

Browns Bay Summary



August 2023

PRECINCT

Browns Bay

Spend	\$14.6M	+10.3%
Transactions	330.6K	+8.9%

REGION

Auckland Region

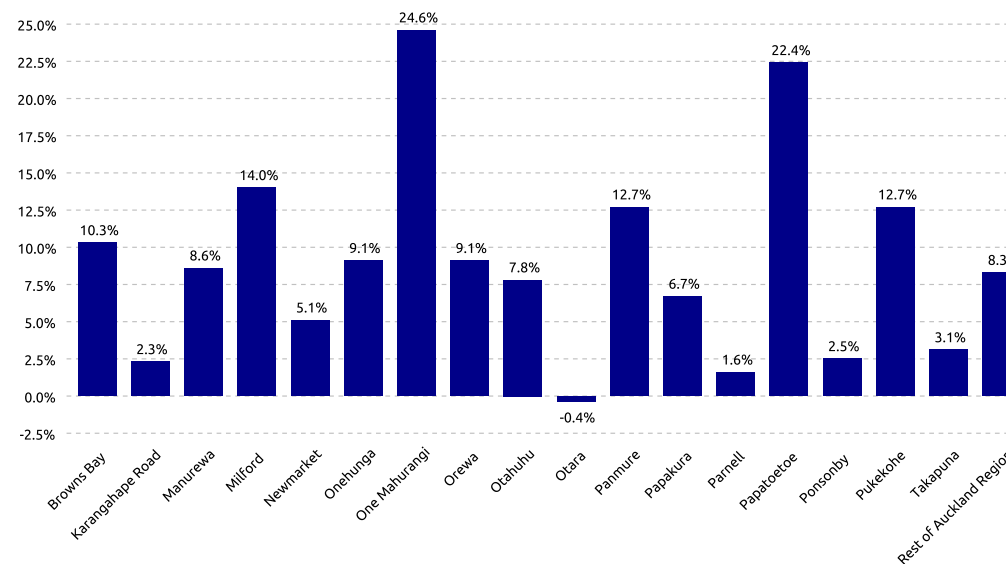
Spend	\$2,190.0M	+8.3%
Transactions	45.8M	+7.6%

NATIONAL

New Zealand

Spend	\$6,473.1M	+8.3%
Transactions	136.4M	+7.5%

PRECINCT SPEND GROWTH



Highest Growth:	One Mahurangi	+24.6%
Lowest Growth:	Otara	-0.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$171.4M	+14.2%
Transactions	3.9M	+17.2%

REGION

Auckland Region

Spend	\$26,057.2M	+15.1%
Transactions	530.5M	+16.9%

NATIONAL

New Zealand

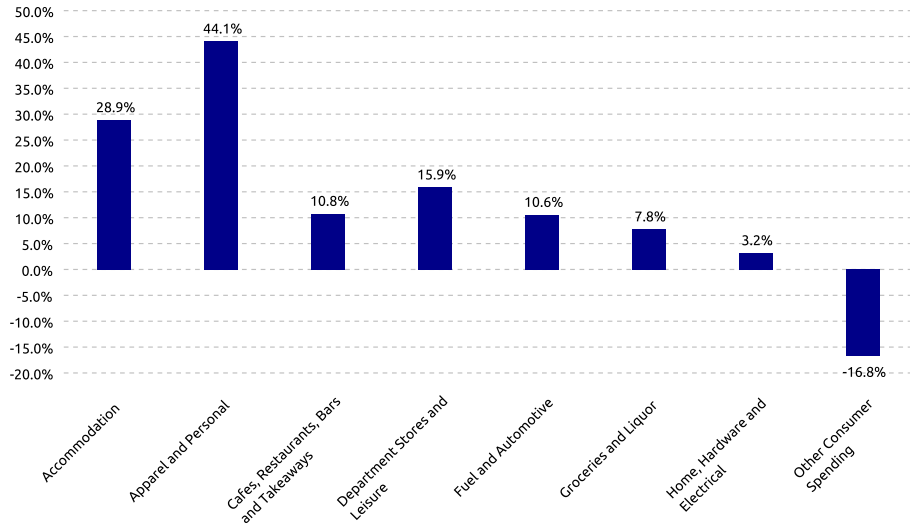
Spend	\$77,381.7M	+10.3%
Transactions	1,601.1M	+11.2%

