

NEWMARKET.

MarketView Summary Report

March 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	\$54.2M	885,086	\$61.24
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$160.4M	2,621,957	\$61.18



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2026 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Karangahape Road	YOY
January	\$54.0M	-2.0%	\$20.4M	-5.6%	\$11.3M	-4.2%	\$24.5M	-4.8%	\$8.6M	-6.9%
February	\$51.4M	-0.7%	\$20.2M	-7.4%	\$13.1M	+5.7%	\$23.4M	-2.5%	\$8.7M	-7.2%
March	\$54.2M	-7.6%	\$21.3M	-12.0%	\$13.8M	+2.0%	\$24.5M	-11.0%	\$9.4M	-10.3%
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$160.4M	-3.2%	\$62.0M	-8.6%	\$38.3M	+1.3%	\$72.7M	-6.1%	\$26.7M	-8.2%

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2026 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Karangahape Road
January	884,283	412,550	199,191	472,664	250,891
February	842,621	410,677	228,169	463,709	256,230
March	885,086	433,313	242,405	488,295	269,998
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	2,621,957	1,256,306	671,951	1,427,018	777,119

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2026 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Karangahape Road
January	\$61.04	\$49.49	\$56.76	\$51.86	\$34.17
February	\$60.94	\$49.09	\$57.25	\$50.50	\$34.03
March	\$61.24	\$49.08	\$56.88	\$50.24	\$34.86
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$61.18	\$49.34	\$56.94	\$50.95	\$34.36

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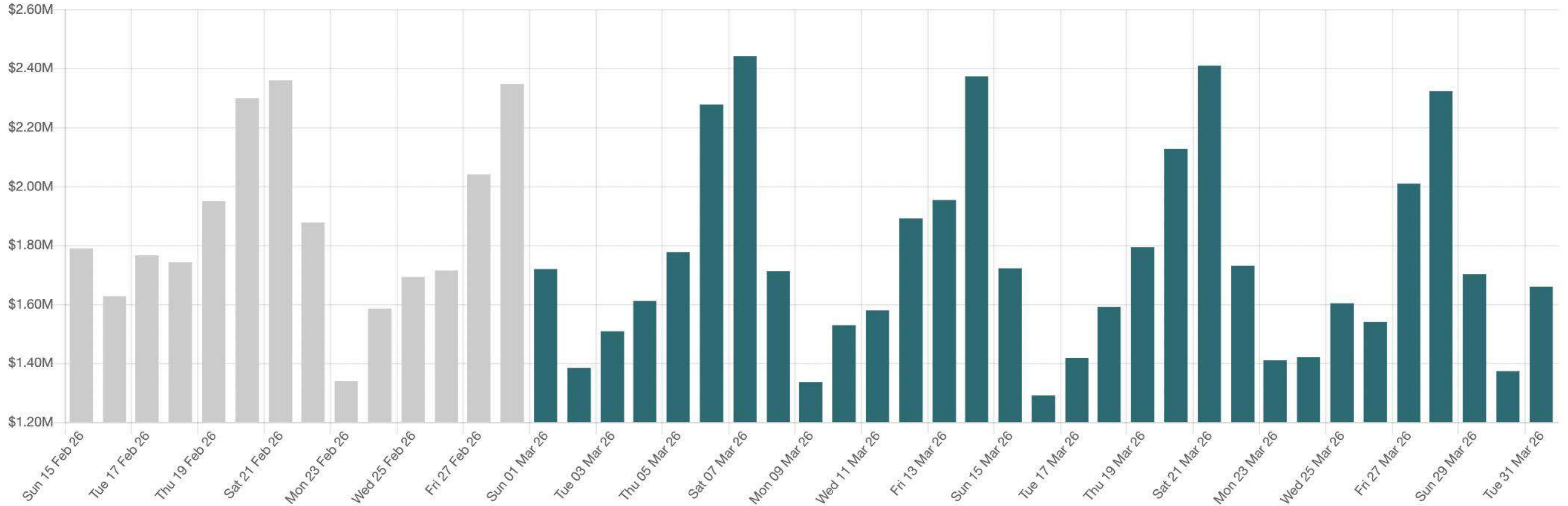
2026 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	\$160.4M	2,621,957	\$61.18
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total to date	\$160.4M	2,621,957	\$61.18



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NEWMARKET DAILY SPEND – MARCH 2026



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NEWMARKET DAILY AVERAGE SPEND

