

NEWMARKET.

MarketView Summary Report

July 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	\$58.0M	907,618	\$63.85
July	\$56.3M	905,008	\$62.26
August			
September			
October			
November			
December			
Total	\$408.5M	6,328,761	\$64.54



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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	\$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%
July	\$56.3M	-12.3%	\$22.2M	-12.3%	\$12.5M	-9.7%	\$15.3M	-6.0%	\$55.7M	-1.3%
August										
September										
October										
November										
December										
Total	\$408.5M	-10.0%	\$168.0M	-6.5%	\$94.3M	-8.4%	\$108.0M	-5.2%	\$396.4M	+1.0%

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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	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
July	905,008	448,688	255,951	377,591	895,383
August					
September					
October					
November					
December					
Total	6,328,761	3,291,516	1,806,659	2,597,125	6,251,249

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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	\$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
July	\$62.26	\$49.51	\$48.73	\$40.45	\$62.25
August					
September					
October					
November					
December					
Total average	\$64.54	\$51.05	\$52.18	\$41.57	\$63.41

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2024 NEWMARKET QUARTER

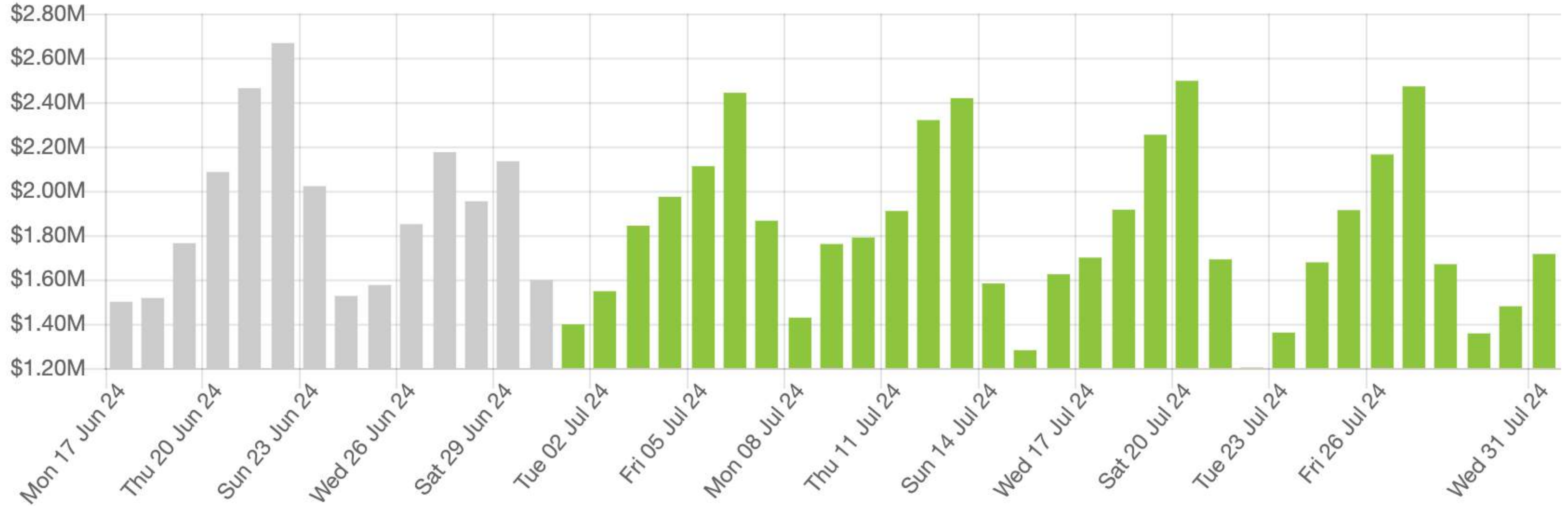
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$174.8M	2,667,351	\$65.52
Apr/May/Jun	\$177.1M	2,750,601	\$64.40
Jul/Aug/Sep*	\$56.3M	905,008	\$62.26
Oct/Nov/Dec			
Total	\$408.5M	6,328,761	\$64.54

July data only. August & September to come.



