

Browns Bay Summary



December 2023

PRECINCT

Browns Bay

Spend	\$16.8M	-2.2%
Transactions	360.2K	-1.9%

REGION

Auckland Region

Spend	\$2,609.5M	-2.2%
Transactions	49.0M	-0.2%

NATIONAL

New Zealand

Spend	\$7,826.8M	-1.1%
Transactions	149.3M	-0.3%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$171.3M	+5.5%
Transactions	3.9M	+7.6%

REGION

Auckland Region

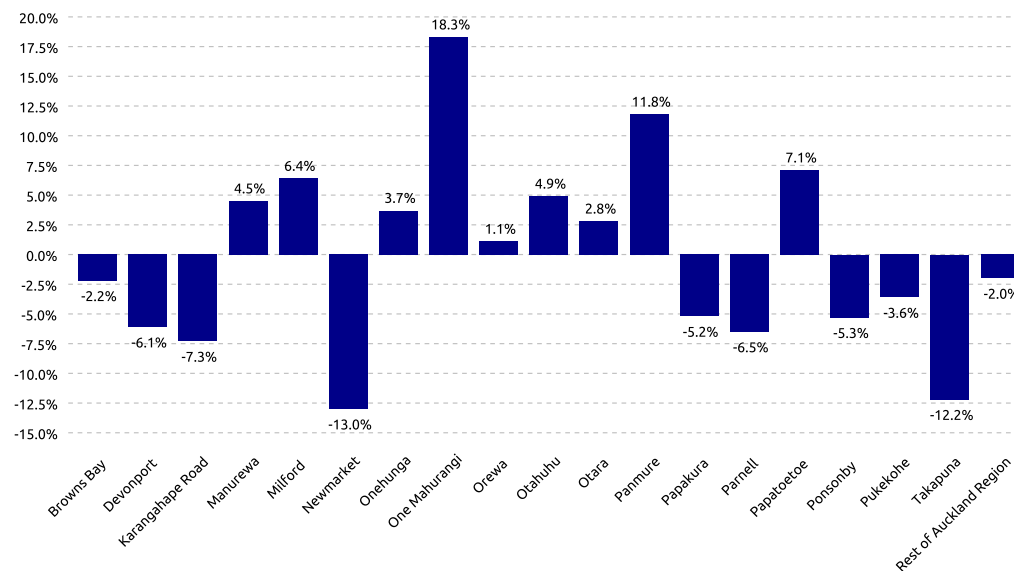
Spend	\$26,086.2M	+4.5%
Transactions	533.9M	+5.8%

NATIONAL

New Zealand

Spend	\$77,433.5M	+4.3%
Transactions	1,605.3M	+5.4%

PRECINCT SPEND GROWTH



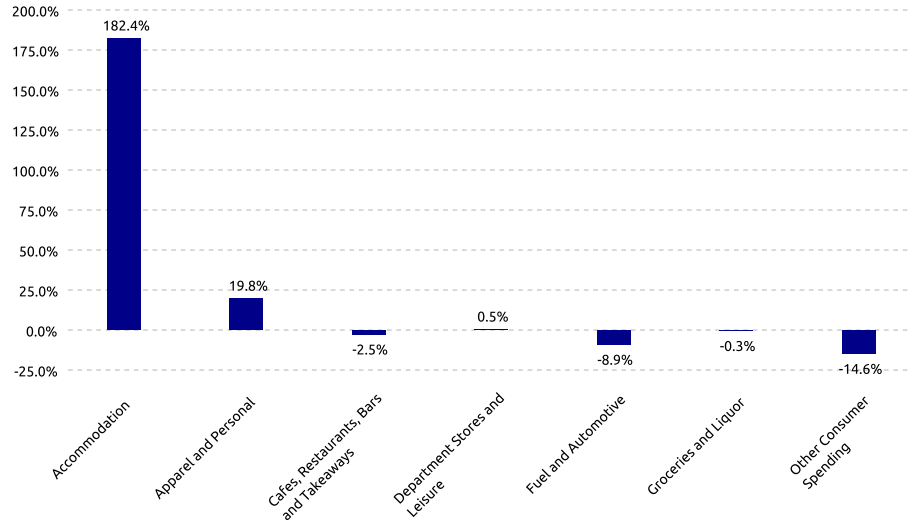
Highest Growth:	One Mahurangi	+18.3%
Lowest Growth:	Newmarket	-13.0%

