

# NEWMARKET.

MarketView Summary Report

November 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	\$58.2M	934,121	\$62.35
September	\$55.8M	883,501	\$63.12
October	\$57.7M	911,298	\$63.34
November	\$68.7M	1,024,174	\$67.10
December			
<b>Total</b>	<b>\$650.2M</b>	<b>10,116,551</b>	<b>\$64.27</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	\$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	\$58.2M	-10.0%	\$23.3M	-5.9%	\$13.0M	-11.5%	\$17.0M	+6.3%	\$57.3M	-0.5%
September	\$55.8M	-12.4%	\$22.1M	-10.9%	\$12.5M	-12.6%	\$16.1M	+3.0%	\$55.0M	-3.8%
October	\$57.7M	-9.6%	\$23.8M	-7.3%	\$13.7M	-9.6%	\$18.1M	+12.8%	\$58.8M	-0.6%
November	\$68.7M	-3.3%	\$27.3M	-4.8%	\$16.5M	-5.0%	\$22.0M	+22.0%	\$60.9M	-0.9%
December										
<b>Total</b>	<b>\$650.2M</b>	<b>-9.4%</b>	<b>\$274.8M</b>	<b>-6.5%</b>	<b>\$150.2M</b>	<b>-8.7%</b>	<b>\$181.6M</b>	<b>+1.3%</b>	<b>\$628.9M</b>	<b>+0.2%</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	907,618	455,581	244,469	359,320	887,706
July	905,008	448,688	255,951	377,591	895,383
August	934,121	471,015	262,427	380,278	924,901
September	883,501	448,481	238,678	370,482	882,946
October	911,298	491,260	251,223	401,645	943,374
November	1,024,174	539,955	268,482	439,018	968,206
December					
<b>Total</b>	<b>10,116,551</b>	<b>5,503,900</b>	<b>2,831,775</b>	<b>4,208,823</b>	<b>9,976,176</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	\$63.85	\$50.50	\$50.66	\$41.60	\$62.43
July	\$62.26	\$49.51	\$48.73	\$40.45	\$62.25
August	\$62.35	\$49.48	\$49.45	\$44.82	\$62.00
September	\$63.12	\$49.33	\$52.21	\$43.40	\$62.26
October	\$63.34	\$48.52	\$54.63	\$45.01	\$62.29
November	\$67.10	\$50.59	\$61.33	\$50.07	\$62.93
December					
<b>Total average</b>	<b>\$64.27</b>	<b>\$49.92</b>	<b>\$53.03</b>	<b>\$43.15</b>	<b>\$63.04</b>

