

# NEWMARKET.

MarketView Summary Report

May 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	\$57.6M	891,343	\$64.61
May	\$61.2M	946,830	\$64.60
June			
July			
August			
September			
October			
November			
December			
<b>Total</b>	<b>\$293.8M</b>	<b>4,509,679</b>	<b>\$65.14</b>



**NEWMARKET.**



# 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	\$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										
July										
August										
September										
October										
November										
December										
<b>Total</b>	<b>\$293.8M</b>	<b>-9.2%</b>	<b>\$122.7M</b>	<b>-4.8%</b>	<b>\$69.4M</b>	<b>-7.1%</b>	<b>\$77.7M</b>	<b>-4.3%</b>	<b>\$285.1M</b>	<b>+2.1%</b>

**NEWMARKET.**

# 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	891,343	469,752	259,544	360,857	882,158
May	946,830	494,203	274,081	380,869	931,350
June					
July					
August					
September					
October					
November					
December					
<b>Total</b>	<b>4,509,679</b>	<b>2,382,211</b>	<b>1,306,157</b>	<b>1,856,008</b>	<b>4,467,493</b>

**NEWMARKET.**

# 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	\$64.61	\$51.58	\$51.63	\$41.92	\$63.90
May	\$64.60	\$51.85	\$50.14	\$41.70	\$62.45
June					
July					
August					
September					
October					
November					
December					
<b>Total average</b>	<b>\$65.14</b>	<b>\$51.49</b>	<b>\$53.14</b>	<b>\$41.84</b>	<b>\$63.81</b>

**NEWMARKET.**



# 2024 NEWMARKET QUARTER

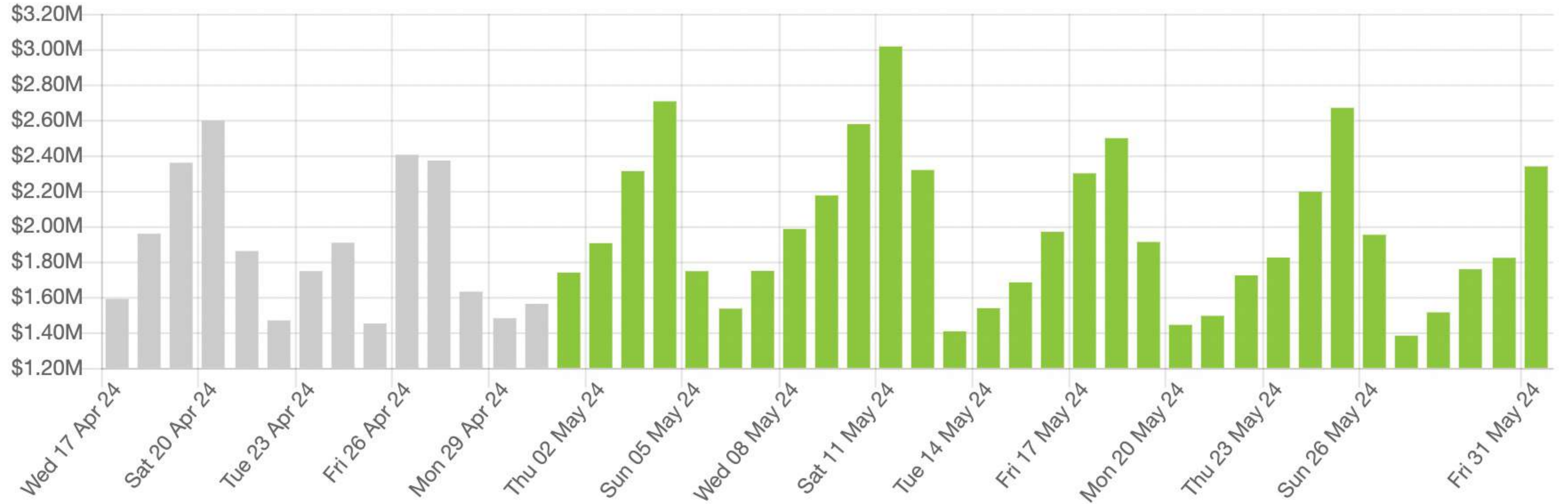
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$174.7M	2,667,000	\$65.51
Apr/May/Jun*	\$119.0M	1,842,320	\$64.60
Jul/Aug/Sep			
Oct/Nov/Dec			
<b>Total</b>	<b>\$293.8M</b>	<b>4,509,679</b>	<b>\$65.14</b>

