

# Browns Bay Summary



## January 2025

### PRECINCT

#### Browns Bay

Spend	\$14.0M	-0.5%
Transactions	329.1K	-0.3%

### REGION

#### Auckland Region

Spend	\$2,116.9M	+0.4%
Transactions	43.9M	+1.3%

### NATIONAL

#### New Zealand

Spend	\$6,711.1M	+1.1%
Transactions	138.2M	+1.0%

## Last 12 Months

### PRECINCT

#### Browns Bay

Spend	\$168.5M	-1.3%
Transactions	3.9M	+0.2%

### REGION

#### Auckland Region

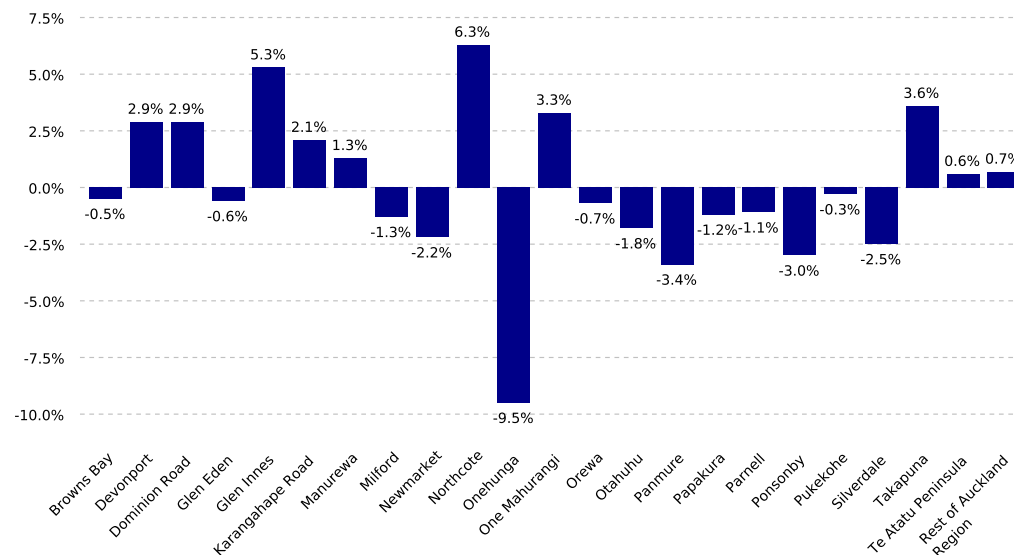
Spend	\$25,845.1M	-1.3%
Transactions	541.8M	+0.9%

### NATIONAL

#### New Zealand

Spend	\$77,907.4M	-0.1%
Transactions	1,628.5M	+0.7%

## PRECINCT SPEND GROWTH



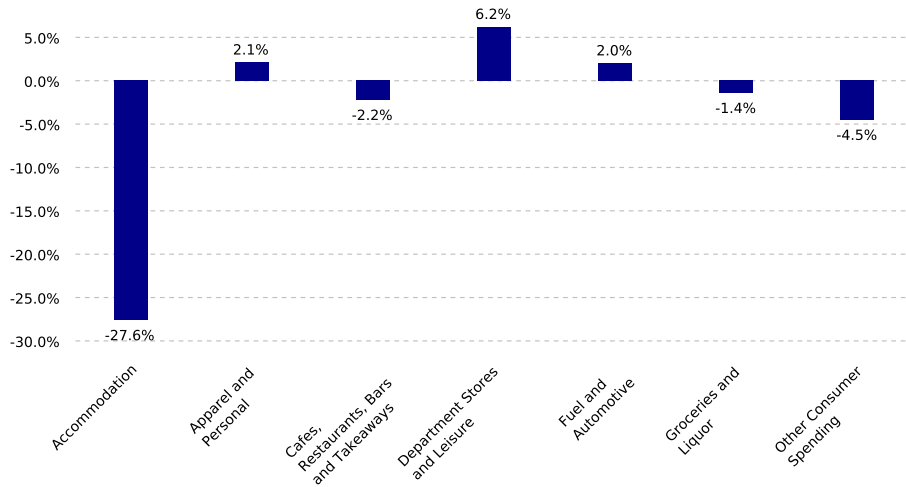
<b>Highest Growth:</b>	Northcote	+6.3%
<b>Lowest Growth:</b>	Onehunga	-9.5%

