

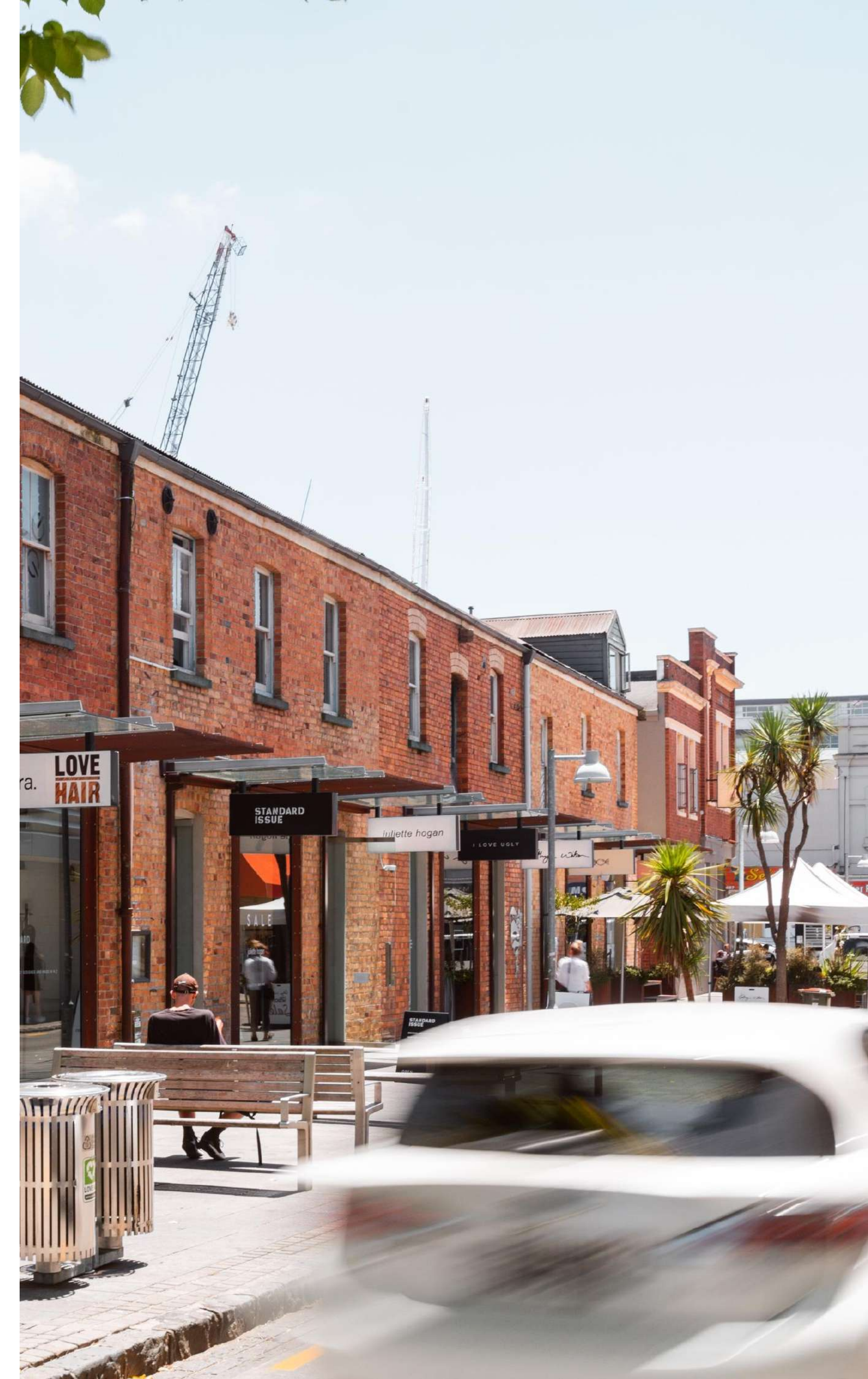
NEWMARKET.

