

NEWMARKET.

MarketView Summary Report

February 2026

2026 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$54.0M	884,283	\$61.04
February	\$51.4M	842,621	\$60.94
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$105.7M	1,727,595	\$61.19



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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	\$51.4M	-0.7%	\$20.2M	-7.4%	\$13.1M	+5.7%	\$23.4M	-2.5%	\$52.9M	+1.8%
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$105.7M	-1.2%	\$40.7M	-6.8%	\$24.5M	+0.9%	\$48.0M	-3.6%	\$109.2M	+0.3%

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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	842,621	410,677	228,169	463,709	833,763
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	1,727,595	822,507	428,980	938,556	1,703,007

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2026 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$61.04	\$49.49	\$56.76	\$51.86	\$64.49
February	\$60.94	\$49.09	\$57.25	\$50.50	\$63.40
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$61.19	\$49.44	\$57.01	\$51.19	\$64.09

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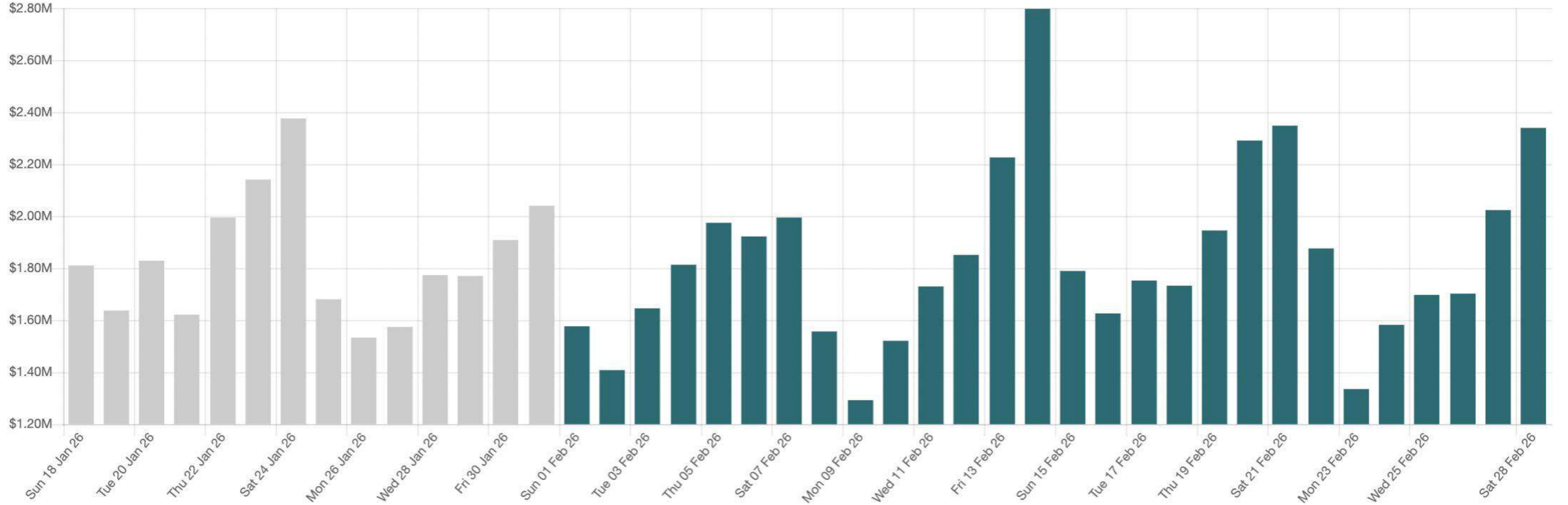
2026 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$105.7M	1,727,595	\$61.19
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total to date	\$105.7M	1,727,595	\$61.19

*Jan & Feb data only. March to come.



NEWMARKET DAILY SPEND – FEBRUARY 2026



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NEWMARKET DAILY AVERAGE SPEND

	Feb-26	Jan-26	Dec-25	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,370,006	\$2,037,745	\$2,803,130	\$2,375,482	\$2,460,931	\$2,488,121
Sunday	\$1,699,722	\$1,535,248	\$2,208,593	\$1,814,521	\$1,835,953	\$1,781,828
Monday	\$1,415,490	\$1,570,270	\$2,242,828	\$1,781,322	\$1,583,171	\$1,495,930
Tuesday	\$1,625,339	\$1,675,888	\$2,268,845	\$1,888,395	\$1,731,025	\$1,614,299
Wednesday	\$1,743,326	\$1,691,660	\$2,333,090	\$1,954,261	\$1,811,791	\$1,712,079
Thursday	\$1,868,258	\$1,682,926	\$1,937,624	\$1,818,320	\$1,862,066	\$1,862,460
Friday	\$2,115,632	\$1,896,496	\$2,852,798	\$2,258,169	\$2,243,059	\$2,113,662

