

Browns Bay Summary



July 2025

PRECINCT

Browns Bay

Spend	\$14.2M	+6.8%
Transactions	325.5K	+4.0%

REGION

Auckland Region

Spend	\$2,056.4M	+0.7%
Transactions	43.5M	-0.7%

NATIONAL

New Zealand

Spend	\$6,191.1M	+1.1%
Transactions	130.7M	-0.2%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$169.7M	-0.2%
Transactions	3.9M	+0.5%

REGION

Auckland Region

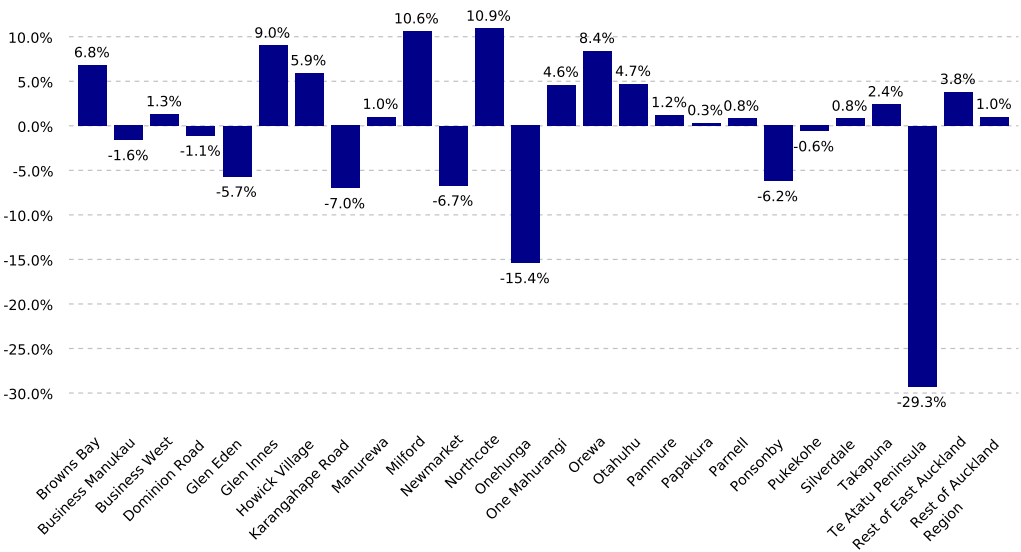
Spend	\$25,645.0M	-2.2%
Transactions	540.1M	-0.4%

NATIONAL

New Zealand

Spend	\$77,478.3M	-1.4%
Transactions	1,625.0M	-0.4%

PRECINCT SPEND GROWTH



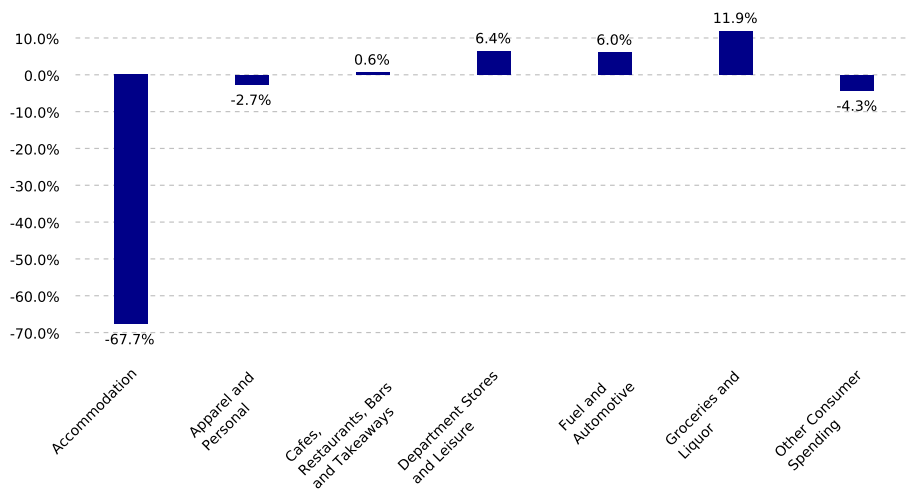
Highest Growth:	Northcote	+10.9%
Lowest Growth:	Te Atatu Peninsula	-29.3%

NOTEWORTHY DATES DURING JULY 2025

Highest Day	Lowest Day	Average Day
Sat, 19 Jul	Mon, 28 Jul	\$457.7K
\$581.6K	\$348.9K	10.5K Transactions

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

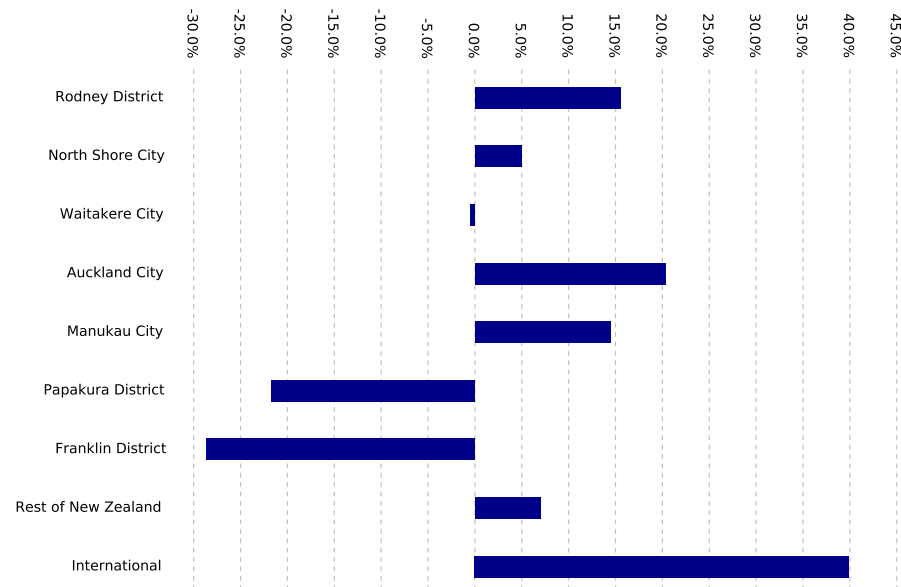
STORETYPE SPEND GROWTH



Highest Growth: Groceries and Liquor +11.9%

Lowest Growth: Accommodation -67.7%

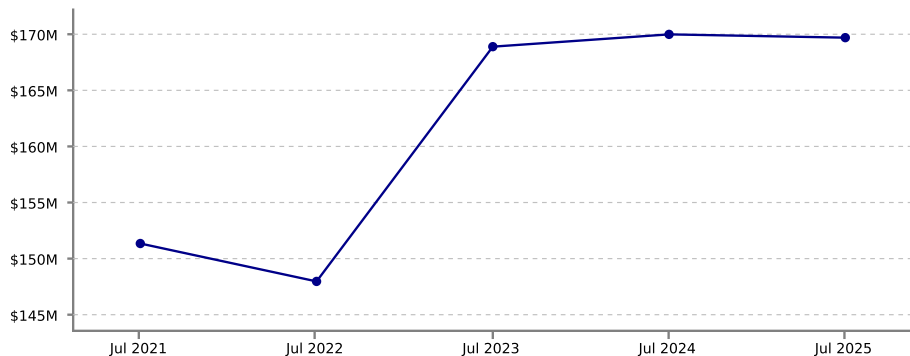
CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +39.9%

Lowest Growth: Franklin District -28.6%

SPEND OVER LAST 5 YEARS. YE JULY



Average Annual Growth: (over 4 years to Jul 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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