

# NEWMARKET.

MarketView Summary Report

February 2025

# 2025 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$54.8M	861,870	\$63.53
February	\$52.1M	833,294	\$61.47
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Total</b>	<b>\$106.2M</b>	<b>1,698,797</b>	<b>\$62.52</b>

**NEWMARKET.**



# 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	\$51.2M	-10.1%	\$22.6M	-10.1%	\$13.1M	-8.9%	\$24.0M	-4.2%	\$51.1M	-7.3%
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
<b>Total</b>	<b>\$106.2M</b>	<b>-6.0%</b>	<b>\$45.7M</b>	<b>-6.7%</b>	<b>\$25.7M</b>	<b>-5.1%</b>	<b>\$50.0M</b>	<b>-0.3%</b>	<b>\$107.9M</b>	<b>-3.7%</b>

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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	833,294	479,135	239,879	504,791	846,721
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total</b>	<b>1,698,797</b>	<b>948,074</b>	<b>465,067</b>	<b>1,022,111</b>	<b>1,757,067</b>

**NEWMARKET.**

# 2025 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$63.53	\$49.17	\$55.60	\$50.21	\$62.34
February	\$61.47	\$47.17	\$54.73	\$47.61	\$60.34
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total average</b>	<b>\$62.52</b>	<b>\$48.16</b>	<b>\$55.26</b>	<b>\$48.93</b>	<b>\$61.39</b>

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# 2025 NEWMARKET QUARTER

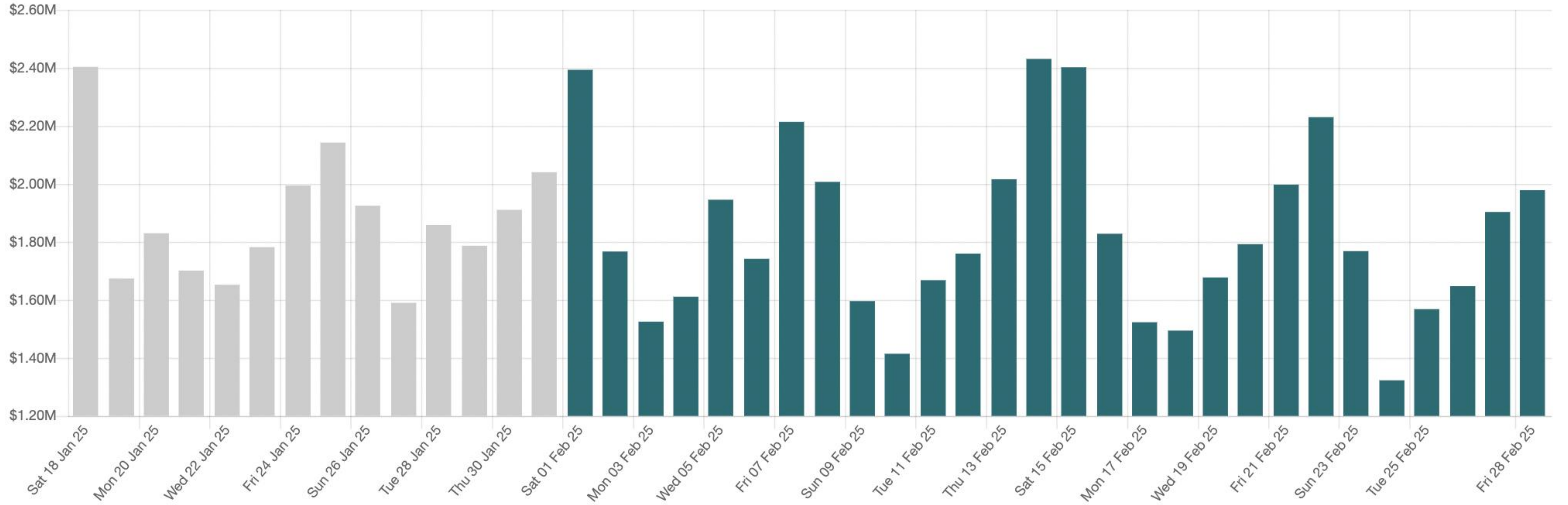
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$106.2M	1,698,797	\$62.52
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
<b>Total</b>	<b>\$106.2M</b>	<b>1,698,797</b>	<b>\$62.52</b>

\*Jan & Feb data only. March to come.

