

Browns Bay Summary



July 2023

PRECINCT

Browns Bay

Spend	\$13.9M	+4.9%
Transactions	323.2K	+7.7%

REGION

Auckland Region

Spend	\$2,089.4M	+0.4%
Transactions	43.3M	+3.0%

NATIONAL

New Zealand

Spend	\$6,155.1M	+0.2%
Transactions	129.3M	+3.2%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$169.7M	+14.4%
Transactions	3.9M	+18.6%

REGION

Auckland Region

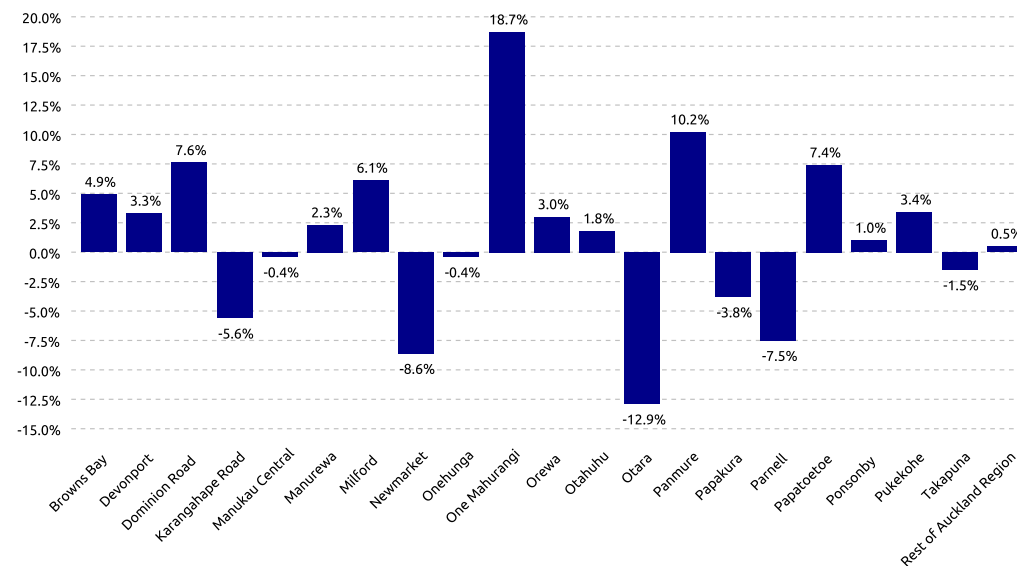
Spend	\$25,827.9M	+17.1%
Transactions	526.3M	+19.1%

NATIONAL

New Zealand

Spend	\$76,679.5M	+11.9%
Transactions	1,587.7M	+13.1%

PRECINCT SPEND GROWTH



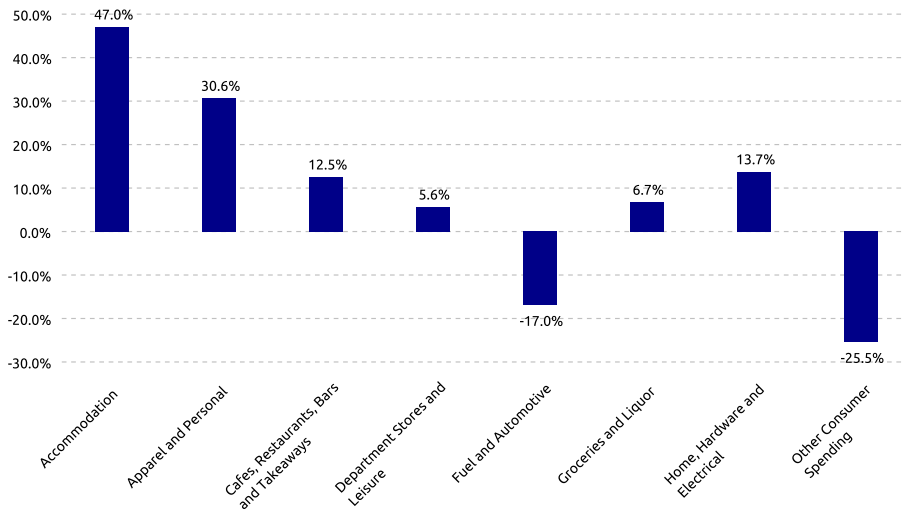
Highest Growth:	One Mahurangi	+18.7%
Lowest Growth:	Otara	-12.9%

