

# Browns Bay Summary



## January 2024

### PRECINCT

#### Browns Bay

Spend	\$14.1M	+2.8%
Transactions	333.2K	+4.2%

### REGION

#### Auckland Region

Spend	\$2,103.6M	+2.9%
Transactions	43.2M	+4.7%

### NATIONAL

#### New Zealand

Spend	\$6,607.8M	+3.7%
Transactions	136.1M	+4.0%

## Last 12 Months

### PRECINCT

#### Browns Bay

Spend	\$171.7M	+5.6%
Transactions	4.0M	+7.9%

### REGION

#### Auckland Region

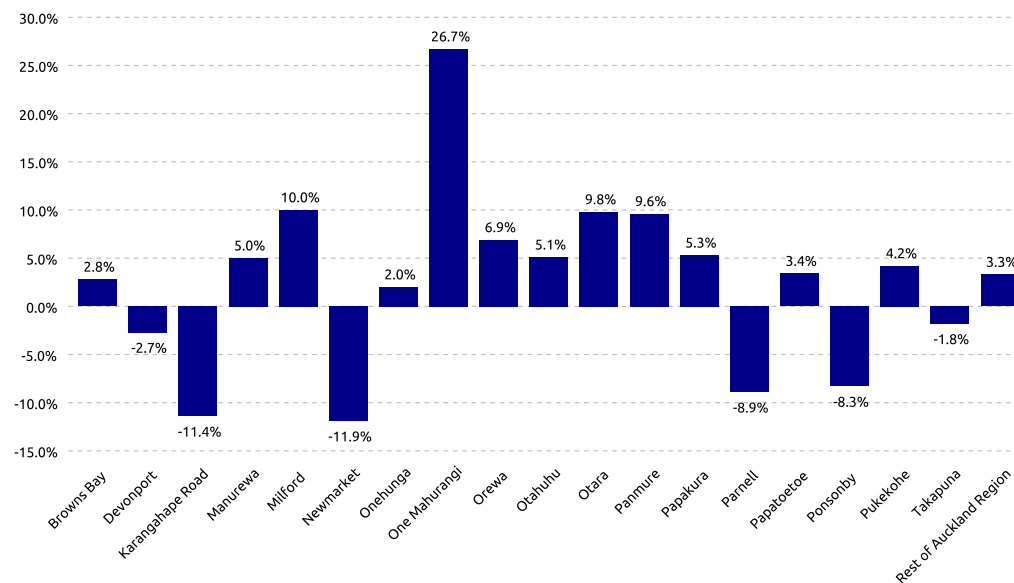
Spend	\$26,157.0M	+4.4%
Transactions	536.2M	+5.9%

### NATIONAL

#### New Zealand

Spend	\$77,697.0M	+4.2%
Transactions	1,611.0M	+5.5%

## PRECINCT SPEND GROWTH



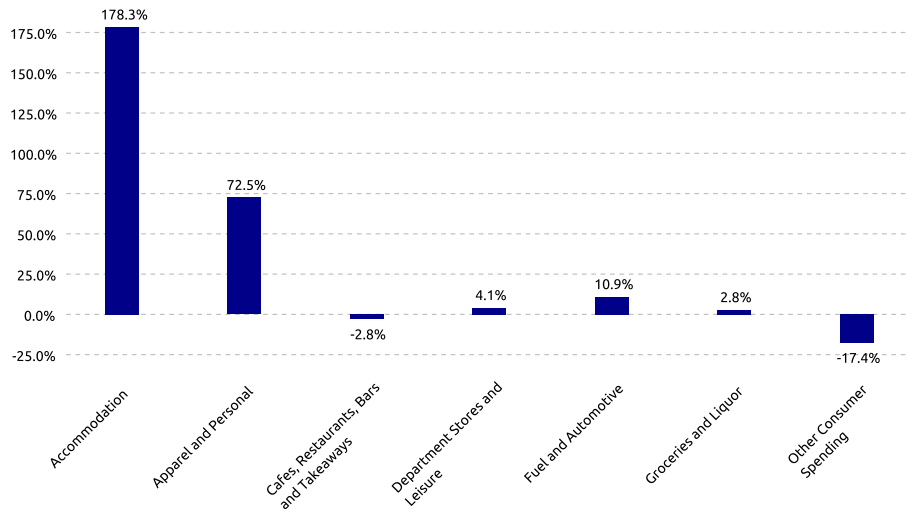
<b>Highest Growth:</b>	One Mahurangi	+26.7%
<b>Lowest Growth:</b>	Newmarket	-11.9%

