

# NEWMARKET.

MarketView Summary Report

January 2026

# 2026 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$54.0M	884,283	\$61.04
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Total</b>	<b>\$54.0M</b>	<b>884,283</b>	<b>\$61.04</b>

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# 2026 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$54.0M	-2.0%	\$20.4M	-5.6%	\$11.3M	-4.2%	\$24.5M	-4.8%	\$56.2M	-1.1%
February										
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
<b>Total</b>	<b>\$54.0M</b>	<b>-2.0%</b>	<b>\$20.4M</b>	<b>-5.6%</b>	<b>\$11.3M</b>	<b>-4.2%</b>	<b>\$24.5M</b>	<b>-4.8%</b>	<b>\$56.2M</b>	<b>-1.1%</b>

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# 2026 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	884,283	412,550	199,191	472,664	871,720
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total</b>	<b>884,283</b>	<b>412,550</b>	<b>199,191</b>	<b>472,664</b>	<b>871,720</b>

**NEWMARKET.**

# 2026 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$61.04	\$49.49	\$56.76	\$51.86	\$64.49
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
<b>Total average</b>	<b>\$61.04</b>	<b>\$49.49</b>	<b>\$56.76</b>	<b>\$51.86</b>	<b>\$64.49</b>

**NEWMARKET.**

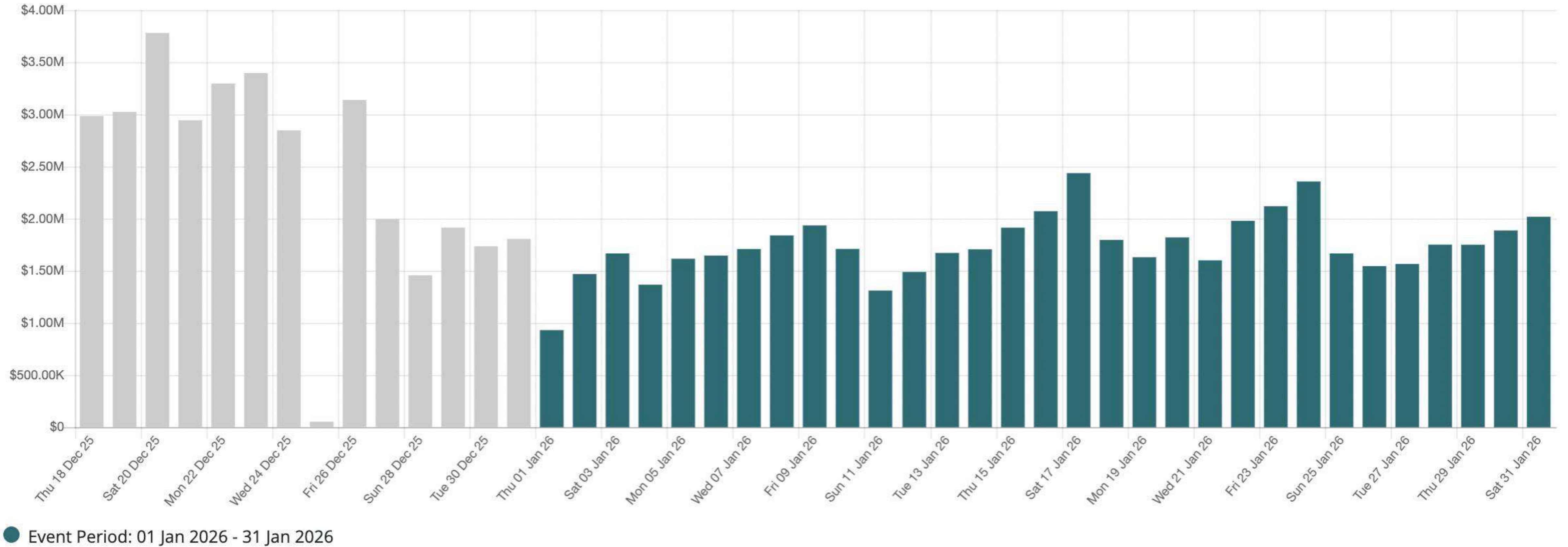
# 2026 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$54.0M	884,283	\$61.04
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
<b>Total to date</b>	<b>\$54.0M</b>	<b>884,283</b>	<b>\$61.04</b>