NOTEWORTHY DATES DURING JULY 2023

Highest Day	Lowest Day	Average Day
Sat, 22 Jul	Mon, 31 Jul	\$448.0K
\$615.2K	\$329.0K	10.4K Transactions

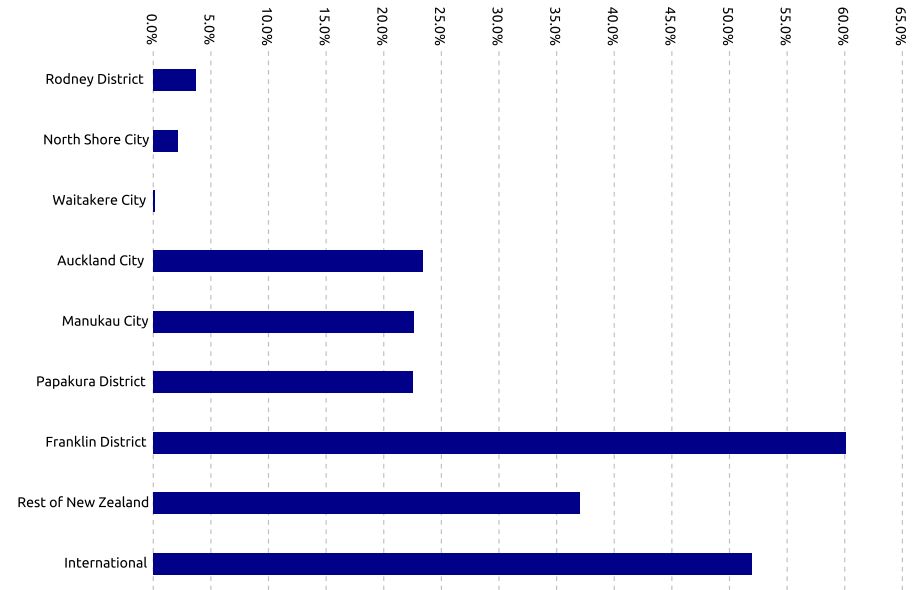
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



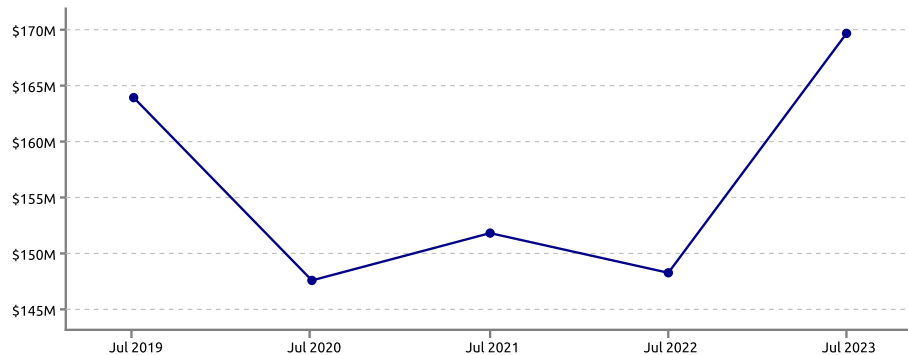
Highest Growth:	Accommodation	+47.0%
Lowest Growth:	Other Consumer Spending	-25.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Franklin District	+60.1%
Lowest Growth:	Waitakere City	+0.1%

SPEND OVER LAST 5 YEARS. YE JULY



Average Annual Growth:	(over 4 years to Jul 2023)	+1.2%
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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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For all enquiries, please contact us at info@marketview.co.nz or 04 472 1991.