## NOTEWORTHY DATES DURING JANUARY 2024

Highest Day	Lowest Day	Average Day
Sat, 20 Jan	Mon, 01 Jan	\$456.3K
\$551.1K	\$261.7K	10.7K Transactions

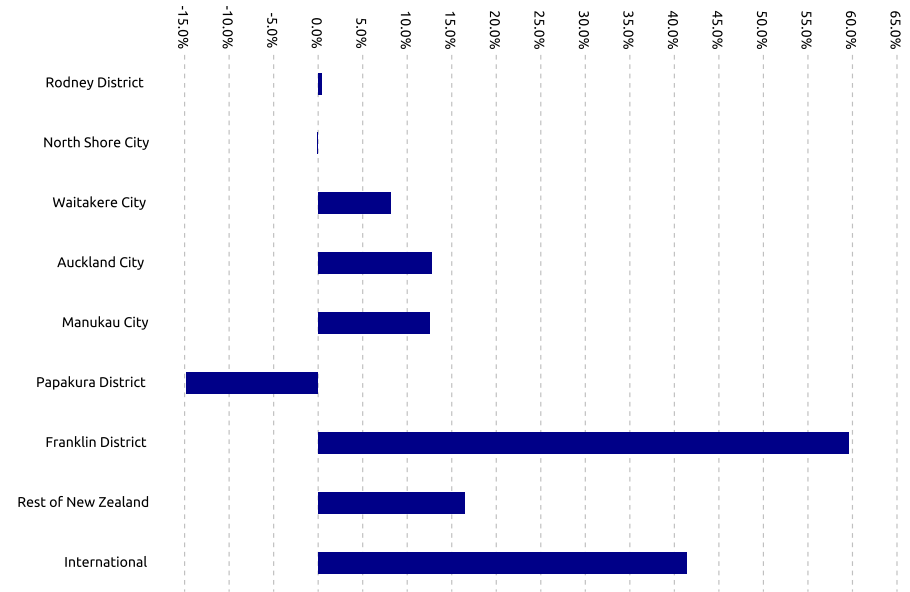
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



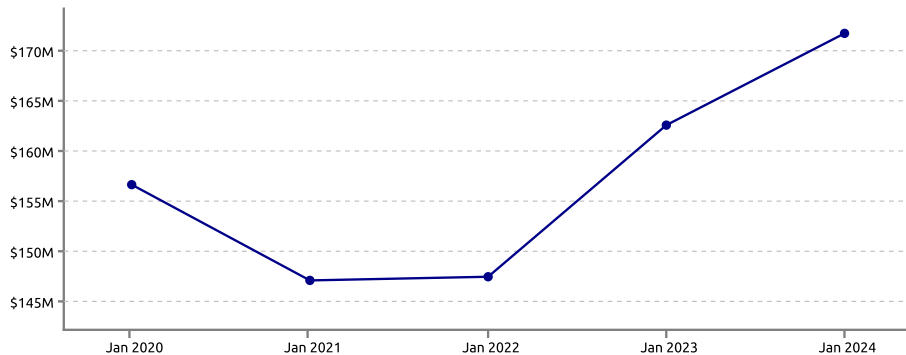
<b>Highest Growth:</b>	Accommodation	+178.3%
<b>Lowest Growth:</b>	Other Consumer Spending	-17.4%

## CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	Franklin District	+59.6%
<b>Lowest Growth:</b>	Papakura District	-14.8%

## SPEND OVER LAST 5 YEARS. YE JANUARY



<b>Average Annual Growth:</b>	(over 4 years to Jan 2024)	+2.5%
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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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