

Browns Bay Summary



May 2025

PRECINCT

Browns Bay

Spend	\$14.3M	+2.3%
Transactions	329.4K	+1.3%

REGION

Auckland Region

Spend	\$2,149.4M	-0.6%
Transactions	45.9M	-0.3%

NATIONAL

New Zealand

Spend	\$6,314.9M	-0.9%
Transactions	135.1M	-0.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.4M	-1.5%
Transactions	3.9M	-0.4%

REGION

Auckland Region

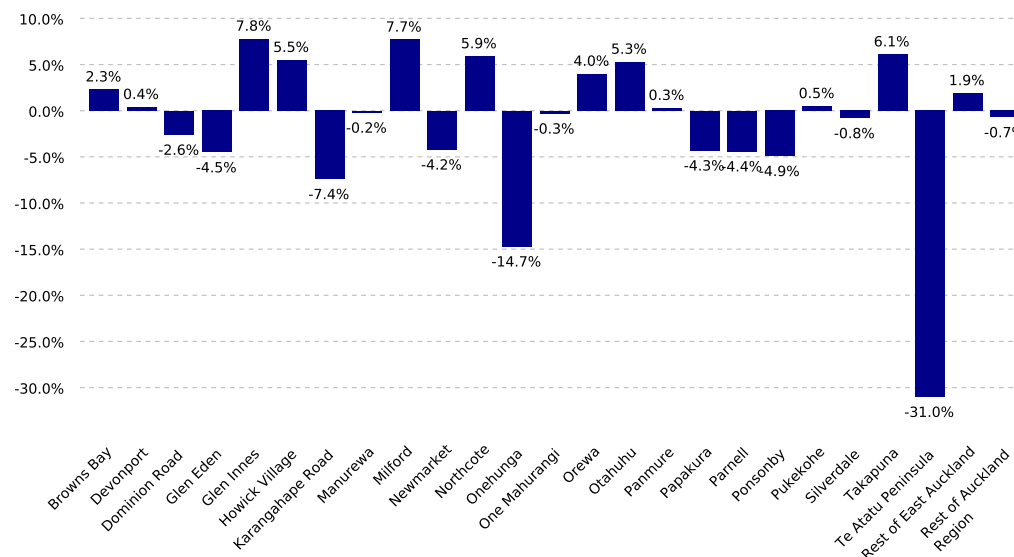
Spend	\$25,668.7M	-2.5%
Transactions	541.0M	-0.3%

NATIONAL

New Zealand

Spend	\$77,473.1M	-1.8%
Transactions	1,626.6M	-0.5%

PRECINCT SPEND GROWTH



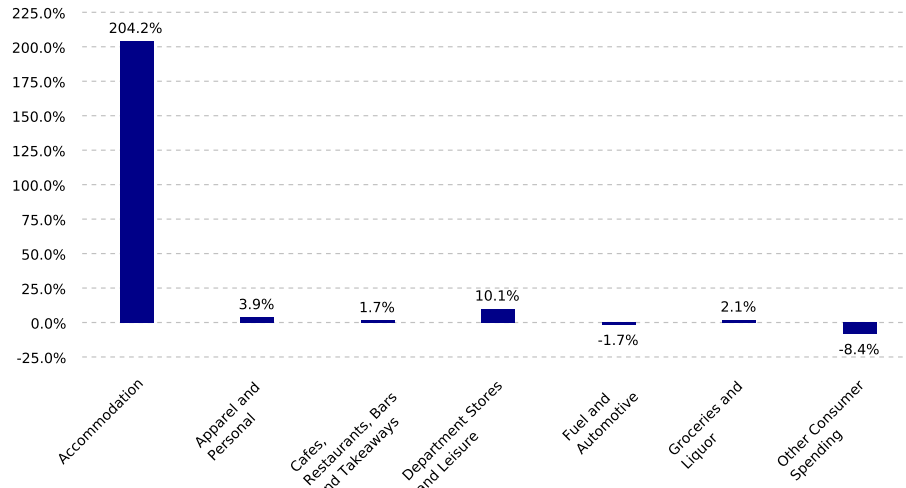
Highest Growth:	Glen Innes	+7.8%
Lowest Growth:	Te Atatu Peninsula	-31.0%

