

Browns Bay Summary



February 2025

PRECINCT

Browns Bay

Spend	\$13.3M	-4.2%
Transactions	313.8K	-3.3%

REGION

Auckland Region

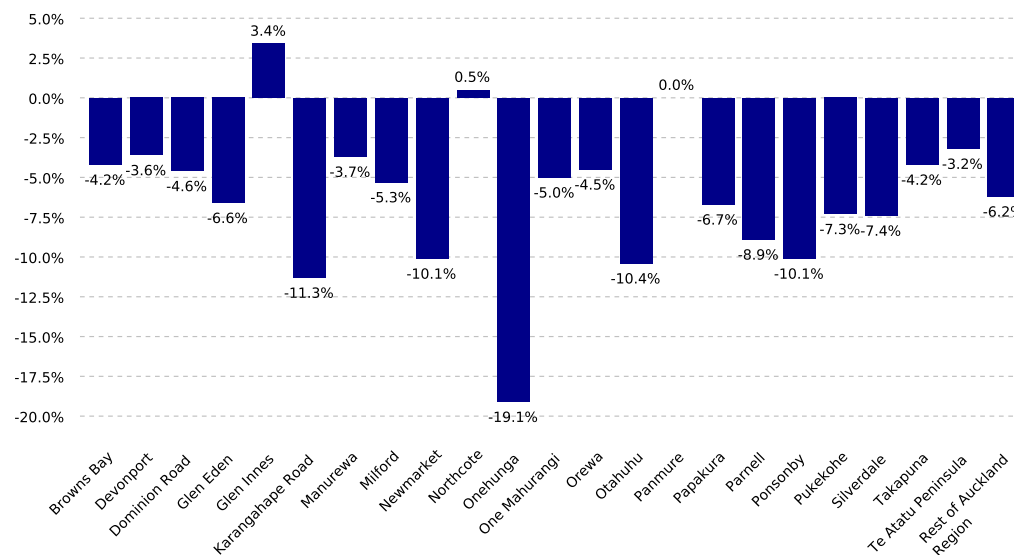
Spend	\$1,956.5M	-6.4%
Transactions	42.1M	-4.0%

NATIONAL

New Zealand

Spend	\$6,035.7M	-4.8%
Transactions	128.4M	-3.6%

PRECINCT SPEND GROWTH



Last 12 Months

PRECINCT

Browns Bay

Spend	\$167.9M	-2.1%
Transactions	3.9M	-0.6%

REGION

Auckland Region

Spend	\$25,724.2M	-2.3%
Transactions	540.2M	-0.1%

NATIONAL

New Zealand

Spend	\$77,549.2M	-1.1%
Transactions	1,623.0M	-0.2%

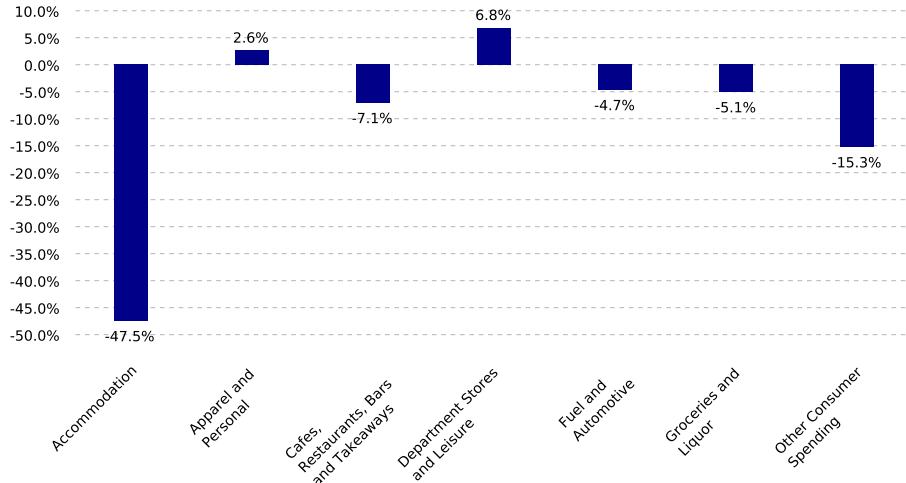
Highest Growth:	Glen Innes	+3.4%
Lowest Growth:	Onehunga	-19.1%