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NEWMARKET DAILY SPEND – JULY 2024



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NEWMARKET DAILY AVERAGE SPEND

	July-24	June-24	May-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,457,139	\$2,530,042	\$2,721,783	\$2,566,608	\$2,616,273	\$2,716,313
Sunday	\$1,701,525	\$1,877,220	\$1,981,489	\$1,855,243	\$1,793,039	\$1,920,874
Monday	\$1,332,712	\$1,578,630	\$1,441,328	\$1,441,800	\$1,507,197	\$1,562,435
Tuesday	\$1,553,747	\$1,492,739	\$1,572,808	\$1,540,840	\$1,603,388	\$1,759,072
Wednesday	\$1,744,523	\$1,717,441	\$1,776,886	\$1,748,343	\$1,807,740	\$1,929,430
Thursday	\$1,927,350	\$1,990,931	\$1,938,070	\$1,951,039	\$1,977,242	\$2,145,892
Friday	\$2,211,786	\$2,199,218	\$2,343,908	\$2,258,735	\$2,222,162	\$2,393,073

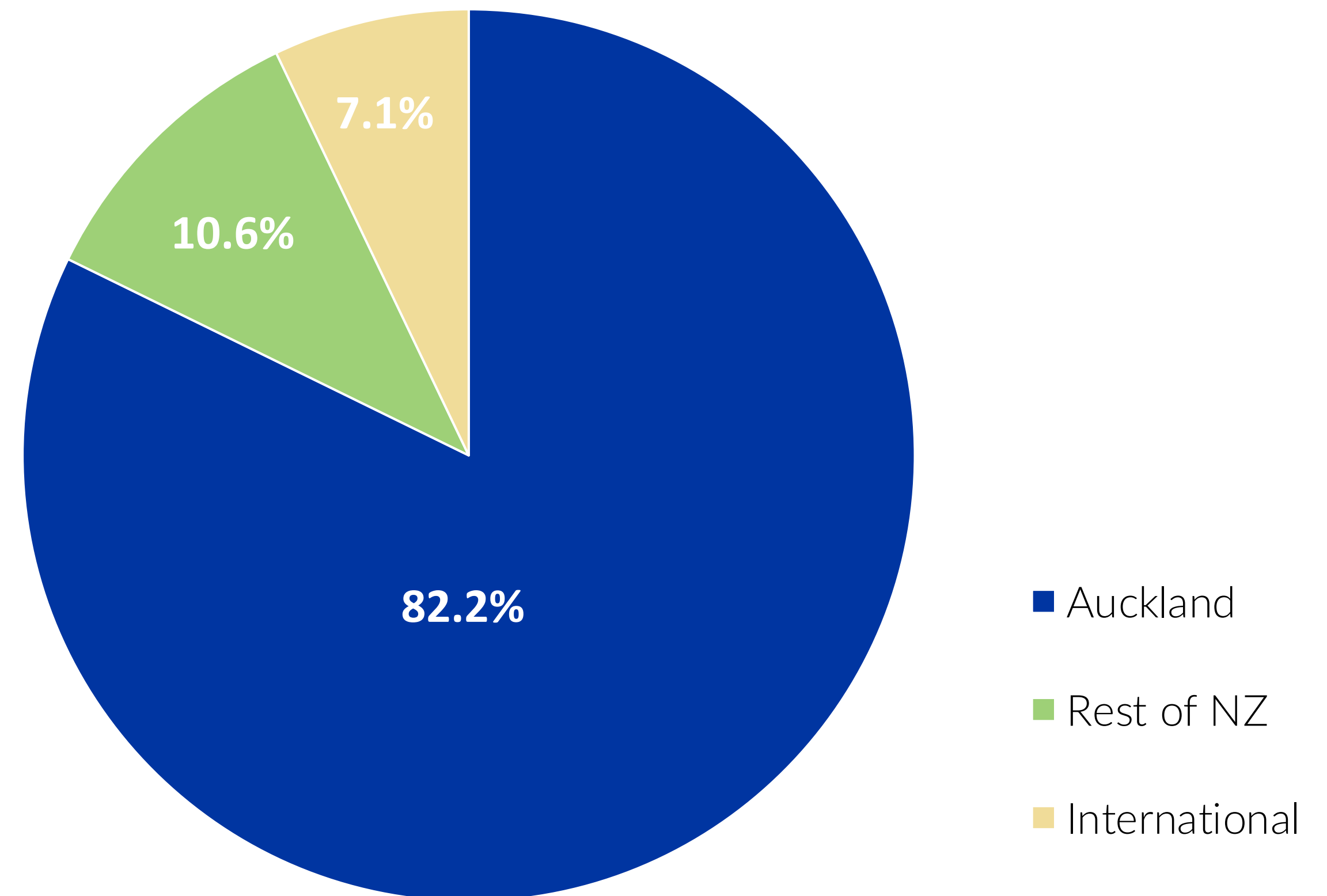
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NEWMARKET MONTHLY SPEND