## NOTEWORTHY DATES DURING JANUARY 2025

Highest Day	Lowest Day	Average Day
Fri, 31 Jan	Wed, 01 Jan	\$452.2K
\$581.2K	\$287.1K	10.6K Transactions

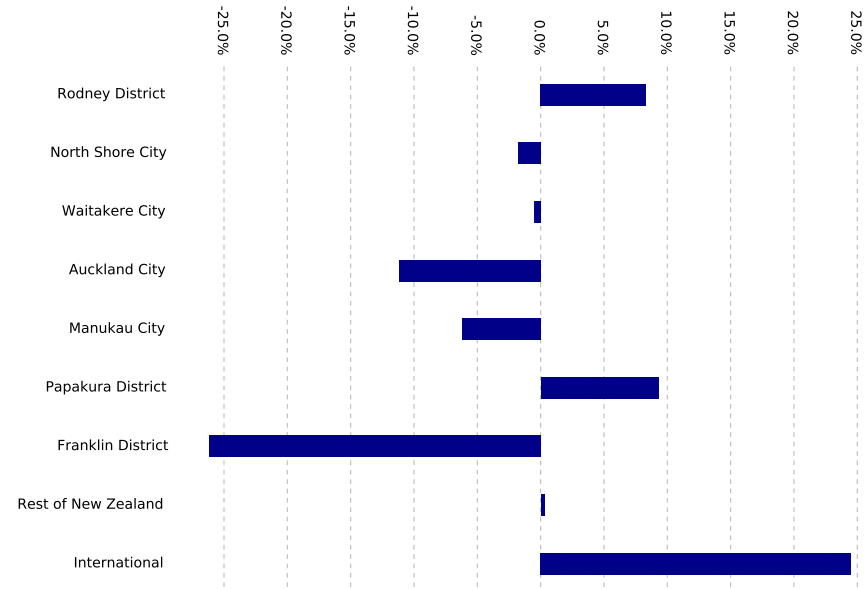
All growth rates are compared with equivalent period last year, unless stated otherwise

### STORETYPE SPEND GROWTH



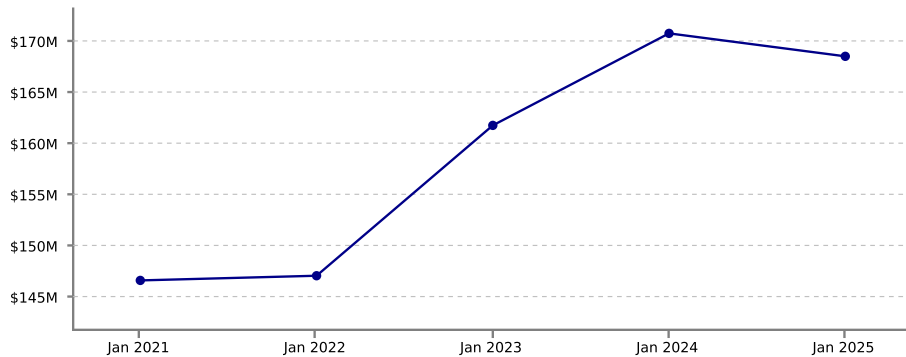
<b>Highest Growth:</b>	Department Stores and Leisure	+6.2%
<b>Lowest Growth:</b>	Accommodation	-27.6%

### CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	International	+24.5%
<b>Lowest Growth:</b>	Franklin District	-26.2%

### SPEND OVER LAST 5 YEARS. YE JANUARY



<b>Average Annual Growth:</b>	(over 4 years to Jan 2025)	+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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