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



# NEWMARKET DAILY SPEND – JANUARY 2026



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# NEWMARKET DAILY AVERAGE SPEND

	Jan-26	Dec-25	Nov-25	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,037,745	\$2,803,130	\$2,750,420	\$2,510,953	\$2,461,427	\$2,479,666
Sunday	\$1,535,248	\$2,208,593	\$2,107,579	\$1,962,558	\$1,839,850	\$1,784,910
Monday	\$1,570,270	\$2,242,828	\$1,514,790	\$1,811,876	\$1,558,254	\$1,498,306
Tuesday	\$1,675,888	\$2,268,845	\$1,774,524	\$1,934,298	\$1,710,009	\$1,611,223
Wednesday	\$1,691,660	\$2,333,090	\$1,854,651	\$1,988,515	\$1,785,411	\$1,713,163
Thursday	\$1,682,926	\$1,937,624	\$2,142,871	\$1,902,816	\$1,843,549	\$1,862,071
Friday	\$1,896,496	\$2,852,798	\$2,580,576	\$2,401,229	\$2,206,934	\$2,116,696

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# NEWMARKET MONTHLY SPEND

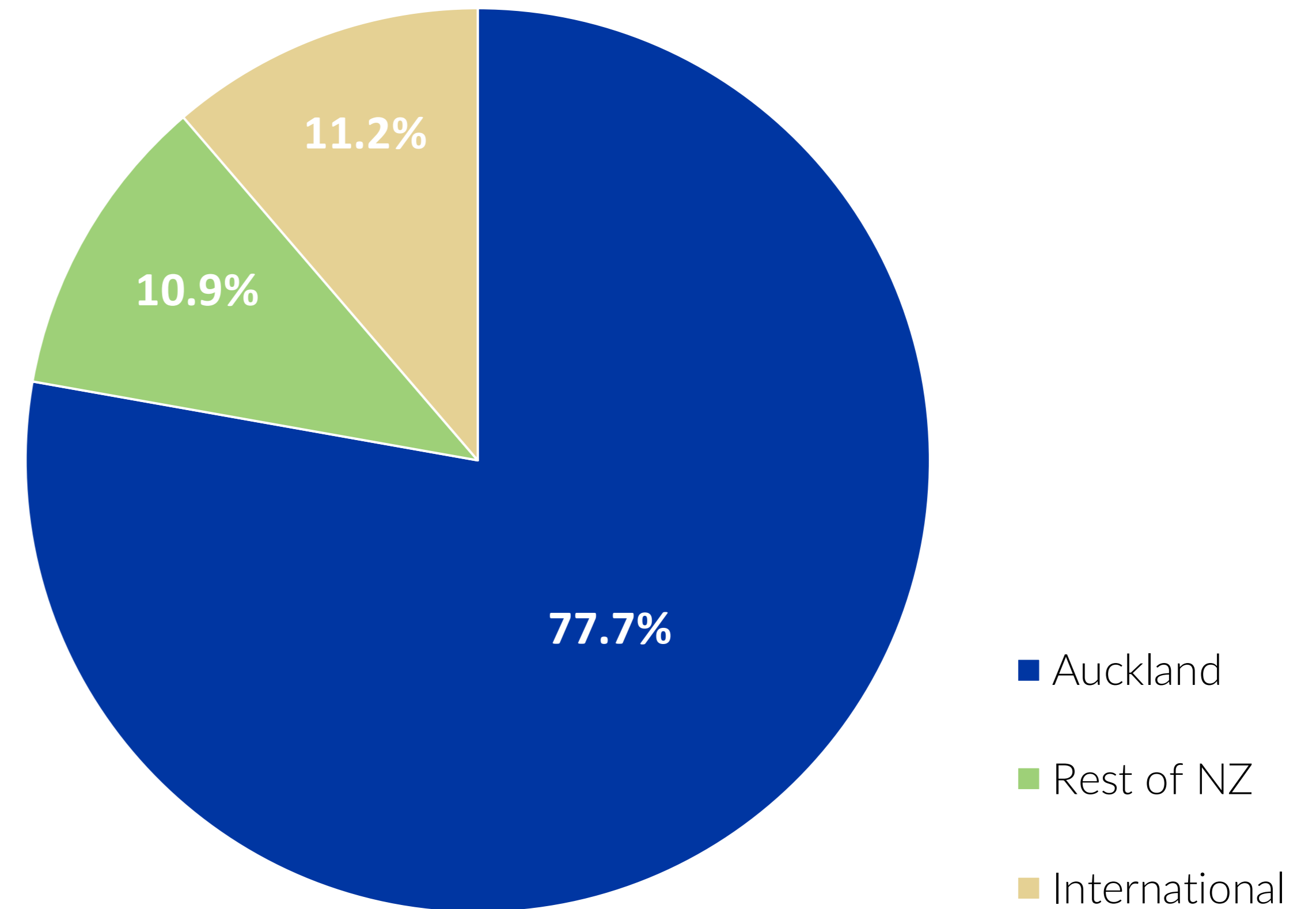
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2014</b>	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	<b>\$456.7M</b>
<b>2015</b>	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	<b>\$615.9M</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	\$58.3M	\$53.3M	\$58.6M	\$54.5M	\$52.8M	\$54.7M	\$52.9M	\$54.5M	\$63.8M	\$73.4M	<b>\$683.7M</b>
<b>2026</b>	\$54.0M												<b>\$50.4M</b>