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# NEWMARKET DAILY SPEND – FEBRUARY 2025



**NEWMARKET.**

# NEWMARKET DAILY AVERAGE SPEND

	Feb-25	Jan-25	Dec-24	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,257,975	\$2,017,740	\$3,054,894	\$2,443,537	\$2,601,115	\$2,614,883
Sunday	\$1,739,782	\$1,596,324	\$2,444,318	\$1,966,617	\$1,945,035	\$1,870,020
Monday	\$1,446,384	\$1,583,897	\$2,452,464	\$1,875,650	\$1,674,976	\$1,568,595
Tuesday	\$1,585,354	\$1,699,814	\$2,388,775	\$1,929,581	\$1,787,875	\$1,678,514
Wednesday	\$1,757,429	\$1,565,960	\$1,920,797	\$1,734,054	\$1,762,709	\$1,762,643
Thursday	\$1,863,206	\$1,825,538	\$2,967,338	\$2,188,451	\$2,109,273	\$2,031,208
Friday	\$2,155,079	\$2,041,719	\$2,916,811	\$2,345,858	\$2,375,090	\$2,297,466

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# NEWMARKET MONTHLY SPEND

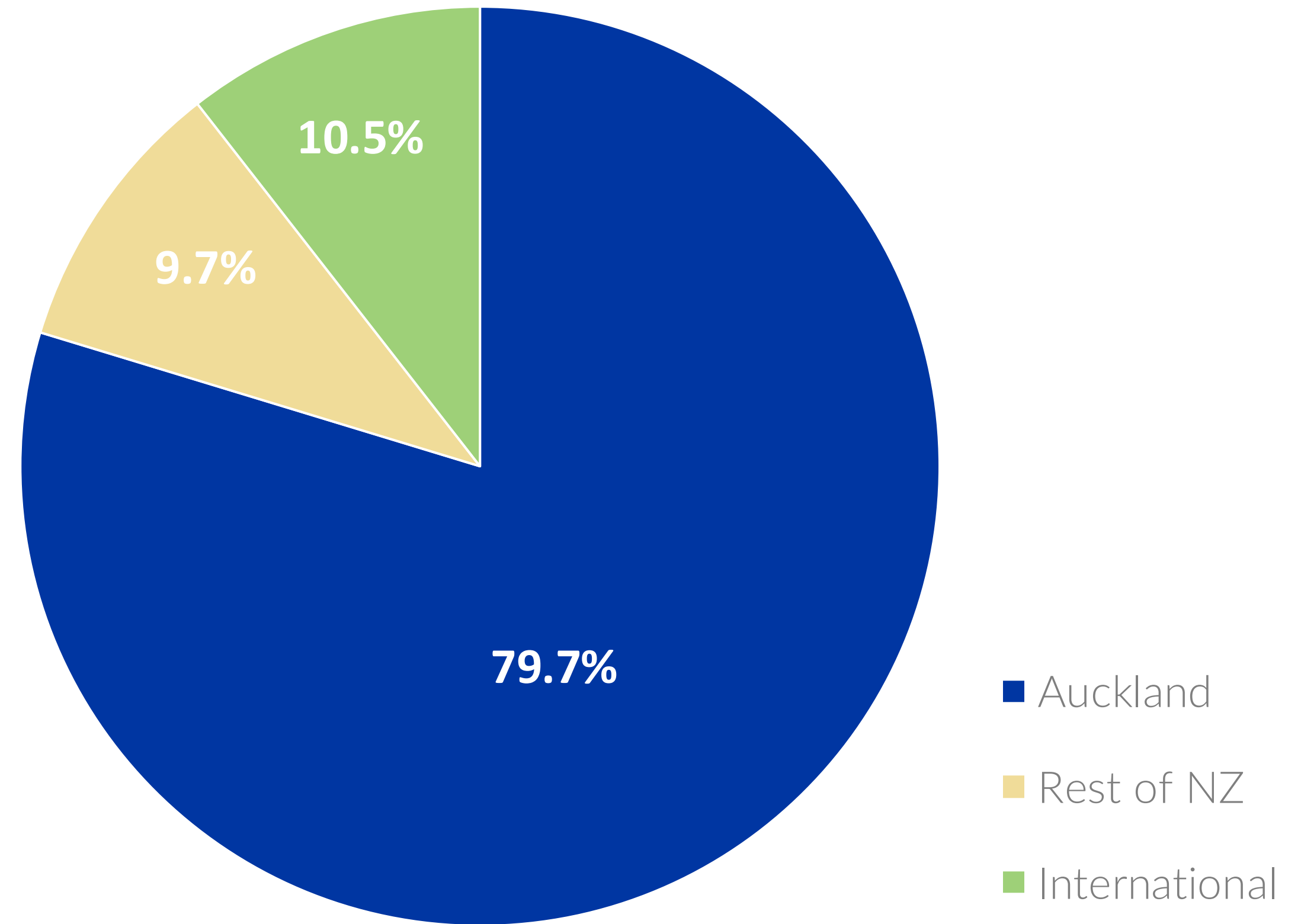
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2014</b>	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	<b>\$456.7M</b>
<b>2015</b>	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	<b>\$615.9M</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	\$79.9M	<b>\$728.3M</b>
<b>2025</b>	\$54.8M	\$52.1M											<b>\$106.2M</b>

