NEWMARKET.

MarketView Summary Report

September 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	$54.5M	906,942	$60.09
August	$53.0M	891,860	$59.45
September	$52.0M	881,980	$58.96
October			
November			
December			
Total	**$489.6M**	**8,153,823**	**$60.04**

NEWMARKET.

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	$54.5M	+0.4%	$20.2M	-5.8%	$13.0M	+11.0%	$22.9M	-9.3%	$9.4M	+5.3%
August	$53.0M	-5.3%	$20.0M	-9.4%	$12.5M	+7.1%	$22.3M	-13.0%	$9.0M	-2.3%
September	$52.0M	-5.0%	$19.0M	-8.6%	$11.2M	+1.5%	$20.3M	-9.6%	$8.5M	-2.0%
October										
November										
December										
Total	**$489.6M**	**-2.9%**	**$185.1M**	**-8.5%**	**$112.3M**	**+4.7%**	**$195.7M**	**-8.4%**	**$81.8M**	**-2.1%**

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	906,942	413,042	221,668	462,963	265,695
August	891,860	410,812	218,606	454,656	262,487
September	881,980	381,331	199,097	410,167	251,585
October					
November					
December					
Total	**8,153,823**	**3,749,743**	**1,957,658**	**3,970,263**	**2,376,425**

2026 COMPETITORS – Av. TRANSACTION VALUE

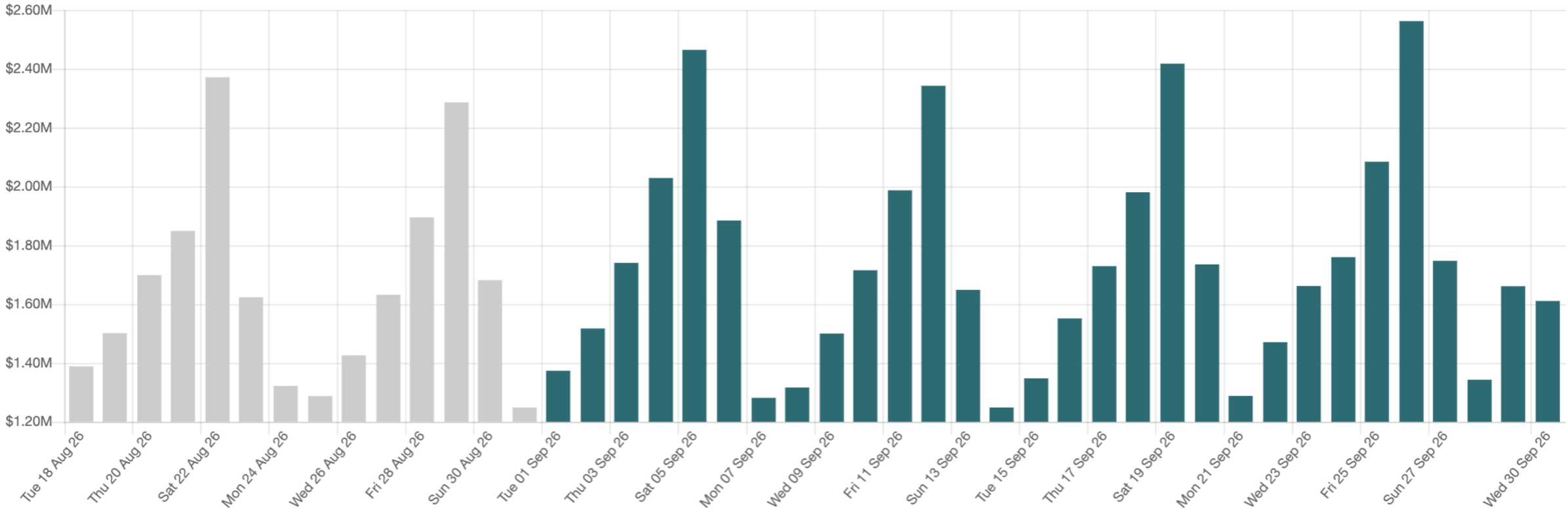
Month	Newmarket	Ponsonby	Parnell	Takapuna	Karangahape Road
January	$61.04	$49.49	$56.76	$51.86	$34.17
February	$60.94	$49.09	$57.25	$50.50	$34.03
March	$61.24	$49.08	$56.88	$50.24	$34.86
April	$61.50	$49.94	$57.77	$49.88	$35.28
May	$62.25	$49.78	$59.00	$49.81	$34.69
June	$61.04	$49.04	$58.63	$49.29	$35.08
July	$60.09	$48.92	$58.52	$49.53	$35.41
August	$59.45	$48.79	$57.02	$49.13	$34.35
September	$58.96	$49.79	$56.31	$49.44	$33.96
October					
November					
December					
Total average	**$60.04**	**$49.36**	**$57.34**	**$49.30**	**$34.43**

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	$160.1M	2,710,079	$59.08
Oct/Nov/Dec			
Total to date	**$489.6M**	**8,153,823**	**$60.04**

NEWMARKET.

