

Browns Bay Summary



April 2023

PRECINCT

Browns Bay

Spend	\$13.5M	+5.2%
Transactions	310.0K	+9.9%

REGION

Auckland Region

Spend	\$2,048.1M	+4.6%
Transactions	41.7M	+6.5%

NATIONAL

New Zealand

Spend	\$6,157.5M	+4.6%
Transactions	127.3M	+6.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$166.2M	+11.4%
Transactions	3.8M	+10.1%

REGION

Auckland Region

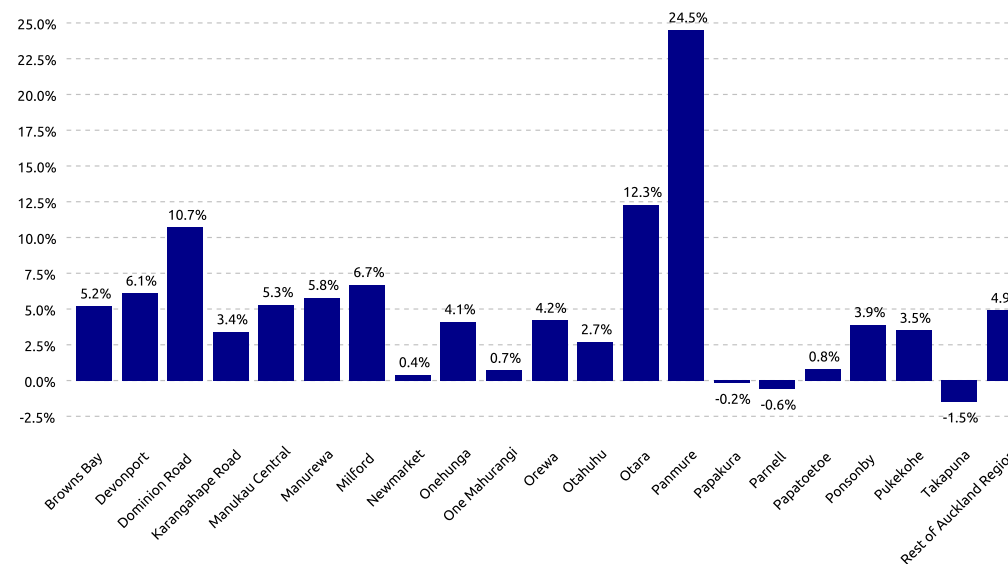
Spend	\$25,330.7M	+16.6%
Transactions	511.8M	+14.0%

NATIONAL

New Zealand

Spend	\$75,572.2M	+12.0%
Transactions	1,550.6M	+9.1%

PRECINCT SPEND GROWTH



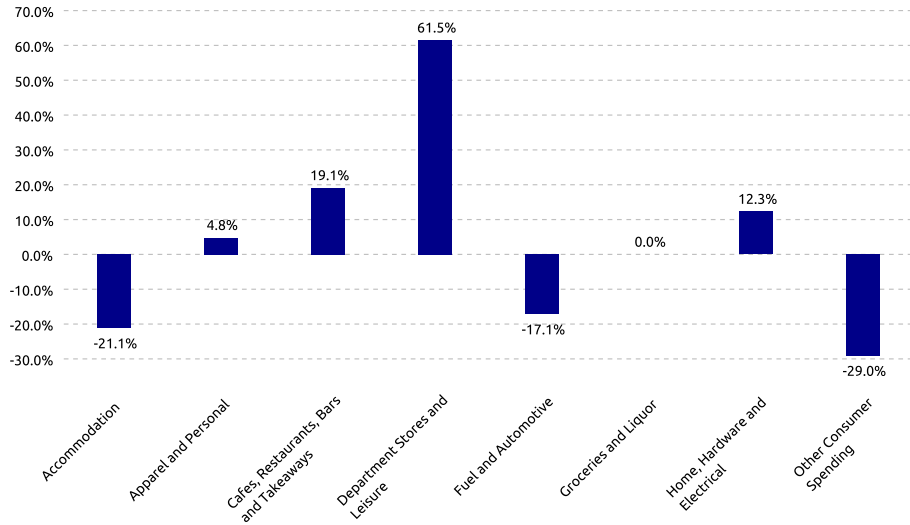
Highest Growth:	Panmure	+24.5%
Lowest Growth:	Takapuna	-1.5%