\*April & May data only. June to come.





# NEWMARKET DAILY SPEND – MAY 2024



**NEWMARKET.**

# NEWMARKET DAILY AVERAGE SPEND

	May-24	Apr-24	Mar-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,721,783	\$2,569,676	\$2,893,703	\$2,741,104	\$2,670,201	\$2,788,371
Sunday	\$1,981,489	\$1,753,203	\$1,647,565	\$1,782,815	\$1,860,830	\$1,975,906
Monday	\$1,441,328	\$1,582,221	\$1,505,543	\$1,515,276	\$1,558,085	\$1,595,285
Tuesday	\$1,572,808	\$1,706,657	\$1,597,729	\$1,631,956	\$1,827,126	\$1,796,279
Wednesday	\$1,776,886	\$1,775,398	\$1,927,992	\$1,822,922	\$1,983,009	\$1,955,412
Thursday	\$1,938,070	\$1,886,597	\$2,124,805	\$1,979,689	\$2,161,309	\$2,179,010
Friday	\$2,343,908	\$2,300,565	\$2,087,007	\$2,239,774	\$2,377,356	\$2,419,531

NEWMARKET.



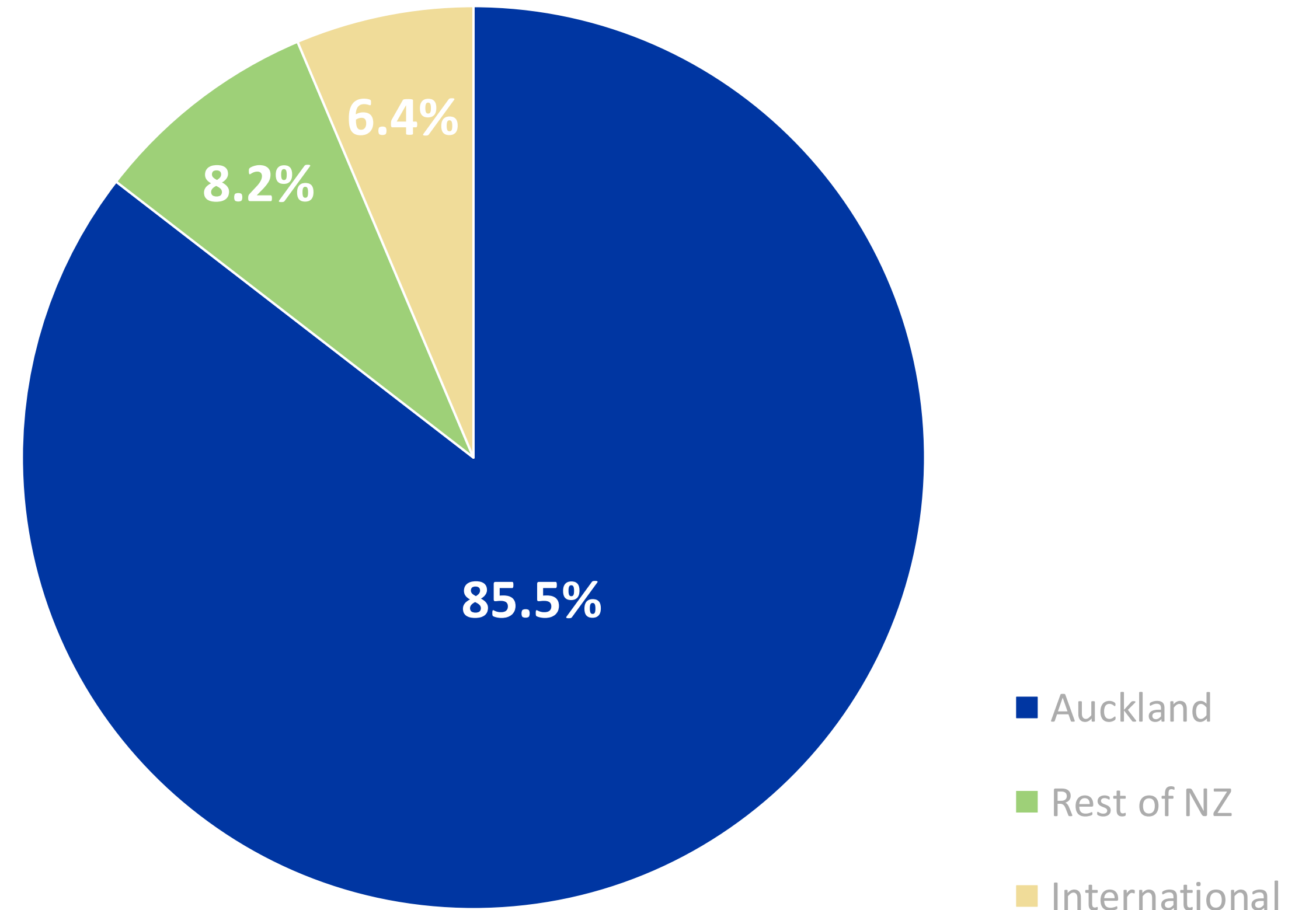
# NEWMARKET MONTHLY SPEND

	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	\$57.6M	\$61.2M								

# NEWMARKET SPEND BY ORIGIN OF CUSTOMER

## - MAY

	May-24	YOY
Rodney District	\$1.8M	+5.9%
North Shore City	\$5.4M	-5.3%
Waitakere City	\$3.5M	-7.9%
Auckland City	\$35.0M	-6.4%
Manukau City	\$5.1M	-16.4%
Papakura District	\$832.9K	-30.6%
Franklin District	\$709.1K	-13.5%
Rest of NZ	\$5.0M	-25.4%
International	\$3.9M	-4.9%

