

Browns Bay Summary



September 2023

PRECINCT

Browns Bay

Spend	\$14.1M	+3.4%
Transactions	324.0K	+3.3%

REGION

Auckland Region

Spend	\$2,127.6M	+2.0%
Transactions	43.8M	+1.4%

NATIONAL

New Zealand

Spend	\$6,307.5M	+2.7%
Transactions	131.1M	+1.9%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$171.2M	+10.2%
Transactions	3.9M	+11.9%

REGION

Auckland Region

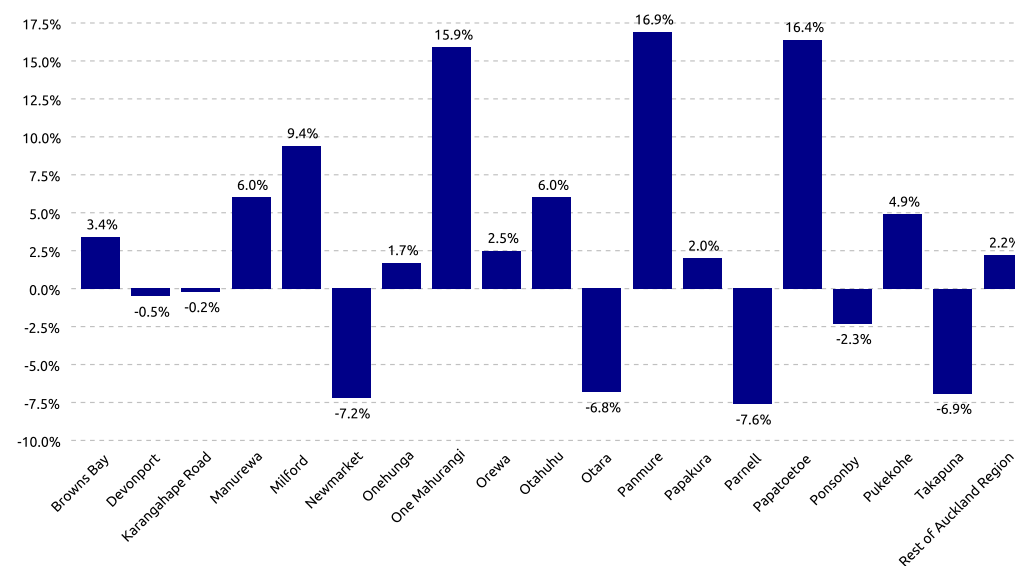
Spend	\$26,012.8M	+9.8%
Transactions	530.3M	+10.9%

NATIONAL

New Zealand

Spend	\$77,217.2M	+7.4%
Transactions	1,598.3M	+8.1%

PRECINCT SPEND GROWTH



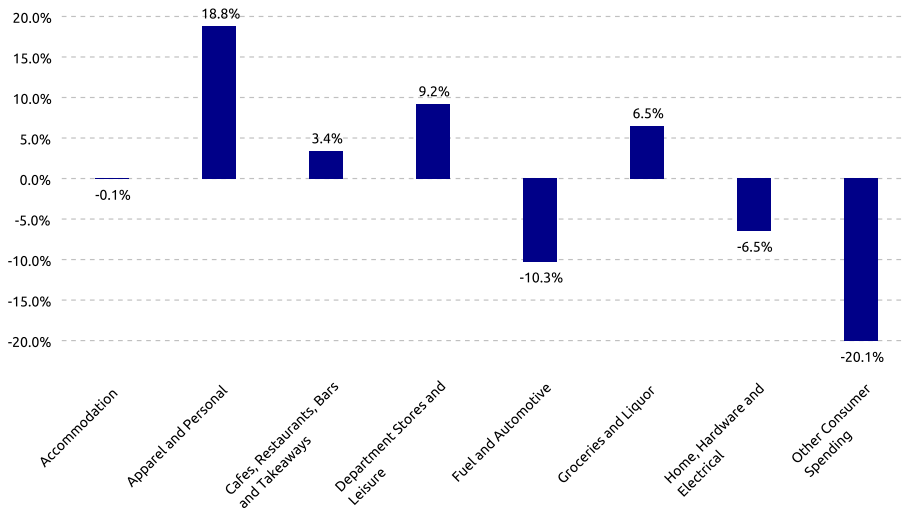
Highest Growth:	Panmure	+16.9%
Lowest Growth:	Parnell	-7.6%

