

NEWMARKET.

MarketView Summary Report

January 2025

2025 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$54.8M	861,870	\$63.53
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$54.8M	861,870	\$63.53

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2025 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$54.8M	-2.2%	\$23.1M	-3.0%	\$12.6M	-1.1%	\$26.0M	+3.6%	\$56.7M	-0.3%
February										
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$54.8M	-2.2%	\$23.1M	-3.0%	\$12.6M	-1.1%	\$26.0M	+3.6%	\$56.7M	-0.3%

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2025 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	861,870	468,936	226,335	517,328	909,564
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	861,870	468,936	226,335	517,328	909,564

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2025 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$63.53	\$49.17	\$55.60	\$50.21	\$62.34
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$63.53	\$49.17	\$55.60	\$50.21	\$62.34

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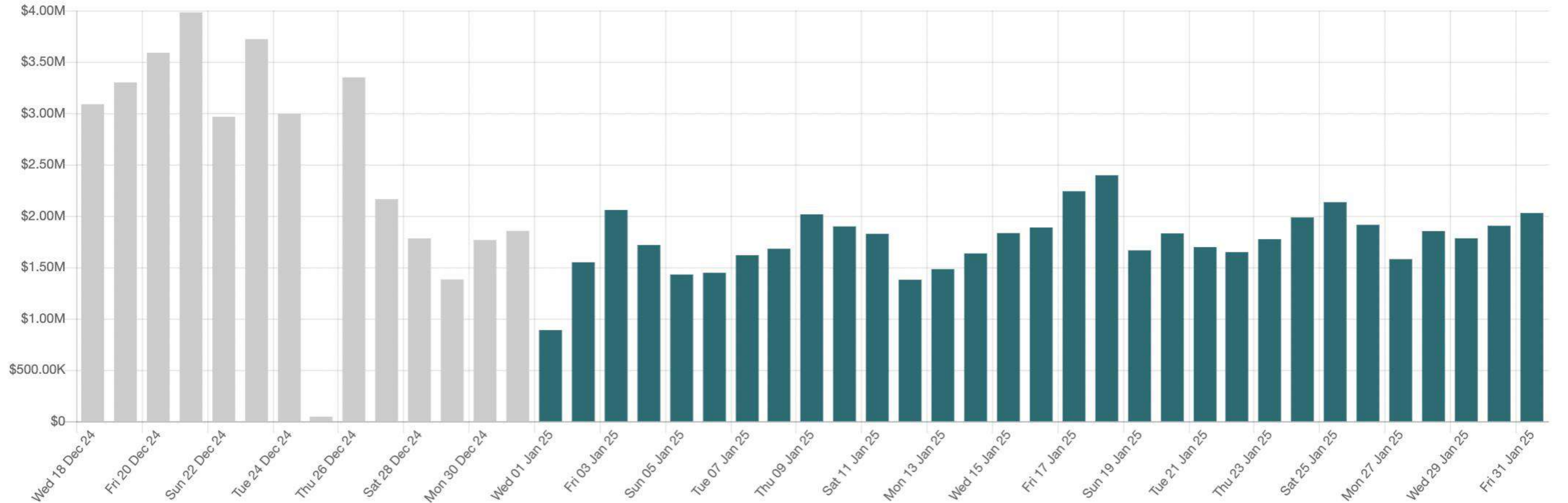
2025 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$54.8M	861,870	\$63.53
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total	\$54.8M	861,870	\$63.53

*Jan data only. Feb & March to come.



NEWMARKET DAILY SPEND – JANUARY 2025



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NEWMARKET DAILY AVERAGE SPEND

	Jan-25	Dec-24	Nov-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,017,740	\$3,054,894	\$3,088,793	\$2,748,808	\$2,647,266	\$2,631,769
Sunday	\$1,596,324	\$2,444,318	\$2,126,024	\$2,085,460	\$1,958,198	\$1,875,618
Monday	\$1,583,897	\$2,452,464	\$1,593,356	\$1,920,872	\$1,657,875	\$1,582,536
Tuesday	\$1,699,814	\$2,388,775	\$1,829,701	\$2,004,764	\$1,768,700	\$1,686,044
Wednesday	\$1,565,960	\$1,920,797	\$2,016,323	\$1,813,714	\$1,743,744	\$1,775,742
Thursday	\$1,825,538	\$2,967,338	\$2,319,418	\$2,328,824	\$2,102,256	\$2,040,928
Friday	\$2,041,719	\$2,916,811	\$2,746,861	\$2,543,581	\$2,375,723	\$2,300,882

