

Milford 4%  
 Orewa 8%  
 Takapuna -1%

**BROWNS BAY**

For the period May 2023 - May 2023  
 Compared to May 2022 - May 2022

Total spend in Browns Bay

**\$14.0M**

comparison period  
**\$12.8M**

since comparison period  
**+9.9%**

Number of Transactions

**326,724**

comparison period  
**282,145**

since comparison period  
**+15.8%**

Average Transaction Value

**\$42.88**

comparison period  
**\$45.20**

since comparison period  
**-5.1%**

Total Auckland Business Association Spend

**\$2.1B**

comparison period  
**\$2.1B**

since comparison period  
**+2.5%**

Share of Auckland Business Association Spending

**0.7%**

comparison period  
**0.6%**

since comparison period  
**0.0%**

Share of Auckland Business Association Transactions

**0.7%**

comparison period  
**0.7%**

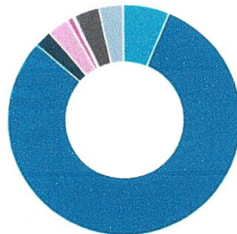
since comparison period  
**+0.1%**

**BROWNS BAY INSIGHTS**

For the period May 2023 - May 2023  
 Compared to May 2022 - May 2022

Origin of people spending in Browns Bay

Total Spend  
**\$14.0M**



Origin	Spend	% of total	Share Change*
Rodney District	\$894.9K	6.4%	-0.3%
North Shore City	\$11.2M	80.2%	-2.5%
Waitakere City	\$341.5K	2.4%	+0.1%
Auckland City	\$422.3K	3.0%	+0.2%

\*on Same Period Last Year

Browns Bay category details

Category	Spend	% of total	Share Change
Accommodation	\$4.3K	0.0%	0.0%
Apparel and Personal	\$796.7K	5.7%	+1.2%
Cafes, Restaurants, Bars and Takeaways	\$3.3M	<b>23.5%</b>	+2.1%
Department Stores and Leisure	\$1.3M	9.2%	+3.8%
Fuel and Automotive	\$1.5M	10.5%	-2.8%
Groceries and Liquor	\$6.6M	<b>47.4%</b>	-2.8%
Home, Hardware and Electrical	\$188.2K	1.3%	-0.1%
Other Consumer Spending	\$320.9K	2.3%	-1.4%

\*on Same Period Last Year

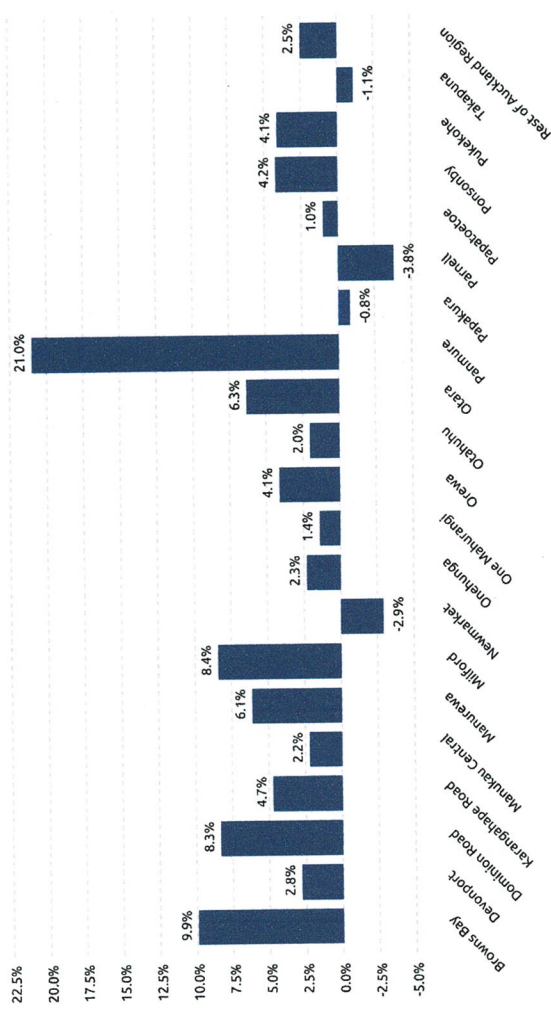
# Browns Bay Summary



## May 2023

<b>PRECINCT</b>			
<b>Browns Bay</b>			
Spend	\$14.0M	+9.9%	
Transactions	326.7K	+15.8%	
<b>REGION</b>			
<b>Auckland Region</b>			
Spend	\$2,112.1M	+2.5%	
Transactions	44.3M	+5.9%	
<b>NATIONAL</b>			
<b>New Zealand</b>			
Spend	\$6,135.7M	+2.3%	
Transactions	131.3M	+6.1%	

## PRECINCT SPEND GROWTH



## Last 12 Months

<b>PRECINCT</b>			
<b>Browns Bay</b>			
Spend	\$167.5M	+12.8%	
Transactions	3.8M	+13.4%	
<b>REGION</b>			
<b>Auckland Region</b>			
Spend	\$25,703.6M	+17.3%	
Transactions	521.2M	+16.3%	
<b>NATIONAL</b>			
<b>New Zealand</b>			
Spend	\$76,382.9M	+12.4%	
Transactions	1,573.6M	+10.8%	

