

Browns Bay Summary



October 2025

PRECINCT

Browns Bay

Spend	\$14.0M	-0.6%
Transactions	324.0K	-2.2%

REGION

Auckland Region

Spend	\$2,160.2M	-0.8%
Transactions	45.5M	-2.2%

NATIONAL

New Zealand

Spend	\$6,495.8M	-1.1%
Transactions	135.8M	-2.3%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.1M	+0.9%
Transactions	3.9M	+0.4%

REGION

Auckland Region

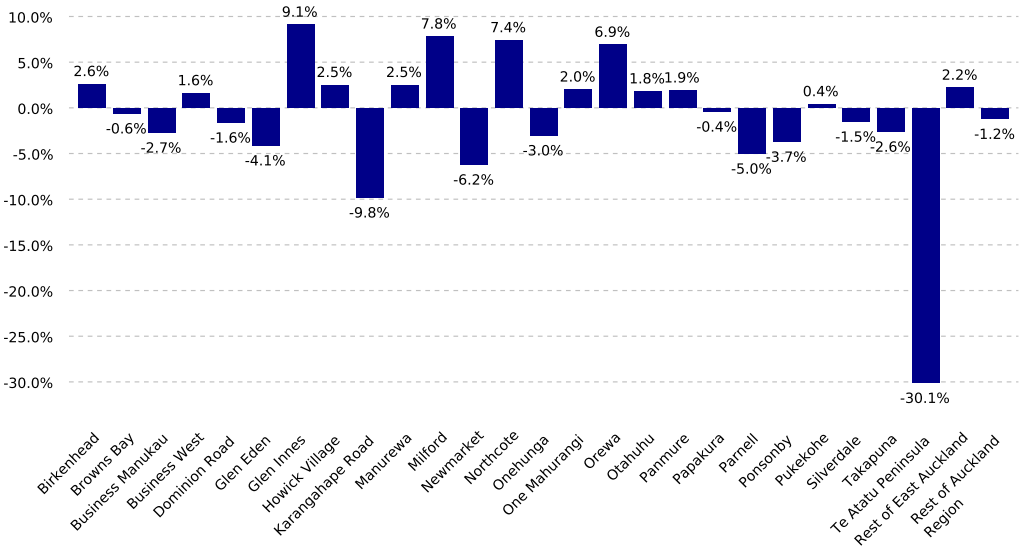
Spend	\$25,733.1M	-1.2%
Transactions	539.1M	-0.6%

NATIONAL

New Zealand

Spend	\$77,504.3M	-0.8%
Transactions	1,616.1M	-0.6%

PRECINCT SPEND GROWTH



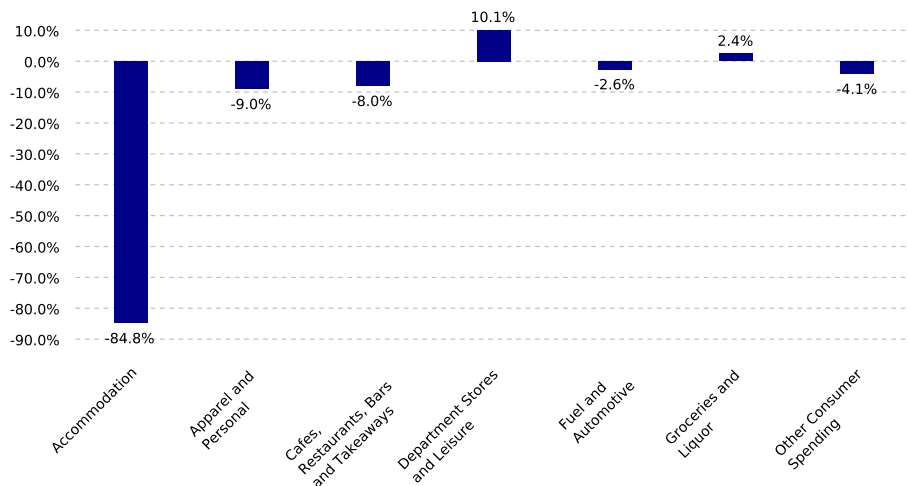
Highest Growth:	Glen Innes	+9.1%
Lowest Growth:	Te Atatu Peninsula	-30.1%

NOTEWORTHY DATES DURING OCTOBER 2025

Highest Day	Lowest Day	Average Day
Sat, 18 Oct	Mon, 06 Oct	\$451.4K
\$584.1K	\$334.8K	10.5K Transactions

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

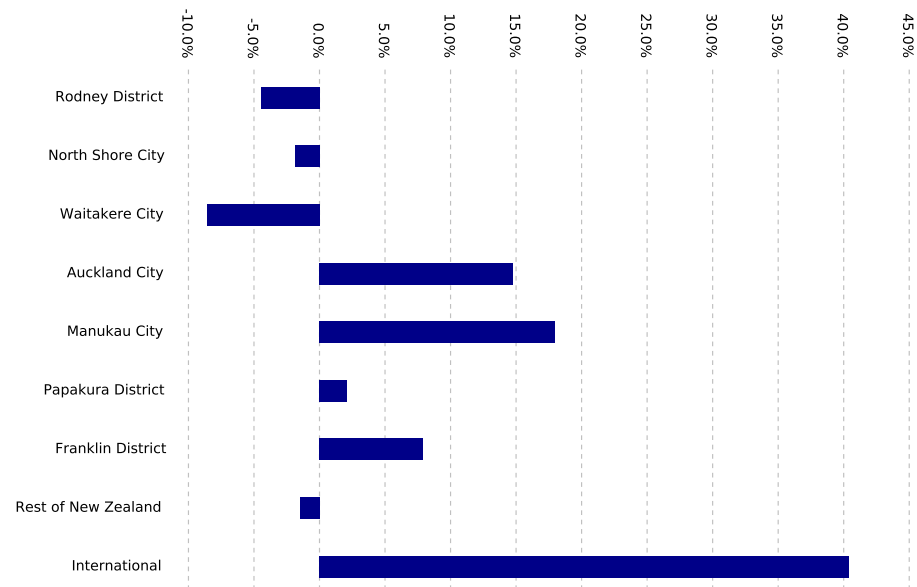
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +10.1%

Lowest Growth: Accommodation -84.8%

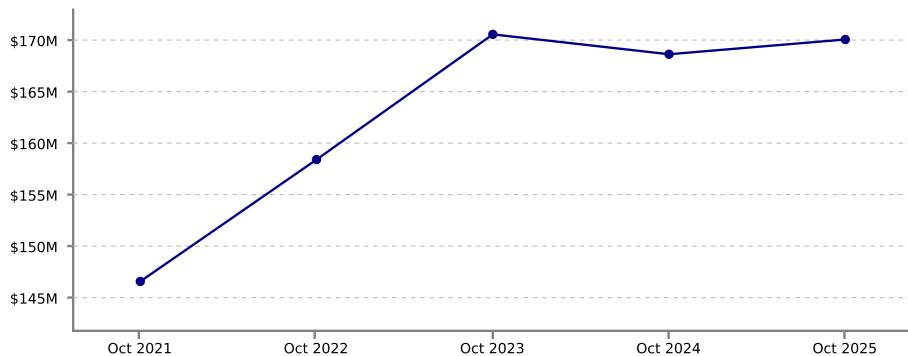
CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +40.4%

Lowest Growth: Waitakere City -8.6%

SPEND OVER LAST 5 YEARS. YE OCTOBER



Average Annual Growth: (over 4 years to Oct 2025) +3.9%

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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