NEWMARKET.

MarketView Summary Report

June 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	$50.4M	819,821	$61.50
May	$55.5M	891,834	$62.25
June	$50.8M	831,963	$61.04
July			
August			
September			
October			
November			
December			
Total	**$318.3M**	**5,177,944**	**$61.48**

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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	$50.4M	-6.4%	$19.8M	-10.5%	$11.1M	-4.4%	$22.1M	-10.1%	$8.7M	+0.4%
May	$55.5M	-6.7%	$22.4M	-10.2%	$13.5M	+4.2%	$24.4M	-9.2%	$9.7M	-0.7%
June	$50.8M	-8.4%	$19.4M	-10.3%	$12.7M	+13.5%	$22.0M	-9.8%	$8.9M	-0.4%
July										
August										
September										
October										
November										
December										
Total	**$318.3M**	**-5.0%**	**$124.0M**	**-9.3%**	**$75.9M**	**+3.3%**	**$141.3M**	**-7.8%**	**$54.2M**	**-3.9%**

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	819,821	395,703	192,124	443,199	245,739
May	891,834	449,051	228,596	489,355	278,497
June	831,963	395,226	217,202	447,128	253,479
July					
August					
September					
October					
November					
December					
Total	**5,177,944**	**2,498,806**	**1,328,902**	**2,808,251**	**1,561,459**

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	$61.50	$49.94	$57.77	$49.88	$35.28
May	$62.25	$49.78	$59.00	$49.81	$34.69
June	$61.04	$49.04	$58.63	$49.29	$35.08
July					
August					
September					
October					
November					
December					
Total average	**$61.48**	**$49.61**	**$57.14**	**$50.33**	**$34.71**

2026 NEWMARKET QUARTER

Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar	$160.4M	2,621,957	$61.18
Apr/May/Jun	$157.3M	2,553,566	$61.62
Jul/Aug/Sep			
Oct/Nov/Dec			
Total to date	**$318.3M**	**5,177,944**	**$61.48**

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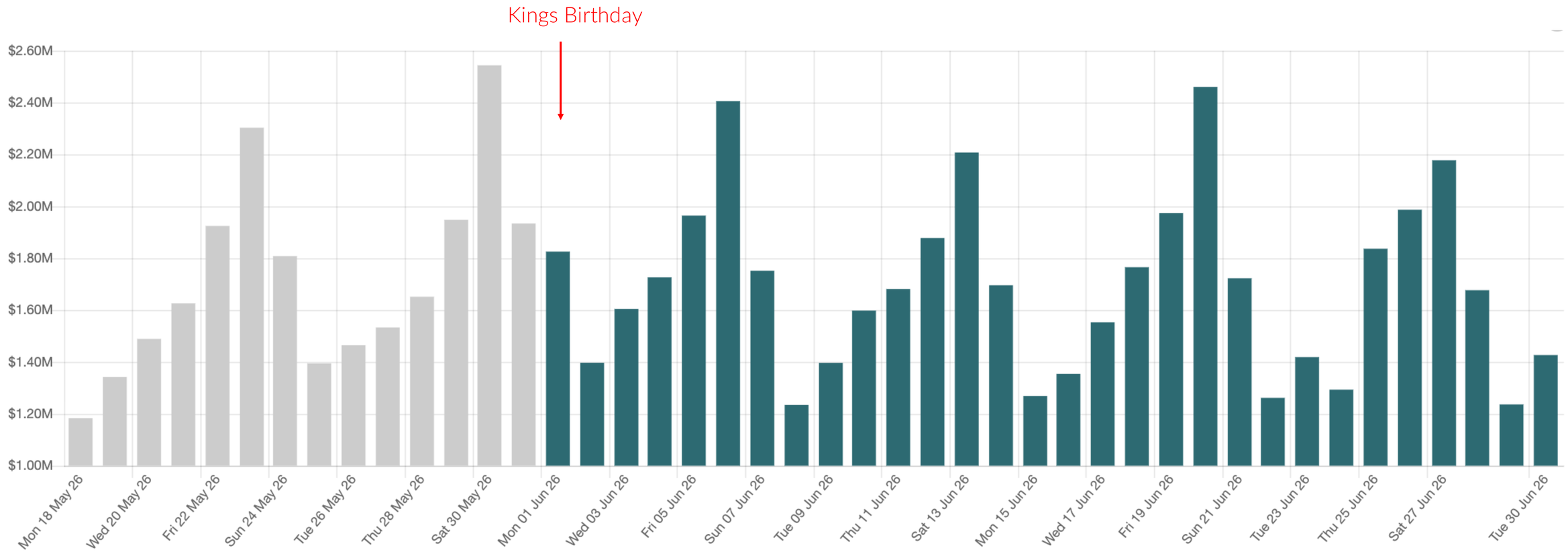
NEWMARKET DAILY SPEND – JUNE 2026