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# 2024 NEWMARKET QUARTER

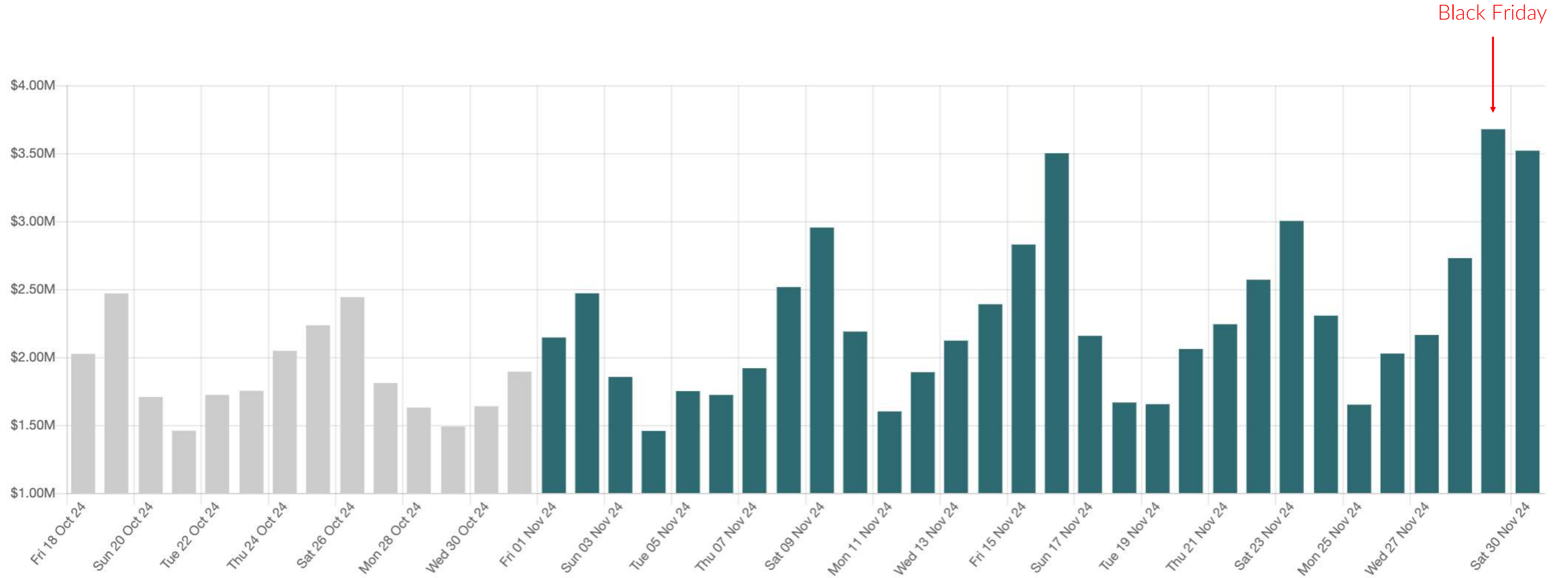
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$174.8M	2,667,351	\$65.52
Apr/May/Jun	\$177.1M	2,750,601	\$64.40
Jul/Aug/Sep	\$170.9M	2,729,178	\$62.61
Oct/Nov/Dec*	\$126.9M	1,948,486	\$65.13
<b>Total*</b>	<b>\$650.2M</b>	<b>10,116,551</b>	<b>\$64.27</b>

\*Includes October & November data only. December to come.



**NEWMARKET.**

# NEWMARKET DAILY SPEND – NOVEMBER 2024



**NEWMARKET.**

	2021	2022	2023	2024
Black Friday	\$4,385,167	\$5,005,948	\$3,885,844	\$3,676,866

# NEWMARKET DAILY AVERAGE SPEND

	Nov-24	Oct-24	Sept-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$3,088,793	\$2,425,527	\$2,639,838	\$2,746,571	\$2,630,264	\$2,649,856
Sunday	\$2,126,024	\$1,762,656	\$1,890,035	\$1,923,454	\$1,865,325	\$1,863,076
Monday	\$1,593,356	\$1,477,743	\$1,376,309	\$1,474,303	\$1,441,728	\$1,499,906
Tuesday	\$1,829,701	\$1,604,749	\$1,514,417	\$1,646,170	\$1,576,260	\$1,701,693
Wednesday	\$2,016,323	\$1,682,479	\$1,702,510	\$1,791,364	\$1,746,798	\$1,864,903
Thursday	\$2,319,418	\$1,969,878	\$1,816,042	\$2,030,094	\$1,978,347	\$2,069,828
Friday	\$2,746,861	\$2,193,584	\$2,186,887	\$2,404,322	\$2,304,335	\$2,341,534