NOTEWORTHY DATES DURING AUGUST 2023

Highest Day	Lowest Day	Average Day
Sat, 05 Aug	Mon, 21 Aug	\$471.6K
\$592.3K	\$332.4K	10.7K Transactions

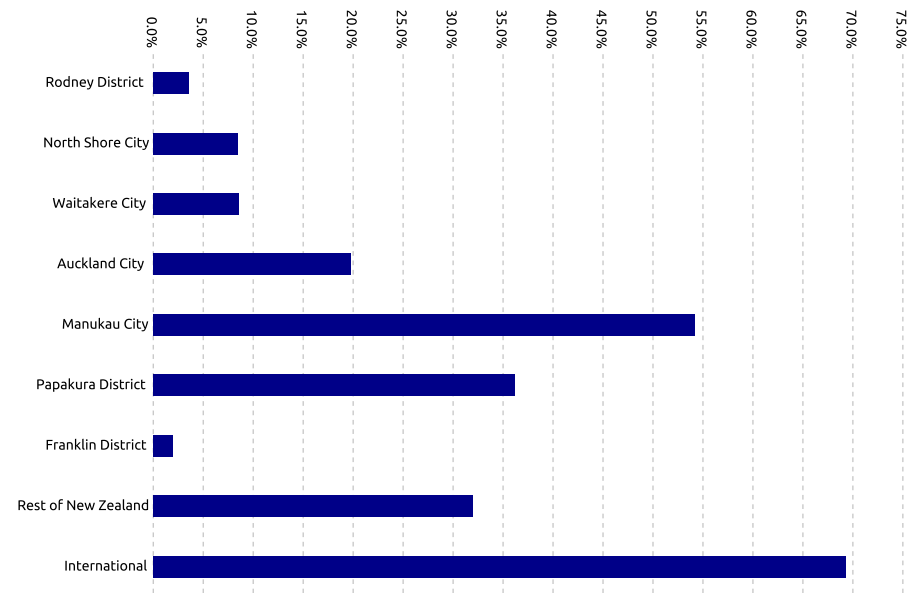
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



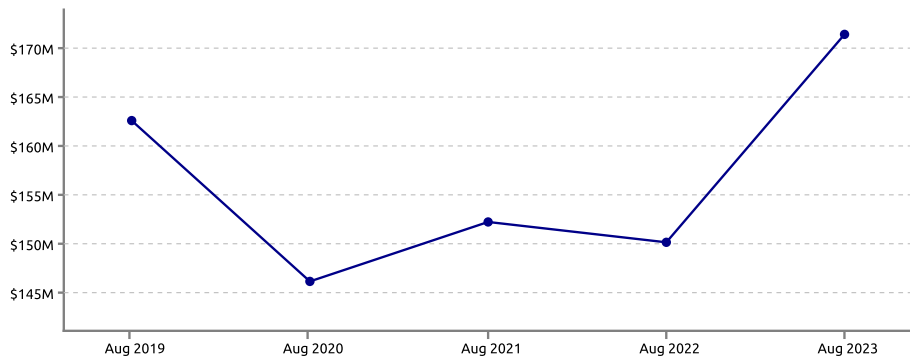
Highest Growth:	Apparel and Personal	+44.1%
Lowest Growth:	Other Consumer Spending	-16.8%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+69.3%
Lowest Growth:	Franklin District	+2.0%

SPEND OVER LAST 5 YEARS. YE AUGUST



Average Annual Growth:	(over 4 years to Aug 2023)	+1.7%
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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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