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NEWMARKET DAILY AVERAGE SPEND

	Jun-26	May-26	Apr-26	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	$2,312,889	$2,470,649	$2,182,154	$2,333,340	$2,290,270	$2,410,126
Sunday	$1,711,823	$1,866,100	$1,270,084	$1,635,241	$1,645,559	$1,751,310
Monday	$1,365,329	$1,272,827	$1,571,998	$1,400,457	$1,420,804	$1,470,452
Tuesday	$1,398,559	$1,470,429	$1,584,816	$1,477,983	$1,536,605	$1,600,724
Wednesday	$1,512,191	$1,500,473	$1,635,386	$1,555,968	$1,614,056	$1,689,612
Thursday	$1,752,413	$1,685,301	$1,843,065	$1,766,629	$1,763,594	$1,803,563
Friday	$1,950,951	$2,023,512	$1,647,077	$1,885,359	$1,954,593	$2,094,499

NEWMARKET MONTHLY SPEND

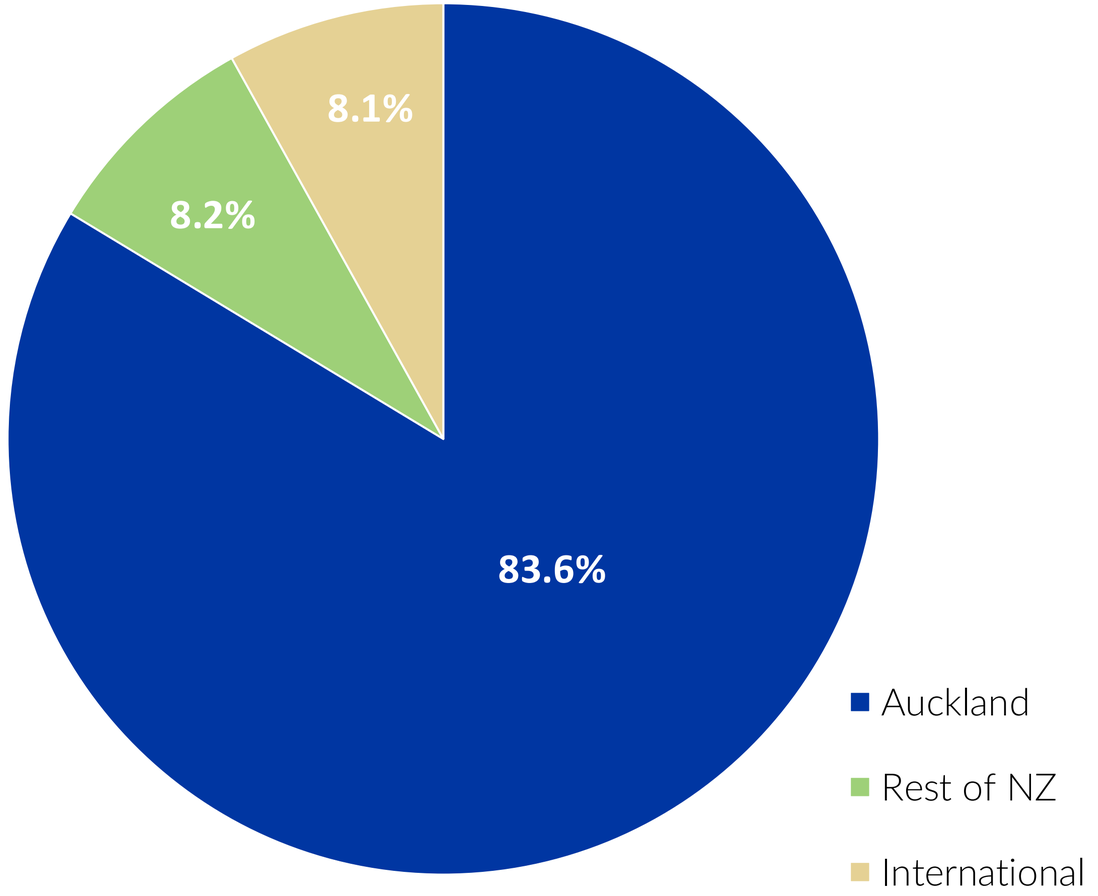
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	$46.1M	$51.5M	$46.6M	$47.9M	$49.2M	$46.1M	$47.8M	$54.2M	$67.3M	**$456.7M**
2015	$43.2M	$44.8M	$51.4M	$50.6M	$55.6M	$50.4M	$49.8M	$50.0M	$47.7M	$49.7M	$53.3M	$69.4M	**$615.9M**
2016	$45.4M	$49.4M	$52.8M	$54.3M	$53.7M	$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	$50.4M	$55.5M	$50.8M							**$318.3M**

NEWMARKET.

