

Browns Bay Summary



November 2023

PRECINCT

Browns Bay

Spend	\$14.5M	+0.1%
Transactions	335.9K	+2.7%

REGION

Auckland Region

Spend	\$2,316.9M	+3.6%
Transactions	46.7M	+3.9%

NATIONAL

New Zealand

Spend	\$6,803.2M	+3.1%
Transactions	138.5M	+2.9%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$171.6M	+6.5%
Transactions	4.0M	+8.5%

REGION

Auckland Region

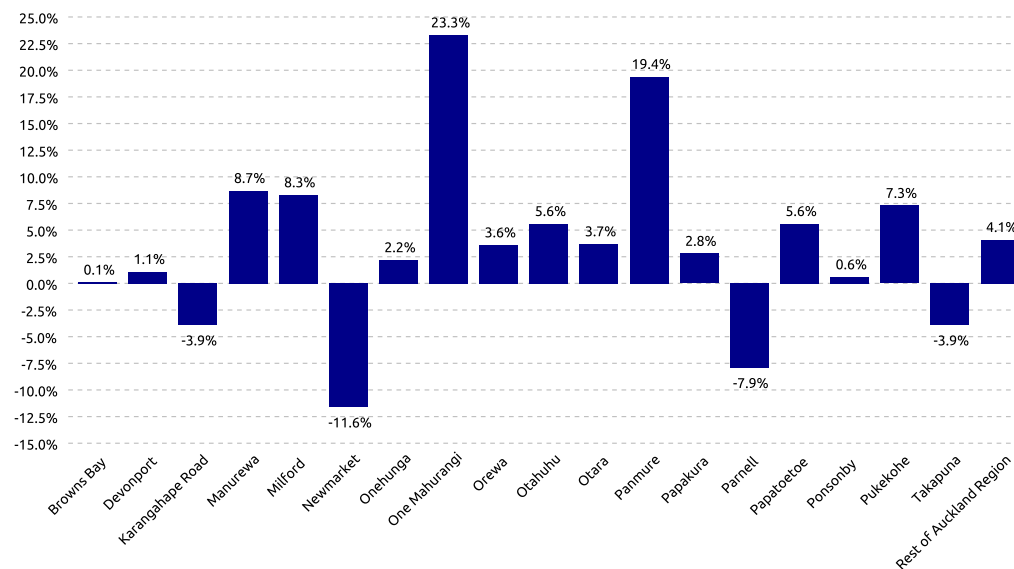
Spend	\$26,137.6M	+5.3%
Transactions	533.8M	+6.5%

NATIONAL

New Zealand

Spend	\$77,497.0M	+5.0%
Transactions	1,605.0M	+6.0%

PRECINCT SPEND GROWTH



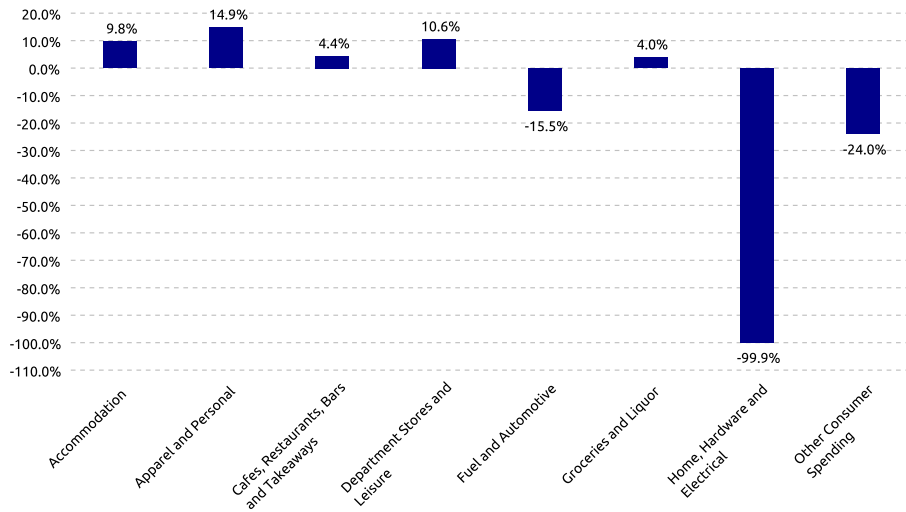
Highest Growth:	One Mahurangi	+23.3%
Lowest Growth:	Newmarket	-11.6%