**NEWMARKET.**

\*Reporting moved to online dashboard

# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - JANUARY

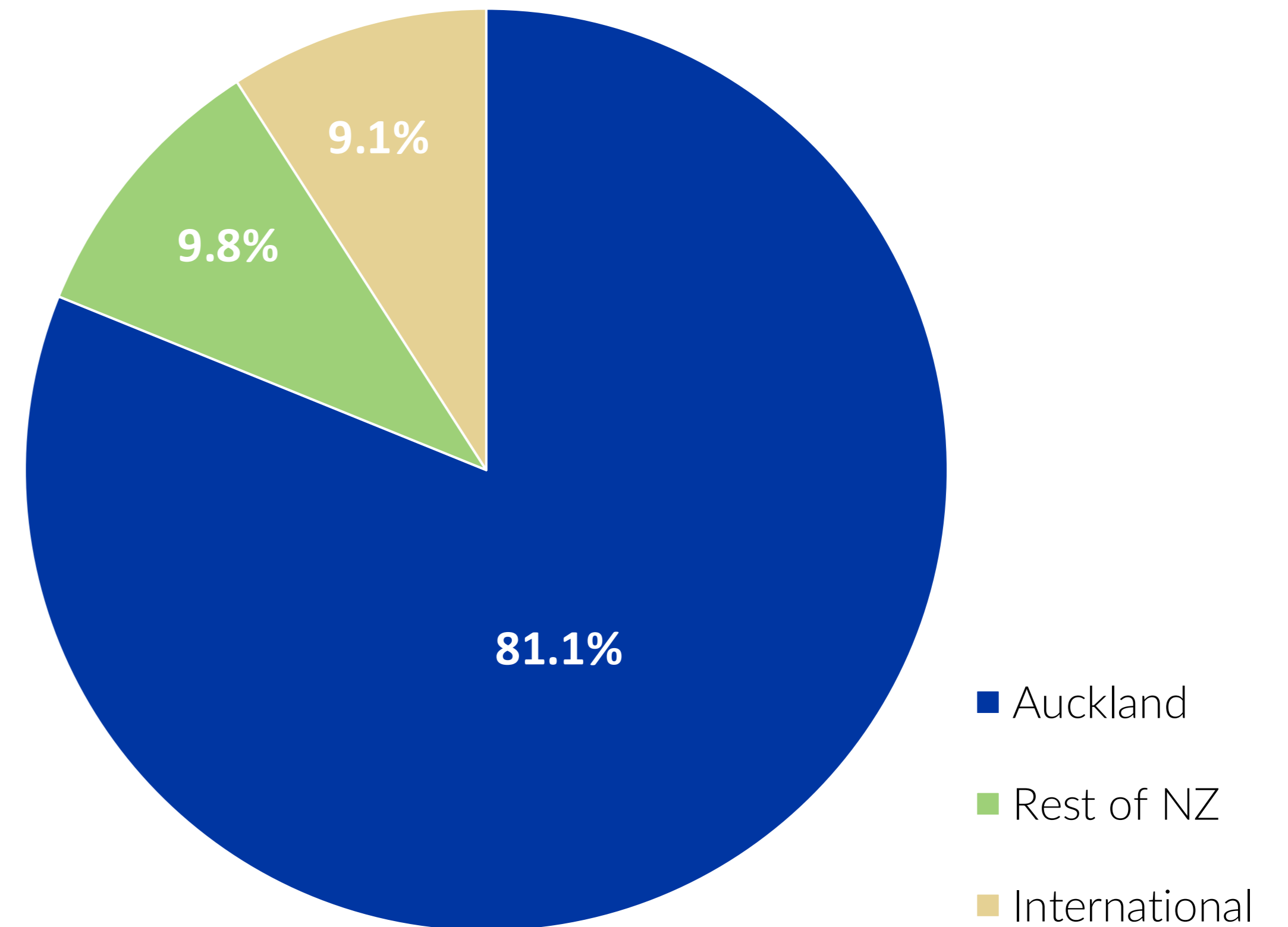
	Jan-26	YOY
Rodney District	\$1.3M	-8.9%
North Shore City	\$4.1M	-4.0%
Waitakere City	\$3.2M	+4.0%
Auckland City	\$28.0M	-2.5%
Manukau City	\$4.1M	-2.5%
Papakura District	\$733.5K	+13.2%
Franklin District	\$599.8K	-6.4%
Rest of NZ	\$5.9M	-2.1%
International	\$6.1M	-0.6%



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# NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Feb 25 – Jan 26	YOY
Rodney District	\$18.0M	-7.8%
North Shore City	\$55.8M	-8.3%
Waitakere City	\$38.5M	-6.3%
Auckland City	\$374.0M	-6.6%
Manukau City	\$53.1M	-8.3%
Papakura District	\$9.1M	-6.2%
Franklin District	\$8.0M	-9.7%
Rest of NZ	\$67.0M	-7.7%
International	\$62.0M	+5.9%



# 2026 BID COMPARISON – JANUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$182,519,806	+5.8%	3,443,127	\$53.01
2	CBD	\$138,733,862	-10.2%	3,059,186	\$45.35
3	North Harbour	\$100,127,327	+1.1%	1,705,864	\$58.70
4	Business Manukau	\$88,434,453	+3.7%	1,514,059	\$58.41
5	Business West	\$76,069,347	+0.6%	1,513,282	\$50.27
6	Albany	\$67,862,800	+0.4%	1,156,399	\$58.68
7	Westgate	\$58,613,107	-2.4%	936,914	\$62.56
8	Pukekohe	\$56,216,753	-1.1%	871,729	\$64.49
9	Newmarket	\$53,978,099	-2.0%	884,327	\$61.04
10	Mt Wellington / Sylvia Park	\$51,856,902	+3.4%	957,634	\$54.15

