

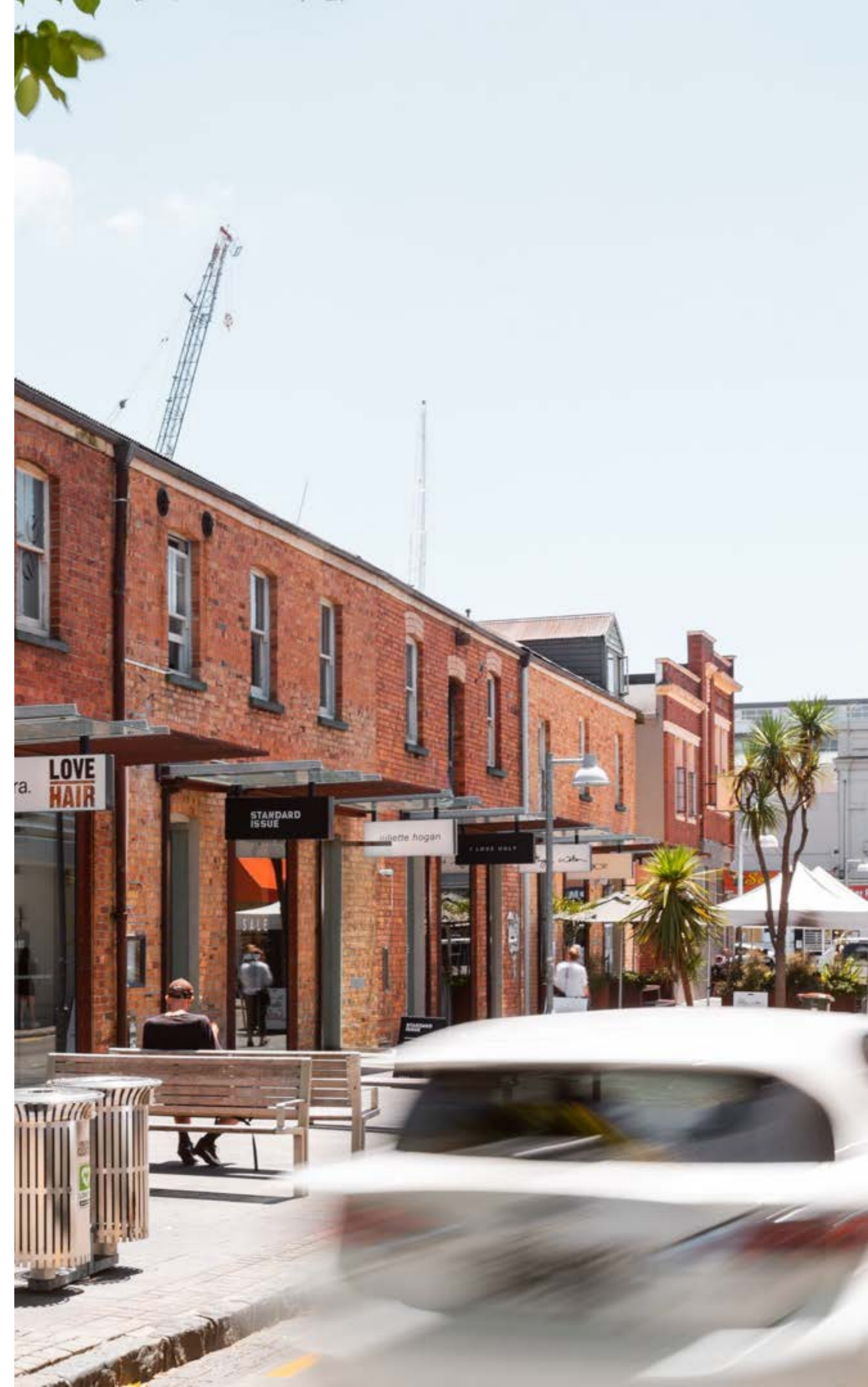
NEWMARKET.

