

Browns Bay Summary



August 2025

PRECINCT

Browns Bay

Spend	\$14.2M	+2.5%
Transactions	326.9K	+1.2%

REGION

Auckland Region

Spend	\$2,092.0M	-0.5%
Transactions	44.6M	-1.6%

NATIONAL

New Zealand

Spend	\$6,208.9M	-0.6%
Transactions	132.0M	-1.6%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.1M	+0.2%
Transactions	3.9M	+0.7%

REGION

Auckland Region

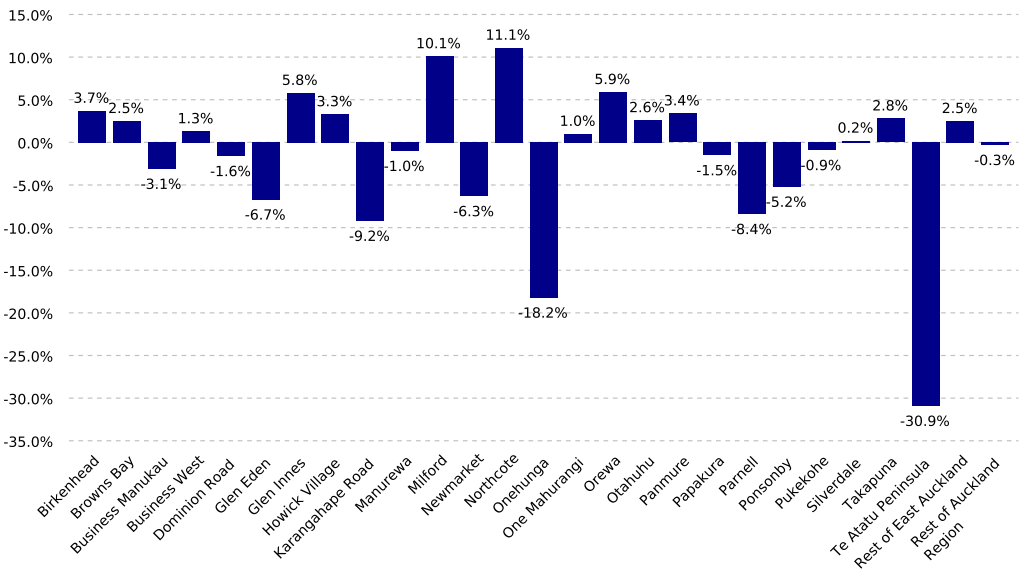
Spend	\$25,660.7M	-1.9%
Transactions	539.7M	-0.5%

NATIONAL

New Zealand

Spend	\$77,516.0M	-1.3%
Transactions	1,624.1M	-0.5%

PRECINCT SPEND GROWTH



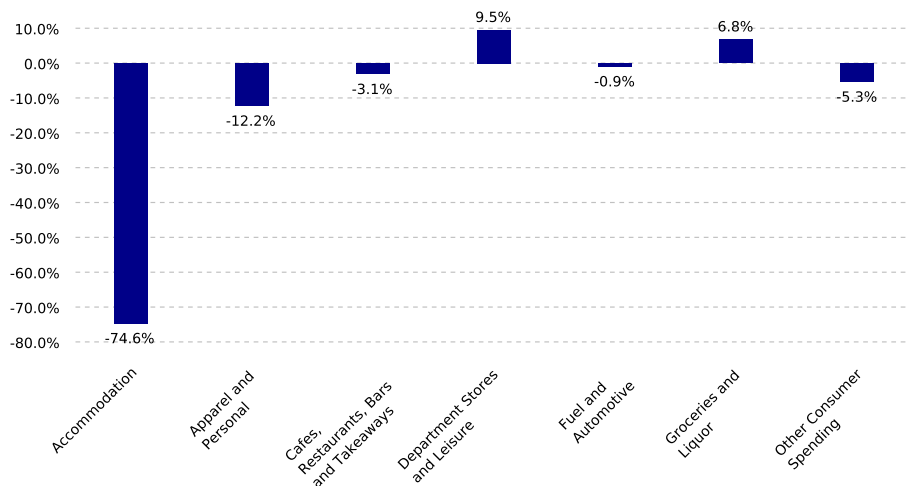
Highest Growth:	Northcote	+11.1%
Lowest Growth:	Te Atatu Peninsula	-30.9%

NOTEWORTHY DATES DURING AUGUST 2025

Highest Day	Lowest Day	Average Day
Sat, 30 Aug	Mon, 18 Aug	\$458.6K
\$584.3K	\$350.6K	10.5K Transactions

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

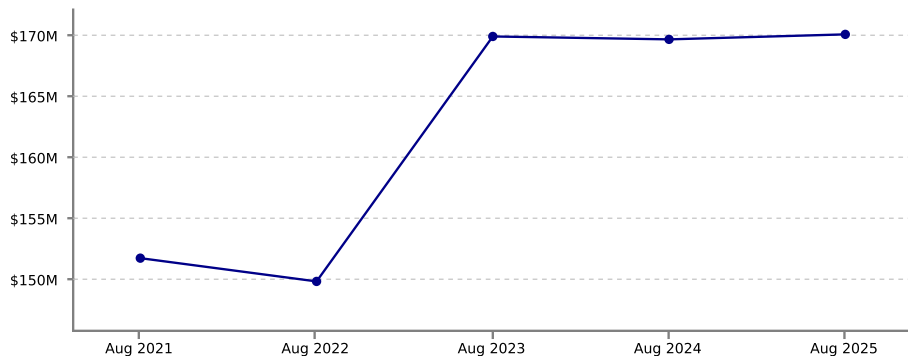
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +9.5%

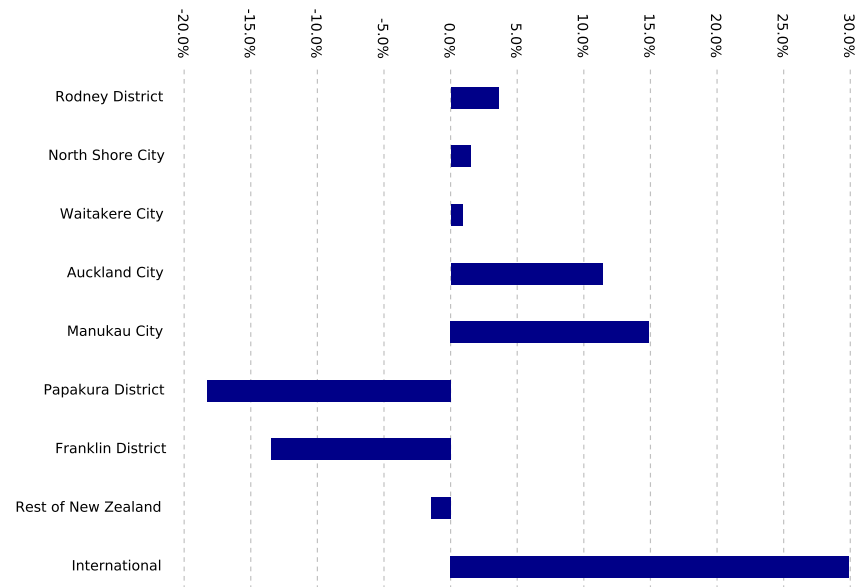
Lowest Growth: Accommodation -74.6%

SPEND OVER LAST 5 YEARS. YE AUGUST



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

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +29.9%

Lowest Growth: Papakura District -18.3%

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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