

Browns Bay Summary



June 2025

PRECINCT

Browns Bay		
Spend	\$13.5M	+2.1%
Transactions	312.2K	+0.6%

REGION

Auckland Region		
Spend	\$2,001.6M	-2.0%
Transactions	42.6M	-1.6%

NATIONAL

New Zealand		
Spend	\$5,908.9M	-1.2%
Transactions	125.2M	-1.5%

Last 12 Months

PRECINCT

Browns Bay		
Spend	\$168.8M	-1.0%
Transactions	3.9M	+0.0%

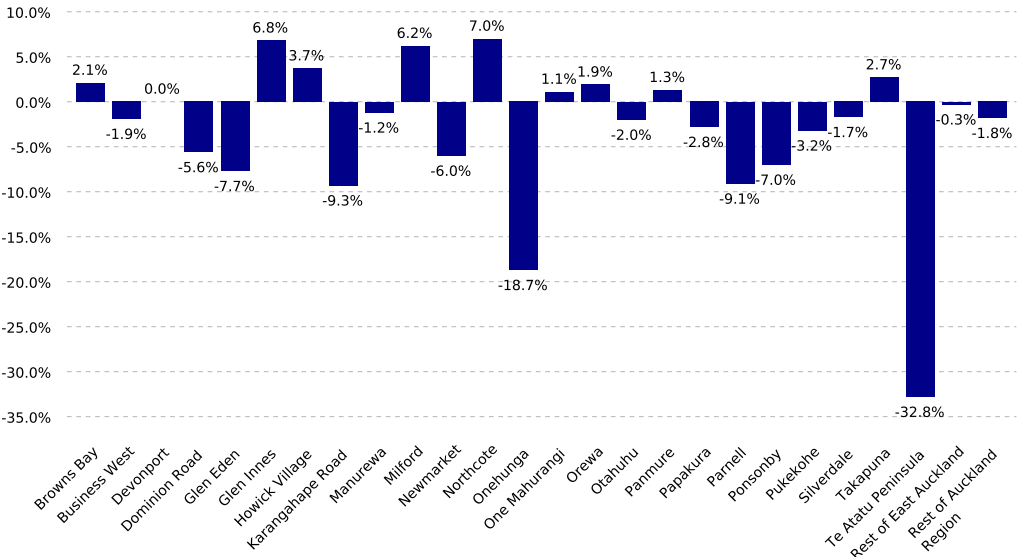
REGION

Auckland Region		
Spend	\$25,629.7M	-2.5%
Transactions	540.3M	-0.3%

NATIONAL

New Zealand		
Spend	\$77,411.9M	-1.6%
Transactions	1,625.1M	-0.4%

PRECINCT SPEND GROWTH



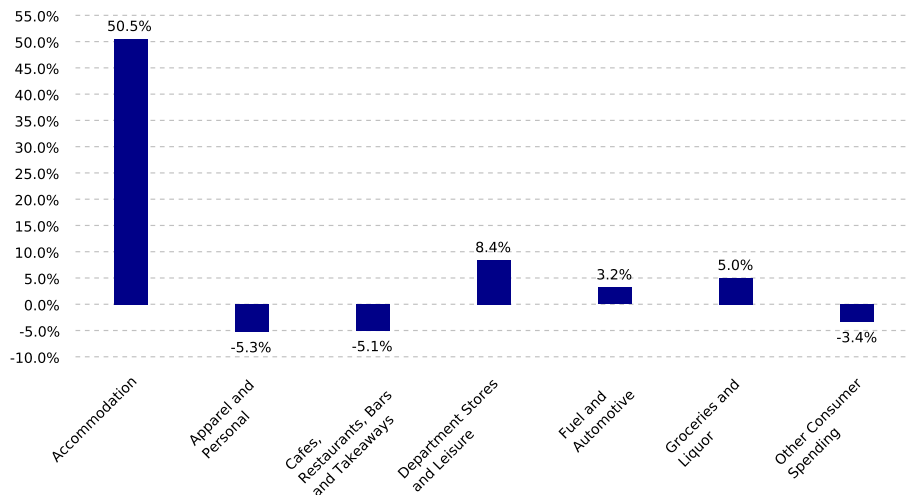
Highest Growth:	Northcote	+7.0%
Lowest Growth:	Te Atatu Peninsula	-32.8%

NOTEWORTHY DATES DURING JUNE 2025

Highest Day	Lowest Day	Average Day
Sat, 14 Jun	Mon, 09 Jun	\$448.7K
\$600.1K	\$329.9K	10.4K Transactions

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

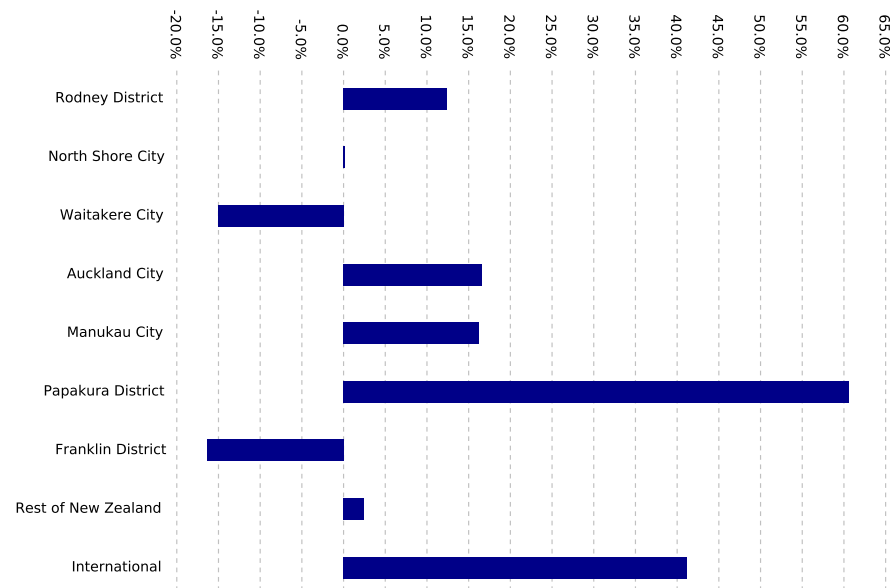
STORETYPE SPEND GROWTH



Highest Growth: Accommodation +50.5%

Lowest Growth: Apparel and Personal -5.3%

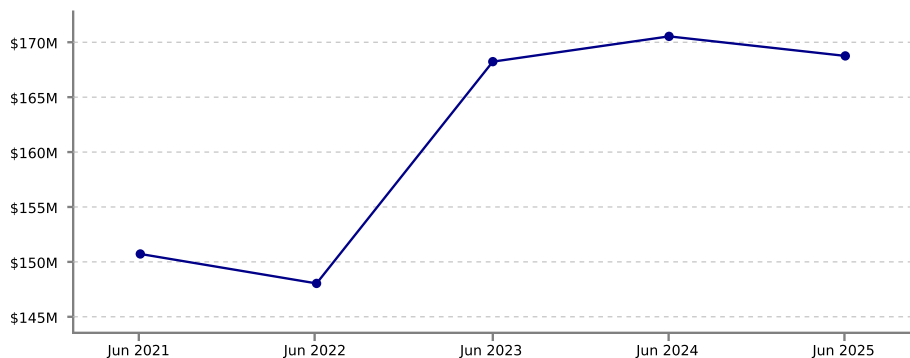
CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: Papakura District +60.6%

Lowest Growth: Franklin District -16.4%

SPEND OVER LAST 5 YEARS. YE JUNE



Average Annual Growth: (over 4 years to Jun 2025) +3.0%

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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