MarketView Summary Report

December 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	\$53.3M	856,129	\$62.24
May	\$58.6M	941,466	\$62.27
June	\$54.5M	889,544	\$61.31
July	\$52.8M	875,297	\$60.29
August	\$54.7M	895,488	\$61.05
September	\$52.9M	851,254	\$62.11
October	\$54.5M	869,252	\$62.70
November	\$63.8M	940,592	\$67.79
December	\$73.4M	1,038,214	\$70.73
Total	\$683.7M	10,806,998	\$63.27



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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	\$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%
July	\$52.8M	-6.7%	\$22.1M	-6.2%	\$12.4M	+0.8%	\$24.8M	+2.4%	\$55.7M	-0.6%
August	\$54.7M	-6.3%	\$21.7M	-5.2%	\$11.4M	-8.4%	\$25.5M	+2.8%	\$56.6M	-0.9%
September	\$52.9M	-5.3%	\$20.3M	-6.1%	\$10.9M	-6.0%	\$23.9M	+1.3%	\$53.7M	-2.0%
October	\$54.5M	-6.2%	\$21.6M	-3.7%	\$12.0M	-5.0%	\$24.7M	-2.6%	\$58.9M	+0.4%
November	\$63.8M	-7.4%	\$22.9M	-10.2%	\$14.0M	-7.8%	\$27.9M	-1.2%	\$60.9M	+0.1%
December	\$73.4M	-8.4%	\$26.0M	-10.5%	\$14.8M	-4.6%	\$31.0M	-5.7%	\$68.9M	-2.9%
Total	\$683.7M	-6.3%	\$270.0M	-6.7%	\$148.2M	-6.2%	\$310.7M	+1.1%	\$688.5M	-1.7%

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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	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
