

Browns Bay Summary



December 2024

PRECINCT

Browns Bay

Spend	\$16.6M	-1.0%
Transactions	363.6K	+1.6%

REGION

Auckland Region

Spend	\$2,565.8M	-1.9%
Transactions	49.2M	+0.2%

NATIONAL

New Zealand

Spend	\$7,840.3M	-0.3%
Transactions	150.7M	+0.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.6M	-1.0%
Transactions	3.9M	+0.7%

REGION

Auckland Region

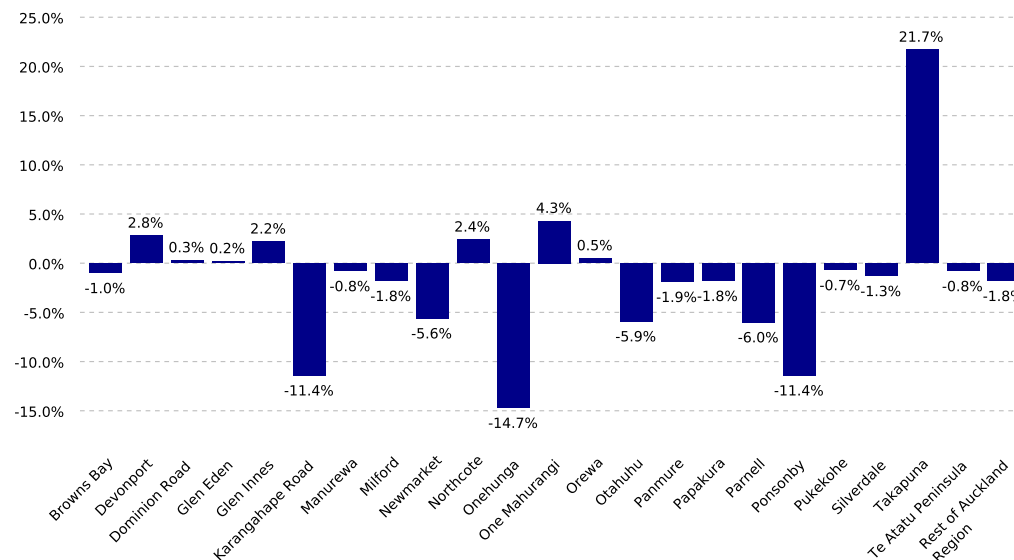
Spend	\$25,862.7M	-1.0%
Transactions	541.3M	+1.2%

NATIONAL

New Zealand

Spend	\$77,892.7M	+0.2%
Transactions	1,627.5M	+1.0%

PRECINCT SPEND GROWTH



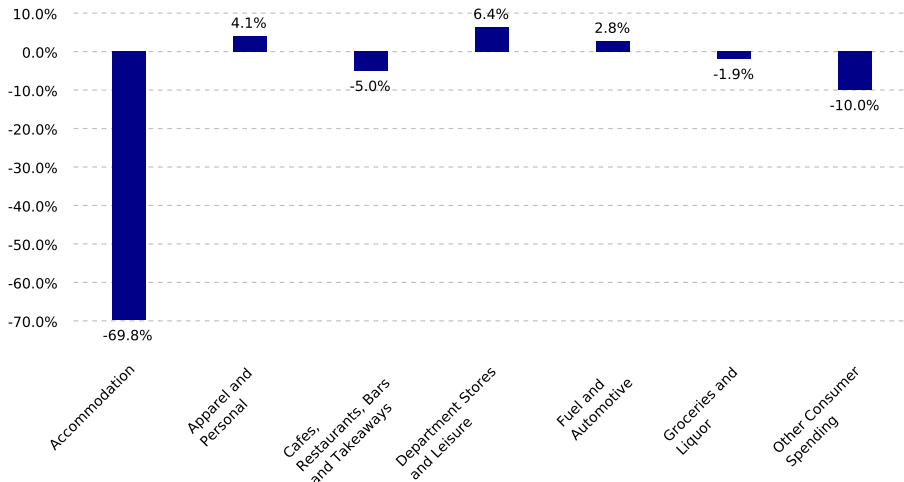
Highest Growth:	Takapuna	+21.7%
Lowest Growth:	Onehunga	-14.7%

NOTEWORTHY DATES DURING DECEMBER 2024

Highest Day	Lowest Day	Average Day
Mon, 23 Dec	Wed, 25 Dec	\$534.3K
\$865.5K	\$56.0K	11.7K Transactions

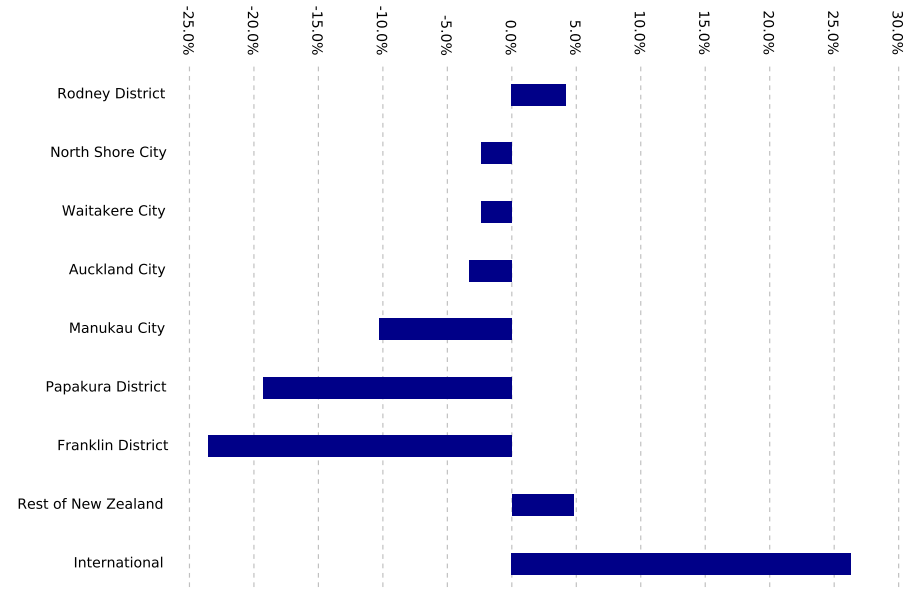
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



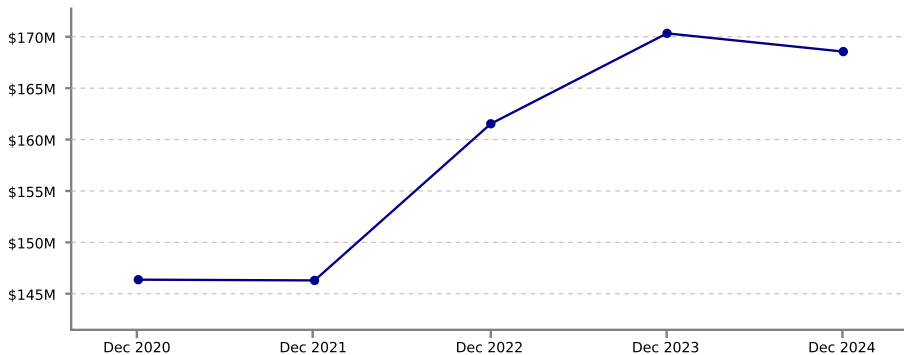
Highest Growth:	Department Stores and Leisure	+6.4%
Lowest Growth:	Accommodation	-69.8%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+26.3%
Lowest Growth:	Franklin District	-23.5%

SPEND OVER LAST 5 YEARS. YE DECEMBER



Average Annual Growth:	(over 4 years to Dec 2024)	+3.6%
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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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