NOTEWORTHY DATES DURING SEPTEMBER 2023

Highest Day	Lowest Day	Average Day
Sat, 02 Sep	Mon, 11 Sep	\$469.7K
\$645.5K	\$322.0K	10.8K Transactions

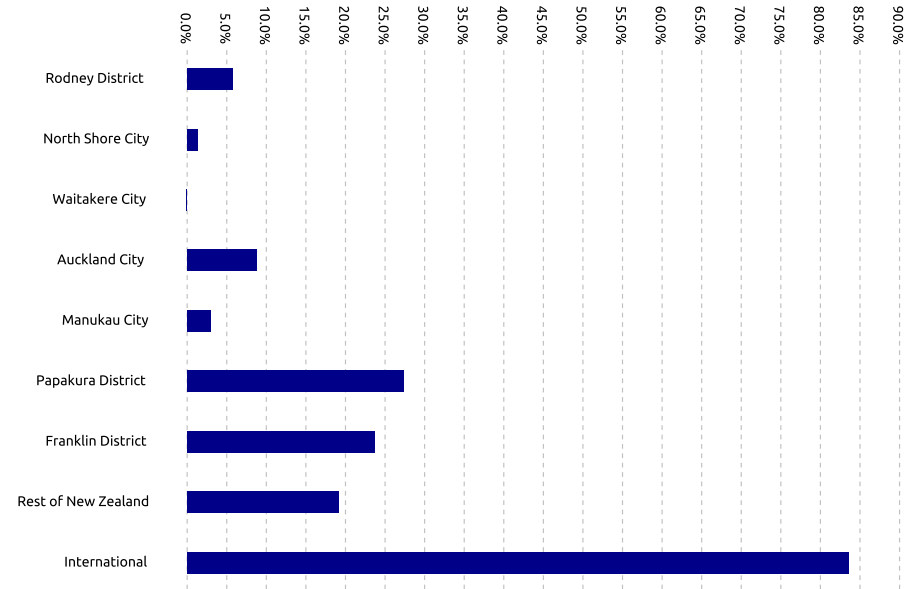
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



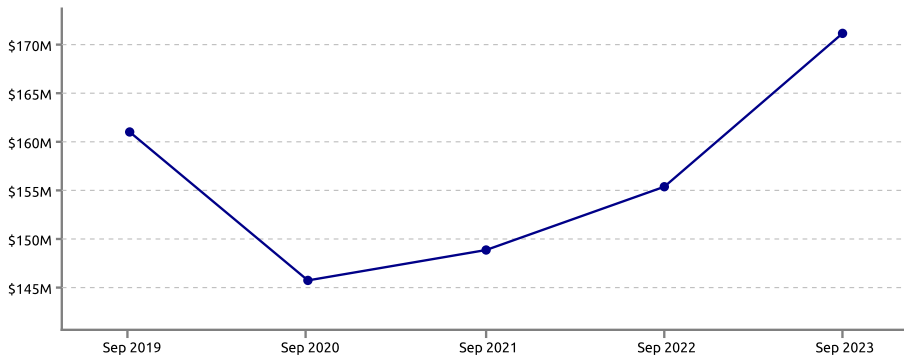
Highest Growth:	Apparel and Personal	+18.8%
Lowest Growth:	Other Consumer Spending	-20.1%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+83.6%
Lowest Growth:	Waitakere City	-0.1%

SPEND OVER LAST 5 YEARS. YE SEPTEMBER



Average Annual Growth:	(over 4 years to Sep 2023)	+1.8%
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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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