

Browns Bay Summary



December 2025

PRECINCT

Browns Bay

Spend	\$16.2M	-2.1%
Transactions	347.1K	-4.5%

REGION

Auckland Region

Spend	\$2,530.4M	-1.6%
Transactions	48.5M	-2.0%

NATIONAL

New Zealand

Spend	\$7,713.8M	-1.8%
Transactions	147.7M	-2.3%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$169.7M	+0.7%
Transactions	3.9M	-0.5%

REGION

Auckland Region

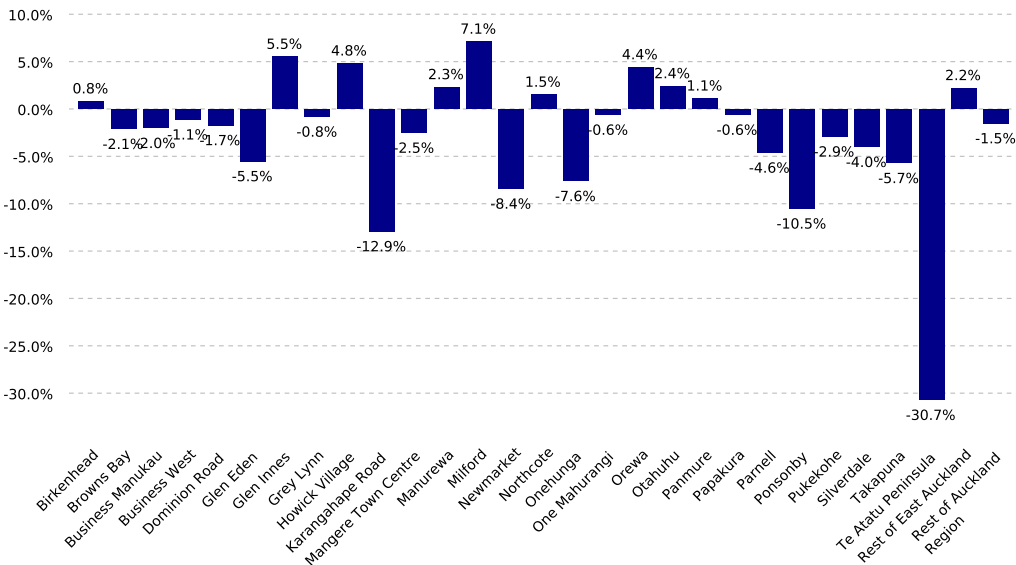
Spend	\$25,631.8M	-1.1%
Transactions	537.3M	-1.1%

NATIONAL

New Zealand

Spend	\$77,323.0M	-0.9%
Transactions	1,611.0M	-1.1%

PRECINCT SPEND GROWTH



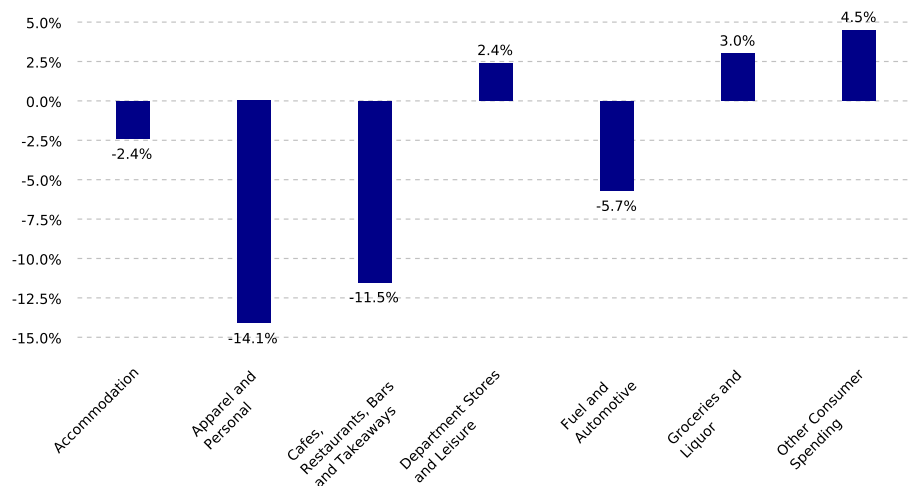
Highest Growth:	Milford	+7.1%
Lowest Growth:	Te Atatu Peninsula	-30.7%

