

NEWMARKET.

MarketView Summary Report

March 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	\$58.3M	943,288	\$61.75
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$164.7M	2,648,492	\$62.17



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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	\$51.2M	-10.1%	\$22.6M	-10.1%	\$13.1M	-8.9%	\$24.0M	-4.2%	\$51.1M	-7.3%
March	\$58.3M	-5.9%	\$27.0M	-7.7%	\$13.7M	-6.5%	\$27.4M	+8.0%	\$56.4M	-3.9%
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$164.7M	-5.9%	\$70.8M	-6.8%	\$38.8M	-6.1%	\$77.1M	+2.6%	\$164.9M	-3.4%

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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	943,288	522,445	252,405	554,657	912,067
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	2,648,492	1,471,441	704,362	1,570,963	2,677,176

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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	\$61.47	\$47.17	\$54.73	\$47.61	\$60.34
March	\$61.75	\$47.77	\$54.25	\$49.45	\$61.85
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$62.17	\$48.10	\$55.11	\$49.08	\$61.59

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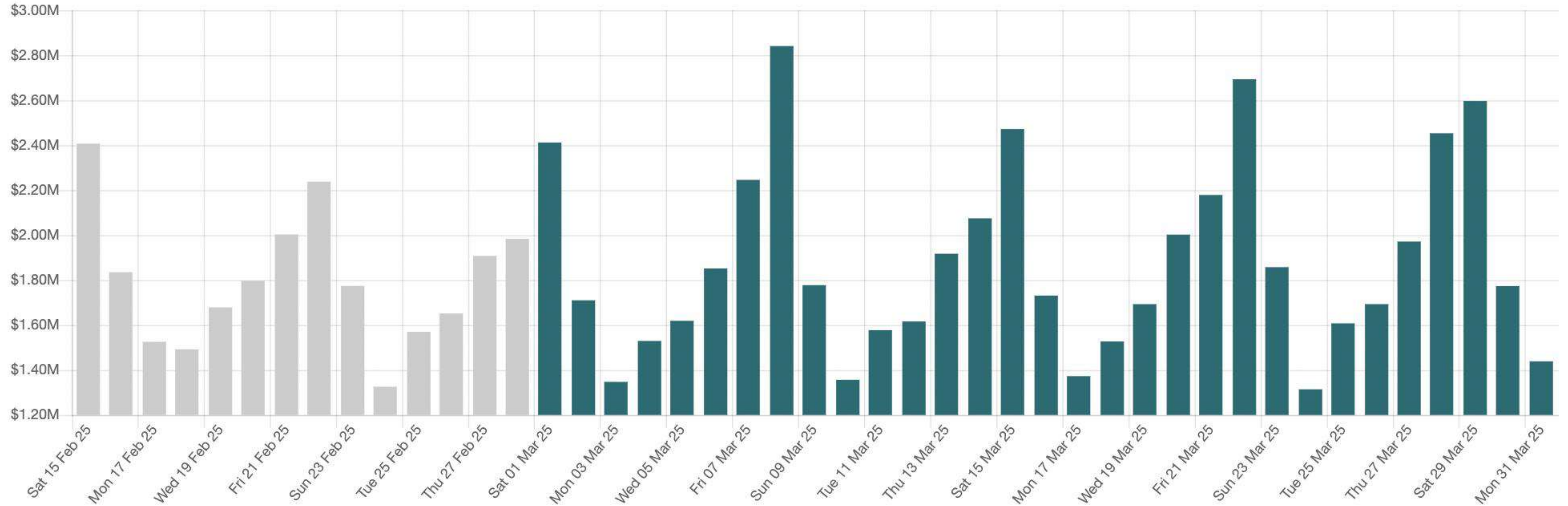
2025 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$164.7M	2,648,492	\$62.17
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total	\$164.7M	2,648,492	\$62.17



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NEWMARKET DAILY SPEND – MARCH 2025



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NEWMARKET DAILY AVERAGE SPEND

	Mar-25	Feb-25	Jan-25	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,602,849	\$2,257,975	\$2,017,740	\$2,316,700	\$2,595,491	\$2,586,916
Sunday	\$1,769,974	\$1,739,782	\$1,596,324	\$1,921,946	\$1,921,946	\$1,881,791
Monday	\$1,365,923	\$1,446,384	\$1,583,897	\$1,457,749	\$1,672,979	\$1,554,234
Tuesday	\$1,560,326	\$1,585,354	\$1,699,814	\$1,615,165	\$1,794,938	\$1,675,637
Wednesday	\$1,655,297	\$1,757,429	\$1,565,960	\$1,652,362	\$1,755,445	\$1,741,666
Thursday	\$1,935,680	\$1,863,206	\$1,825,538	\$1,871,018	\$2,127,679	\$2,016,660
Friday	\$2,238,041	\$2,155,079	\$2,041,719	\$2,137,006	\$2,382,960	\$2,313,131