July	875,297	457,234	213,637	511,174	897,578
August	895,488	441,783	212,229	515,336	908,275
September	851,254	408,744	196,201	476,456	859,655
October	869,252	440,782	207,523	489,486	918,992
November	940,592	456,816	227,195	538,425	934,997
December	1,038,214	465,430	215,982	543,382	1,011,847
Total	10,806,998	5,422,505	2,639,244	6,164,925	10,921,495

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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	\$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
July	\$60.29	\$48.36	\$57.94	\$48.49	\$62.08
August	\$61.05	\$49.16	\$53.91	\$49.45	\$62.37
September	\$62.11	\$49.67	\$55.69	\$50.12	\$62.50
October	\$62.70	\$49.01	\$57.88	\$50.55	\$64.10
November	\$67.79	\$50.23	\$61.65	\$51.80	\$65.17
December	\$70.73	\$55.84	\$68.49	\$57.13	\$68.08
Total average	\$63.27	\$49.79	\$56.15	\$50.39	\$63.04

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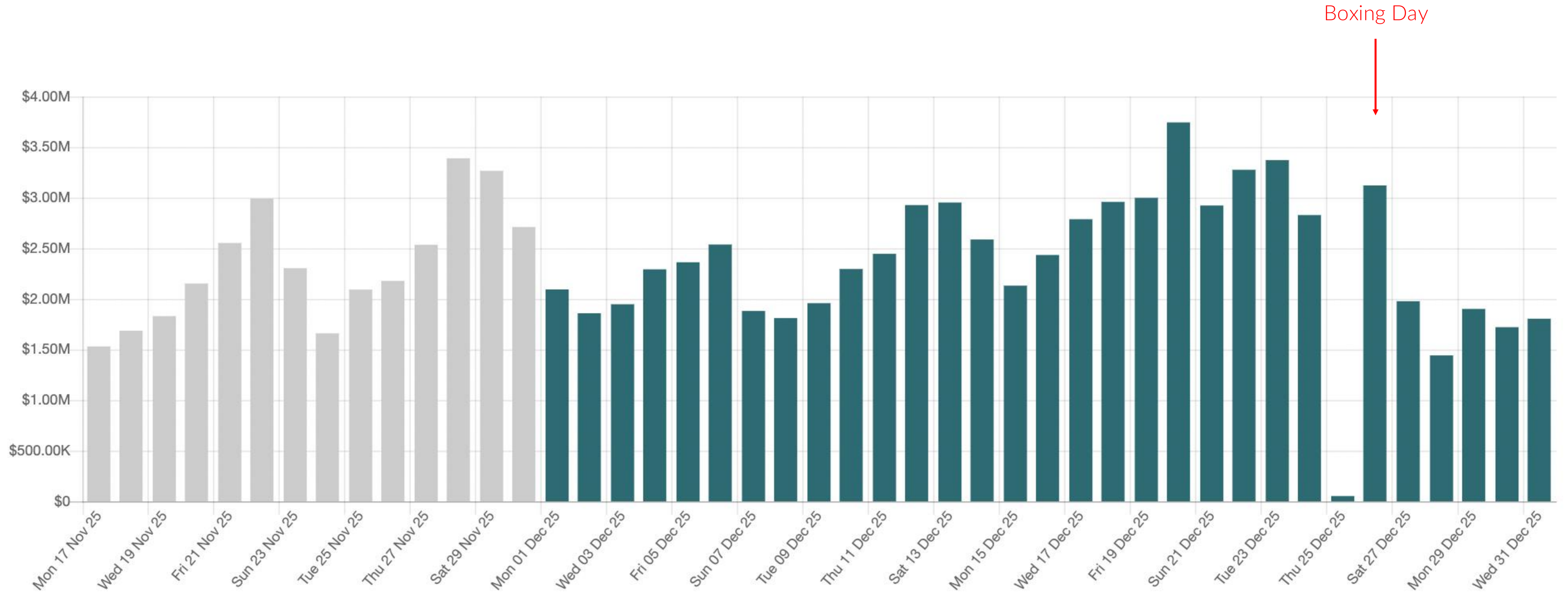
2025 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$164.7M	2,648,492	\$62.17
Apr/May/Jun	\$166.7M	2,690,048	\$61.98
Jul/Aug/Sep	\$160.5M	2,623,153	\$61.17
Oct/Nov/Dec	\$191.8M	2,848,781	\$67.33
Total to date	\$683.7M	10,806,998	\$63.27