NOTEWORTHY DATES DURING FEBRUARY 2025

Highest Day	Lowest Day	Average Day
Fri, 14 Feb	Mon, 17 Feb	\$473.7K
\$614.5K	\$353.5K	11.2K Transactions

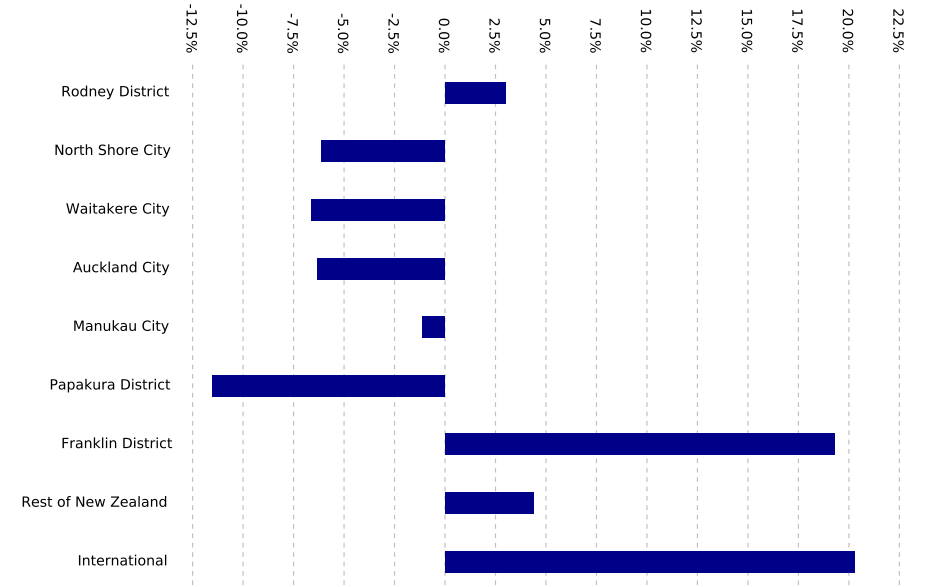
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



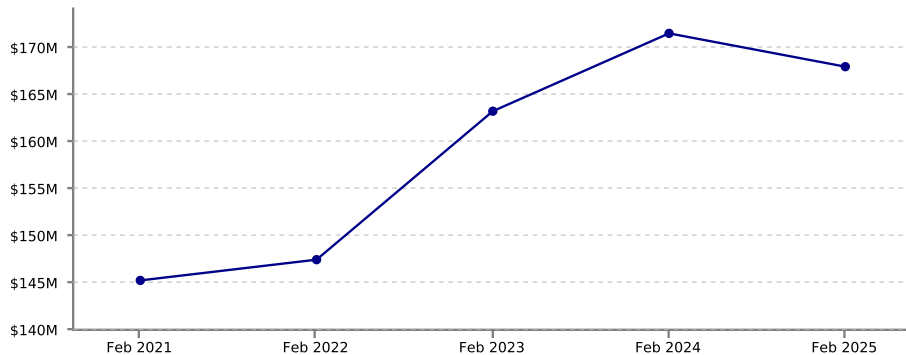
Highest Growth:	Department Stores and Leisure	+6.8%
Lowest Growth:	Accommodation	-47.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+20.3%
Lowest Growth:	Papakura District	-11.5%

SPEND OVER LAST 5 YEARS. YE FEBRUARY



Average Annual Growth:	(over 4 years to Feb 2025)	+3.8%
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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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