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NEWMARKET MONTHLY SPEND

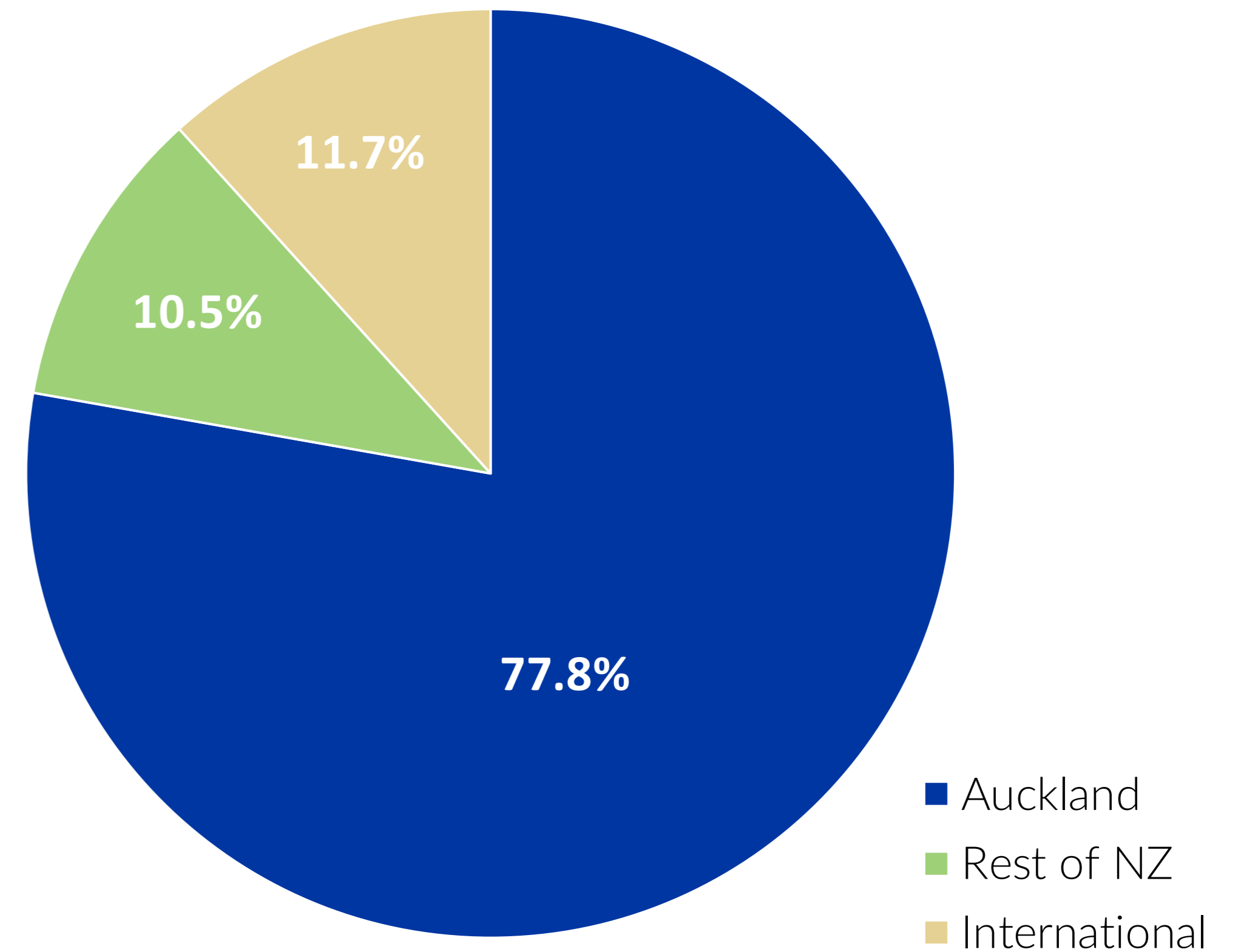
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$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
2026	\$54.0M	\$51.4M											\$105.7M

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*Reporting moved to online dashboard

