

Browns Bay Summary



September 2025

PRECINCT

Browns Bay

| | | |
|--------------|---------|-------|
| Spend | \$13.4M | +0.5% |
| Transactions | 308.9K | -2.4% |

REGION

Auckland Region

| | | |
|--------------|------------|-------|
| Spend | \$2,016.6M | -0.1% |
| Transactions | 42.7M | -1.8% |

NATIONAL

New Zealand

| | | |
|--------------|------------|-------|
| Spend | \$6,064.1M | +0.4% |
| Transactions | 128.1M | -1.2% |

Last 12 Months

PRECINCT

Browns Bay

| | | |
|--------------|----------|-------|
| Spend | \$170.1M | +0.7% |
| Transactions | 3.9M | +0.6% |

REGION

Auckland Region

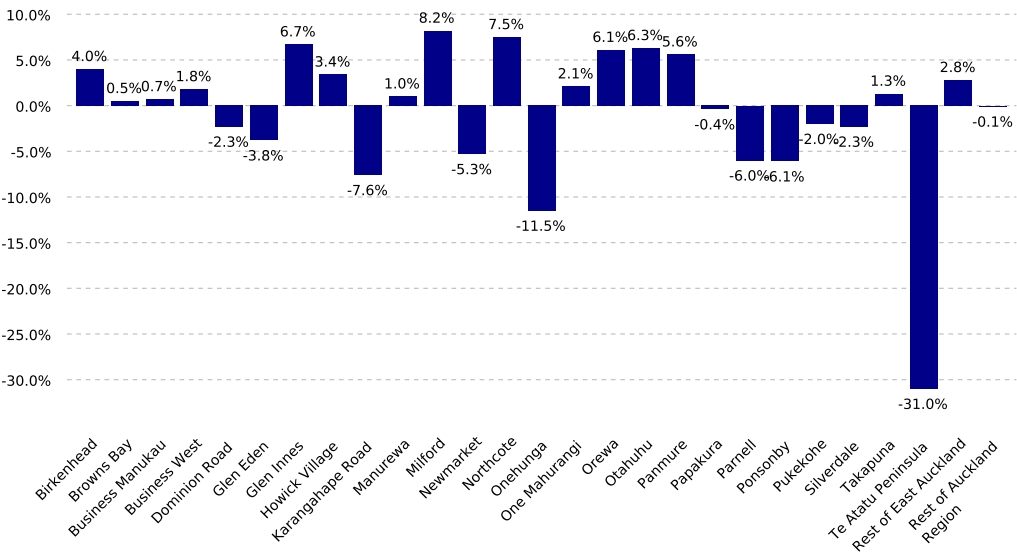
| | | |
|--------------|-------------|-------|
| Spend | \$25,704.4M | -1.3% |
| Transactions | 539.8M | -0.4% |

NATIONAL

New Zealand

| | | |
|--------------|-------------|-------|
| Spend | \$77,599.9M | -0.8% |
| Transactions | 1,623.7M | -0.3% |

PRECINCT SPEND GROWTH



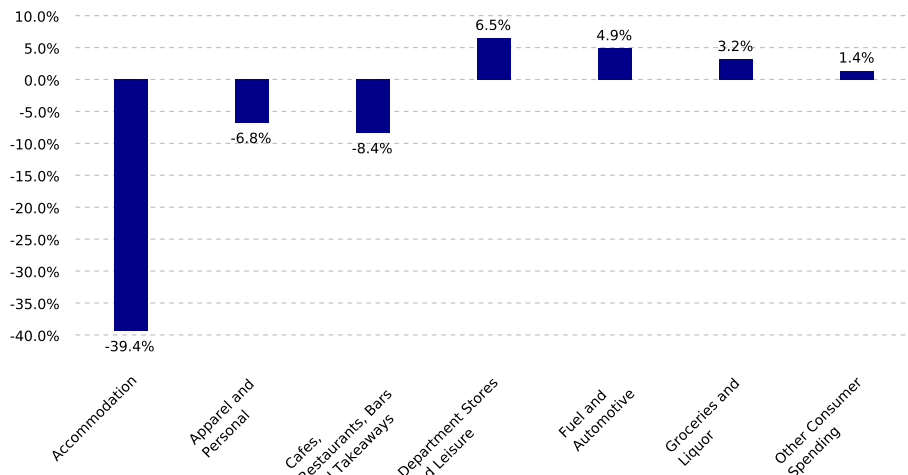
| | | |
|-----------------|--------------------|--------|
| Highest Growth: | Milford | +8.2% |
| Lowest Growth: | Te Atatu Peninsula | -31.0% |