NOTEWORTHY DATES DURING DECEMBER 2023

Highest Day	Lowest Day	Average Day
Fri, 22 Dec	Mon, 25 Dec	\$540.3K
\$843.1K	\$29.4K	11.6K Transactions

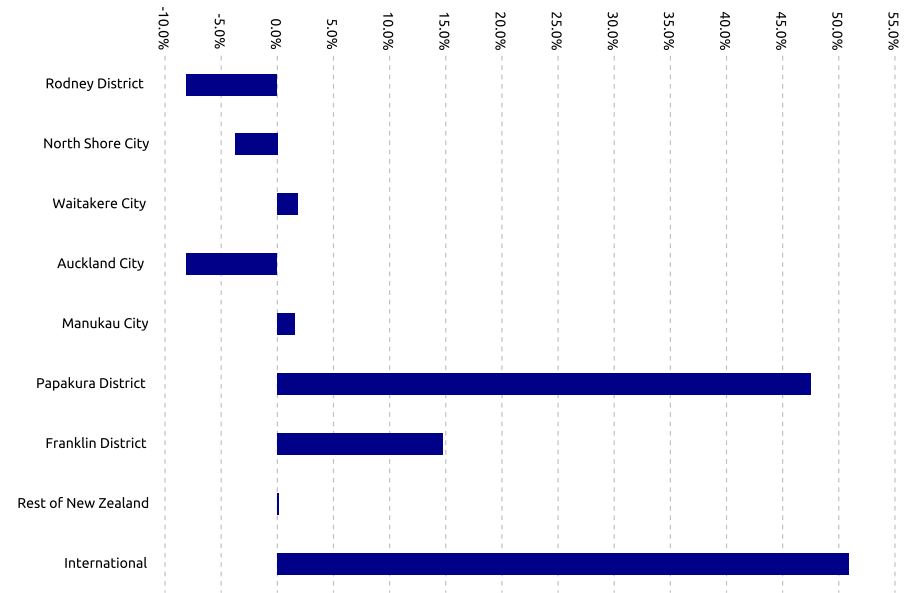
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



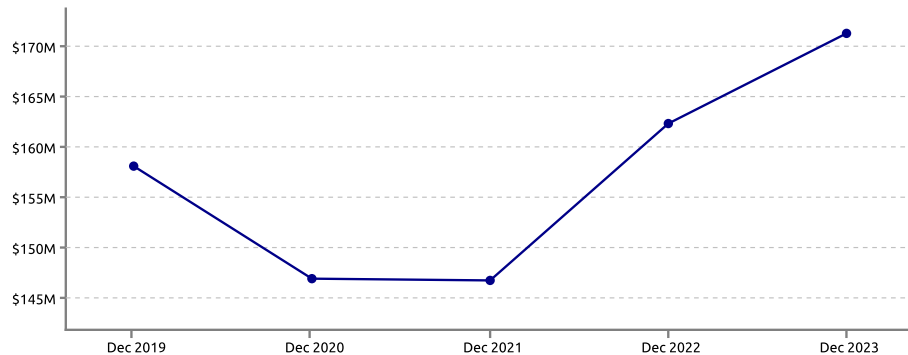
Highest Growth:	Accommodation	+182.4%
Lowest Growth:	Other Consumer Spending	-14.6%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+50.9%
Lowest Growth:	Auckland City	-8.1%

SPEND OVER LAST 5 YEARS. YE DECEMBER



Average Annual Growth:	(over 4 years to Dec 2023)	+2.2%
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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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