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NEWMARKET MONTHLY SPEND

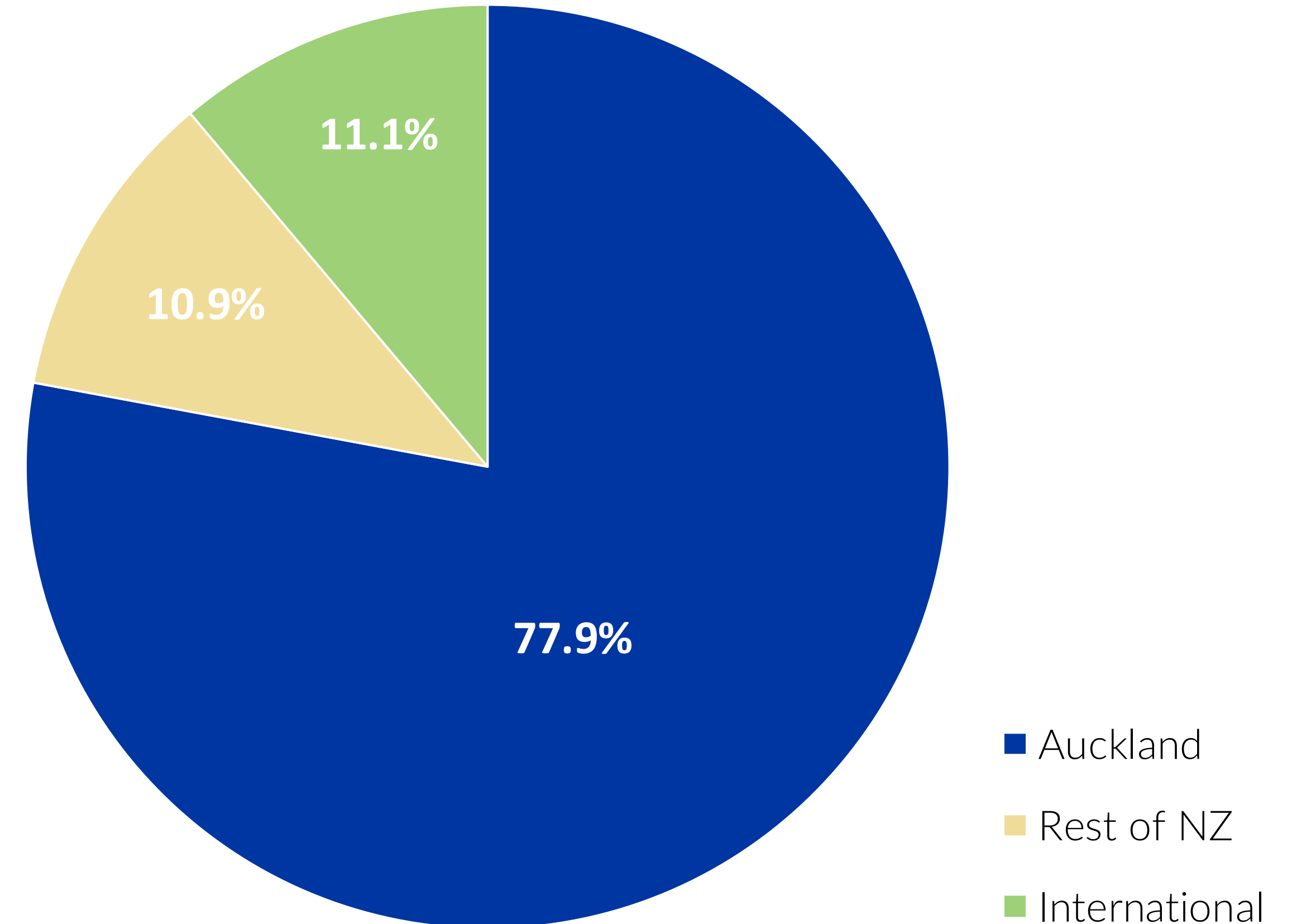
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$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	\$58.2M	\$55.8M	\$57.7M	\$68.7M	\$79.9M	\$728.3M
2025	\$54.8M												\$54.8M

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*Reporting moved to online dashboard