NEWMARKET DAILY SPEND – SEPTEMBER 2026



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NEWMARKET DAILY AVERAGE SPEND

	Sept-26	Aug-26	Jul-26	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	$2,446,884	$2,423,606	$2,335,854	$2,403,768	$2,368,554	$2,413,410
Sunday	$1,754,031	$1,710,158	$1,709,895	$1,723,576	$1,679,408	$1,757,194
Monday	$1,290,524	$1,288,780	$1,329,516	$1,301,851	$1,351,154	$1,472,669
Tuesday	$1,434,138	$1,385,749	$1,536,211	$1,450,656	$1,464,319	$1,594,869
Wednesday	$1,568,469	$1,487,284	$1,606,057	$1,558,698	$1,557,383	$1,682,305
Thursday	$1,736,341	$1,694,580	$1,809,676	$1,751,697	$1,759,163	$1,803,744
Friday	$2,020,314	$1,910,303	$1,955,099	$1,961,382	$1,923,371	$2,079,460

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	$54.3M	$55.9M	$54.3M	$56.5M	$65.5M	$75.5M	**$700.1M**
2026	$56.5M	$52.5M	$56.1M	$52.6M	$58.1M	$52.9M	$53.0M	$53.0M	$52.0M				**$489.6M**

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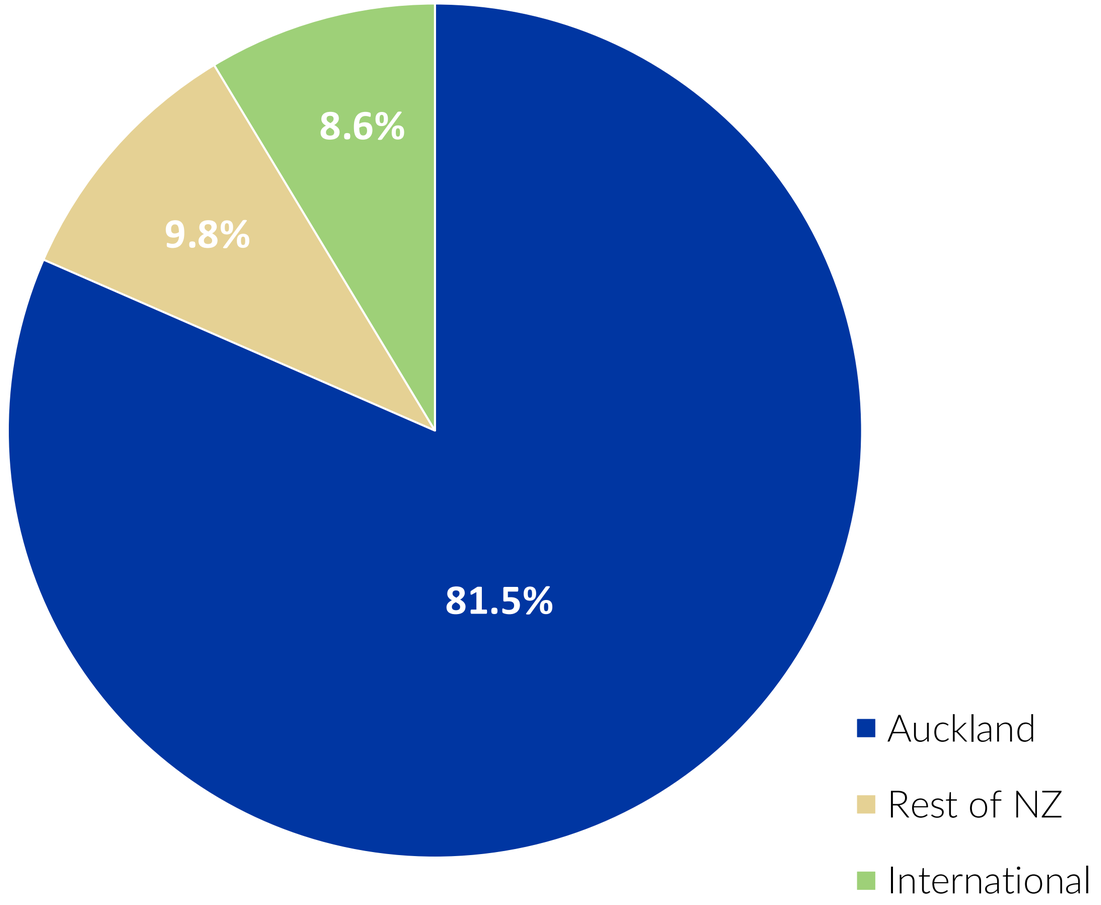
*Reporting moved to online dashboard. This is by no means a full capture of spend in Newmarket, it represents what is available through MarketView's data sources.

