

# Browns Bay Summary



## April 2025

### PRECINCT

#### Browns Bay

|              |         |       |
|--------------|---------|-------|
| Spend        | \$13.2M | -1.6% |
| Transactions | 303.1K  | -4.1% |

### REGION

#### Auckland Region

|              |            |       |
|--------------|------------|-------|
| Spend        | \$2,009.4M | -3.6% |
| Transactions | 42.5M      | -2.9% |

### NATIONAL

#### New Zealand

|              |            |       |
|--------------|------------|-------|
| Spend        | \$6,182.1M | -2.0% |
| Transactions | 129.6M     | -1.9% |

## Last 12 Months

### PRECINCT

#### Browns Bay

|              |          |       |
|--------------|----------|-------|
| Spend        | \$168.1M | -1.7% |
| Transactions | 3.9M     | -0.4% |

### REGION

#### Auckland Region

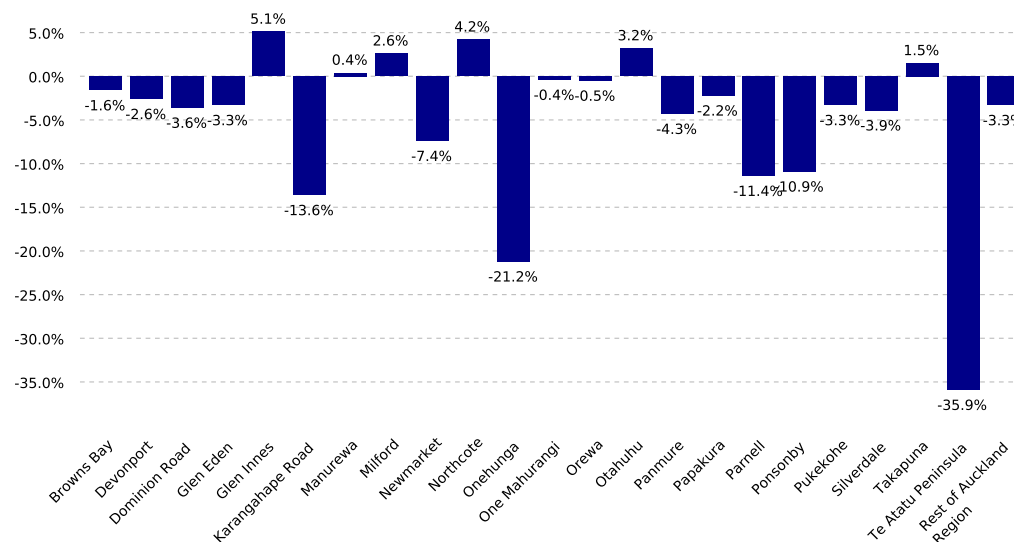
|              |             |       |
|--------------|-------------|-------|
| Spend        | \$25,673.5M | -2.4% |
| Transactions | 541.0M      | -0.2% |

### NATIONAL

#### New Zealand

|              |             |       |
|--------------|-------------|-------|
| Spend        | \$77,517.7M | -1.5% |
| Transactions | 1,626.8M    | -0.4% |

## PRECINCT SPEND GROWTH



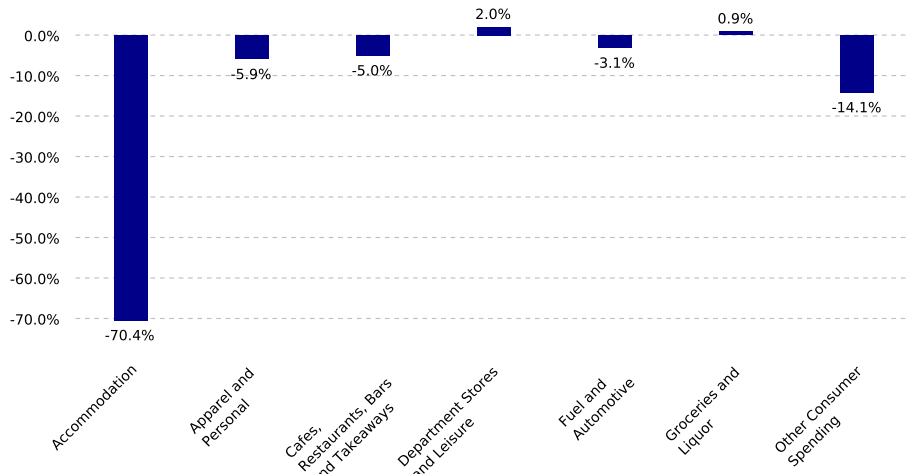
|                        |                    |        |
|------------------------|--------------------|--------|
| <b>Highest Growth:</b> | Glen Innes         | +5.1%  |
| <b>Lowest Growth:</b>  | Te Atatu Peninsula | -35.9% |