NEWMARKET SPEND BY ORIGIN OF CUSTOMER - FEBRUARY

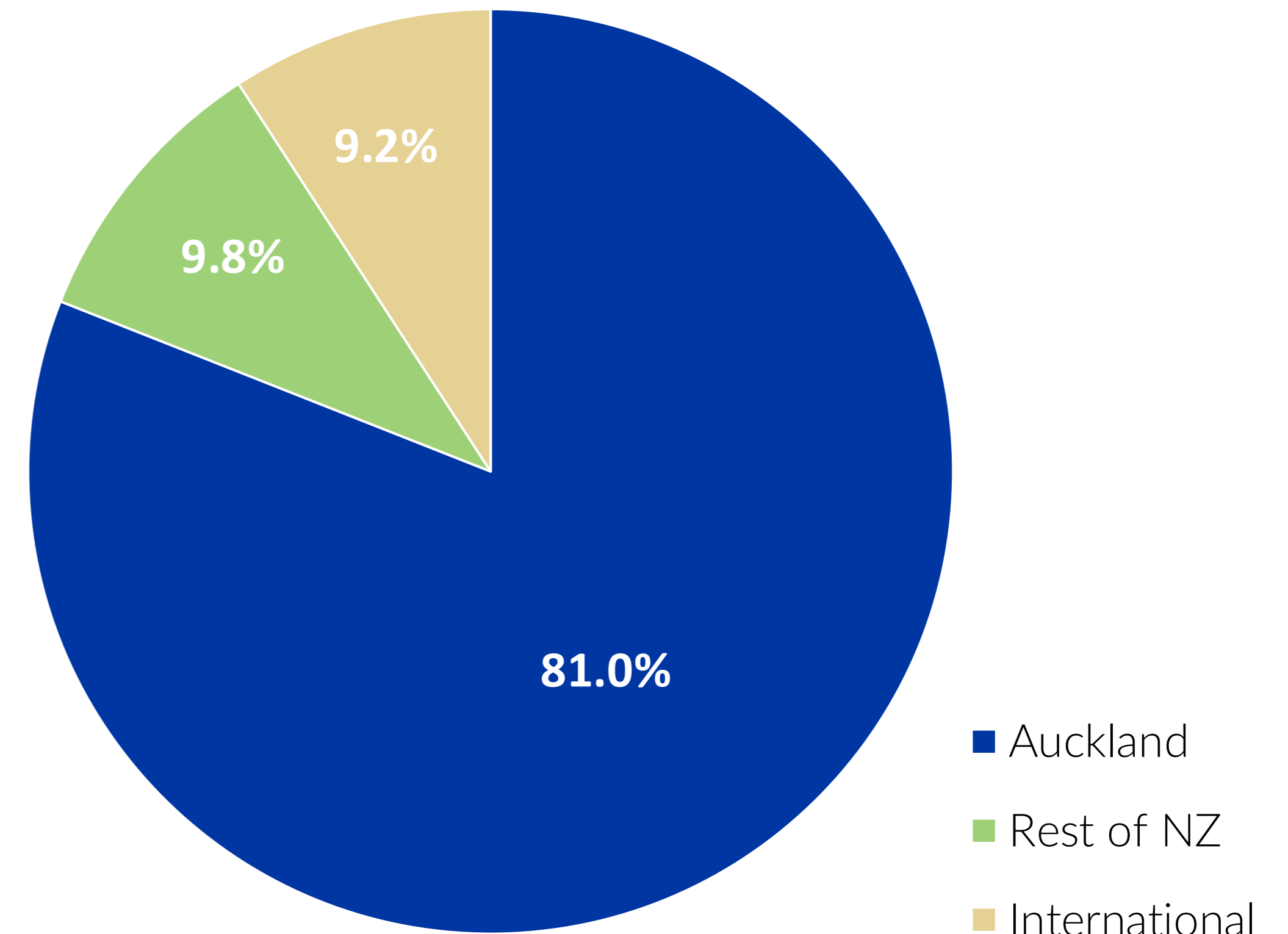
	Feb-26	YOY
Rodney District	\$1.3M	+3.9%
North Shore City	\$4.0M	-2.0%
Waitakere City	\$2.7M	-0.5%
Auckland City	\$27.0M	-3.6%
Manukau City	\$3.7M	-4.1%
Papakura District	\$623.2K	-10.9%
Franklin District	\$585.1K	+5.4%
Rest of NZ	\$5.4M	+5.9%
International	\$6.0M	+11.3%



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NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Mar 25 – Feb 26	YOY
Rodney District	\$18.2M	-5.8%
North Shore City	\$56.2M	-6.9%
Waitakere City	\$38.8M	-4.4%
Auckland City	\$376.3M	-5.5%
Manukau City	\$53.3M	-6.6%
Papakura District	\$9.2M	-4.3%
Franklin District	\$8.1M	-7.2%
Rest of NZ	\$67.9M	-6.7%
International	\$62.3M	+7.2%