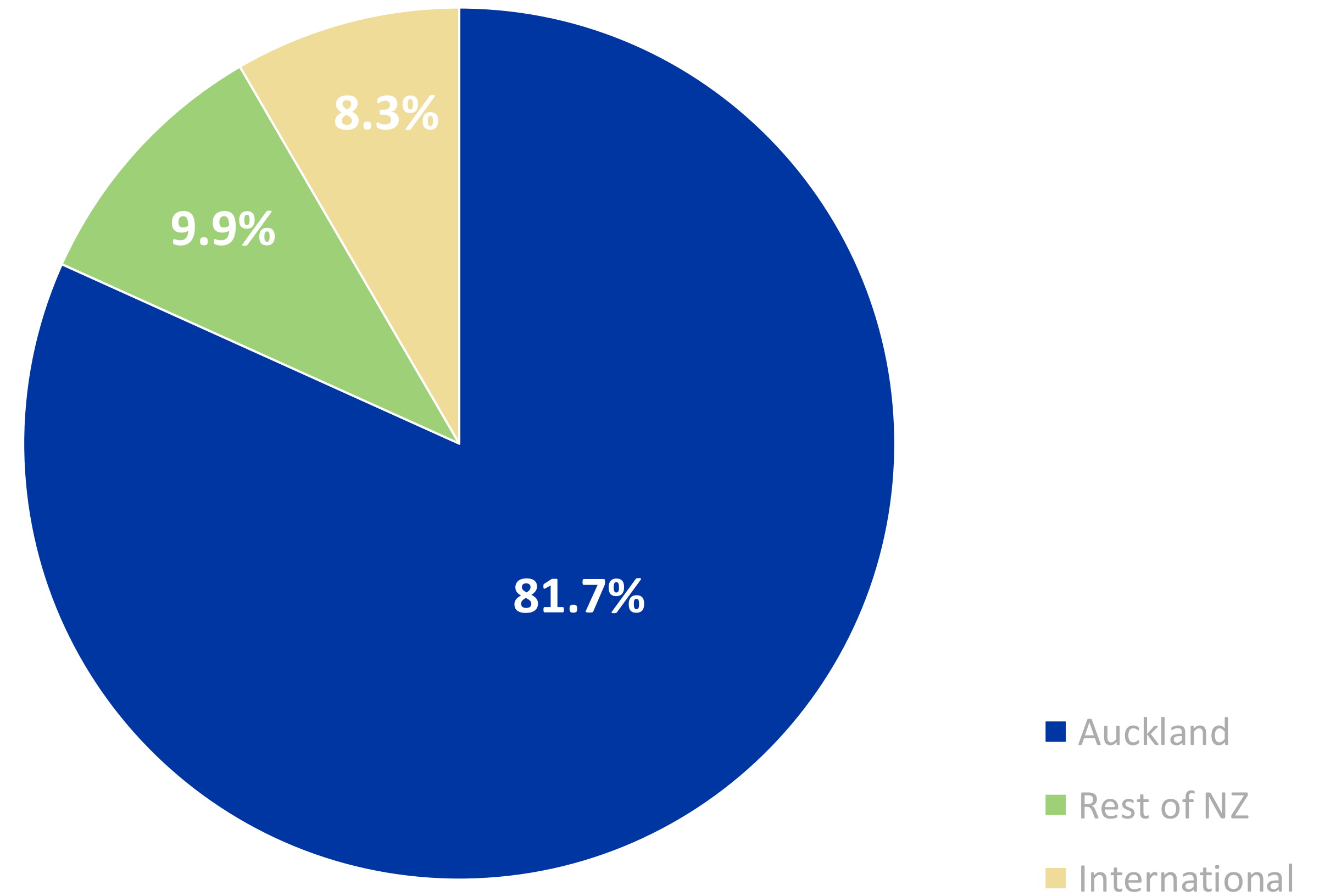


NEWMARKET.



# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Jun 23 – May 24	YOY
Rodney District	\$19.3M	-10.2%
North Shore City	\$65.5M	-13.5%
Waitakere City	\$44.1M	-11.3%
Auckland City	\$416.4M	-8.3%
Manukau City	\$64.0M	-14.1%
Papakura District	\$11.4M	-13.6%
Franklin District	\$9.9M	-12.7%
Rest of NZ	\$76.1M	-19.8%
International	\$64.7M	+27.4%



**NEWMARKET.**

# 2024 BID COMPARISON – MAY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$137,405,769	-8.3%	3,328,294	\$41.2
2	Manukau Central	\$89,215,381	+1.4%	1,561,395	\$57.14
3	DTLB	\$67,747,067	+2.3%	1,575,852	\$42.99
4	Albany	\$67,538,333	-0.9%	1,167,365	\$57.86
5	Botany	\$65,891,769	+3.8%	1,184,142	\$55.65
6	Newmarket	\$61,163,955	-9.3%	946,860	\$64.60
7	Westgate	\$58,567,850	+5.5%	885,841	\$66.12
8	Pukekohe	\$58,243,358	+0.9%	931,818	\$62.51
9	Mt Wellington / Sylvia Park	\$52,102,121	-2.8%	906,497	\$57.48
10	New Lynn	\$46,961,426	+0.4%	951,918	\$49.33