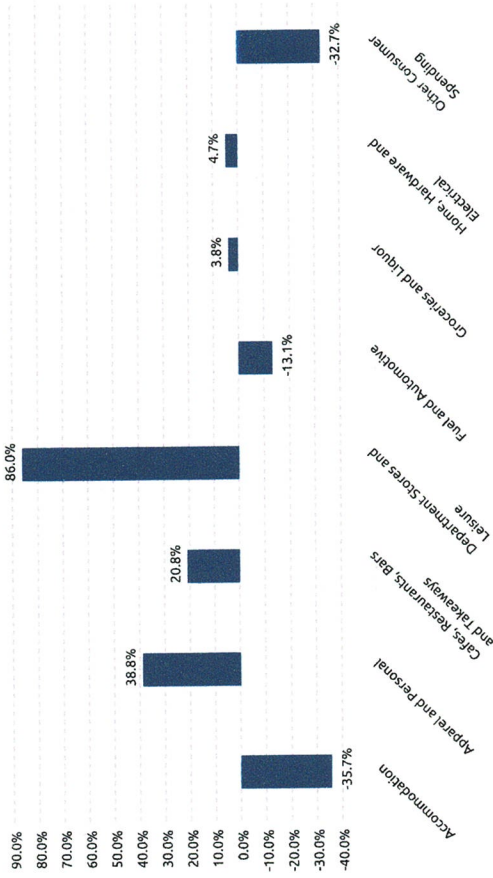
<b>Highest Growth:</b>	Panmure	+21.0%
<b>Lowest Growth:</b>	Parnell	-3.8%

## NOTEWORTHY DATES DURING MAY 2023

Highest Day	Lowest Day	Average Day
Sat, 13 May	Tue, 09 May	\$451.9K
\$633.5K	\$326.4K	10.5K Transactions

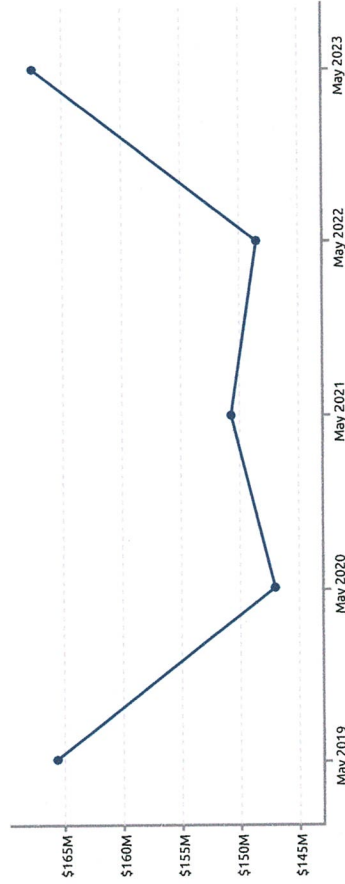
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



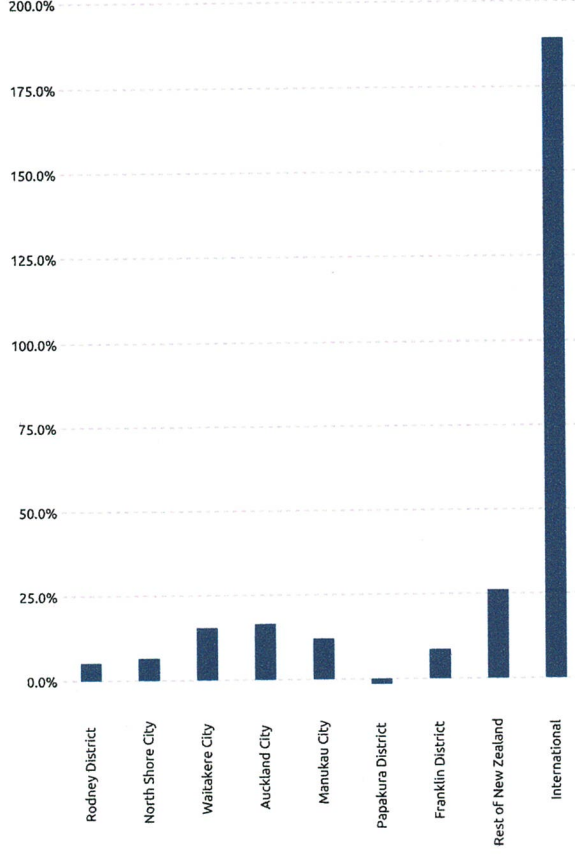
<b>Highest Growth:</b>	Department Stores and Leisure	+86.0%
<b>Lowest Growth:</b>	Accommodation	-35.7%

## SPEND OVER LAST 5 YEARS. YE MAY



<b>Average Annual Growth:</b>	(over 4 years to May 2023)	+0.6%
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## CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	International	+189.1%
<b>Lowest Growth:</b>	Papakura District	-1.5%

## 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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