NOTEWORTHY DATES DURING SEPTEMBER 2025

| Highest Day | Lowest Day | Average Day |
|-------------|-------------|--------------------|
| Sat, 06 Sep | Mon, 01 Sep | \$447.8K |
| \$573.5K | \$344.2K | 10.3K Transactions |

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

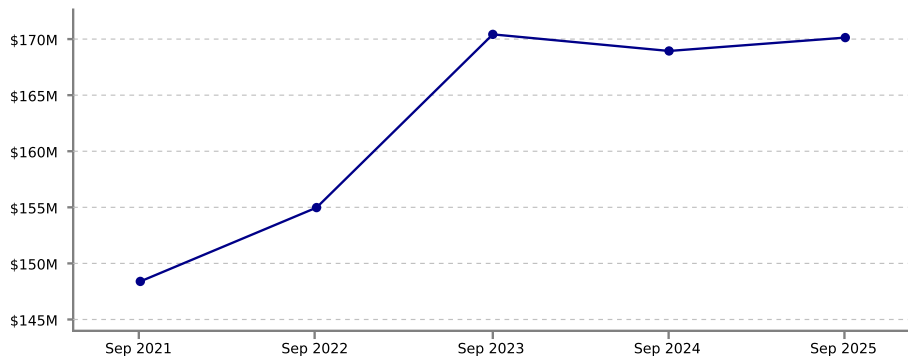
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +6.5%

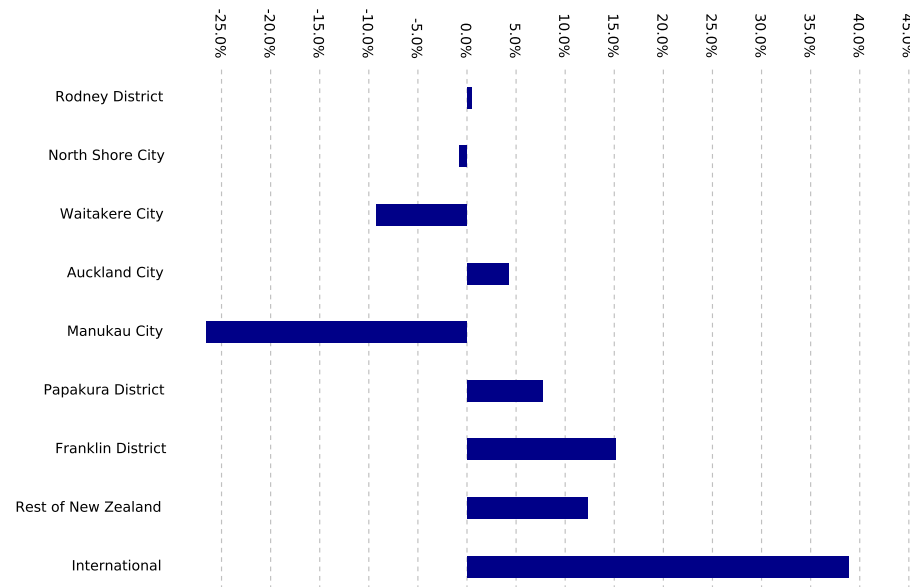
Lowest Growth: Accommodation -39.4%

SPEND OVER LAST 5 YEARS. YE SEPTEMBER



Average Annual Growth: (over 4 years to Sep 2025) +3.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +38.9%

Lowest Growth: Manukau City -26.5%

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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