2026 BID COMPARISON – FEBRUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$172,545,060	+6.5%	3,292,457	\$52.41
2	CBD	\$141,414,139	-5.8%	3,207,179	\$44.09
3	North Harbour	\$94,198,211	+5.0%	1,644,469	\$57.28
4	Business Manukau	\$78,470,251	+2.4%	1,346,727	\$58.27
5	Business West	\$70,369,051	+0.5%	1,409,699	\$49.92
6	Albany	\$63,362,926	+4.8%	1,072,239	\$59.09
7	Westgate	\$53,218,978	-1.6%	858,181	\$62.01
8	Pukekohe	\$52,863,605	+1.8%	833,759	\$63.40
9	Newmarket	\$51,351,084	-0.7%	842,623	\$60.94
10	Mt Wellington / Sylvia Park	\$43,295,008	-0.9%	793,745	\$54.55

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2026 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$2,201,741,455	+2.8%	42,425,375	\$51.90
2	CBD	\$1,754,748,847	-5.6%	40,653,242	\$43.16
3	North Harbour	\$1,220,062,599	+1.6%	21,425,631	\$56.94
4	Business Manukau	\$1,042,406,223	-0.9%	18,058,652	\$57.72
5	Business West	\$929,075,665	+0.3%	18,646,461	\$49.83
6	Albany	\$831,584,261	+1.0%	14,313,979	\$58.10
7	Westgate	\$701,940,582	-3.2%	11,300,118	\$62.12
8	Pukekohe	\$690,325,453	-1.2%	10,846,718	\$63.64
9	Newmarket	\$690,216,203	-4.8%	10,969,646	\$62.92
10	Mt Wellington / Sylvia Park	\$624,946,224	-2.7%	11,259,986	\$55.50

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FEBRUARY 26 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.0M	-0.7%	\$508.7K	+15.7%	\$690.4K	-27.9%	\$572.1K	+13.5%	\$11.5K	+188.5%
Apparel & Personal	\$11.7M	-10.8%	\$4.3M	-13.4%	\$1.7M	-6.0%	\$2.8M	-15.9%	\$2.2M	-9.4%
Cafes, Restaurants, Bars & Takeaways	\$8.7M	-1.2%	\$8.1M	-13.3%	\$4.4M	-3.7%	\$7.4M	+2.7%	\$4.8M	-2.6%
Department Stores & Leisure	\$12.3M	+15.5%	\$1.3M	-7.9%	\$823.0K	+5.2%	\$3.9M	-2.4%	\$9.9M	+6.0%
Fuel & Automotive	\$4.6M	-10.7%	\$220.3K	-10.8%	\$2.4M	+126.8%	\$2.0M	-6.5%	\$8.8M	+7.0%
Groceries & Liquor	\$7.6M	+11.8%	\$4.7M	+4.4%	\$1.4M	-8.1%	\$5.6M	+1.3%	\$21.3M	+2.7%
Home, Hardware & Electrical	\$3.2M	-11.8%	\$747.3K	+29.8%	\$1.2M	-2.9%	\$455.7K	-8.1%	\$4.6M	-2.4%
Other	\$2.3M	-11.8%	\$342.8K	+0.1%	\$502.0K	+8.2%	\$656.4K	-17.0%	\$1.2M	-18.8%

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3 MONTHLY CATEGORY OVERVIEW (DEC – FEB 26)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$2.7M	-9.7%	\$1.6M	+8.0%	\$2.0M	-21.3%	\$1.7M	+6.8%	\$33.3K	+130.4%
Apparel & Personal	\$46.5M	-12.4%	\$15.2M	-16.6%	\$6.2M	-7.3%	\$11.1M	-15.9%	\$8.4M	-6.2%
Cafes, Restaurants, Bars & Takeaways	\$28.1M	-0.6%	\$25.4M	-11.6%	\$13.7M	-3.1%	\$23.8M	+4.4%	\$15.7M	-2.1%
Department Stores & Leisure	\$46.5M	+8.3%	\$4.8M	-10.5%	\$3.0M	+7.2%	\$14.4M	-9.5%	\$35.8M	-1.1%
Fuel & Automotive	\$13.5M	-12.4%	\$663.8K	-12.3%	\$4.6M	+46.8%	\$6.1M	-2.5%	\$27.6M	+8.0%
Groceries & Liquor	\$23.8M	+4.1%	\$15.1M	+4.0%	\$4.5M	-9.7%	\$18.5M	+0.4%	\$71.3M	+2.1%
Home, Hardware & Electrical	\$12.1M	-9.0%	\$2.9M	+10.2%	\$4.1M	-5.7%	\$1.6M	-22.7%	\$15.9M	-18.2%
Other	\$7.0M	-10.0%	\$1.0M	-2.8%	\$1.5M	+13.4%	\$2.2M	-18.4%	\$3.6M	-8.4%

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All data sourced from MarketView Reports 2026

For further information please contact

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