NOTEWORTHY DATES DURING APRIL 2023

Highest Day	Lowest Day	Average Day
Thu, 06 Apr	Fri, 07 Apr	\$449.7K
\$697.5K	\$136.0K	10.3K Transactions

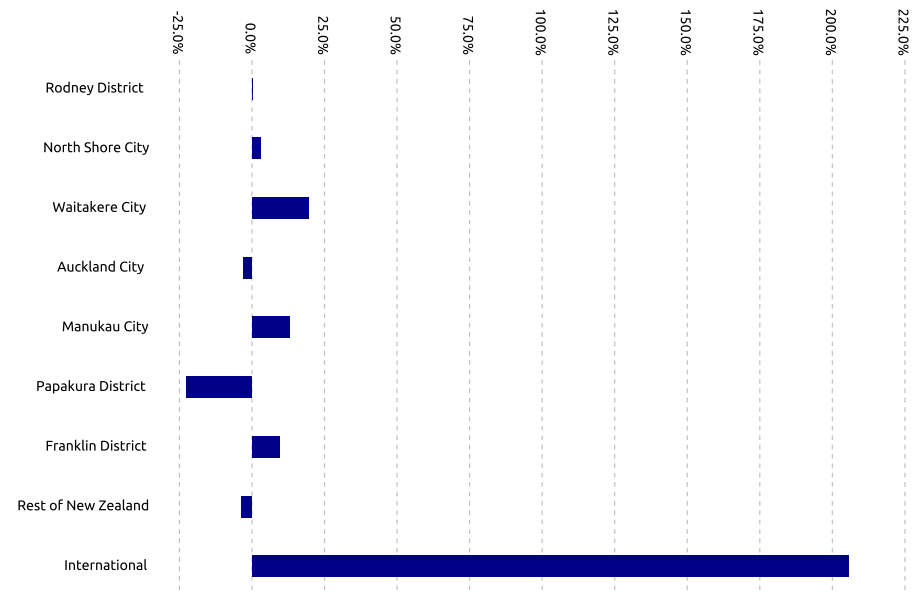
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



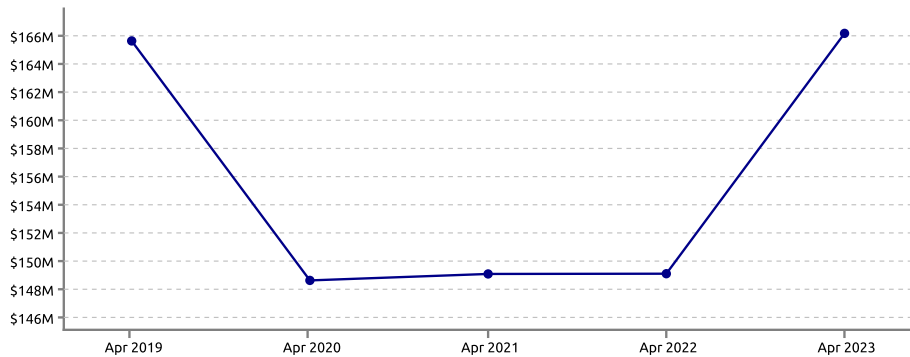
Highest Growth:	Department Stores and Leisure	+61.5%
Lowest Growth:	Other Consumer Spending	-29.0%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+205.7%
Lowest Growth:	Papakura District	-22.6%

SPEND OVER LAST 5 YEARS. YE APRIL



Average Annual Growth:	(over 4 years to Apr 2023)	+0.3%
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Reading the Report

Data Source: This data is derived from Worldline terminal electronic card spending and represents estimated total cardholder spending in New Zealand.

Exclusions: Spending figures include GST; no allowance has been made for non-card purchases, online purchases or inflation.

Definitions: All parameters have been mutually agreed with the client and are the same as that used in the online Tool.

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