

Browns Bay Summary



November 2024

PRECINCT

Browns Bay

Spend	\$14.6M	+0.7%
Transactions	339.7K	+2.0%

REGION

Auckland Region

Spend	\$2,288.1M	-1.6%
Transactions	47.3M	+0.7%

NATIONAL

New Zealand

Spend	\$6,780.1M	-0.9%
Transactions	140.6M	+0.8%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.7M	-1.1%
Transactions	3.9M	+0.4%

REGION

Auckland Region

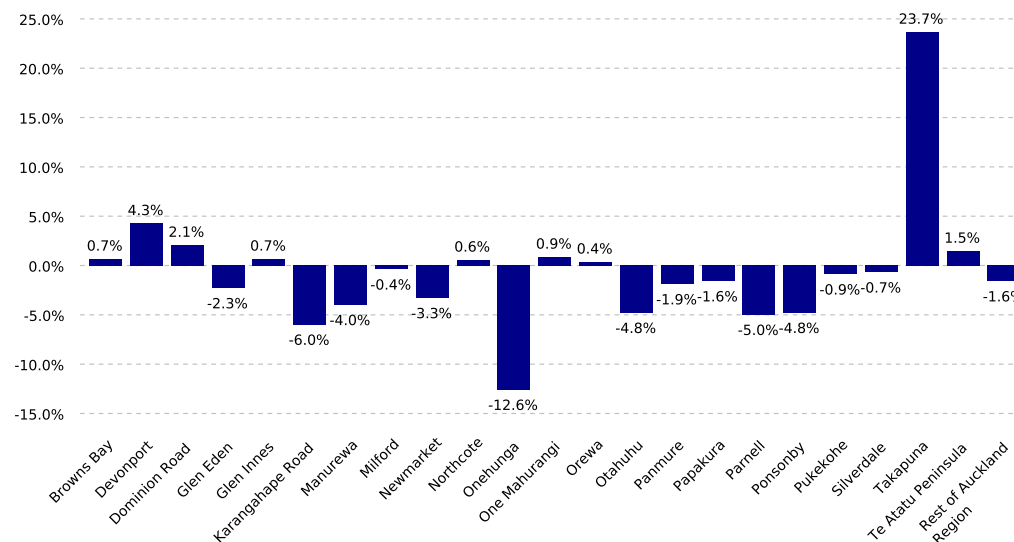
Spend	\$25,911.6M	-1.0%
Transactions	541.1M	+1.1%

NATIONAL

New Zealand

Spend	\$77,910.1M	+0.1%
Transactions	1,626.4M	+0.9%

PRECINCT SPEND GROWTH



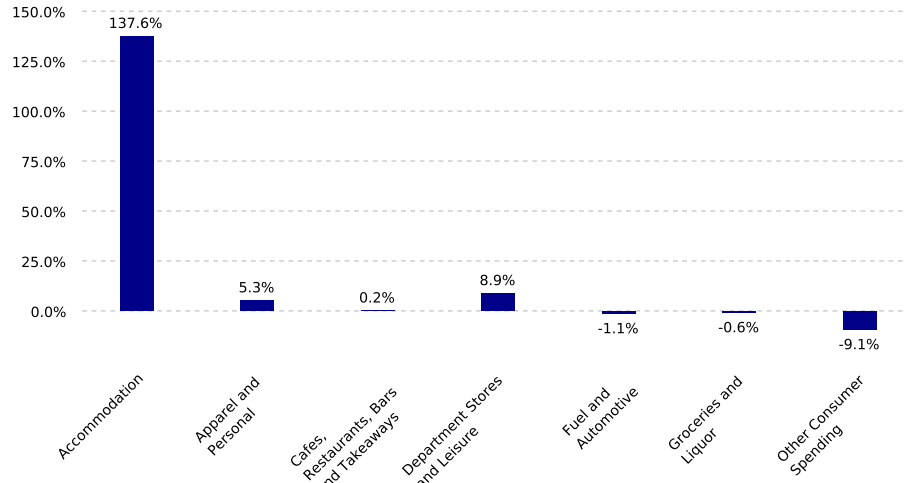
Highest Growth:	Takapuna	+23.7%
Lowest Growth:	Onehunga	-12.6%

NOTEWORTHY DATES DURING NOVEMBER 2024

Highest Day	Lowest Day	Average Day
Sat, 16 Nov	Mon, 11 Nov	\$487.1K
\$604.2K	\$367.3K	11.3K Transactions

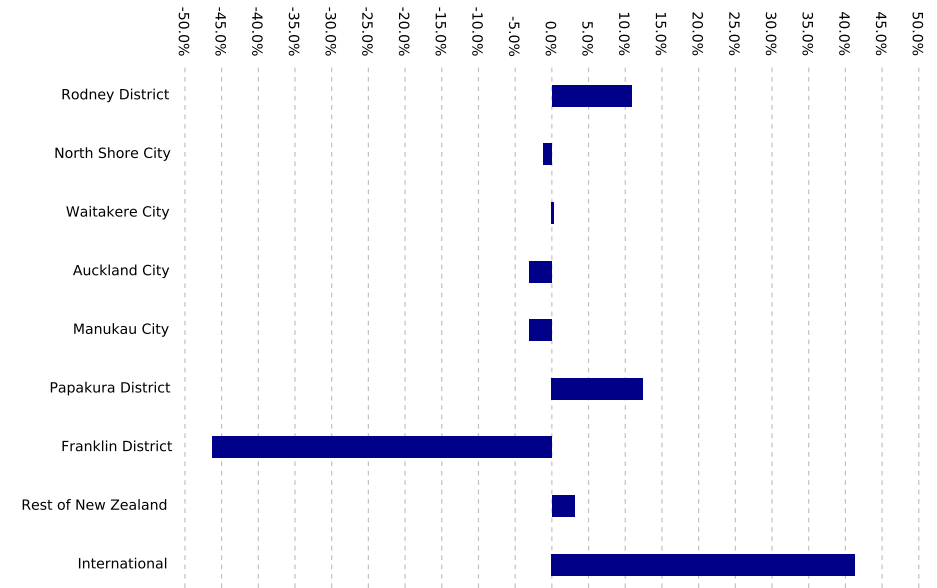
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



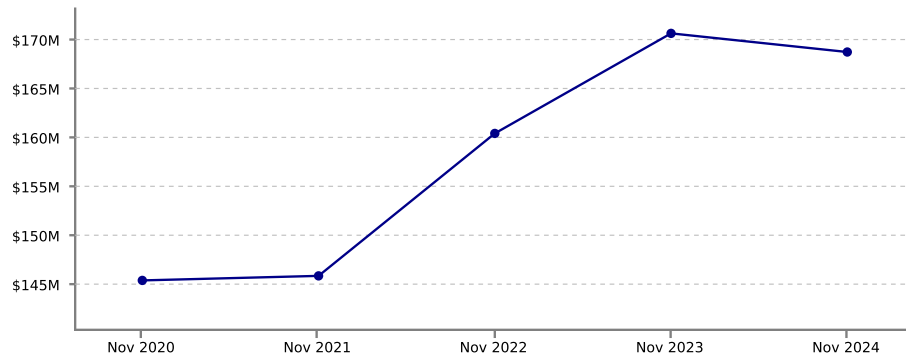
Highest Growth:	Accommodation	+137.6%
Lowest Growth:	Other Consumer Spending	-9.1%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+41.3%
Lowest Growth:	Franklin District	-46.2%

SPEND OVER LAST 5 YEARS. YE NOVEMBER



Average Annual Growth:	(over 4 years to Nov 2024)	+3.9%
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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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