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NEWMARKET MONTHLY SPEND

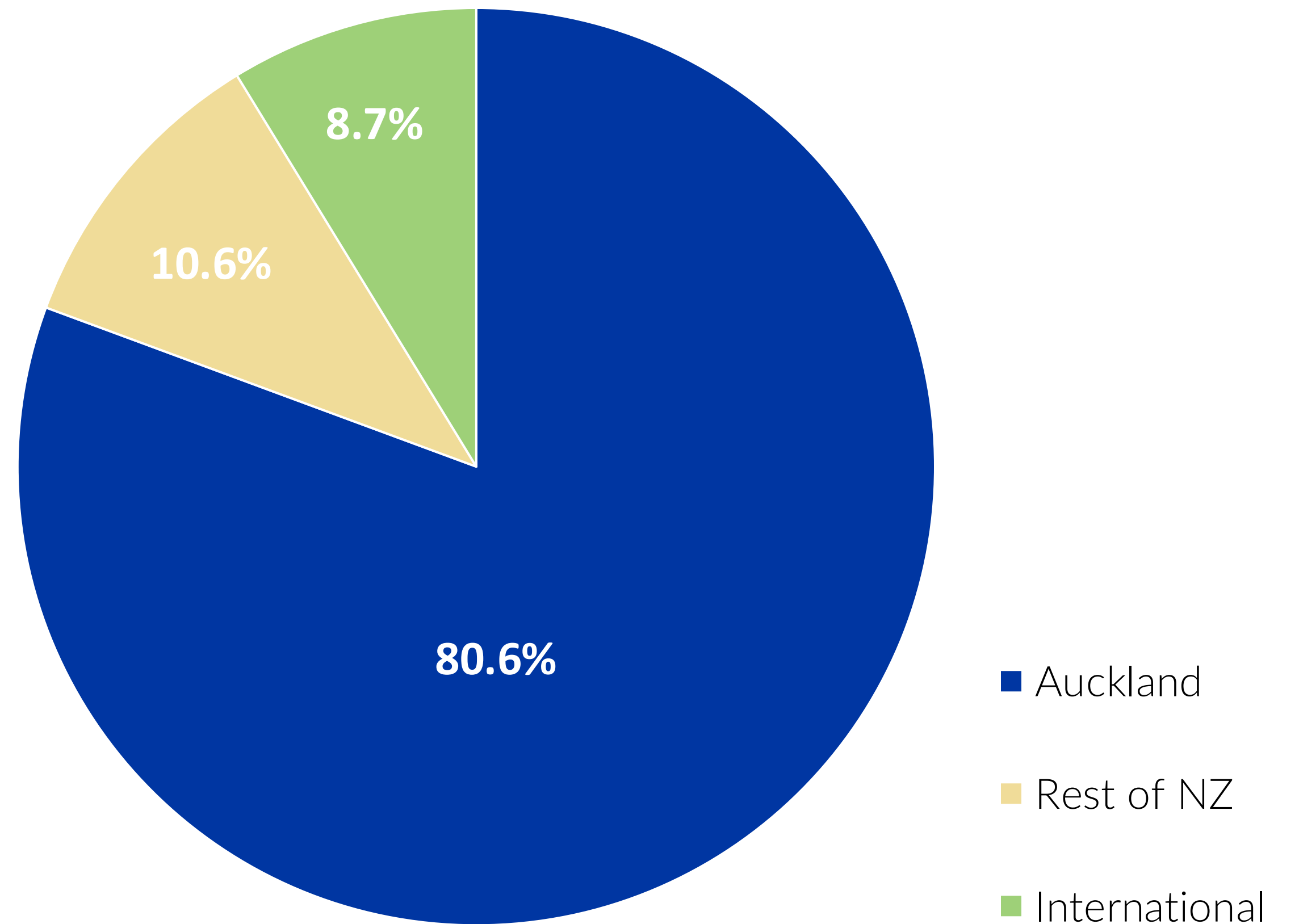
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$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	\$52.1M	\$58.3M										\$164.7M

NEWMARKET.