**NEWMARKET.**

\*Reporting moved to online dashboard

# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - FEBRUARY

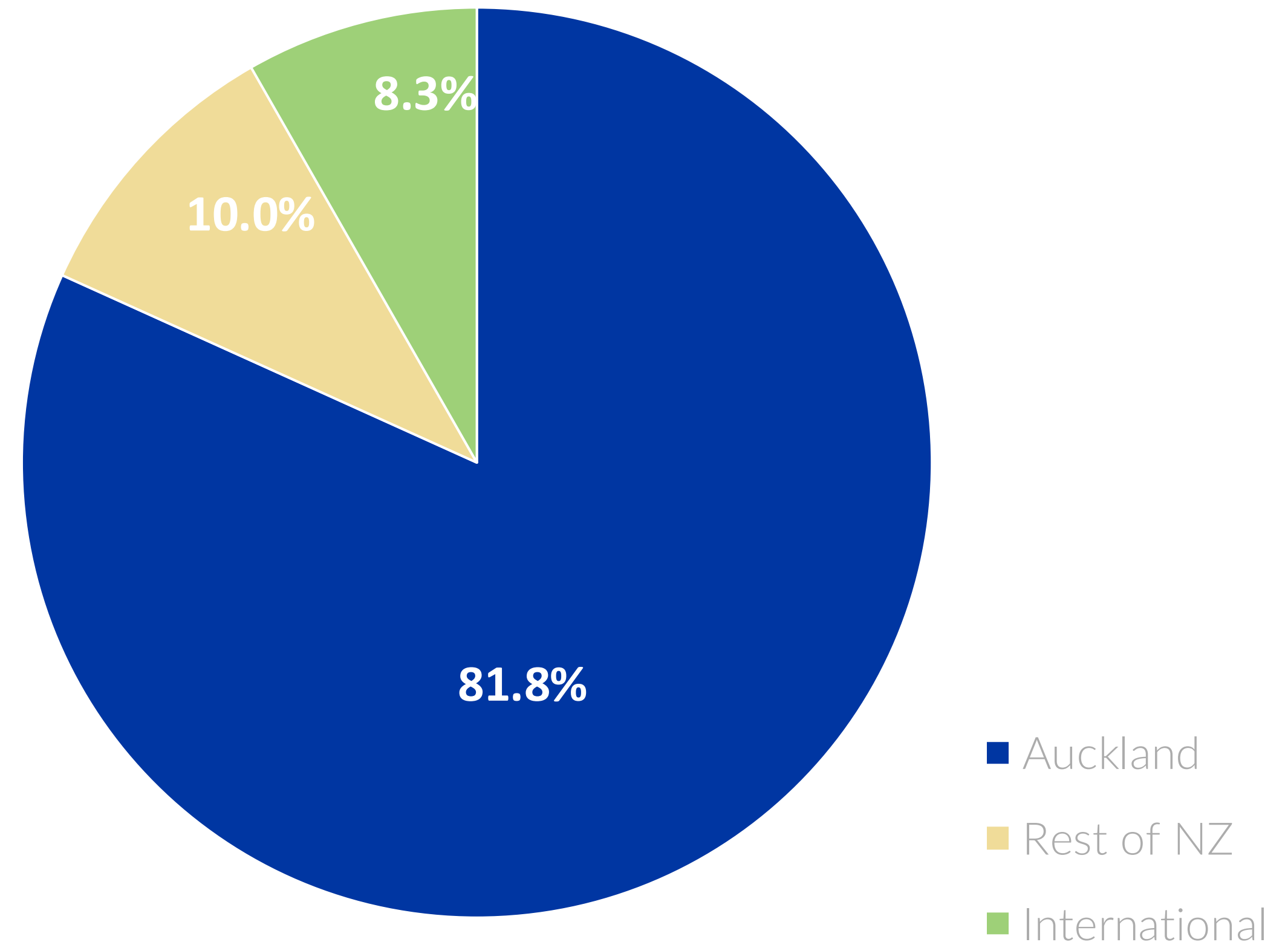
	Feb-25	YOY
Rodney District	\$1.3M	-10.3%
North Shore City	\$4.1M	-10.8%
Waitakere City	\$2.6M	-18.1%
Auckland City	\$27.8M	-10.8%
Manukau City	\$3.8M	-14.3%
Papakura District	\$687.6K	-16.5%
Franklin District	\$549.9K	-24.5%
Rest of NZ	\$5.0M	-3.7%
International	\$5.4M	-0.6%



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# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Mar 24 – Feb 25	YOY
Rodney District	\$19.3M	+0.9%
North Shore City	\$60.3M	-12.1%
Waitakere City	\$40.4M	-12.9%
Auckland City	\$397.4M	-8.1%
Manukau City	\$57.0M	-15.6%
Papakura District	\$9.6M	-21.1%
Franklin District	\$8.7M	-18.0%
Rest of NZ	\$72.4M	-10.0%
International	\$57.9M	+2.1%



NEWMARKET.

# 2025 BID COMPARISON – FEBRUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$132,106,376	-10.4%	2,946,212	\$44.84
2	North Harbour	\$86,979,600	-8.6%	1,567,562	\$55.49
3	Manukau Central	\$81,616,351	-8.0%	1,554,615	\$52.50
4	Central Park-Henderson	\$68,029,903	-5.0%	1,394,160	\$48.80
5	Albany	\$57,799,531	-10.3%	1,014,940	\$56.95
6	Westgate	\$52,540,586	-7.0%	861,995	\$60.95
7	Newmarket	\$51,220,837	-10.1%	833,303	\$61.47
8	Pukekohe	\$51,091,598	-7.3%	846,719	\$60.34
9	Wiri	\$50,549,722	-8.5%	871,238	\$58.02
10	Mt Wellington / Sylvia Park	\$42,980,976	-6.9%	794,639	\$54.09