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NEWMARKET DAILY SPEND – DECEMBER 2025



	2021	2022	2023	2024	2025
Boxing Day	\$4,367,245	\$4,090,312	\$3,572,261	\$3,359,521	\$3,121,627

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NEWMARKET DAILY AVERAGE SPEND

	Dec-25	Nov-25	Oct-25	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,803,130	\$2,750,420	\$2,434,182	\$2,669,334	\$2,529,982	\$2,486,626
Sunday	\$2,208,593	\$2,107,579	\$1,702,695	\$2,014,081	\$1,857,061	\$1,789,608
Monday	\$2,242,828	\$1,514,790	\$1,360,129	\$1,747,217	\$1,520,099	\$1,499,354
Tuesday	\$2,268,845	\$1,774,524	\$1,420,155	\$1,855,611	\$1,662,468	\$1,613,063
Wednesday	\$2,333,090	\$1,854,651	\$1,580,990	\$1,927,786	\$1,759,571	\$1,700,899
Thursday	\$1,937,624	\$2,142,871	\$1,769,439	\$1,936,091	\$1,843,531	\$1,875,784
Friday	\$2,852,798	\$2,580,576	\$2,016,205	\$2,447,271	\$2,234,405	\$2,130,660

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NEWMARKET MONTHLY SPEND

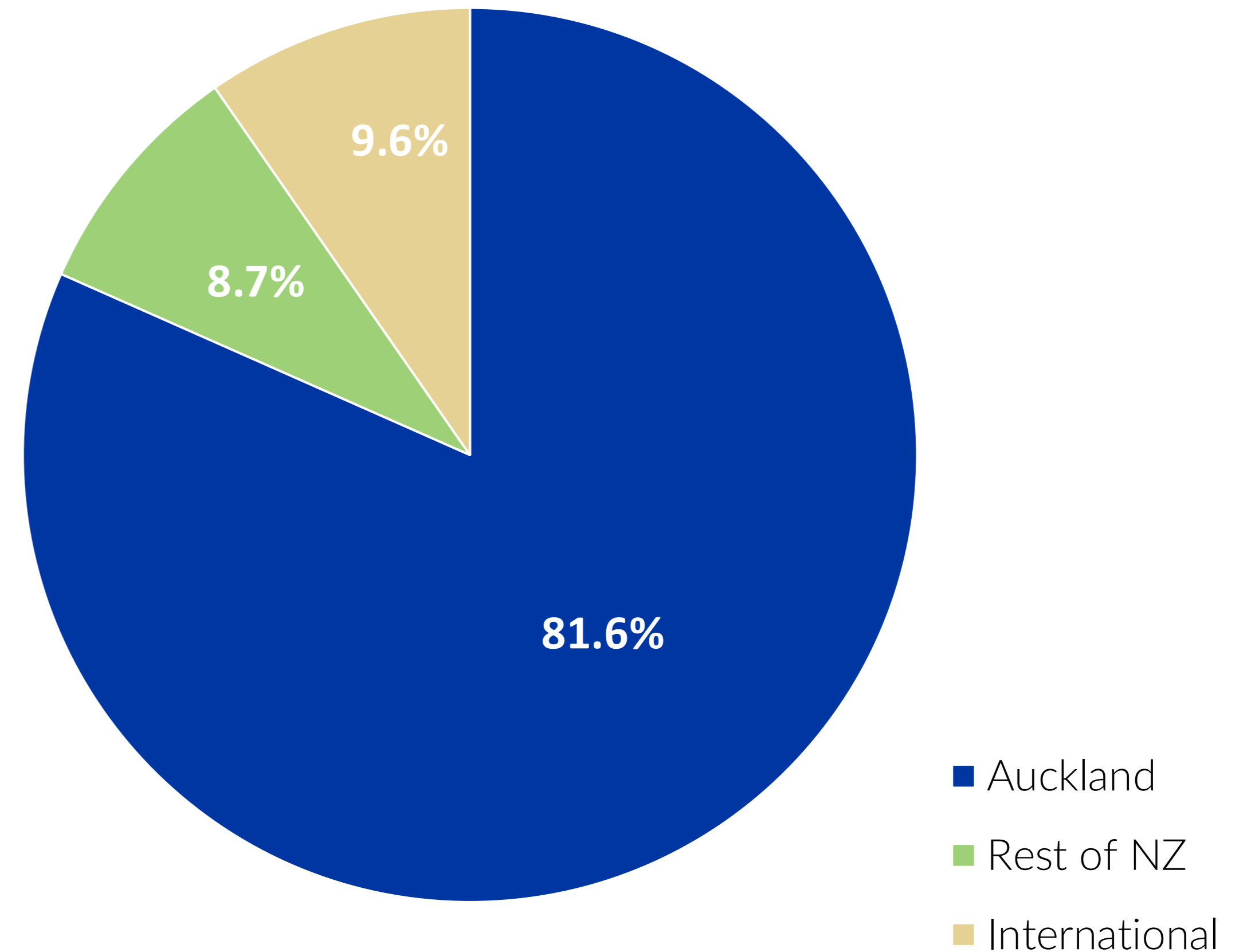
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$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	\$52.8M	\$54.7M	\$52.9M	\$54.5M	\$63.8M	\$73.4M	\$683.7M

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*Reporting moved to online dashboard