*Reporting moved to online dashboard

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - MARCH

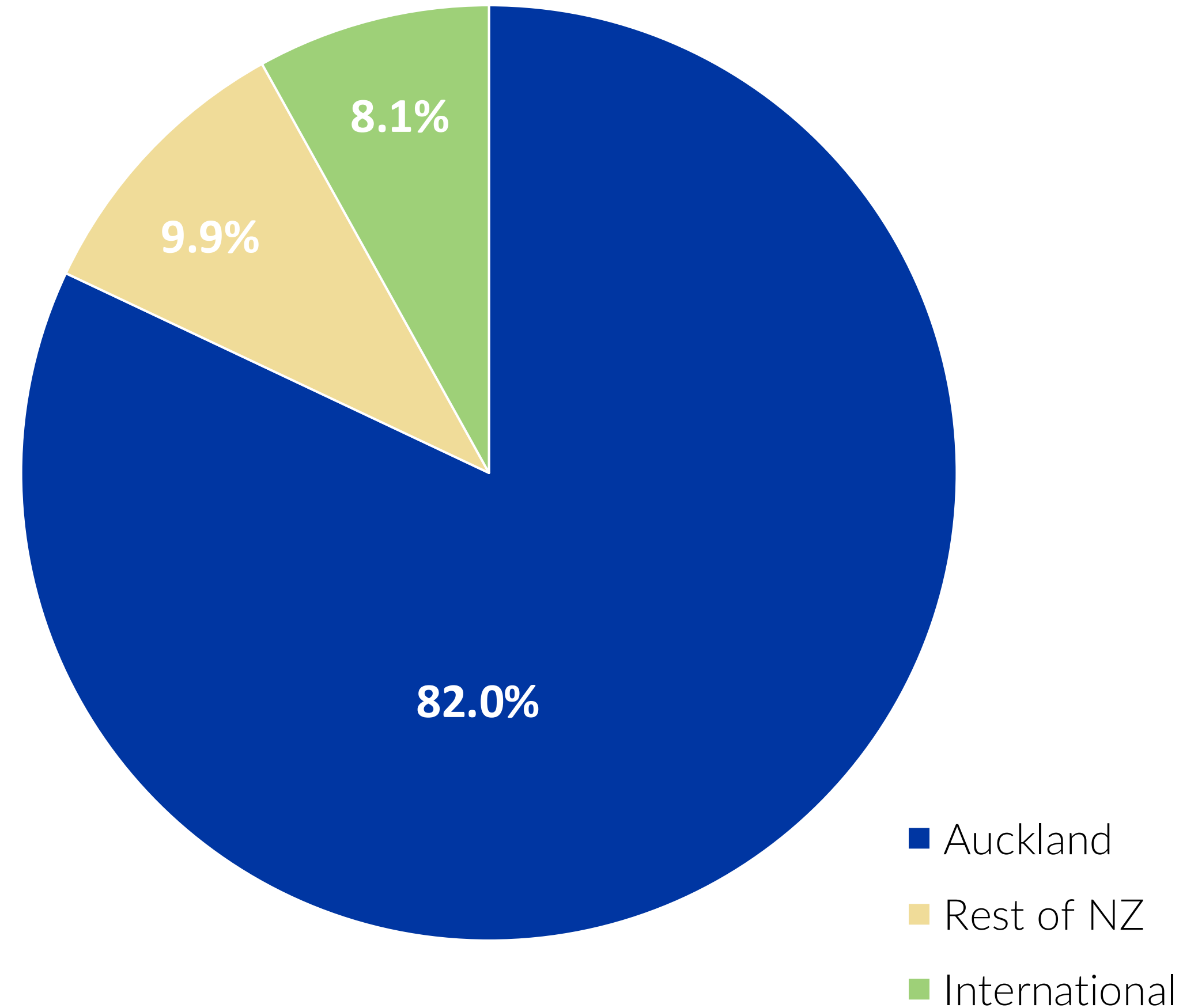
	Mar-25	YOY
Rodney District	\$1.5M	-0.2%
North Shore City	\$4.9M	+4.0%
Waitakere City	\$3.2M	-3.8%
Auckland City	\$31.7M	-5.0%
Manukau City	\$4.3M	-10.5%
Papakura District	\$770.2K	-18.2%
Franklin District	\$689.4K	+5.7%
Rest of NZ	\$6.2M	-14.1%
International	\$5.1M	-7.4%



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NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Apr 24 – Mar 25	YOY
Rodney District	\$19.3M	+1.7%
North Shore City	\$60.5M	-10.2%
Waitakere City	\$40.3M	-11.8%
Auckland City	\$395.8M	-7.5%
Manukau City	\$56.5M	-15.3%
Papakura District	\$9.4M	-22.0%
Franklin District	\$8.7M	-15.8%
Rest of NZ	\$71.4M	-10.5%
International	\$57.5M	+0.1%