	Mar-26	Feb-26	Jan-26	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,386,210	\$2,370,006	\$2,037,745	\$2,247,199	\$2,458,267	\$2,469,251
Sunday	\$1,717,304	\$1,699,722	\$1,535,248	\$1,655,877	\$1,834,979	\$1,776,764
Monday	\$1,358,387	\$1,415,490	\$1,570,270	\$1,441,152	\$1,594,184	\$1,495,205
Tuesday	\$1,506,612	\$1,625,339	\$1,675,888	\$1,595,228	\$1,725,419	\$1,608,213
Wednesday	\$1,595,965	\$1,743,326	\$1,691,660	\$1,676,983	\$1,812,031	\$1,707,515
Thursday	\$1,749,900	\$1,868,258	\$1,682,926	\$1,760,559	\$1,848,325	\$1,848,169
Friday	\$2,091,185	\$2,115,632	\$1,896,496	\$2,023,827	\$2,235,549	\$2,102,365

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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	\$54.2M										\$160.4M

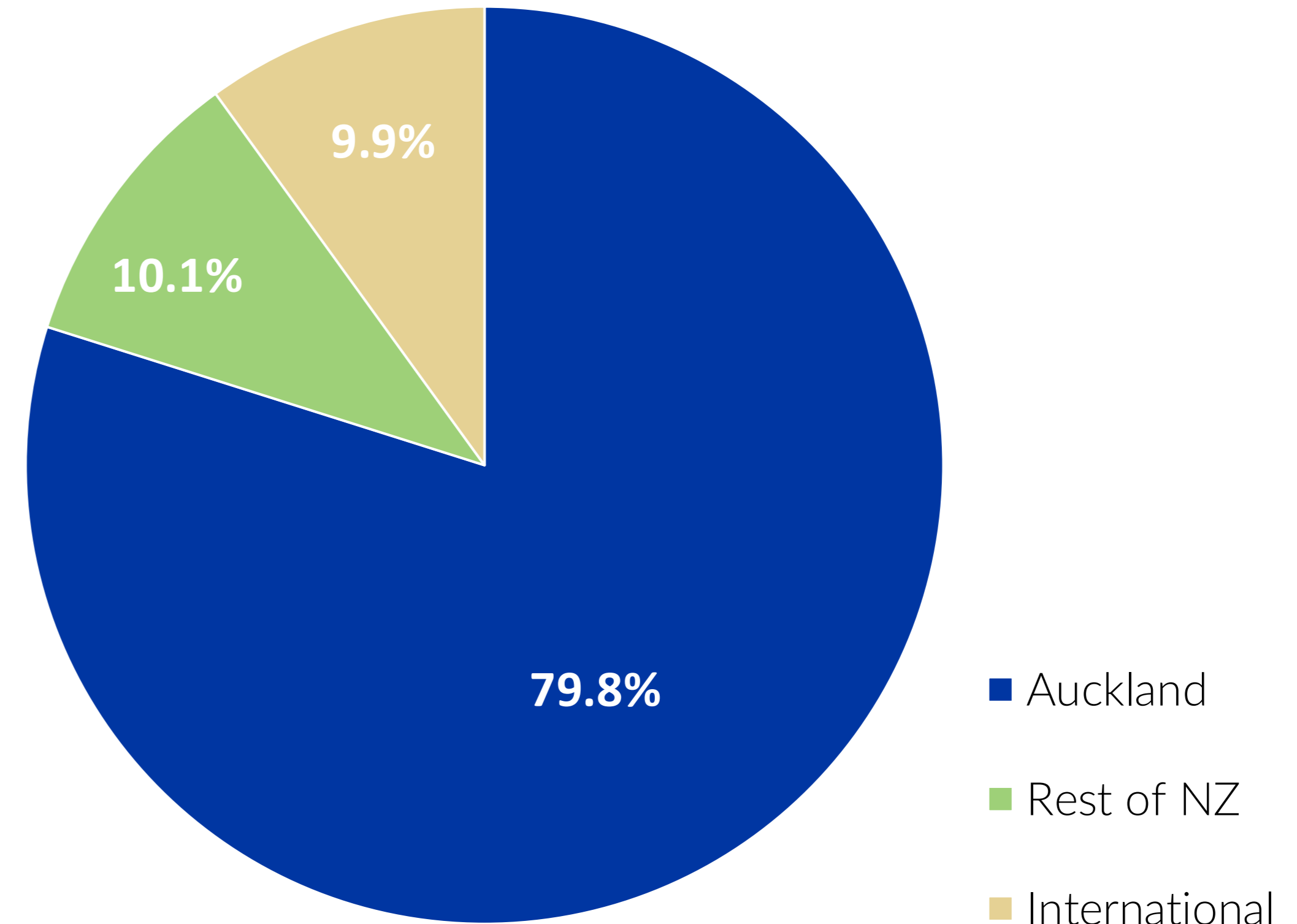
NEWMARKET.