MarketView Annual Report

July 2024 – June 2025

2024-2025 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
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	\$79.9M	1,096,992	\$72.81
January 25	\$54.8M	861,870	\$63.53
February	\$52.1M	833,294	\$61.47
March	\$58.3M	943,288	\$61.75
April	\$53.3M	856,129	\$62.24
May	\$58.6M	941,466	\$62.27
June	\$54.5M	889,544	\$61.31
Total	\$709.0M	11,170,397	\$63.47



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2023-2024 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
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	\$79.9M	-5.6%	\$30.4M	-11.4%	\$16.9M	-6.0%	\$24.8M	+21.7%	\$70.7M	-0.7%
January 25	\$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	\$53.3M	-7.4%	\$22.6M	-10.9%	\$11.6M	-11.4%	\$24.5M	+1.5%	\$54.6M	-3.3%
May	\$58.6M	-4.2%	\$25.5M	-4.9%	\$12.8M	-4.4%	\$26.8M	+6.1%	\$58.7M	+0.5%
June	\$54.5M	-6.0%	\$22.3M	-7.0%	\$11.0M	-9.1%	\$24.4M	+2.7%	\$53.7M	-3.2%
Total	\$709.0M	-7.1%	\$294.5M	-8.3%	\$158.3M	-7.9%	\$310.9M	+1.0%	\$690.6M	-2.0%

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2024-2025 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
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	1,096,992	532,588	244,158	470,828	1,063,699
January 25	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	856,129	448,109	212,070	489,368	871,307
May	941,466	517,568	234,559	535,386	940,291
June	889,544	460,827	204,424	491,619	871,886
Total	11,170,397	5,905,667	2,814,417	6,282,286	11,056,787

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2024-2025 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
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	\$72.81	\$57.13	\$69.08	\$52.75	\$66.50
January 25	\$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	\$62.24	\$50.47	\$54.61	\$50.07	\$62.67
May	\$62.27	\$49.24	\$54.76	\$50.01	\$62.43
June	\$61.31	\$48.32	\$54.00	\$49.66	\$61.64
Total	\$63.47	\$49.87	\$56.24	\$49.48	\$62.46

NEWMARKET.

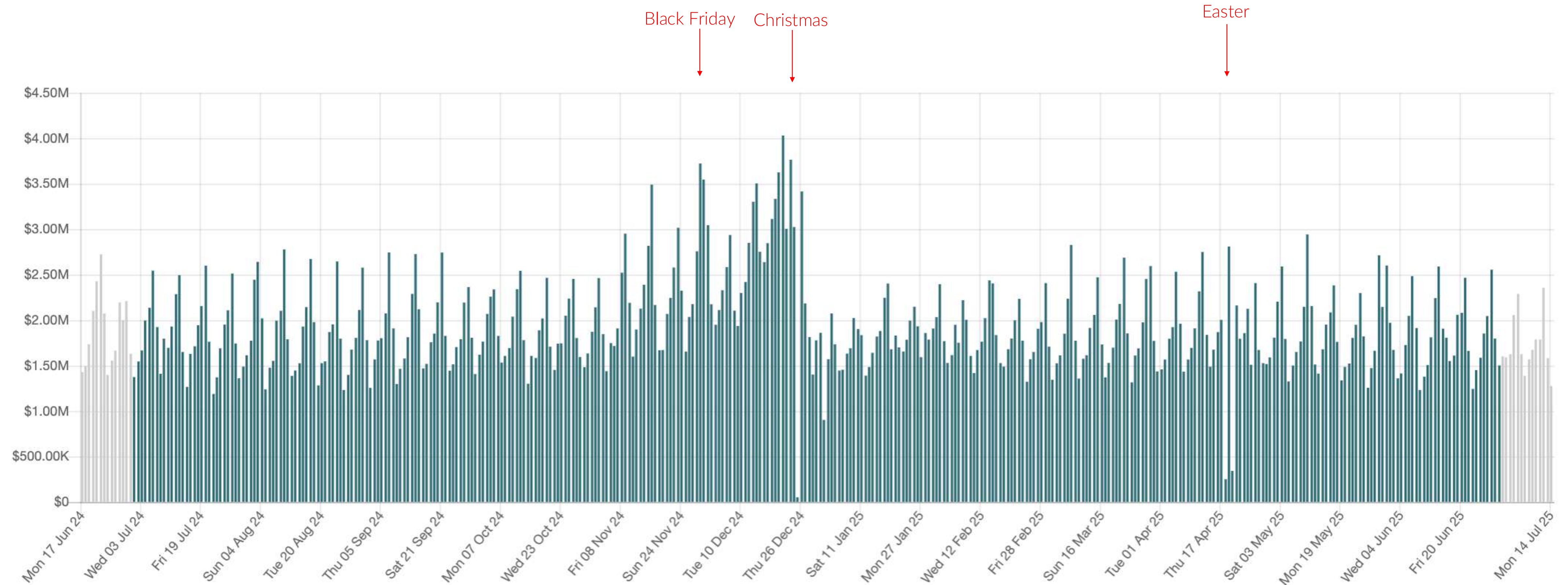
2024-2025 NEWMARKET QUARTER BY QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jul/Aug/Sep 24	\$170.9M	2,729,178	\$62.61
Oct/Nov/Dec 24	\$206.7M	3,053,932	\$67.67
Jan/Feb/Mar 25	\$164.7M	2,648,492	\$62.17
Apr/May/Jun 25	\$166.7M	2,690,048	\$61.98
Total	\$709.0M	11,170,397	\$63.47