2025 BID COMPARISON – MARCH

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$142,451,106	-8.3%	3,372,116	\$42.24
2	North Harbour	\$98,776,128	-2.2%	1,753,745	\$56.32
3	Manukau Central	\$90,776,761	-0.7%	1,694,586	\$53.57
4	Central Park-Henderson	\$75,960,210	-1.0%	1,561,979	\$48.63
5	Albany	\$67,370,686	-2.6%	1,157,726	\$58.19
6	Newmarket	\$58,251,103	-5.9%	943,314	\$61.75
7	Westgate	\$57,698,536	-1.9%	934,693	\$61.73
8	Pukekohe	\$56,409,758	-3.9%	912,075	\$61.85
9	Wiri	\$54,614,178	-4.9%	940,021	\$58.10
10	Mt Wellington / Sylvia Park	\$52,142,948	-0.2%	967,669	\$53.89

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2025 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,670,958,103	-7.3%	37,712,871	\$44.31
2	North Harbour	\$1,205,069,027	-3.4%	21,416,684	\$56.27
3	Manukau Central	\$1,124,756,878	-1.8%	20,867,954	\$53.90
4	Central Park-Henderson	\$917,645,733	-0.5%	18,616,004	\$49.29
5	Albany	\$830,075,108	-3.6%	14,337,805	\$57.89
6	Newmarket	\$719,553,228	-8.5%	11,241,505	\$64.01
7	Westgate	\$712,619,241	-1.7%	11,159,652	\$63.86
8	Pukekohe	\$693,460,711	-1.6%	11,068,976	\$62.65
9	Wiri	\$680,015,147	-3.2%	11,474,565	\$59.26
10	Mt Wellington / Sylvia Park	\$645,201,354	-5.4%	11,554,787	\$55.84

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MARCH 25 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.1M	-21.8%	\$410.3K	-10.8%	\$810.5K	-40.8%	\$444.8K	-5.7%	\$6.1K	-37.4%
Apparel & Personal	\$14.5M	-10.5%	\$5.6M	-7.5%	\$2.0M	+9.3%	\$4.0M	+9.9%	\$2.6M	-3.9%
Cafes, Restaurants, Bars & Takeaways	\$9.5M	-6.6%	\$10.0M	-9.1%	\$4.9M	-5.6%	\$8.7M	+16.7%	\$5.5M	+0.5%
Department Stores & Leisure	\$13.4M	-0.4%	\$1.5M	-11.1%	\$711.9K	-9.3%	\$4.6M	+6.8%	\$10.2M	-1.0%
Fuel & Automotive	\$5.7M	-1.0%	\$1.4M	-4.5%	\$1.1M	-7.8%	\$2.5M	+7.8%	\$9.0M	-2.4%
Groceries & Liquor	\$7.7M	-0.8%	\$4.9M	+3.4%	\$1.6M	+5.4%	\$6.0M	+3.8%	\$22.9M	+0.2%
Home, Hardware & Electrical	\$3.8M	-8.1%	\$754.9K	-29.0%	\$2.2M	-5.3%	\$396.1K	-34.4%	\$4.7M	-27.8%
Other	\$2.7M	-15.1%	\$376.4K	-31.5%	\$465.1K	-12.0%	\$789.0K	-4.6%	\$1.6M	-7.8%

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3 MONTHLY CATEGORY OVERVIEW (JAN – MAR 25)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.1M	-15.8%	\$1.3M	+3.4%	\$2.6M	-33.5%	\$1.5M	-13.2%	\$15.1K	-31.7%
Apparel & Personal	\$41.6M	-7.4%	\$15.6M	-8.0%	\$5.4M	+4.9%	\$11.0M	+6.2%	\$7.5M	-2.8%
Cafes, Restaurants, Bars & Takeaways	\$27.4M	-4.0%	\$28.5M	-7.0%	\$13.7M	-5.5%	\$23.4M	+8.1%	\$15.6M	+3.3%
Department Stores & Leisure	\$36.9M	-4.1%	\$4.4M	-8.9%	\$2.2M	-1.1%	\$13.6M	+3.4%	\$30.2M	-1.3%
Fuel & Automotive	\$15.6M	-3.3%	\$3.8M	-5.4%	\$3.1M	-8.1%	\$6.6M	-4.3%	\$25.5M	-3.0%
Groceries & Liquor	\$21.4M	-1.6%	\$14.0M	+1.4%	\$4.5M	+8.3%	\$17.3M	+0.9%	\$65.8M	-0.8%
Home, Hardware & Electrical	\$10.8M	-13.5%	\$2.0M	-31.3%	\$6.0M	-6.8%	\$1.3M	-28.2%	\$15.7M	-20.4%
Other	\$7.7M	-11.9%	\$1.1M	-23.9%	\$1.3M	-17.4%	\$2.4M	+0.3%	\$4.5M	-7.3%

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All data sourced from MarketView Reports 2025

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