## NOTEWORTHY DATES DURING APRIL 2025

| Highest Day | Lowest Day  | Average Day        |
|-------------|-------------|--------------------|
| Sat, 19 Apr | Fri, 18 Apr | \$441.1K           |
| \$660.1K    | \$136.4K    | 10.1K Transactions |

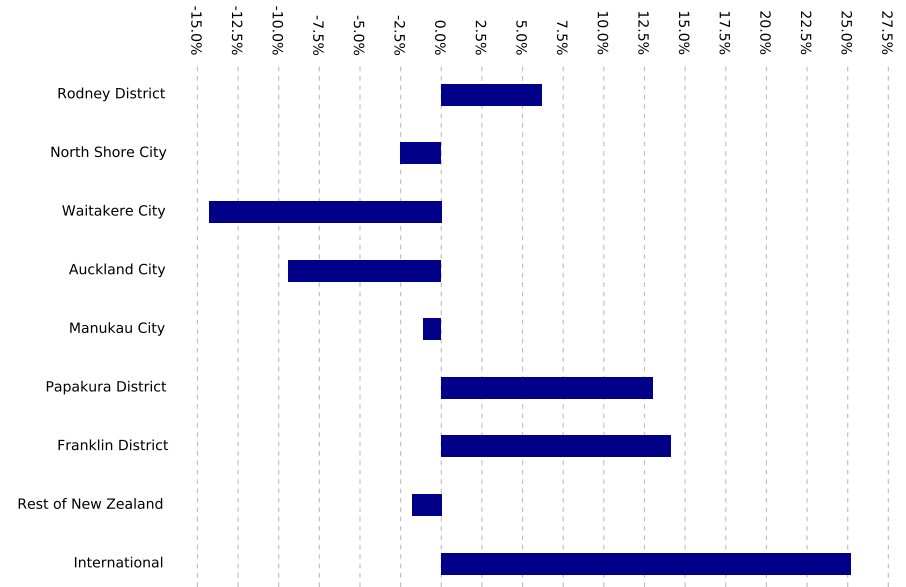
All growth rates are compared with equivalent period last year, unless stated otherwise

### STORETYPE SPEND GROWTH



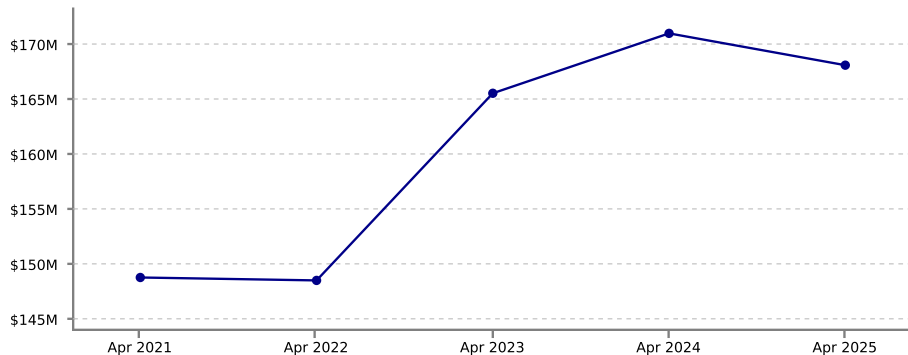
|                        |                               |        |
|------------------------|-------------------------------|--------|
| <b>Highest Growth:</b> | Department Stores and Leisure | +2.0%  |
| <b>Lowest Growth:</b>  | Accommodation                 | -70.4% |

### CUSTOMER ORIGIN SPEND GROWTH



|                        |                |        |
|------------------------|----------------|--------|
| <b>Highest Growth:</b> | International  | +25.2% |
| <b>Lowest Growth:</b>  | Waitakere City | -14.3% |

### SPEND OVER LAST 5 YEARS. YE APRIL



|                               |                            |       |
|-------------------------------|----------------------------|-------|
| <b>Average Annual Growth:</b> | (over 4 years to Apr 2025) | +3.2% |
|-------------------------------|----------------------------|-------|

### 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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