NOTEWORTHY DATES DURING MAY 2025

Highest Day	Lowest Day	Average Day
Sat, 10 May	Mon, 26 May	\$462.6K
\$625.1K	\$330.3K	10.6K Transactions

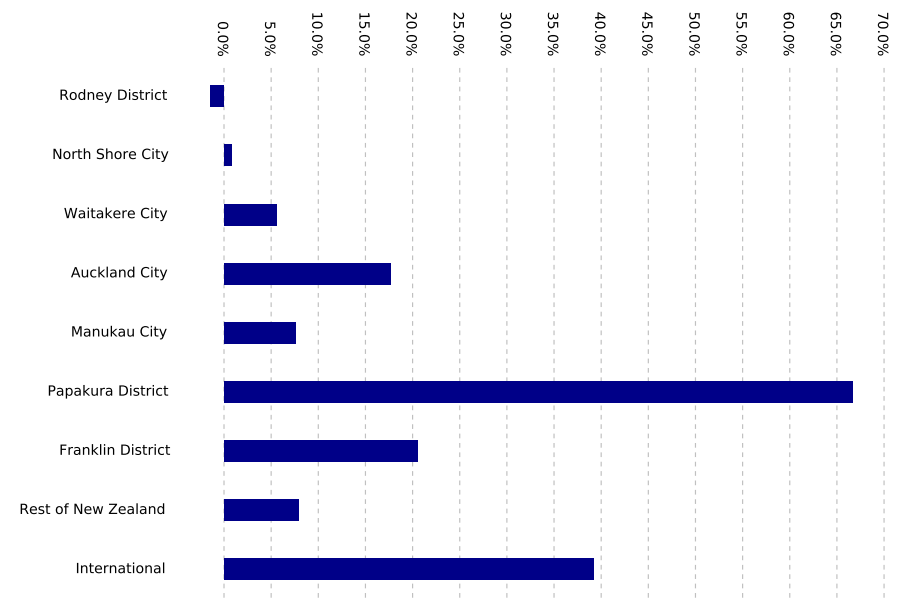
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



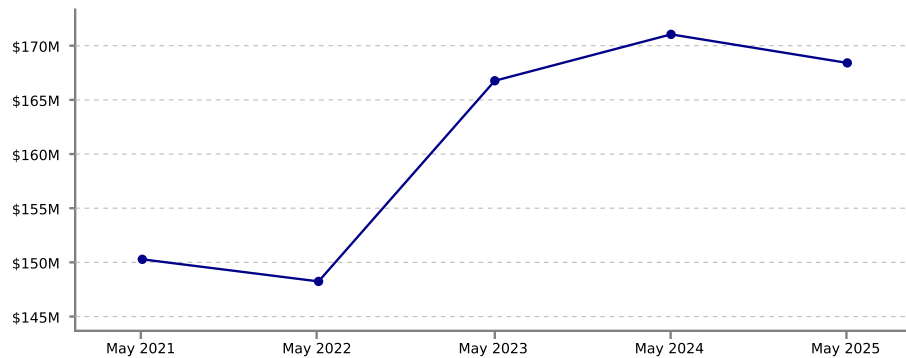
Highest Growth:	Accommodation	+204.2%
Lowest Growth:	Other Consumer Spending	-8.4%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Papakura District	+66.7%
Lowest Growth:	Rodney District	-1.4%

SPEND OVER LAST 5 YEARS. YE MAY



Average Annual Growth:	(over 4 years to May 2025)	+3.0%
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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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For all enquiries, please contact us at info@marketview.co.nz or 04 472 1991.