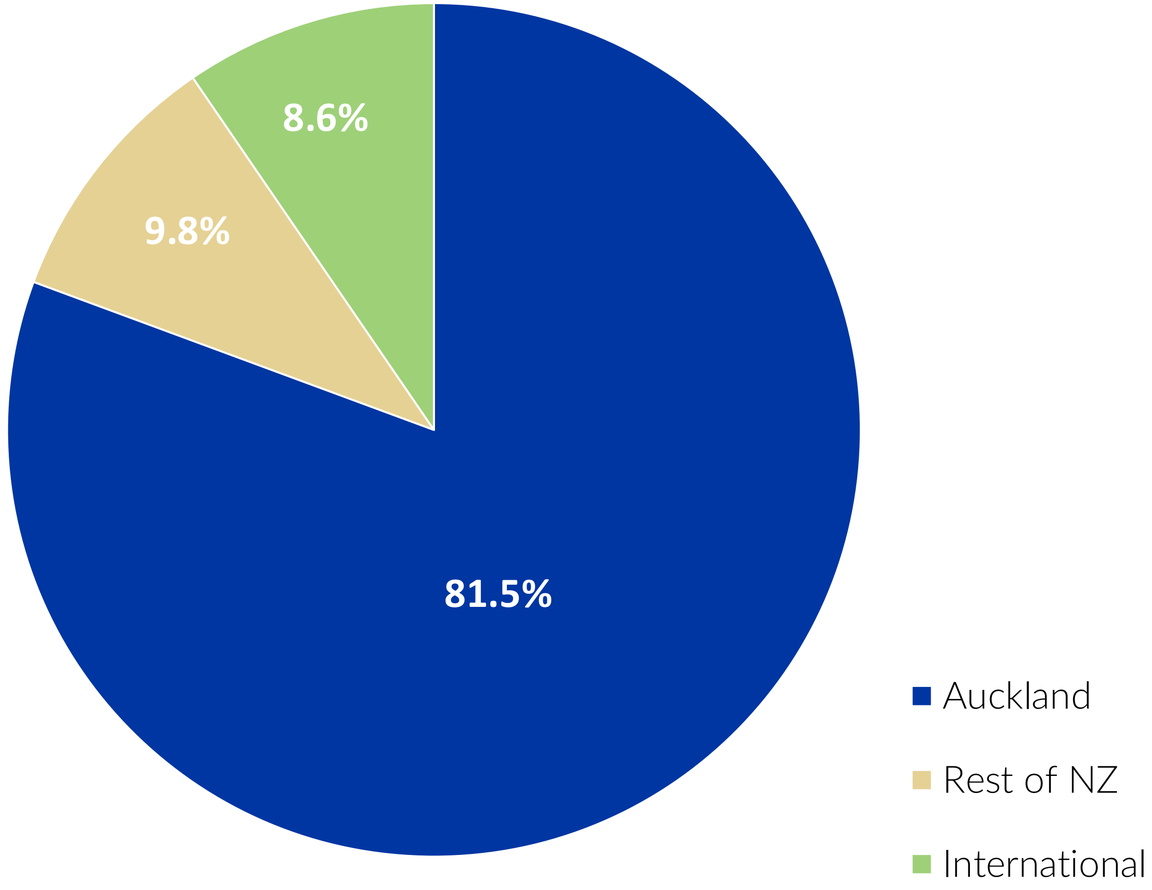
NEWMARKET SPEND BY ORIGIN OF CUSTOMER - SEPTEMBER

	Sept 26	YOY
Rodney District	$1.4M	+1.7%
North Shore City	$4.1M	-13.7%
Waitakere City	$2.8M	-12.3%
Auckland City	$29.1M	-0.8%
Manukau City	$3.9M	-15.3%
Papakura District	$605.5K	-24.9%
Franklin District	$540.2K	-7.3%
Rest of NZ	$5.1M	-7.3%
International	$4.5M	-3.5%



NEWMARKET SPEND BY ORIGIN OF CUSTOMER - PREVIOUS 12 MONTHS

	Oct 25 – Sept 26	YOY
Rodney District	$18.4M	-1.3%
North Shore City	$54.9M	-5.8%
Waitakere City	$37.9M	-5.1%
Auckland City	$371.6M	-3.9%
Manukau City	$52.1M	-5.9%
Papakura District	$8.8M	-8.2%
Franklin District	$7.8M	-5.6%
Rest of NZ	$71.1M	-4.4%
International	$64.9M	+5.3%



