

Browns Bay Summary



November 2025

PRECINCT

Browns Bay

Spend	\$14.6M	+0.1%
Transactions	333.7K	-1.8%

REGION

Auckland Region

Spend	\$2,279.6M	-0.6%
Transactions	46.6M	-1.9%

NATIONAL

New Zealand

Spend	\$6,762.3M	-0.4%
Transactions	138.4M	-1.8%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.1M	+0.8%
Transactions	3.9M	+0.1%

REGION

Auckland Region

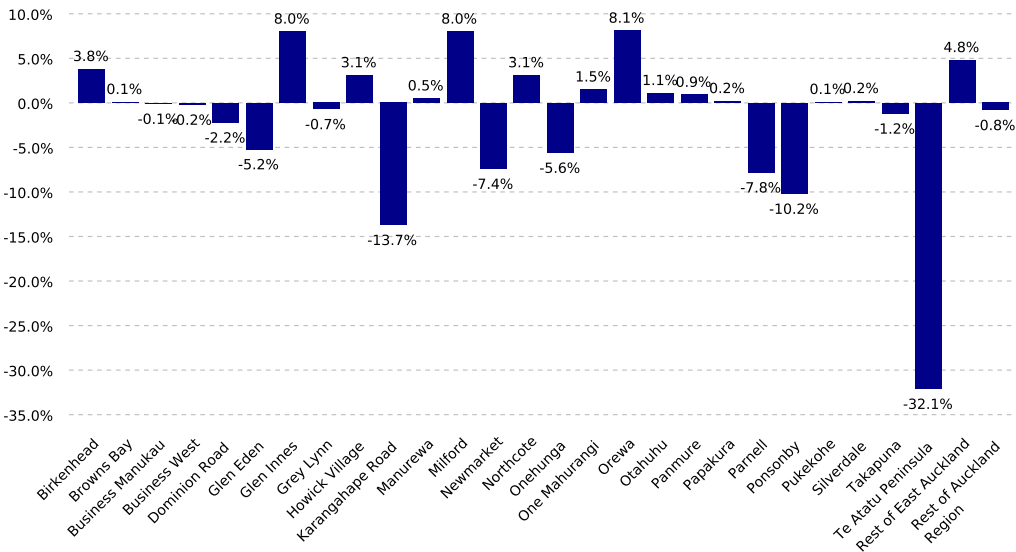
Spend	\$25,667.5M	-1.1%
Transactions	538.0M	-0.9%

NATIONAL

New Zealand

Spend	\$77,421.5M	-0.7%
Transactions	1,613.4M	-0.9%

PRECINCT SPEND GROWTH



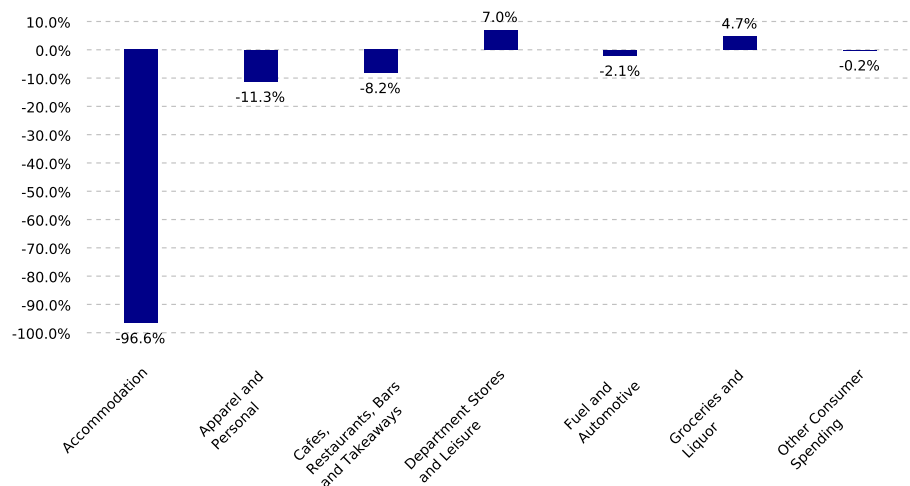
Highest Growth:	Orewa	+8.1%
Lowest Growth:	Te Atatu Peninsula	-32.1%

NOTEWORTHY DATES DURING NOVEMBER 2025

Highest Day	Lowest Day	Average Day
Sat, 08 Nov	Mon, 10 Nov	\$487.5K
\$600.7K	\$356.9K	11.1K Transactions

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

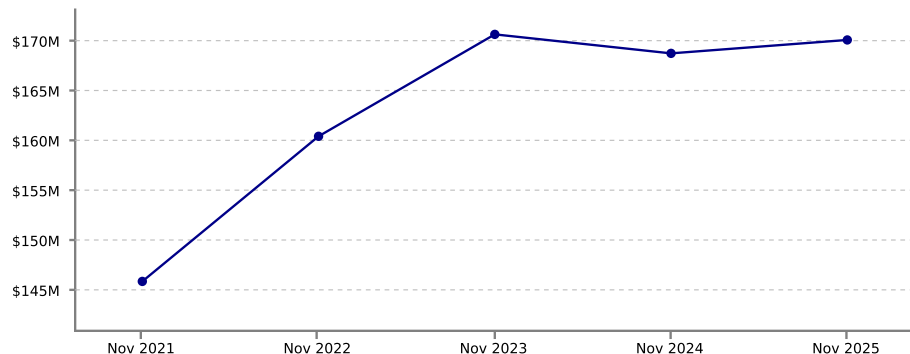
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +7.0%

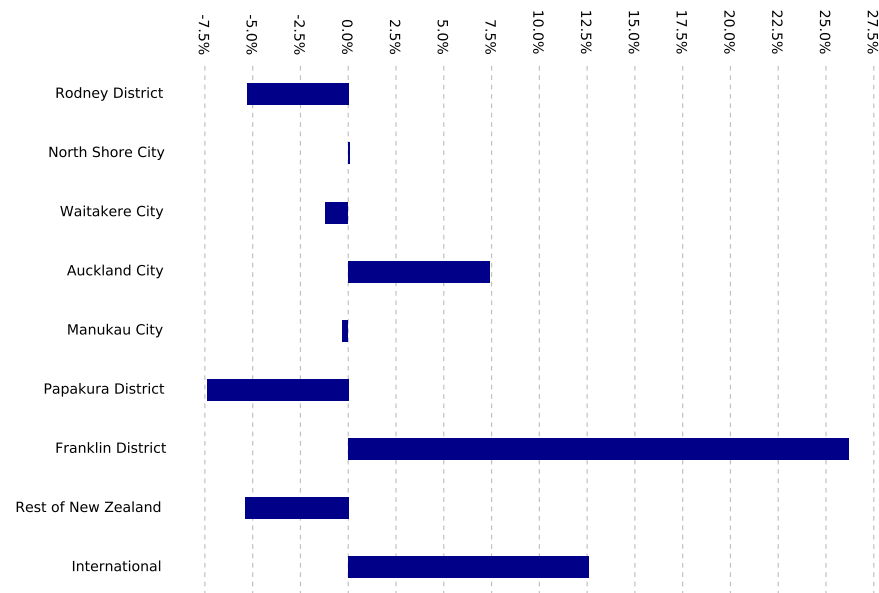
Lowest Growth: Accommodation -96.6%

SPEND OVER LAST 5 YEARS. YE NOVEMBER



Average Annual Growth: (over 4 years to Nov 2025) +4.0%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: Franklin District +26.2%

Lowest Growth: Papakura District -7.4%

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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