

Browns Bay Summary



October 2024

PRECINCT

Browns Bay

Spend	\$14.1M	-2.2%
Transactions	331.3K	+0.2%

REGION

Auckland Region

Spend	\$2,164.0M	-2.3%
Transactions	46.2M	+1.1%

NATIONAL

New Zealand

Spend	\$6,547.4M	-0.7%
Transactions	138.6M	+1.3%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.6M	-1.1%
Transactions	3.9M	+0.5%

REGION

Auckland Region

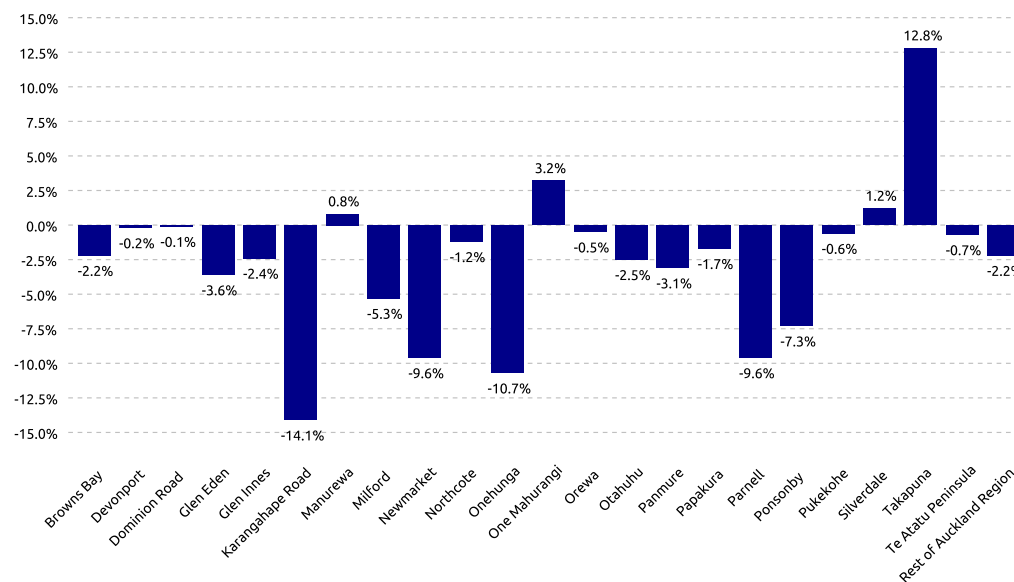
Spend	\$25,936.7M	-0.6%
Transactions	540.5M	+1.4%

NATIONAL

New Zealand

Spend	\$77,956.5M	+0.5%
Transactions	1,624.7M	+1.1%

PRECINCT SPEND GROWTH



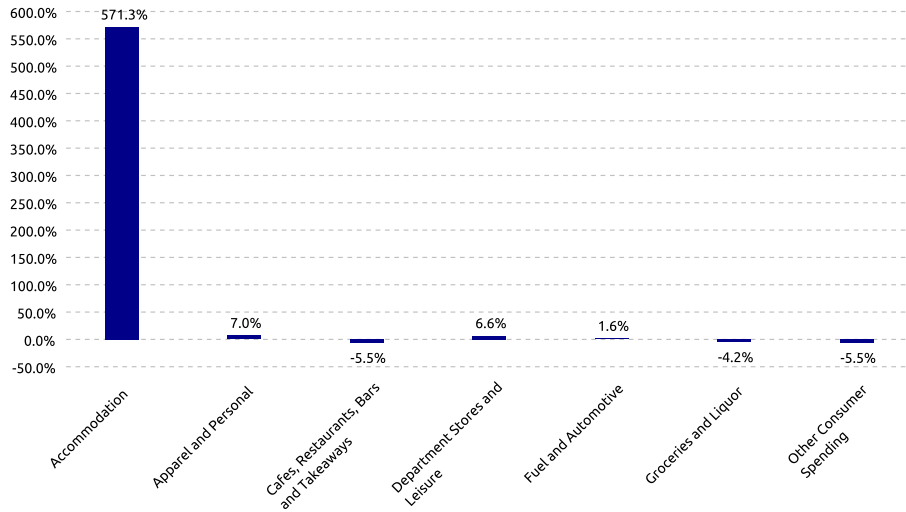
Highest Growth:	Takapuna	+12.8%
Lowest Growth:	Karangahape Road	-14.1%