	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	\$56.3M						

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - JULY

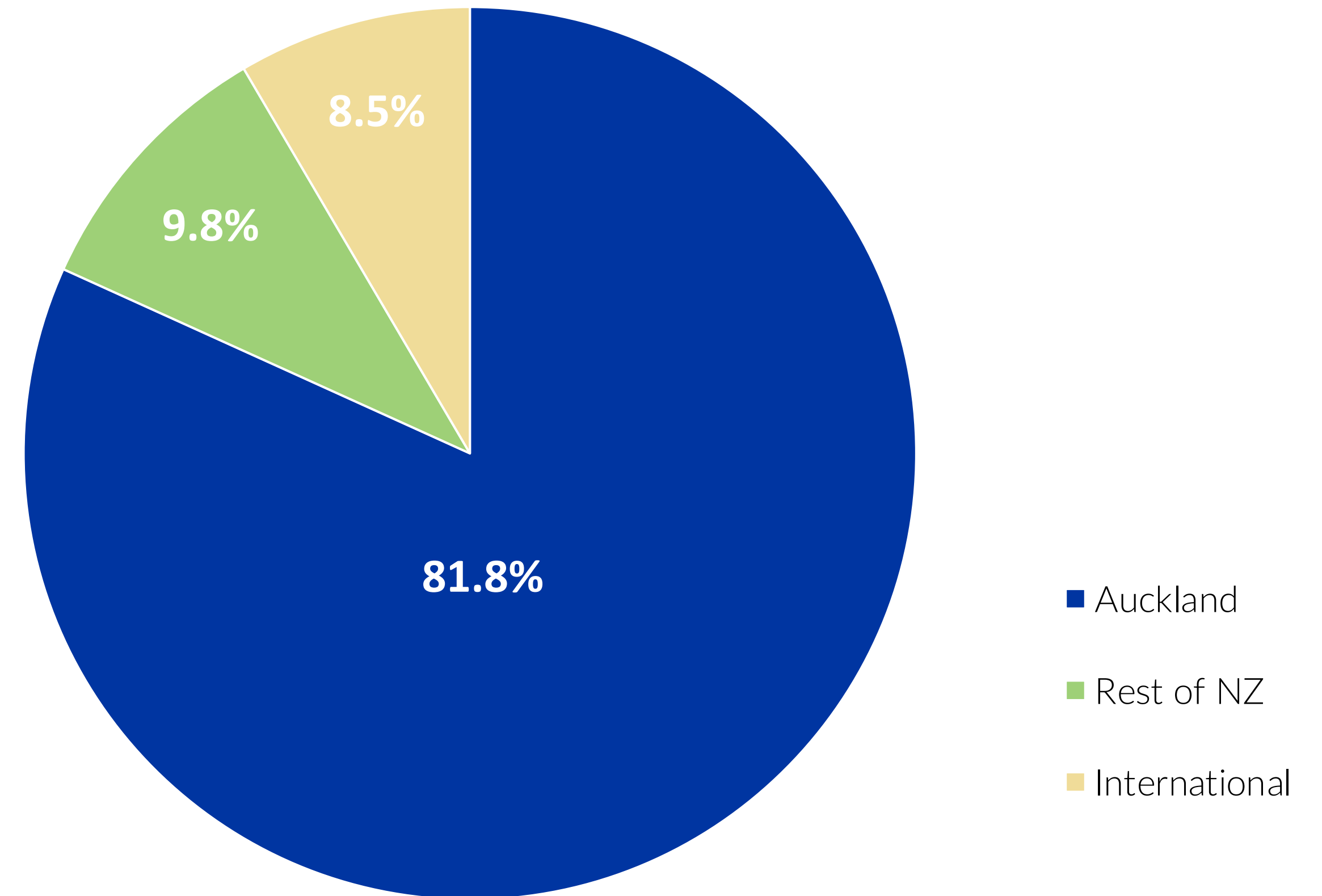
	Jul-24	YOY
Rodney District	\$1.6M	-5.9%
North Shore City	\$4.8M	-18.6%
Waitakere City	\$3.2M	-17.9%
Auckland City	\$30.8M	-8.9%
Manukau City	\$4.5M	-19.6%
Papakura District	\$760.6K	-15.9%
Franklin District	\$673.8K	-22.2%
Rest of NZ	\$6.0M	-15.5%
International	\$4.0M	-11.1%



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NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Aug 23 – Jul 24	YOY
Rodney District	\$19.3M	-8.5%
North Shore City	\$63.5M	-13.8%
Waitakere City	\$42.8M	-12.1%
Auckland City	\$409,2.M	-9.0%
Manukau City	\$62.3M	-14.0%
Papakura District	\$10.9M	-15.8%
Franklin District	\$9.6M	-13.5%
Rest of NZ	\$73.8M	-20.1%
International	\$63.9M	+24.3%