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - JANUARY

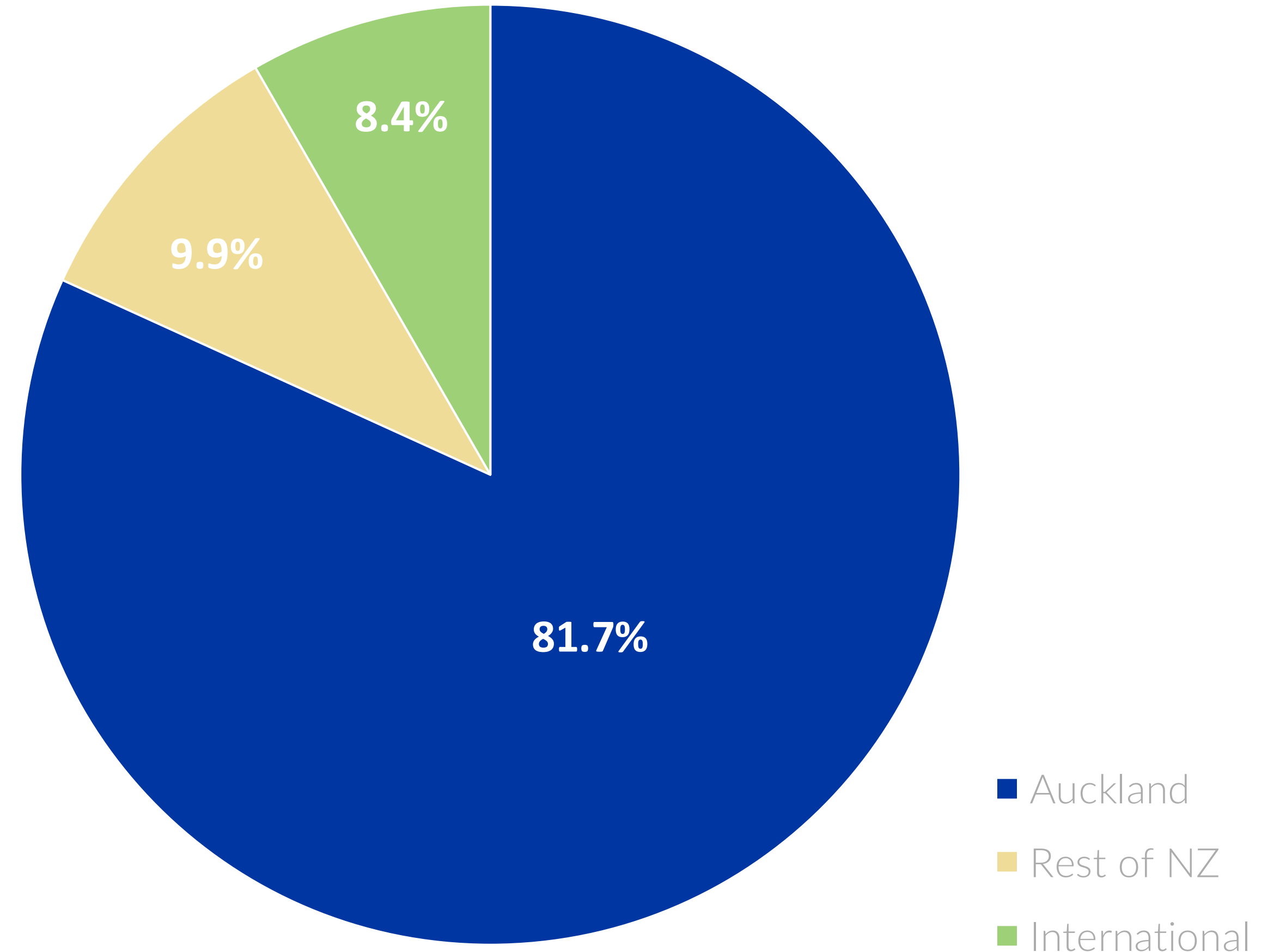
	Jan-25	YOY
Rodney District	\$1.4M	+7.9%
North Shore City	\$4.2M	-8.4%
Waitakere City	\$3.0M	-11.3%
Auckland City	\$28.6M	-3.6%
Manukau City	\$4.2M	-10.7%
Papakura District	\$649.0K	-24.4%
Franklin District	\$637.0K	-15.6%
Rest of NZ	\$6.0M	+3.8%
International	\$6.1M	+22.0%



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NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Feb 24 – Jan 25	YOY
Rodney District	\$19.4M	+2.0%
North Shore City	\$60.5M	-12.2%
Waitakere City	\$40.8M	-12.2%
Auckland City	\$399.2M	-7.7%
Manukau City	\$57.4M	-15.7%
Papakura District	\$9.7M	-20.5%
Franklin District	\$8.8M	-16.2%
Rest of NZ	\$72.4M	-11.0%
International	\$57.7M	+3.0%