*Reporting moved to online dashboard. This is by no means a full capture of spend in Newmarket, it represents what is available through MarketView's data sources.

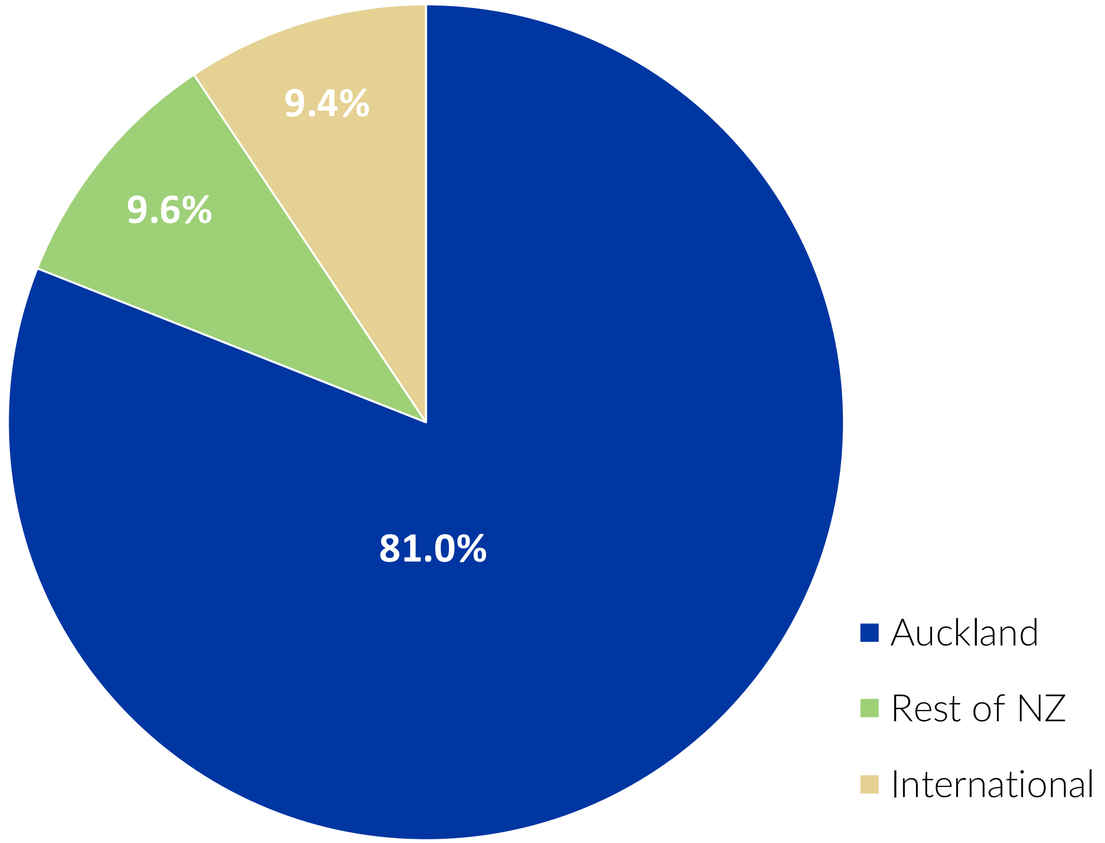
NEWMARKET SPEND BY ORIGIN OF CUSTOMER - JUNE

	June-26	YOY
Rodney District	$1.5M	+1.1%
North Shore City	$4.2M	-5.8%
Waitakere City	$2.8M	-13.5%
Auckland City	$29.0M	-6.5%
Manukau City	$3.8M	-10.2%
Papakura District	$667.0K	-10.0%
Franklin District	$530.4K	-14.7%
Rest of NZ	$4.2M	-21.3%
International	$4.1M	-5.1%



NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	July 25 – June 26	YOY
Rodney District	$18.1M	-4.2%
North Shore City	$54.3M	-7.5%
Waitakere City	$37.4M	-6.2%
Auckland City	$370.8M	-5.5%
Manukau City	$51.4M	-6.1%
Papakura District	$8.9M	-5.6%
Franklin District	$7.8M	-9.0%
Rest of NZ	$65.1M	-9.1%
International	$62.9M	+4.6%