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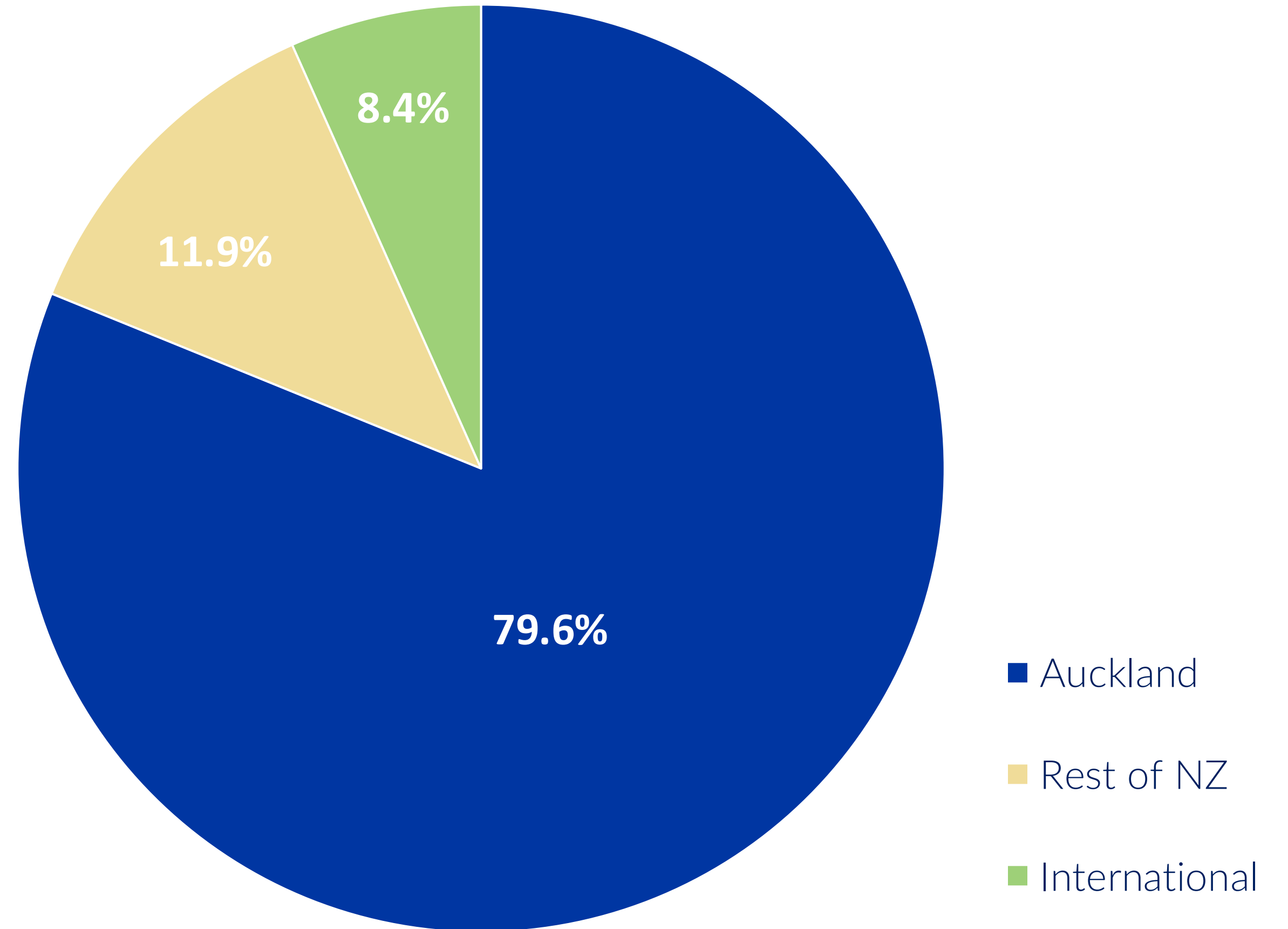


# NEWMARKET MONTHLY SPEND

	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	\$57.6M	\$61.2M	\$58.0M	\$56.3M	\$58.2M	\$55.8M	\$57.7M	\$68.7M		

# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - NOVEMBER

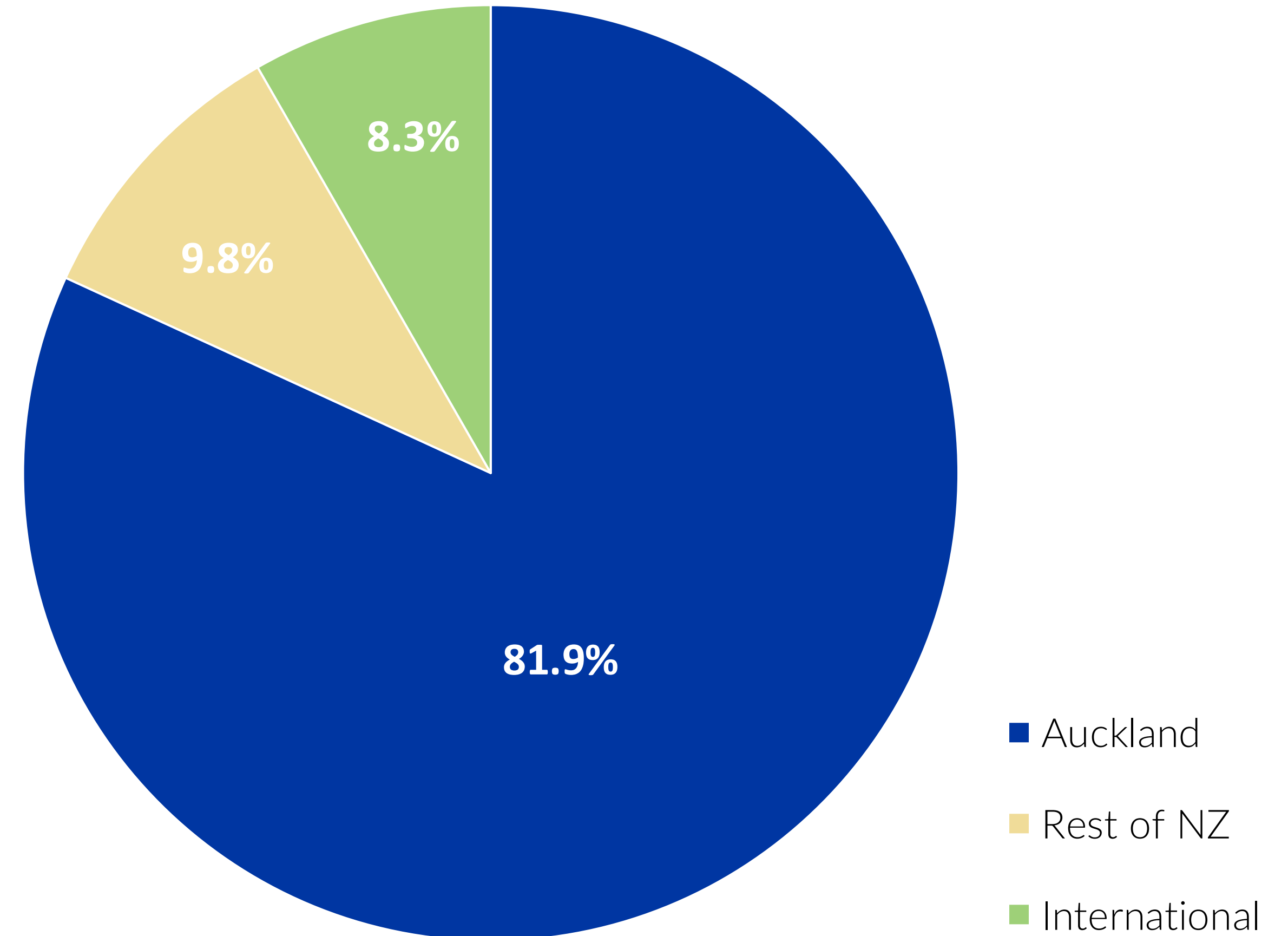
	Nov-24	YOY
Rodney District	\$1.9M	+11.8%
North Shore City	\$5.8M	-4.5%
Waitakere City	\$3.7M	-11.2%
Auckland City	\$36.4M	-6.5%
Manukau City	\$5.2M	-12.9%
Papakura District	\$890.0K	-6.9%
Franklin District	\$791.0K	-16.4%
Rest of NZ	\$8.2M	+15.8%
International	\$5.8M	+11.9%



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# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Dec 23 – Nov 24	YOY
Rodney District	\$19.1M	-2.2%
North Shore City	\$61.5M	-14.0%
Waitakere City	\$41.5M	-13.1%
Auckland City	\$405.2M	-8.0%
Manukau City	\$59.2M	-15.4%
Papakura District	\$10.1M	-19.2%
Franklin District	\$9.1M	-15.6%
Rest of NZ	\$73.0M	-15.0%
International	\$56.2M	-0.7%



# 2024 BID COMPARISON – NOVEMBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$158,405,602	-2.3%	3,386,443	\$46.78
2	North Harbour	\$111,409,378	-0.4%	1,881,739	\$59.21
3	Manukau Central	\$98,204,963	-1.8%	1,796,176	\$54.67
4	Central Park-Henderson	\$78,729,693	-1.0%	1,586,057	\$49.64
5	Albany	\$76,156,588	-0.2%	1,239,485	\$61.44
6	Newmarket	\$68,717,556	-3.3%	1,024,172	\$67.10
7	Westgate	\$62,485,099	-3.4%	975,481	\$64.06
8	Pukekohe	\$61,035,753	-0.9%	968,805	\$63.00
9	Mt Wellington / Sylvia Park	\$59,676,020	-2.2%	1,026,054	\$58.16
10	Wiri	\$59,065,819	-6.4%	989,211	\$59.71