2026 BID COMPARISON – SEPTEMBER

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	$184,638,298	+4.4%	3,446,395	$53.57
2	CBD	$130,230,757	-7.8%	3,007,260	$43.31
3	North Harbour	$97,544,558	-0.1%	1,679,557	$58.08
4	Business Manukau	$85,218,024	+0.3%	1,429,195	$59.63
5	Business West	$71,962,689	-4.0%	1,416,126	$50.82
6	Albany	$65,452,368	-0.8%	1,087,586	$60.18
7	Westgate	$57,955,972	+4.7%	933,296	$62.10
8	Pukekohe	$55,769,322	+3.1%	869,067	$64.17
9	Newmarket	$52,005,413	-5.0%	881,985	$58.96
10	Mt Wellington / Sylvia Park	$46,367,280	-2.8%	823,243	$56.32

2026 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	East Auckland	$2,279,028,474	+4.8%	42,674,104	$53.41
2	CBD	$1,737,986,104	-5.9%	39,549,689	$43.94
3	North Harbour	$1,239,226,586	+1.4%	21,425,903	$57.84
4	Business Manukau	$1,067,703,418	+1.5%	18,111,638	$58.95
5	Business West	$935,336,005	+0.5%	18,388,785	$50.86
6	Albany	$834,393,666	+0.3%	14,106,803	$59.15
7	Westgate	$730,441,452	+1.7%	11,638,582	$62.76
8	Pukekohe	$706,985,605	+2.1%	10,829,445	$65.28
9	Newmarket	$687,395,861	-3.5%	11,102,297	$61.91
10	Mt Wellington / Sylvia Park	$618,653,214	-2.6%	11,030,610	$56.09

SEPTEMBER 26 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	$501.9K	-33.6%	$537.1K	+20.8%	$486.1K	-18.7%	$276.7K	-39.3%	$350.2K	-3.6%
Apparel & Personal	$11.3M	-14.7%	$4.1M	-17.8%	$1.7M	-12.1%	$2.2M	-22.9%	$473.5K	+0.2%
Cafes, Restaurants, Bars & Takeaways	$9.1M	-4.8%	$7.1M	-13.8%	$3.5M	-12.3%	$5.7M	-15.4%	$4.0M	-3.9%
Department Stores & Leisure	$12.9M	+10.4%	$1.3M	-5.8%	$696.6K	-12.1%	$3.4M	-8.2%	$858.2K	+1.4%
Fuel & Automotive	$4.8M	-0.5%	$213.7K	-9.6%	$2.0M	+567.6%	$2.2M	+0.7%	$1.4M	+23.0%
Groceries & Liquor	$7.7M	+7.1%	$4.6M	+4.2%	$1.1M	-13.9%	$5.6M	+2.7%	$1.3M	-13.9%
Home, Hardware & Electrical	$3.3M	-29.4%	$810.4K	+14.0%	$1.2M	-23.9%	$476.1K	-6.0%	$12.0K	+14.1%
Other	$2.5M	-14.2%	$324.3K	-12.3%	$465.8K	-15.2%	$466.2K	-18.8%	$139.4K	-33.5%

3 MONTHLY CATEGORY OVERVIEW (JUL – SEPT 26)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Karangahape Road	YoY
Accommodation	$1.6M	-25.4%	$1.6M	+24.5%	$1.3M	-18.6%	$770.9K	-37.6%	$1.1M	+8.4%
Apparel & Personal	$34.8M	-11.6%	$12.5M	-15.7%	$5.4M	-9.8%	$6.9M	-22.3%	$1.4M	-5.8%
Cafes, Restaurants, Bars & Takeaways	$28.0M	-5.9%	$23.1M	-12.8%	$11.4M	-10.4%	$18.1M	-16.5%	$12.6M	-3.4%
Department Stores & Leisure	$39.6M	+12.2%	$3.9M	-6.1%	$2.2M	-5.1%	$10.7M	-4.8%	$2.5M	-2.4%
Fuel & Automotive	$14.2M	-4.5%	$652.9K	-11.3%	$7.4M	+338.2%	$6.5M	-0.6%	$4.5M	+25.2%
Groceries & Liquor	$23.5M	+3.7%	$14.1M	+3.6%	$3.9M	-5.1%	$17.0M	-0.7%	$4.3M	-7.8%
Home, Hardware & Electrical	$10.0M	-20.2%	$2.5M	+7.4%	$3.7M	-16.7%	$1.4M	-7.4%	$37.6K	+14.6%
Other	$8.3M	-2.7%	$1.1M	+7.2%	$1.5M	-11.0%	$1.5M	-15.0%	$682.2K	+7.4%

All data sourced from MarketView Reports 2026

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