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NEWMARKET SPEND BY ORIGIN OF CUSTOMER

- MARCH

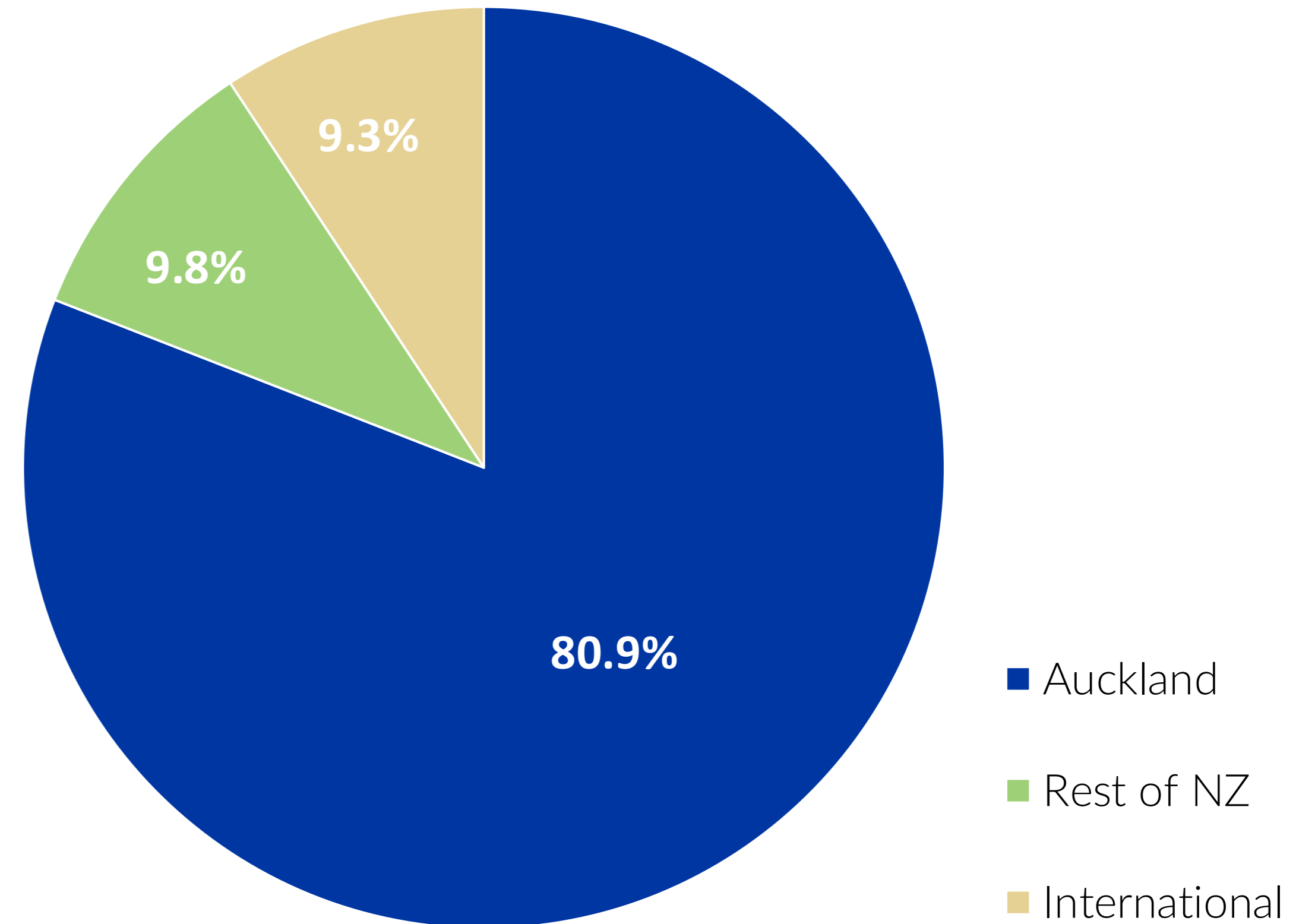
	Mar-26	YOY
Rodney District	\$1.4M	-1.4%
North Shore City	\$4.1M	-17.5%
Waitakere City	\$2.8M	-13.4%
Auckland City	\$29.8M	-6.9%
Manukau City	\$3.9M	-10.7%
Papakura District	\$682.2K	-12.2%
Franklin District	\$587.6K	-13.0%
Rest of NZ	\$5.5M	-11.7%
International	\$5.4M	+8.2%



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NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Apr 25 – Mar 26	YOY
Rodney District	\$18.1M	-6.4%
North Shore City	\$55.0M	-8.7%
Waitakere City	\$38.2M	-5.3%
Auckland City	\$374.9M	-5.7%
Manukau City	\$52.8M	-6.5%
Papakura District	\$9.1M	-3.1%
Franklin District	\$7.9M	-8.6%
Rest of NZ	\$67.0M	-6.7%
International	\$63.1M	+9.7%