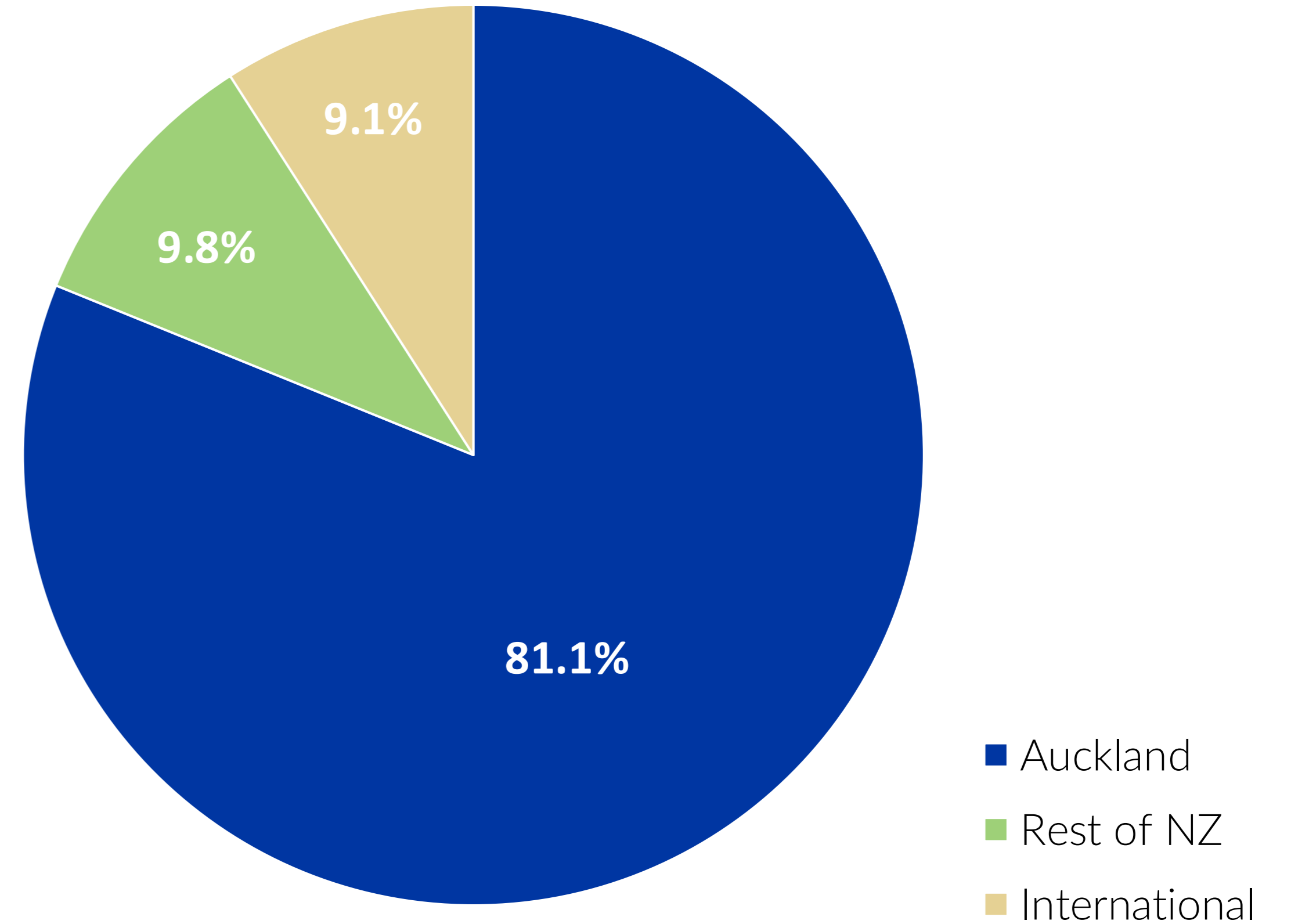
NEWMARKET SPEND BY ORIGIN OF CUSTOMER - DECEMBER

	Dec-25	YOY
Rodney District	\$2.2M	-7.7%
North Shore City	\$5.9M	-12.9%
Waitakere City	\$4.4M	-8.2%
Auckland City	\$40.0M	-8.4%
Manukau City	\$5.5M	-9.3%
Papakura District	\$1.0M	-10.0%
Franklin District	\$998.3K	+3.3%
Rest of NZ	\$6.4M	-10.2%
International	\$7.1M	-3.2%



NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Jan 25 – Dec 25	YOY
Rodney District	\$18.1M	-6.8%
North Shore City	\$55.7M	-8.8%
Waitakere City	\$38.2M	-7.8%
Auckland City	\$373.2M	-6.9%
Manukau City	\$52.8M	-9.2%
Papakura District	\$9.0M	-9.2%
Franklin District	\$8.0M	-10.6%
Rest of NZ	\$67.0M	-7.4%
International	\$61.8M	+8.0%



2025 BID COMPARISON – DECEMBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$211,942,715	+2.4%	3,827,109	\$55.38
2	CBD	\$157,197,116	-11.7%	3,178,914	\$49.45
3	North Harbour	\$128,417,349	-2.2%	2,072,673	\$61.96
4	Business Manukau	\$104,573,920	-2.0%	1,744,493	\$59.95
5	Albany	\$90,388,753	-3.8%	1,462,490	\$61.80
6	Business West	\$88,664,632	-1.1%	1,706,070	\$51.97
7	Newmarket	\$73,432,397	-8.4%	1,038,244	\$70.73
8	Mt Wellington / Sylvia Park	\$70,804,047	-7.3%	1,229,371	\$57.59
9	Pukekohe	\$68,883,595	-2.9%	1,011,856	\$68.08
10	Westgate	\$68,607,790	-6.3%	1,064,193	\$64.47

NEWMARKET.