**NEWMARKET.**

# 2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,704,461,348	-5.7%	38,041,864	\$44.80
2	North Harbour	\$1,202,534,595	-3.4%	21,118,314	\$56.94
3	Manukau Central	\$1,146,176,985	-0.3%	21,056,572	\$54.43
4	Central Park-Henderson	\$911,676,446	+1.5%	18,229,231	\$50.01
5	Albany	\$826,976,710	-3.7%	14,027,419	\$58.95
6	Newmarket	\$734,884,229	-9.8%	11,246,120	\$65.35
7	Westgate	\$720,106,612	+0.9%	10,985,515	\$65.55
8	Pukekohe	\$701,076,712	-0.2%	11,013,105	\$63.66
9	Wiri	\$694,689,034	-1.7%	11,551,841	\$60.14
10	Mt Wellington / Sylvia Park	\$646,948,173	-5.2%	11,348,336	\$57.01

**NEWMARKET.**

# NOVEMBER 24 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.7M	+28.8%	\$550.4K	+3.1%	\$909.8K	-28.7%	\$230.4K	+2.8%	\$4.1K	-16.2%
Apparel & Personal	\$18.9M	-2.8%	\$6.5M	-5.1%	\$2.4M	-4.4%	\$4.1M	+2.6%	\$2.9M	-2.0%
Cafes, Restaurants, Bars & Takeaways	\$10.6M	+2.6%	\$10.8M	-1.6%	\$5.5M	-0.8%	\$7.5M	+7.7%	\$5.5M	+3.9%
Department Stores & Leisure	\$16.7M	-6.7%	\$1.8M	-16.8%	\$1.0M	-19.3%	\$6.6M	+145.6%	\$11.8M	-0.9%
Fuel & Automotive	\$5.5M	-8.7%	\$1.4M	-1.0%	\$1.2M	-0.9%	\$976.2K	-26.3%	\$8.8M	-6.9%
Groceries & Liquor	\$7.8M	+3.2%	\$4.8M	-0.8%	\$1.8M	+5.6%	\$1.7M	+5.5%	\$23.5M	+5.1%
Home, Hardware & Electrical	\$5.1M	-11.4%	\$970.1K	-24.1%	\$3.0M	-6.4%	\$492.9K	-19.2%	\$7.1M	-11.4%
Other	\$2.4M	-10.9%	\$368.8K	-25.4%	\$549.5K	+4.2%	\$231.6K	-4.7%	\$1.3M	-13.4%

**NEWMARKET.**

# 3 MONTHLY CATEGORY OVERVIEW (SEP – NOV 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.5M	-0.5%	\$1.4M	-6.1%	\$2.1M	-41.0%	\$598.7K	-8.3%	\$14.4K	-5.7%
Apparel & Personal	\$47.5M	-6.1%	\$17.1M	-6.7%	\$6.3M	-1.8%	\$10.9M	0.0%	\$8.2M	-0.2%
Cafes, Restaurants, Bars & Takeaways	\$30.0M	-3.8%	\$29.6M	-4.8%	\$14.6M	-6.3%	\$21.0M	+3.3%	\$16.3M	+1.0%
Department Stores & Leisure	\$42.6M	-13.9%	\$4.8M	-21.9%	\$2.5M	-13.4%	\$13.8M	+88.6%	\$32.7M	-0.4%
Fuel & Automotive	\$15.8M	-10.3%	\$3.8M	-9.8%	\$3.3M	-3.1%	\$3.2M	-2.9%	\$25.2M	-10.6%
Groceries & Liquor	\$22.6M	+1.3%	\$13.9M	-2.3%	\$4.9M	+2.2%	\$4.7M	+1.9%	\$68.6M	+3.9%
Home, Hardware & Electrical	\$13.4M	-10.2%	\$2.5M	-24.9%	\$7.7M	-11.8%	\$1.2M	-21.1%	\$20.1M	-10.3%
Other	\$7.6M	-17.2%	\$1.2M	-15.3%	\$1.5M	-2.4%	\$682.4K	-0.2%	\$3.8M	-7.2%

**NEWMARKET.**

All data sourced from MarketView Reports 2024

For further information please contact

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