**NEWMARKET.**

# 2025 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,683,204,490	-7.1%	37,828,245	\$44.50
2	North Harbour	\$1,190,419,325	-3.6%	20,979,792	\$56.74
3	Manukau Central	\$1,125,366,671	-2.1%	20,872,825	\$53.92
4	Central Park-Henderson	\$907,281,422	-0.1%	18,255,258	\$49.70
5	Albany	\$814,998,832	-3.8%	13,895,514	\$58.65
6	Newmarket	\$722,907,102	-8.9%	11,222,164	\$64.42
7	Westgate	\$715,881,942	-1.2%	11,131,316	\$64.31
8	Pukekohe	\$695,162,527	-1.4%	11,055,489	\$62.88
9	Wiri	\$682,833,148	-2.9%	11,475,231	\$59.50
10	Mt Wellington / Sylvia Park	\$634,674,751	-5.7%	11,231,230	\$56.51

**NEWMARKET.**

# FEBRUARY 25 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.0M	-18.4%	\$439.8K	+10.7%	\$956.8K	-27.1%	\$456.3K	-30.2%	\$4.0K	-58.8%
Apparel & Personal	\$12.5M	-11.2%	\$4.7M	-16.6%	\$1.7M	-0.7%	\$3.3M	+0.7%	\$2.4M	-2.5%
Cafes, Restaurants, Bars & Takeaways	\$8.8M	-6.2%	\$9.3M	-8.9%	\$4.8M	-8.1%	\$7.4M	+0.4%	\$4.8M	+0.6%
Department Stores & Leisure	\$11.0M	-10.9%	\$1.4M	-7.0%	\$772.3K	-2.2%	\$4.2M	-2.5%	\$9.2M	-5.5%
Fuel & Automotive	\$5.1M	-7.8%	\$1.3M	-10.6%	\$1.1M	-2.8%	\$2.1M	-14.9%	\$8.1M	-7.1%
Groceries & Liquor	\$6.8M	-5.9%	\$4.5M	0.0%	\$1.4M	-5.9%	\$5.5M	-3.1%	\$20.7M	-3.6%
Home, Hardware & Electrical	\$3.3M	-20.7%	\$558.1K	-39.4%	\$1.9M	-10.2%	\$365.2K	-38.6%	\$4.2M	-32.0%
Other	\$2.6M	-9.3%	\$340.3K	-26.1%	\$432.7K	-23.7%	\$780.3K	-4.6%	\$1.6M	-4.8%

**NEWMARKET.**

# 3 MONTHLY CATEGORY OVERVIEW (DEC – FEB 25)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.8M	+11.8%	\$1.5M	+3.5%	\$2.5M	-34.9%	\$1.5M	-13.3%	\$14.4K	-20.8%
Apparel & Personal	\$51.0M	-6.3%	\$17.9M	-8.0%	\$6.3M	+3.9%	\$12.9M	+5.8%	\$9.0M	-1.1%
Cafes, Restaurants, Bars & Takeaways	\$28.2M	-4.2%	\$29.4M	-9.8%	\$14.8M	-5.7%	\$23.3M	+2.2%	\$15.9M	+2.4%
Department Stores & Leisure	\$44.7M	-8.7%	\$5.5M	-10.8%	\$2.8M	-4.3%	\$16.5M	+2.9%	\$35.6M	-0.2%
Fuel & Automotive	\$15.4M	-2.8%	\$3.8M	-4.1%	\$3.3M	+3.6%	\$6.2M	-8.4%	\$25.3M	-3.0%
Groceries & Liquor	\$22.9M	-0.3%	\$14.6M	-2.0%	\$4.8M	-0.8%	\$18.4M	+0.6%	\$69.8M	-0.3%
Home, Hardware & Electrical	\$12.5M	-12.7%	\$2.6M	-25.4%	\$6.7M	-1.9%	\$1.8M	-17.5%	\$18.9M	-15.2%
Other	\$7.7M	-6.6%	\$1.0M	-22.4%	\$1.3M	-19.6%	\$2.6M	+1.9%	\$4.1M	-8.1%

**NEWMARKET.**

All data sourced from MarketView Reports 2025

For further information please contact

Portia Campbell  
Strategic Business Manager

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

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