2024 BID COMPARISON – JULY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$129,927,868	-12.5%	3,089,277	\$42.06
2	Manukau Central	\$87,818,332	+1.6%	1,537,822	\$57.11
3	Botany	\$63,538,359	-1.1%	1,165,381	\$54.52
4	DTLB	\$62,970,801	-0.9%	1,500,755	\$41.96
5	Albany	\$62,458,898	-7.6%	1,105,919	\$56.48
6	Newmarket	\$56,346,151	-12.3%	905,018	\$62.26
7	Westgate	\$55,933,087	-4.4%	882,724	\$63.36
8	Pukekohe	\$55,823,538	-1.3%	895,903	\$62.31
9	Mt Wellington / Sylvia Park	\$50,885,418	-8.5%	911,922	\$55.80
10	New Lynn	\$43,668,621	-7.2%	914,096	\$47.77

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2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,746,616,072	-1.8%	38,326,202	\$45.57
2	Manukau Central	\$1,089,166,082	-0.3%	18,730,275	\$58.15
3	Albany	\$834,565,372	-3.9%	14,097,116	\$59.20
4	DTLB	\$807,872,591	+0.1%	18,561,552	\$43.52
5	Botany	\$785,545,945	-0.5%	13,916,093	\$56.45
6	Newmarket	\$756,399,715	-9.6%	11,333,667	\$66.74
7	Westgate	\$724,064,120	+2.8%	10,759,597	\$67.29
8	Pukekohe	\$703,905,042	+2.0%	10,918,945	\$64.47
9	Mt Wellington / Sylvia Park	\$657,929,485	-4.2%	11,412,467	\$57.65
10	New Lynn	\$573,256,694	+0.3%	11,340,805	\$50.55

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JULY 24 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$807.1K	-32.7%	\$398.5K	-8.7%	\$812.3K	-32.3%	\$185.9K	-21.4%	\$4.4K	-6.4%
Apparel & Personal	\$13.2M	-13.2%	\$5.5M	0%	\$1.8M	-5.3%	\$3.3M	-2.9%	\$2.4M	0%
Cafes, Restaurants, Bars & Takeaways	\$10.0M	-9.9%	\$8.8M	-19.3%	\$4.8M	-5.9%	\$6.8M	-4.2%	\$5.3M	-7.0%
Department Stores & Leisure	\$13.1M	-17.1%	\$1.6M	-20.0%	\$634.0K	-13.6%	\$2.0M	-13.0%	\$10.1M	0%
Fuel & Automotive	\$5.5M	-6.8%	\$290.4K	-11.7%	\$1.1M	+10.9%	\$1.1M	0%	\$8.7M	+6.1%
Groceries & Liquor	\$7.2M	+1.4%	\$4.3M	-4.4%	\$1.6M	+6.7%	\$1.4M	0%	\$22.0M	-0.5%
Home, Hardware & Electrical	\$3.8M	-15.6%	\$924.6K	-15.9%	\$1.4M	-26.3%	\$322.1K	-35.2%	\$5.9M	-11.9%
Other	\$2.7M	-18.2%	\$433.0K	-22.1%	\$445.6K	-11.9%	\$213.0K	-12.6%	\$1.3M	0%

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3 MONTHLY CATEGORY OVERVIEW (MAY – JUL 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.4M	-29.4%	\$1.3M	-7.1%	\$2.4M	-27.3%	\$566.4K	-7.2%	\$17.4K	-11.7%
Apparel & Personal	\$44.1M	-10.9%	\$17.0M	-2.9%	\$5.4M	-11.5%	\$10.2M	-4.7%	\$7.6M	-1.3%
Cafes, Restaurants, Bars & Takeaways	\$30.7M	-5.2%	\$29.2M	-9.9%	\$14.7M	-5.8%	\$20.3M	-3.8%	\$16.4M	-2.4%
Department Stores & Leisure	\$40.8M	-16.4%	\$5.2M	-18.8%	\$2.0M	-13.0%	\$6.1M	-12.9%	\$30.6M	-1.6%
Fuel & Automotive	\$15.8M	-15.0%	\$815.7K	-18.4%	\$3.2M	-3.0%	\$3.1M	+3.3%	\$26.0M	-0.8%
Groceries & Liquor	\$22.0M	+3.3%	\$13.2M	-2.2%	\$4.7M	+2.2%	\$4.2M	0%	\$66.8M	+3.1%
Home, Hardware & Electrical	\$11.7M	-15.8%	\$2.8M	-15.2%	\$4.9M	-28.0%	\$999.4K	-41.2%	\$17.9M	-11.0%
Other	\$8.3M	-17.8%	\$1.5M	-6.3%	\$1.4M	-12.5%	\$742.2K	+11.0%	\$4.1M	-4.7%

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All data sourced from MarketView Reports 2024

For further information please contact

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