2025 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$2,166,934,322	+1.1%	42,075,409	\$51.50
2	CBD	\$1,738,709,347	-5.4%	39,982,085	\$43.49
3	North Harbour	\$1,207,271,267	+0.7%	21,334,705	\$56.59
4	Business Manukau	\$1,031,198,274	-2.3%	18,027,691	\$57.20
5	Business West	\$923,628,232	0.0%	18,684,272	\$49.43
6	Albany	\$826,009,523	+0.1%	14,289,074	\$57.81
7	Westgate	\$691,758,840	-3.7%	11,244,133	\$61.52
8	Pukekohe	\$688,475,166	-1.7%	10,921,525	\$63.04
9	Newmarket	\$683,749,027	-6.3%	10,807,232	\$63.27
10	Mt Wellington / Sylvia Park	\$628,178,257	-3.3%	11,373,595	\$55.23

NEWMARKET.

DECEMBER 25 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$774.3K	-56.9%	\$591.1K	+6.1%	\$571.7K	-19.6%	\$524.2K	+16.5%	\$1.2K	-77.7%
Apparel & Personal	\$21.5M	-13.5%	\$6.6M	-20.4%	\$2.7M	-7.5%	\$4.9M	-19.2%	\$3.8M	-5.0%
Cafes, Restaurants, Bars & Takeaways	\$9.9M	-3.3%	\$9.1M	-12.4%	\$5.2M	+0.3%	\$8.6M	+7.2%	\$5.7M	-3.4%
Department Stores & Leisure	\$20.8M	+2.3%	\$2.2M	-14.6%	\$1.3M	+5.1%	\$6.3M	-13.5%	\$15.2M	-4.5%
Fuel & Automotive	\$4.7M	-14.3%	\$232.1K	-14.8%	\$1.1M	-10.6%	\$2.1M	+3.1%	\$9.9M	+12.0%
Groceries & Liquor	\$8.7M	-3.9%	\$5.7M	+4.4%	\$1.9M	-7.7%	\$7.2M	+0.5%	\$27.1M	+1.0%
Home, Hardware & Electrical	\$5.0M	-13.2%	\$1.3M	+2.2%	\$1.6M	-10.4%	\$623.6K	-28.9%	\$6.1M	-26.7%
Other	\$2.1M	-21.1%	\$355.9K	+13.5%	\$491.4K	+7.0%	\$707.2K	-25.3%	\$1.2M	-2.6%

NEWMARKET.

3 MONTHLY CATEGORY OVERVIEW (OCT – DEC 25)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.6M	-43.3%	\$1.6M	+5.4%	\$1.9M	-16.7%	\$1.4M	+4.6%	\$14.0K	+3.6%
Apparel & Personal	\$52.2M	-12.1%	\$17.4M	-14.7%	\$7.2M	-3.4%	\$12.2M	-14.8%	\$9.6M	-2.8%
Cafes, Restaurants, Bars & Takeaways	\$28.9M	-5.7%	\$26.2M	-11.7%	\$14.5M	-3.2%	\$24.4M	+5.3%	\$16.2M	-5.0%
Department Stores & Leisure	\$48.8M	+1.8%	\$5.1M	-12.4%	\$3.2M	+2.8%	\$15.5M	-9.6%	\$37.8M	-1.9%
Fuel & Automotive	\$14.9M	-10.1%	\$723.8K	-13.8%	\$2.8M	-19.6%	\$6.7M	+3.4%	\$29.3M	+12.0%
Groceries & Liquor	\$23.8M	-3.4%	\$15.5M	+4.5%	\$4.9M	-8.1%	\$19.2M	+0.6%	\$73.9M	+1.5%
Home, Hardware & Electrical	\$14.1M	-9.7%	\$3.2M	+3.3%	\$5.3M	-1.2%	\$2.1M	-7.8%	\$18.3M	-17.9%
Other	\$6.7M	-14.8%	\$1.0M	-4.1%	\$1.8M	0.0%	\$2.2M	-18.2%	\$3.7M	-2.5%

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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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