

Browns Bay Summary



March 2025

PRECINCT

Browns Bay

Spend	\$14.6M	+2.6%
Transactions	339.8K	+4.0%

REGION

Auckland Region

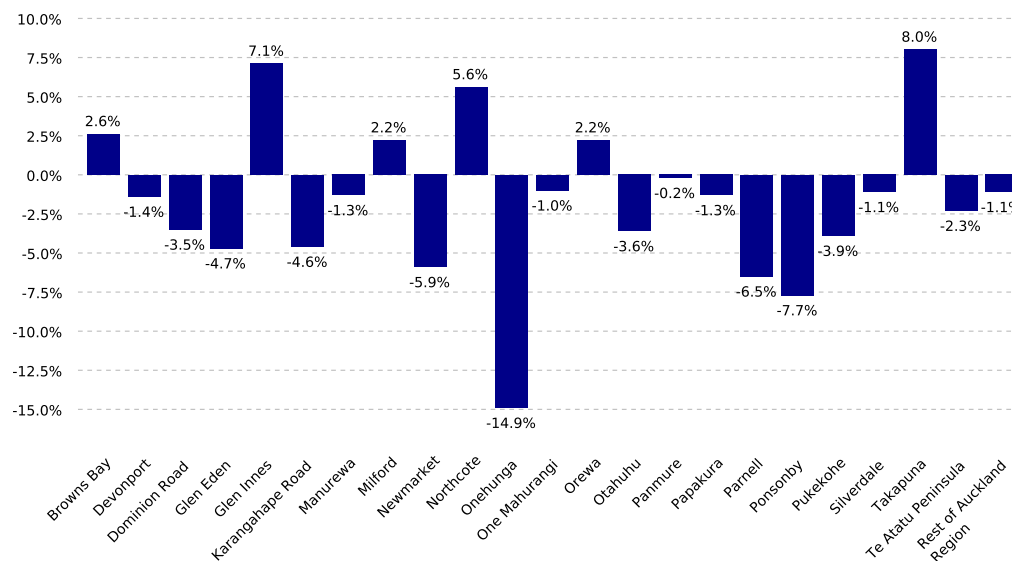
Spend	\$2,176.0M	-1.4%
Transactions	46.7M	+1.2%

NATIONAL

New Zealand

Spend	\$6,536.4M	-2.5%
Transactions	139.5M	-0.2%

PRECINCT SPEND GROWTH



Highest Growth:	Takapuna	+8.0%
Lowest Growth:	Onehunga	-14.9%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.3M	-1.6%
Transactions	3.9M	+0.1%

REGION

Auckland Region

Spend	\$25,743.1M	-2.2%
Transactions	542.2M	+0.2%

NATIONAL

New Zealand

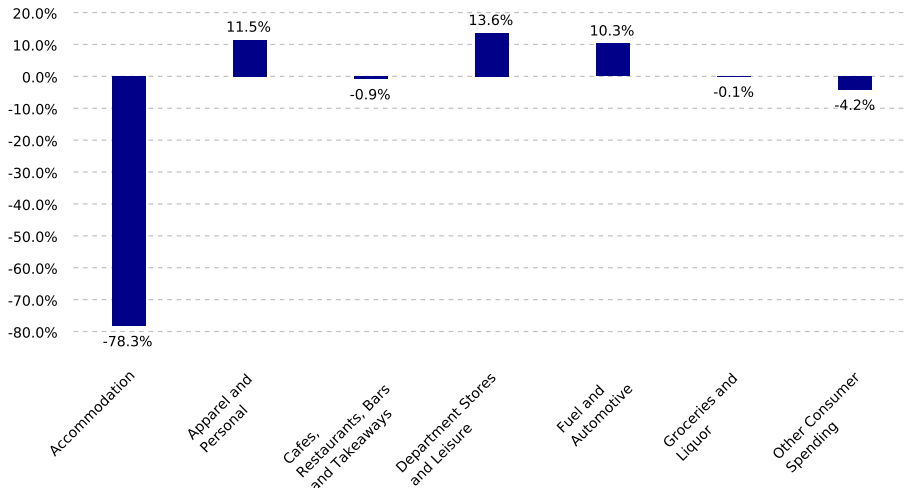
Spend	\$77,605.5M	-1.4%
Transactions	1,628.8M	-0.1%