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NEWMARKET DAILY SPEND (JUL 24 - JUN 25)



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2025 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$2,127,046,780	-1.4%	41,956,430	\$50.70
2	CBD	\$1,779,885,398	-6.9%	40,917,437	\$43.50
3	North Harbour	\$1,202,696,825	-2.8%	21,288,364	\$56.50
4	Business Manukau	\$1,037,332,713	-2.4%	18,201,407	\$56.99
5	Business West	\$916,910,344	-1.4%	18,624,977	\$49.23
6	Albany	\$824,058,421	-3.7%	14,194,217	\$58.06
7	Newmarket	\$709,001,208	-7.1%	11,170,524	\$63.47
8	Westgate	\$704,678,466	-3.4%	11,276,089	\$62.49
9	Pukekohe	\$690,595,927	-2.0%	11,056,840	\$62.46
10	Mt Wellington / Sylvia Park	\$640,484,069	-4.9%	11,590,447	\$55.26

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CATEGORY OVERVIEW (JUL 24 – JUN 25)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$12.1M	-8.5%	\$5.4M	-4.1%	\$8.5M	-37.8%	\$5.0M	-8.0%	\$62.1K	-23.0%
Apparel & Personal	\$185.8M	-8.2%	\$68.5M	-8.9%	\$24.5M	+2.9%	\$46.5M	+1.5%	\$34.2M	-0.7%
Cafes, Restaurants, Bars & Takeaways	\$116.4M	-5.6%	\$115.8M	-8.3%	\$55.3M	-8.1%	\$92.2M	+4.6%	\$65.6M	+1.3%
Department Stores & Leisure	\$159.5M	-9.3%	\$19.2M	-15.7%	\$9.5M	-7.2%	\$55.8M	+2.0%	\$129.4M	+0.4%
Fuel & Automotive	\$62.2M	-6.7%	\$15.2M	-7.2%	\$12.6M	-4.8%	\$25.7M	-4.8%	\$103.1M	-3.3%
Groceries & Liquor	\$91.1M	+1.2%	\$55.9M	-0.5%	\$18.4M	+1.7%	\$69.8M	+1.4%	\$271.6M	+0.6%
Home, Hardware & Electrical	\$50.9M	-9.6%	\$9.9M	-23.2%	\$24.4M	-9.6%	\$6.4M	-20.8%	\$70.3M	-14.9%
Other	\$31.0M	-12.7%	\$4.6M	-20.4%	\$5.3M	-11.5%	\$9.4M	-1.9%	\$16.4M	-5.6%