NOTEWORTHY DATES DURING OCTOBER 2024

Highest Day	Lowest Day	Average Day
Sat, 12 Oct	Mon, 28 Oct	\$454.3K
\$585.4K	\$341.7K	10.7K Transactions

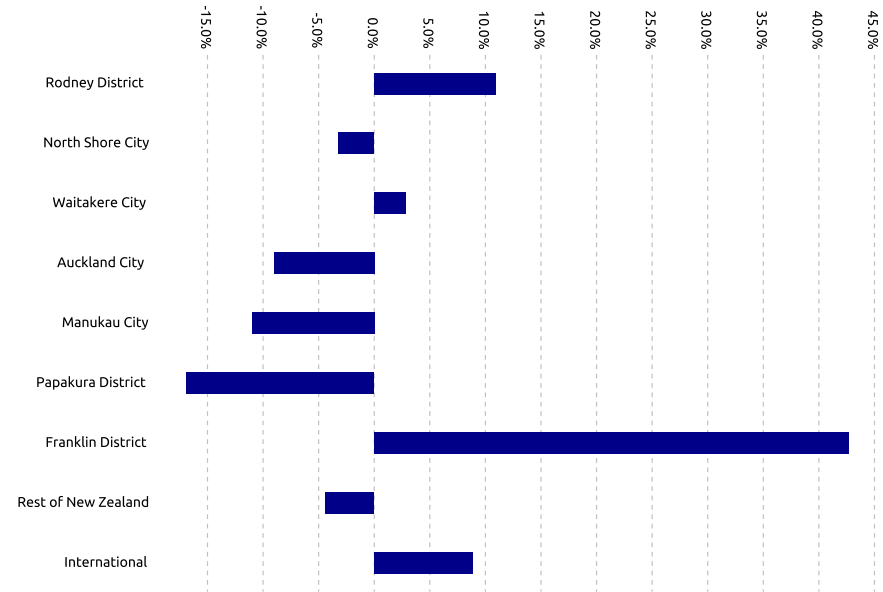
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



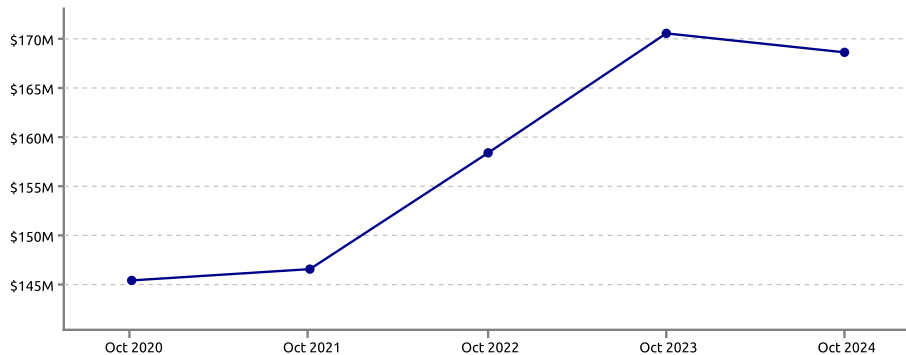
Highest Growth:	Accommodation	+571.3%
Lowest Growth:	Other Consumer Spending	-5.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Franklin District	+42.7%
Lowest Growth:	Papakura District	-16.9%

SPEND OVER LAST 5 YEARS. YE OCTOBER



Average Annual Growth:	(over 4 years to Oct 2024)	+3.8%
-------------------------------	----------------------------	-------

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.

Copyright of Marketview Ltd.

Disclaimer: While every effort has been made in the production of this report, Marketview Ltd is not responsible for the results of any actions taken on the basis of the information in this report and expressly disclaim any liability to any person for anything done or omitted to be done by any such person in reliance on the contents of this report and any losses suffered by any person whether direct or indirect, including loss of profits.

For all enquiries, please contact us at info@marketview.co.nz or 04 472 1991.