2026 BID COMPARISON – MARCH

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$191,533,829	+3.7%	3,555,683	\$53.87
2	CBD	\$149,070,303	-8.7%	3,558,789	\$41.89
3	North Harbour	\$101,342,637	+1.5%	1,741,824	\$58.18
4	Business Manukau	\$86,150,025	-0.1%	1,462,937	\$58.89
5	Business West	\$78,445,601	+1.5%	1,536,803	\$51.04
6	Albany	\$67,846,969	+1.1%	1,142,585	\$59.38
7	Westgate	\$61,825,402	+4.5%	945,347	\$65.40
8	Pukekohe	\$60,435,115	+5.8%	911,669	\$66.29
9	Newmarket	\$54,204,552	-7.6%	885,103	\$61.24
10	Mt Wellington / Sylvia Park	\$47,316,317	-9.3%	841,776	\$56.21

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2026 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	\$2,208,676,502	+2.9%	42,346,345	\$52.16
2	CBD	\$1,743,356,632	-5.9%	40,354,952	\$43.20
3	North Harbour	\$1,221,650,341	+1.8%	21,379,101	\$57.14
4	Business Manukau	\$1,042,381,127	-1.0%	18,019,059	\$57.85
5	Business West	\$930,258,262	+0.4%	18,604,459	\$50.00
6	Albany	\$832,398,484	+1.2%	14,280,807	\$58.29
7	Westgate	\$704,632,034	-2.7%	11,301,278	\$62.35
8	Pukekohe	\$693,709,476	-0.4%	10,839,523	\$64.00
9	Newmarket	\$686,224,818	-4.9%	10,910,153	\$62.90
10	Mt Wellington / Sylvia Park	\$620,110,274	-3.5%	11,134,834	\$55.69

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MARCH 26 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	\$908.7K	-13.5%	\$480.8K	+17.2%	\$662.9K	-25.4%	\$400.0K	-18.7%	\$442.7K	-19.1%
Apparel & Personal	\$12.5M	-16.5%	\$4.8M	-15.1%	\$1.9M	-6.5%	\$3.1M	-22.6%	\$517.8K	0.0%
Cafes, Restaurants, Bars & Takeaways	\$8.6M	-9.7%	\$8.1M	-21.4%	\$4.5M	-8.4%	\$7.4M	-14.7%	\$4.3M	-16.2%
Department Stores & Leisure	\$12.5M	-3.1%	\$1.4M	-9.1%	\$887.6K	+13.1%	\$3.9M	-10.4%	\$896.2K	-9.7%
Fuel & Automotive	\$5.3M	-6.2%	\$245.4K	-9.6%	\$2.5M	+128.5%	\$2.4M	-5.9%	\$1.5M	+10.5%
Groceries & Liquor	\$8.1M	+5.0%	\$5.1M	+3.1%	\$1.4M	-12.1%	\$6.1M	+1.0%	\$1.5M	-7.6%
Home, Hardware & Electrical	\$3.5M	-16.3%	\$765.8K	+0.1%	\$1.4M	-18.5%	\$444.1K	-17.4%	\$14.7K	+51.8%
Other	\$2.8M	+3.2%	\$471.9K	+22.6%	\$571.6K	+4.5%	\$727.7K	-11.6%	\$244.7K	-22.4%

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3 MONTHLY CATEGORY OVERVIEW (JAN – MAR 26)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	\$2.9M	-7.7%	\$1.5M	+11.6%	\$2.1M	-23.1%	\$1.5M	-4.5%	\$1.3M	-15.6%
Apparel & Personal	\$37.5M	-12.9%	\$13.5M	-13.3%	\$5.3M	-6.7%	\$9.2M	-17.6%	\$1.5M	+4.6%
Cafes, Restaurants, Bars & Takeaways	\$26.5M	-3.6%	\$24.3M	-14.8%	\$12.9M	-5.7%	\$22.5M	-3.8%	\$12.4M	-12.5%
Department Stores & Leisure	\$38.4M	+8.3%	\$4.0M	-7.6%	\$2.5M	+6.5%	\$12.0M	-7.6%	\$2.6M	-0.8%
Fuel & Automotive	\$14.1M	-9.5%	\$677.1K	-10.4%	\$6.1M	+97.9%	\$6.5M	-3.6%	\$3.7M	0.0%
Groceries & Liquor	\$23.1M	+7.4%	\$14.5M	+3.5%	\$4.0M	-11.5%	\$17.4M	+0.6%	\$4.3M	-6.0%
Home, Hardware & Electrical	\$10.3M	-11.7%	\$2.3M	+11.4%	\$3.8M	-12.0%	\$1.4M	-17.7%	\$34.3K	+19.7%
Other	\$7.6M	-2.3%	\$1.2M	+3.0%	\$1.6M	+10.9%	\$2.2M	-13.9%	\$764.7K	-16.7%

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All data sourced from MarketView Reports 2026

For further information please contact

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