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NEWMARKET MONTHLY SPEND

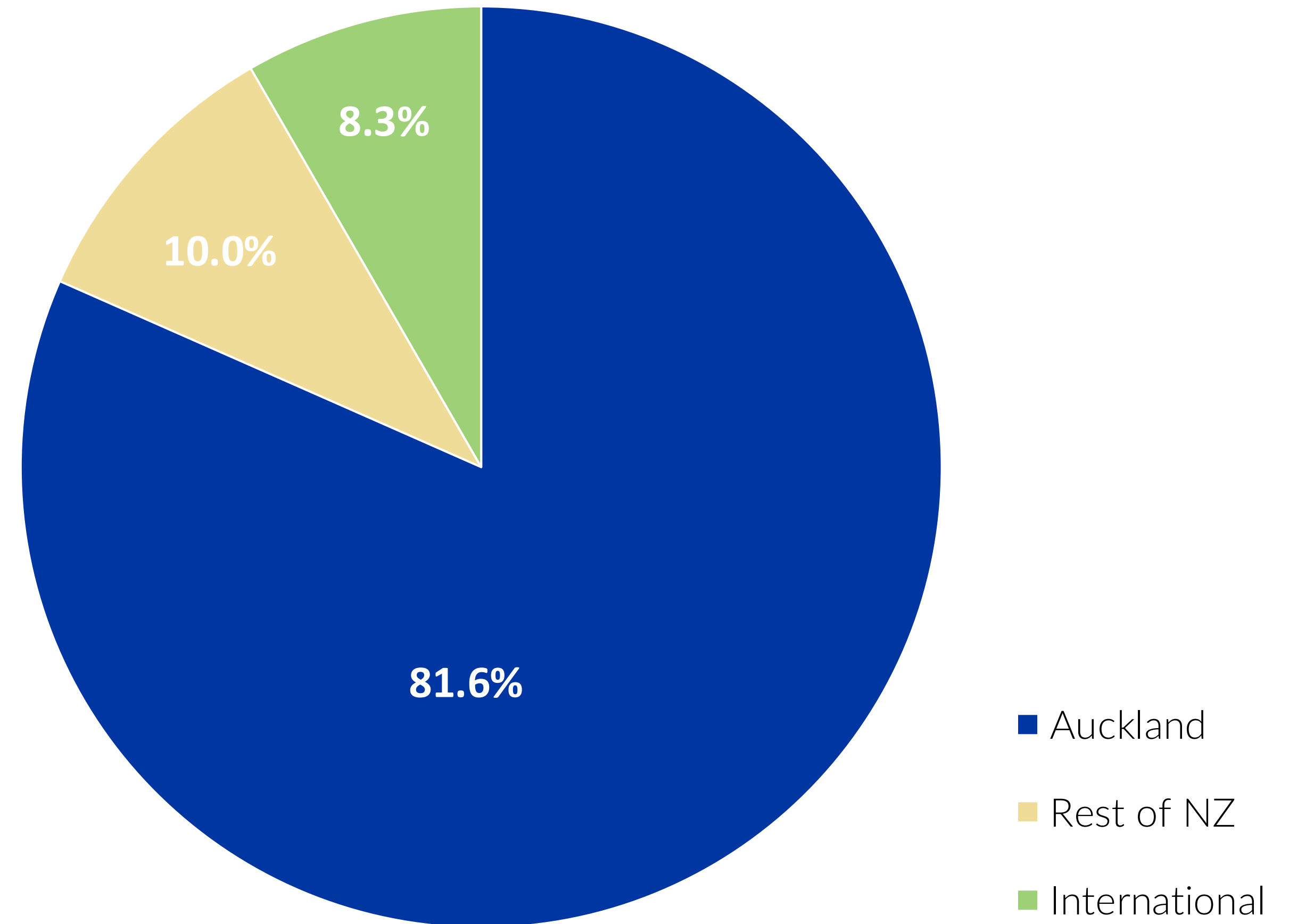
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$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	\$53.3M	\$58.6M	\$54.5M							\$331.4M

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*Reporting moved to online dashboard

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Jul 24 – Jun 25	YOY
Rodney District	\$18.9M	-0.4%
North Shore City	\$58.9M	-1.3%
Waitakere City	\$39.6M	-0.2%
Auckland City	\$388.4M	-0.5%
Manukau City	\$54.7M	-1.3%
Papakura District	\$9.3M	-0.4%
Franklin District	\$8.5M	-1.1%
Rest of NZ	\$71.2M	-0.5%
International	\$60.2M	+1.3%



All data sourced from MarketView Verisk Reports July 2023 – June 2024

For further information please contact

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