NOTEWORTHY DATES DURING DECEMBER 2025

Highest Day	Lowest Day	Average Day
Tue, 23 Dec	Thu, 25 Dec	\$522.9K
\$858.4K	\$83.9K	11.2K Transactions

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

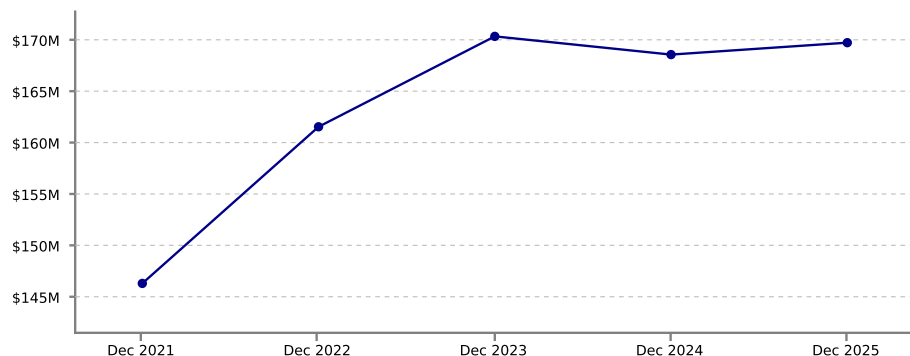
STORETYPE SPEND GROWTH



Highest Growth: Other Consumer Spending +4.5%

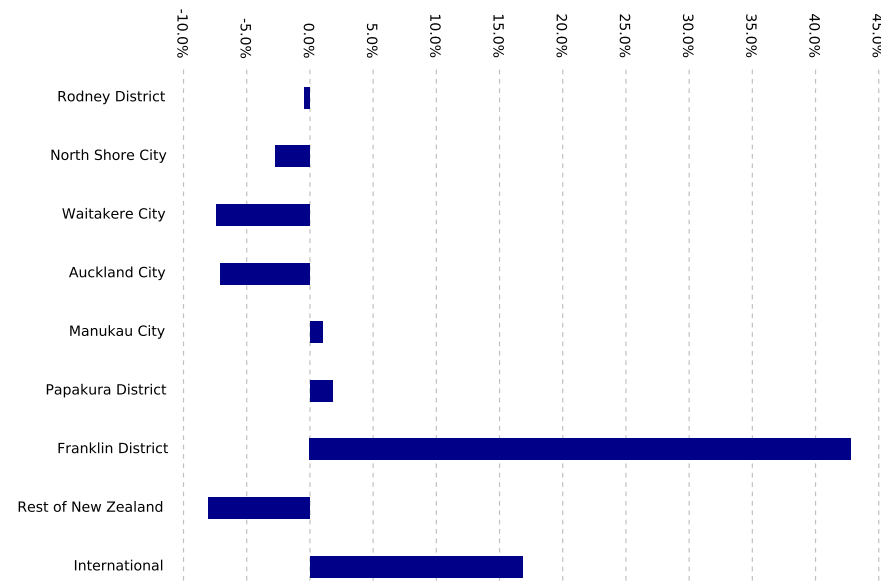
Lowest Growth: Apparel and Personal -14.1%

SPEND OVER LAST 5 YEARS. YE DECEMBER



Average Annual Growth: (over 4 years to Dec 2025) +3.8%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: Franklin District +42.8%

Lowest Growth: Rest of New Zealand -8.0%

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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