NOTEWORTHY DATES DURING NOVEMBER 2023

Highest Day	Lowest Day	Average Day
Sat, 04 Nov	Mon, 20 Nov	\$484.5K
\$637.7K	\$347.3K	11.2K Transactions

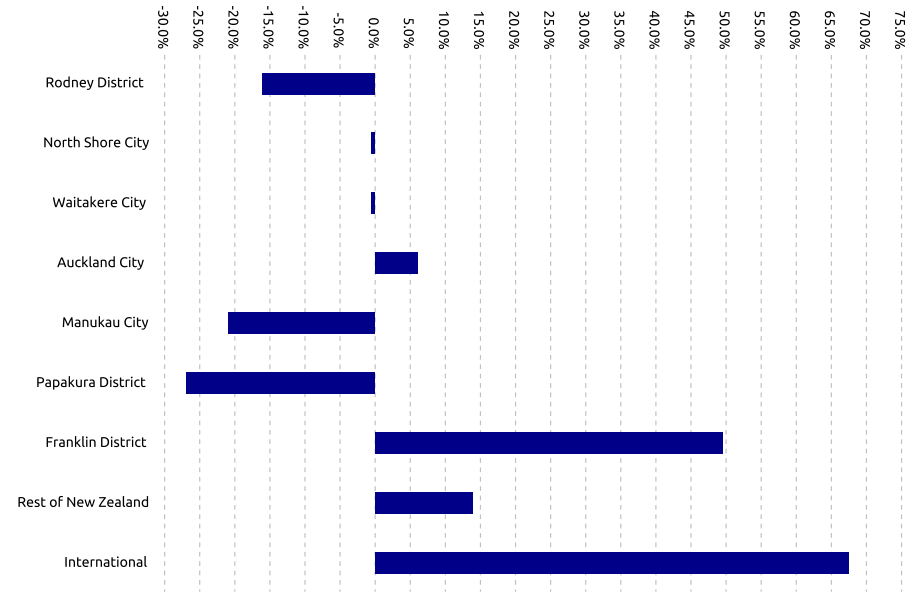
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



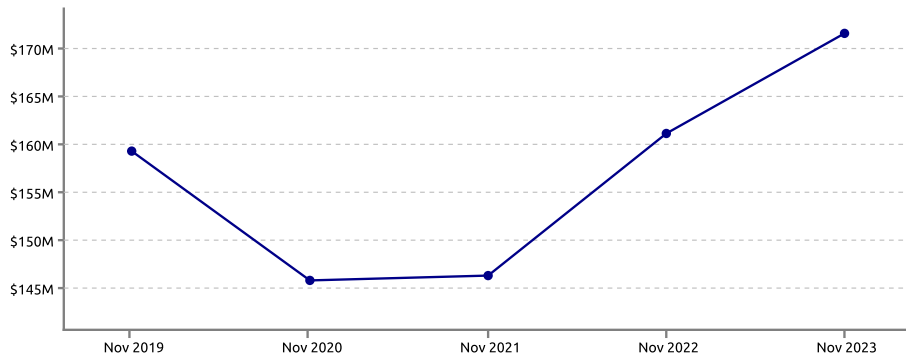
Highest Growth:	Apparel and Personal	+14.9%
Lowest Growth:	Home, Hardware and Electrical	-99.9%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+67.5%
Lowest Growth:	Papakura District	-26.9%

SPEND OVER LAST 5 YEARS. YE NOVEMBER



Average Annual Growth:	(over 4 years to Nov 2023)	+2.1%
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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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