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2026 BID COMPARISON – JUNE

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	$180,351,140	+4.0%	3,362,987	$53.63
2	CBD	$121,558,753	-10.2%	2,966,046	$40.98
3	North Harbour	$94,619,993	+0.6%	1,660,922	$56.97
4	Business Manukau	$85,963,511	+4.2%	1,426,871	$60.25
5	Business West	$75,011,459	+0.7%	1,474,250	$50.88
6	Albany	$63,954,317	-1.1%	1,093,871	$58.47
7	Pukekohe	$56,712,638	+5.2%	864,134	$65.63
8	Westgate	$56,397,658	+1.7%	883,153	$63.86
9	Newmarket	$50,780,508	-8.4%	831,982	$61.04
10	Mt Wellington / Sylvia Park	$47,809,763	-7.7%	849,799	$56.26

2026 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	$2,238,259,603	+4.1%	42,292,457	$52.92
2	CBD	$1,710,706,905	-6.7%	39,654,440	$43.14
3	North Harbour	$1,226,561,609	+2.2%	21,289,593	$57.61
4	Business Manukau	$1,053,914,237	+0.7%	18,007,423	$58.53
5	Business West	$938,125,526	+1.4%	18,558,720	$50.55
6	Albany	$834,373,990	+1.8%	14,208,446	$58.72
7	Westgate	$711,486,766	-0.8%	11,254,790	$63.22
8	Pukekohe	$699,825,844	+0.9%	10,798,547	$64.81
9	Newmarket	$676,663,496	-5.3%	10,743,119	$62.99
10	Mt Wellington / Sylvia Park	$613,764,491	-4.1%	10,915,412	$56.23

JUNE 26 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	$426.9K	-27.6%	$526.3K	+32.4%	$305.4K	-35.7%	$237.7K	-26.8%	$232.2K	-21.2%
Apparel & Personal	$12.1M	-11.2%	$4.2M	-15.3%	$1.8M	-11.2%	$2.8M	-18.1%	$439.4K	-6.3%
Cafes, Restaurants, Bars & Takeaways	$8.0M	-16.1%	$7.4M	-19.2%	$3.7M	-7.0%	$6.5M	-16.3%	$4.0M	-9.1%
Department Stores & Leisure	$12.3M	-6.2%	$1.3M	-7.4%	$737.0K	+6.2%	$3.7M	-12.3%	$816.9K	+0.9%
Fuel & Automotive	$4.7M	+3.7%	$220.1K	-0.5%	$3.1M	+254.4%	$2.2M	+11.1%	$1.6M	+29.8%
Groceries & Liquor	$7.6M	+2.2%	$4.5M	+4.0%	$1.3M	+4.4%	$5.4M	-1.1%	$1.3M	-5.1%
Home, Hardware & Electrical	$3.4M	-17.3%	$789.8K	+10.2%	$1.3M	-6.4%	$415.5K	-15.5%	$211.9K	+1,519.2%
Other	$2.3M	-8.4%	$407.8K	+9.4%	$543.2K	-2.2%	$637.2K	+3.7%	$227.1K	-17.7%

3 MONTHLY CATEGORY OVERVIEW (APR – JUN 26)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	$1.5M	-21.3%	$1.6M	+28.6%	$1.1M	-32.5%	$704.3K	-42.1%	$760.2K	-25.4%
Apparel & Personal	$38.1M	-11.5%	$13.8M	-15.1%	$5.6M	-9.8%	$8.8M	-19.4%	$1.4M	+0.1%
Cafes, Restaurants, Bars & Takeaways	$25.3M	-10.8%	$23.7M	-17.4%	$12.3M	-4.3%	$21.0M	-13.4%	$12.6M	-7.5%
Department Stores & Leisure	$37.7M	-2.0%	$4.5M	-4.5%	$2.4M	+2.0%	$11.6M	-9.3%	$2.5M	-1.2%
Fuel & Automotive	$14.0M	-3.4%	$644.9K	-9.2%	$7.0M	+141.8%	$6.5M	+4.6%	$4.7M	+27.4%
Groceries & Liquor	$23.3M	+3.2%	$14.1M	+3.7%	$4.0M	-2.4%	$16.7M	-0.9%	$4.3M	-0.1%
Home, Hardware & Electrical	$10.4M	-15.7%	$2.4M	+4.4%	$3.6M	-8.1%	$1.3M	-16.1%	$525.5K	+1,037.8%
Other	$7.0M	-10.4%	$1.0M	-14.6%	$1.7M	-5.0%	$1.9M	-5.9%	$730.8K	-3.6%

All data sourced from MarketView Reports 2026

For further information please contact

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