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2025 BID COMPARISON – JANUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$140,173,121	+3.6%	2,915,335	\$48.08
2	North Harbour	\$97,600,117	-0.9%	1,679,689	\$58.11
3	Manukau Central	\$91,554,613	-3.5%	1,714,912	\$53.39
4	Central Park-Henderson	\$74,165,937	+0.5%	1,501,200	\$49.40
5	Albany	\$66,001,204	-2.4%	1,128,196	\$58.50
6	Westgate	\$59,947,949	-2.0%	965,034	\$62.12
7	Pukekohe	\$56,705,769	-0.3%	909,562	\$62.34
8	Wiri	\$55,635,287	-5.1%	944,763	\$58.89
9	Newmarket	\$54,757,183	-2.2%	861,896	\$63.53
10	Mt Wellington / Sylvia Park	\$48,799,810	-1.5%	909,306	\$53.67

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2025 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,698,416,422	-5.6%	38,078,661	\$44.60
2	North Harbour	\$1,194,542,868	-3.2%	21,054,195	\$56.74
3	Manukau Central	\$1,132,365,937	-1.1%	20,954,602	\$54.04
4	Central Park-Henderson	\$910,883,866	+0.8%	18,299,146	\$49.78
5	Albany	\$817,688,564	-3.5%	13,943,589	\$58.64
6	Newmarket	\$725,906,323	-8.7%	11,201,375	\$64.81
7	Westgate	\$717,297,656	-0.5%	11,100,939	\$64.62
8	Pukekohe	\$699,132,362	-0.4%	11,076,015	\$63.12
9	Wiri	\$687,515,192	-1.9%	11,515,451	\$59.70
10	Mt Wellington / Sylvia Park	\$635,193,175	-5.6%	11,251,642	\$56.45

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JANUARY 25 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.0M	-5.2%	\$461.8K	+12.1%	\$831.1K	-32.2%	\$576.7K	-0.1%	\$5.1K	+84.1%
Apparel & Personal	\$14.5M	-1.0%	\$5.0M	-2.2%	\$1.7M	+5.7%	\$3.7M	+7.0%	\$2.5M	-4.5%
Cafes, Restaurants, Bars & Takeaways	\$9.1M	+1.2%	\$9.2M	-2.6%	\$4.6M	+3.1%	\$7.7M	+6.2%	\$5.2M	+7.5%
Department Stores & Leisure	\$12.2M	-3.6%	\$1.4M	-8.4%	\$764.1K	+7.2%	\$4.8M	+5.0%	\$10.7M	+1.9%
Fuel & Automotive	\$4.8M	-0.9%	\$1.2M	-0.6%	\$1.0M	+7.1%	\$2.1M	-5.3%	\$8.4M	+0.7%
Groceries & Liquor	\$6.9M	+2.3%	\$4.6M	+0.8%	\$1.4M	+7.0%	\$5.8M	+1.8%	\$22.2M	+0.9%
Home, Hardware & Electrical	\$3.7M	-11.9%	\$703.7K	-25.9%	\$1.9M	-5.6%	\$584.5K	-13.4%	\$6.3M	-10.1%
Other	\$2.5M	-10.8%	\$390.6K	-12.1%	\$391.0K	-15.3%	\$866.3K	+12.5%	\$1.4M	-9.3%

NEWMARKET.

3 MONTHLY CATEGORY OVERVIEW (NOV – JAN 25)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$4.7M	+33.6%	\$1.6M	+1.5%	\$2.5M	-35.5%	\$1.5M	-2.3%	\$14.6K	+8.0%
Apparel & Personal	\$57.4M	-3.9%	\$19.7M	-4.6%	\$7.0M	+2.0%	\$13.9M	+6.2%	\$9.6M	-1.5%
Cafes, Restaurants, Bars & Takeaways	\$30.1M	-1.3%	\$30.8M	-7.4%	\$15.5M	-3.3%	\$24.0M	+3.5%	\$16.7M	+4.0%
Department Stores & Leisure	\$49.2M	-9.7%	\$5.9M	-13.6%	\$3.1M	-9.1%	\$18.1M	+5.1%	\$38.2M	+0.9%
Fuel & Automotive	\$16.0M	-2.3%	\$4.0M	-0.7%	\$3.4M	+4.3%	\$6.3M	-8.7%	\$26.0M	-3.0%
Groceries & Liquor	\$23.7M	+2.6%	\$14.9M	-2.3%	\$5.3M	+3.0%	\$19.0M	+2.4%	\$72.2M	+1.9%
Home, Hardware & Electrical	\$14.3M	-10.2%	\$3.0M	-21.6%	\$7.9M	-1.1%	\$2.2M	-11.8%	\$21.7M	-9.5%
Other	\$7.6M	-7.1%	\$1.1M	-22.2%	\$1.4M	-9.8%	\$2.7M	+2.5%	\$3.9M	-11.1%

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All data sourced from MarketView Reports 2025

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