NOTEWORTHY DATES DURING MARCH 2025

Highest Day	Lowest Day	Average Day
Sat, 01 Mar	Mon, 31 Mar	\$469.7K
\$610.5K	\$340.5K	11.0K Transactions

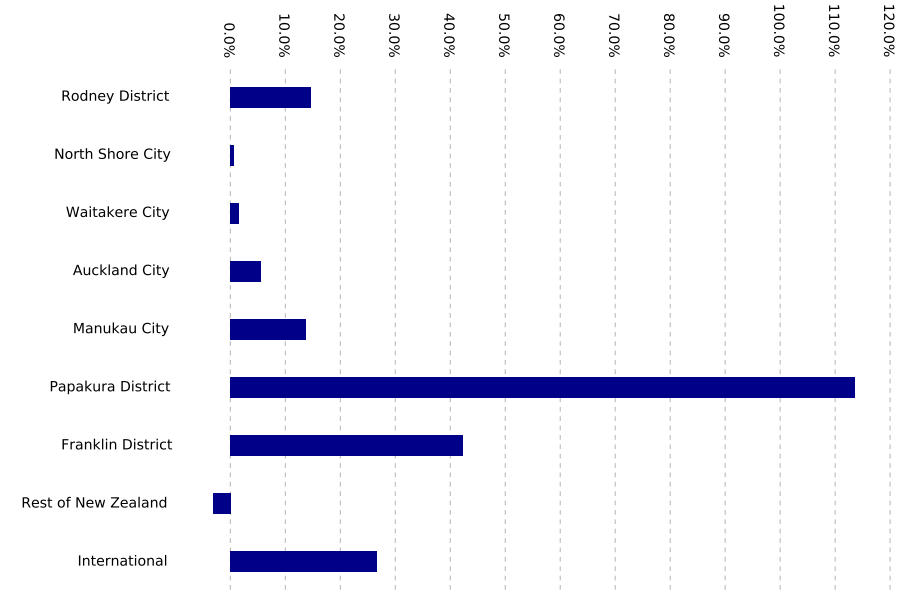
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



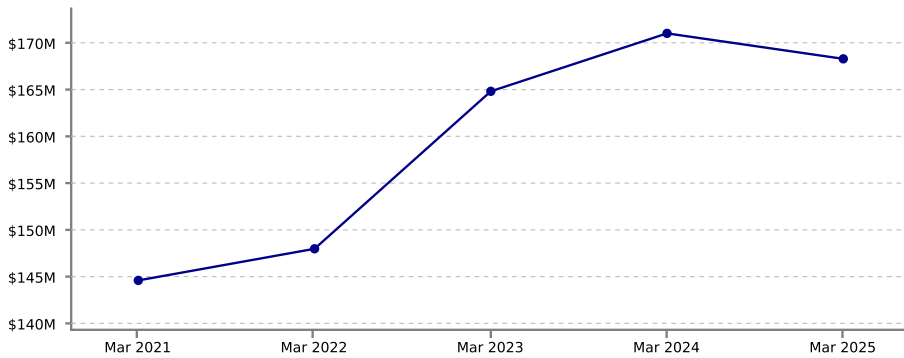
Highest Growth:	Department Stores and Leisure	+13.6%
Lowest Growth:	Accommodation	-78.3%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Papakura District	+113.6%
Lowest Growth:	Rest of New Zealand	-3.2%

SPEND OVER LAST 5 YEARS. YE MARCH



Average Annual Growth:	(over 4 years to Mar 2025)	+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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