**NEWMARKET.**

# 2026 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$2,177,060,662	+1.7%	42,141,085	\$51.66
2	CBD	\$1,751,603,552	-5.9%	40,634,185	\$43.11
3	North Harbour	\$1,208,399,298	+0.7%	21,308,762	\$56.71
4	Business Manukau	\$1,034,344,406	-1.7%	18,029,632	\$57.37
5	Business West	\$924,107,875	-0.1%	18,660,474	\$49.52
6	Albany	\$826,327,813	+0.1%	14,258,260	\$57.95
7	Westgate	\$690,308,598	-3.8%	11,215,369	\$61.55
8	Pukekohe	\$687,915,944	-1.8%	10,886,180	\$63.19
9	Newmarket	\$685,597,651	-6.1%	10,932,679	\$62.71
10	Mt Wellington / Sylvia Park	\$629,952,821	-3.0%	11,395,977	\$55.28

**NEWMARKET.**

# JANUARY 26 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$913.4K	-9.0%	\$474.9K	+2.8%	\$706.8K	-15.0%	\$534.8K	-7.3%	\$10.7K	+112.3%
Apparel & Personal	\$13.2M	-12.0%	\$4.5M	-10.3%	\$1.6M	-6.2%	\$3.2M	-14.6%	\$2.5M	-4.5%
Cafes, Restaurants, Bars & Takeaways	\$8.8M	-2.7%	\$8.0M	-8.7%	\$4.1M	-4.8%	\$7.7M	+2.6%	\$5.1M	-1.9%
Department Stores & Leisure	\$13.5M	+13.3%	\$1.3M	-6.0%	\$709.8K	-5.3%	\$4.2M	-9.5%	\$10.5M	-2.5%
Fuel & Automotive	\$4.2M	-12.0%	\$211.4K	-10.9%	\$1.2M	+28.2%	\$2.0M	-3.6%	\$8.8M	+4.3%
Groceries & Liquor	\$7.3M	+5.7%	\$4.8M	+3.1%	\$1.2M	-14.4%	\$5.7M	-0.6%	\$22.9M	+3.0%
Home, Hardware & Electrical	\$3.5M	-10.3%	\$788.8K	+8.8%	\$1.2M	-12.3%	\$471.6K	-25.5%	\$5.1M	-18.7%
Other	\$2.5M	+0.7%	\$349.4K	-12.2%	\$518.8K	+22.2%	\$748.3K	-14.5%	\$1.4M	-2.4%

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# 3 MONTHLY CATEGORY OVERVIEW (NOV – JAN 26)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.7M	-41.5%	\$1.6M	+3.0%	\$2.0M	-17.6%	\$1.5M	+1.4%	\$28.3K	+94.5%
Apparel & Personal	\$52.1M	-12.3%	\$16.7M	-16.3%	\$6.8M	-4.7%	\$12.0M	-16.1%	\$9.3M	-2.6%
Cafes, Restaurants, Bars & Takeaways	\$28.5M	-4.8%	\$25.8M	-12.1%	\$14.2M	-4.1%	\$24.7M	+5.4%	\$16.1M	-3.8%
Department Stores & Leisure	\$50.8M	+5.9%	\$5.0M	-11.8%	\$3.1M	+1.2%	\$15.6M	-10.4%	\$37.6M	-2.2%
Fuel & Automotive	\$13.9M	-13.0%	\$679.0K	-15.3%	\$3.3M	-1.9%	\$6.5M	+3.7%	\$28.4M	+8.5%
Groceries & Liquor	\$23.8M	-0.3%	\$15.4M	+4.0%	\$4.7M	-10.6%	\$19.1M	+0.5%	\$73.5M	+1.9%
Home, Hardware & Electrical	\$13.4M	-10.2%	\$3.2M	+4.6%	\$4.9M	-4.1%	\$1.9M	-18.3%	\$17.4M	-19.9%
Other	\$6.8M	-10.4%	\$1.1M	-1.8%	\$1.8M	+11.0%	\$2.2M	-16.6%	\$3.8M	-2.7%

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All data sourced from MarketView Reports 2026

For further information please contact

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