**NEWMARKET.**



# 2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,781,081,802	+1.8%	38,631,500	\$46.10
2	Manukau Central	\$1,087,361,960	-0.2%	18,650,714	\$58.30
3	Albany	\$841,506,133	-3.1%	14,166,449	\$59.40
4	DTLB	\$810,577,647	+0.4%	18,600,050	\$43.58
5	Botany	\$784,472,678	-0.3%	13,851,649	\$56.63
6	Newmarket	\$772,099,320	-8.7%	11,446,523	\$67.45
7	Westgate	\$727,507,133	+3.7%	10,761,407	\$67.60
8	Pukekohe	\$705,978,070	+3.1%	10,905,535	\$64.74
9	Mt Wellington / Sylvia Park	\$664,802,089	-3.0%	11,483,418	\$57.89
10	New Lynn	\$578,271,814	+2.0%	11,365,834	\$50.88

**NEWMARKET.**

# MAY 24 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$689.4K	-37.3%	\$474.3K	-2.9%	\$845.7K	-23.1%	\$215.5K	+21.8%	\$7.7K	-19.8%
Apparel & Personal	\$16.2M	-9.0%	\$6.1M	-3.2%	\$2.0M	-9.1%	\$3.5M	-2.8%	\$2.8M	+3.7%
Cafes, Restaurants, Bars & Takeaways	\$10.4M	-0.1%	\$10.5M	-1.9%	\$5.2M	-3.7%	\$6.9M	0%	\$5.6M	0%
Department Stores & Leisure	\$13.9M	-14.7%	\$2.1M	-8.7%	\$754.9K	-8.4%	\$2.1M	-12.5%	\$10.6M	0%
Fuel & Automotive	\$5.6M	-11.1%	\$290.3K	-16.3%	\$1.2M	0%	\$1.1M	+16.5%	\$9.1M	+1.1%
Groceries & Liquor	\$7.5M	+4.2%	\$4.5M	0%	\$1.6M	0%	\$1.4M	0%	\$22.8M	+6.5%
Home, Hardware & Electrical	\$4.0M	-16.7%	\$966.0K	-12.2%	\$1.7M	-32.0%	\$323.4K	-48.6%	\$5.9M	-13.2%
Other	\$2.9M	-17.1%	\$634.6K	+22.5%	\$489.5K	-13.9%	\$261.6K	+26.7%	\$1.3M	-18.7%

**NEWMARKET.**



# 3 MONTHLY CATEGORY OVERVIEW (MAR – MAY 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.0M	-18.9%	\$1.4M	0%	\$3.2M	-20.0%	\$664.7K	+5.8%	\$28.7K	+29.3%
Apparel & Personal	\$47.1M	-11.1%	\$18.3M	-4.7%	\$5.4M	-16.9%	\$10.2M	-4.7%	\$8.0M	+1.3%
Cafes, Restaurants, Bars & Takeaways	\$30.7M	-2.8%	\$31.6M	-4.5%	\$15.5M	-4.9%	\$20.5M	-3.8%	\$16.4M	-1.2%
Department Stores & Leisure	\$40.5M	-15.4%	\$5.5M	-14.1%	\$2.3M	-11.5%	\$6.1M	-14.1%	\$31.2M	-1.9%
Fuel & Automotive	\$16.4M	-13.2%	\$823.1K	-17.7%	\$3.4M	0%	\$3.1M	+6.9%	\$26.6M	+2.7%
Groceries & Liquor	\$22.2M	+4.2%	\$13.6M	-2.2%	\$4.8M	0%	\$4.2M	-6.7%	\$67.4M	+5.0%
Home, Hardware & Electrical	\$12.0M	-21.6%	\$3.0M	-9.1%	\$6.0M	-18.9%	\$1.2M	-40.0%	\$18.9M	-10.4%
Other	\$8.8M	-12.0%	\$1.6M	0%	\$1.5M	-21.1%	\$753.2K	-4.8%	\$4.6M	0%

**NEWMARKET.**

All data sourced from MarketView Reports 2024

For further information please contact

Portia Campbell  
Strategic Business Manager

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

**NEWMARKET.**