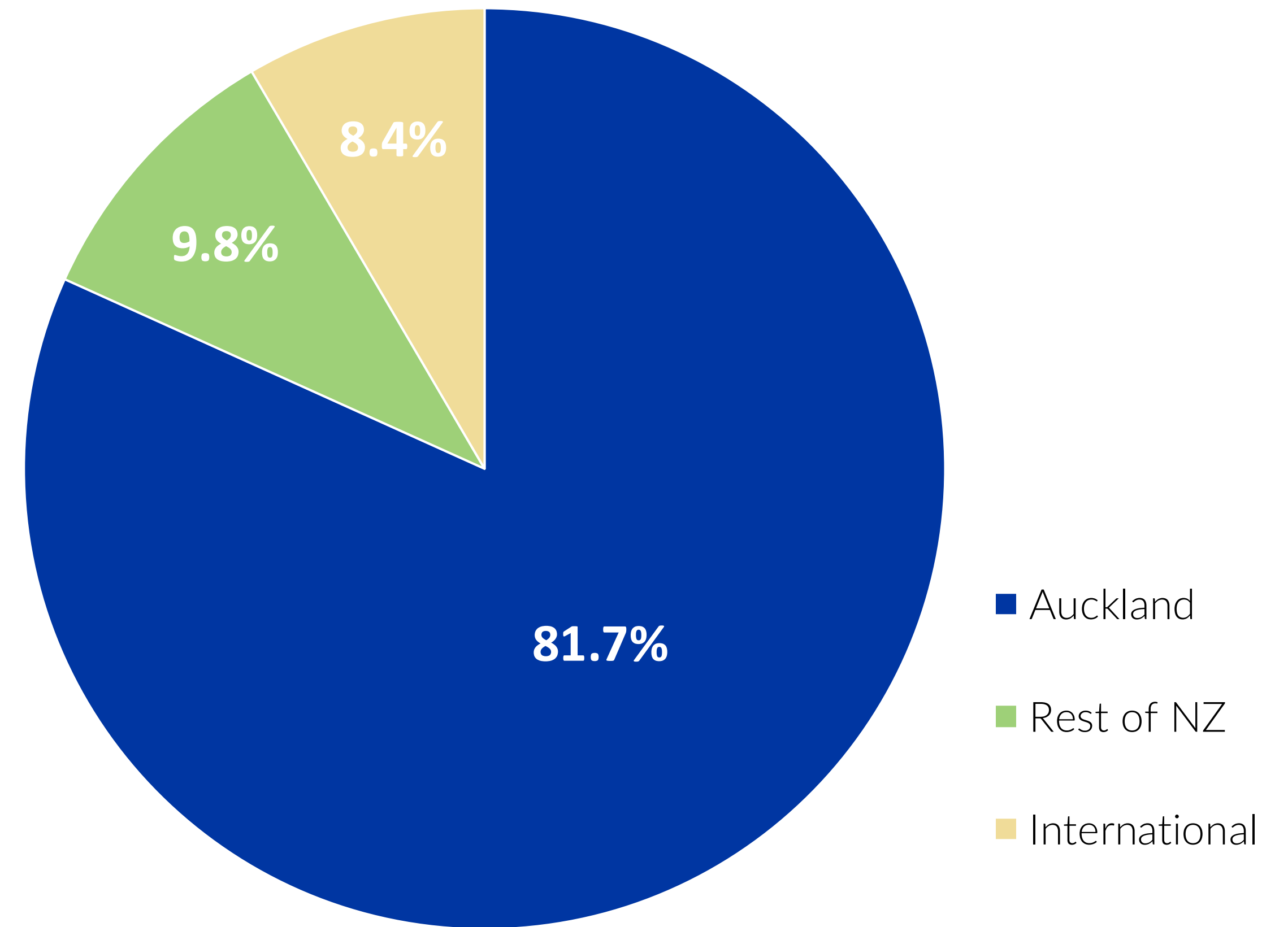
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NEWMARKET MONTHLY SPEND

	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	\$56.9M	\$61.8M	\$57.6M	\$61.2M	\$58.0M							

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Jul 23 – Jun 24	YOY
Rodney District	\$19.4M	-8.5%
North Shore City	\$64.6M	-13.8%
Waitakere City	\$43.5M	-12.1%
Auckland City	\$412.2M	-9.0%
Manukau City	\$63.4M	-14.0%
Papakura District	\$11.1M	-15.8%
Franklin District	\$9.8M	-13.5%
Rest of NZ	\$74.9M	-20.1%
International	\$64.4M	+24.3%



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All data sourced from MarketView Verisk Reports July 2023 – June 2024

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