

# Browns Bay Summary



December 2025

## PRECINCT

### Browns Bay

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

## REGION

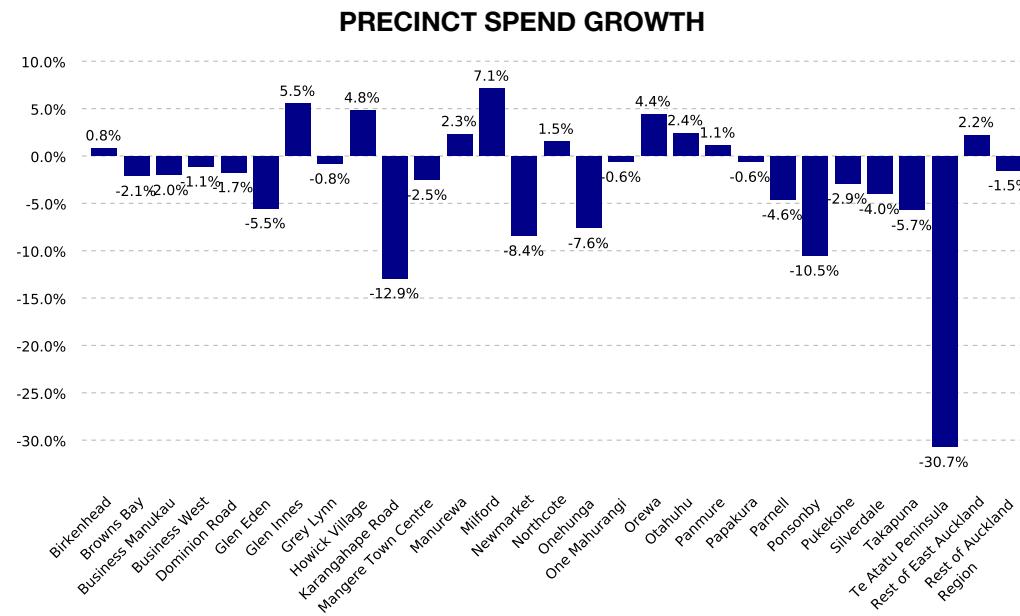
### Auckland Region

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%

<b>Highest Growth:</b>	Milford	+7.1%
<b>Lowest Growth:</b>	Te Atatu Peninsula	-30.7%

## REGION

### Auckland Region

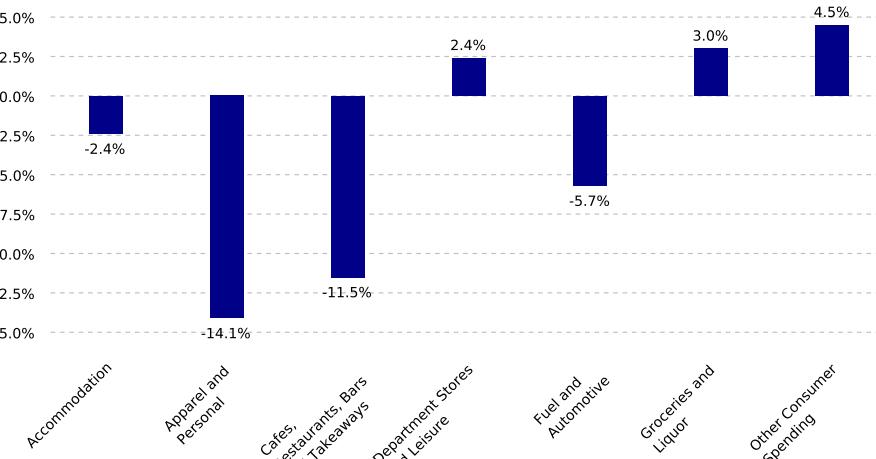
Spend	\$25,631.8M	-1.1%
Transactions	537.3M	-1.1%

## 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

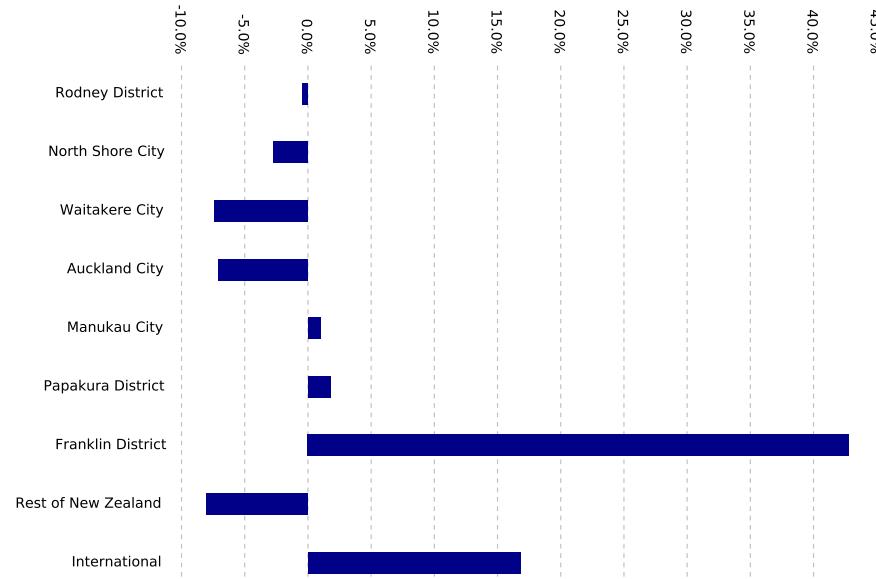
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



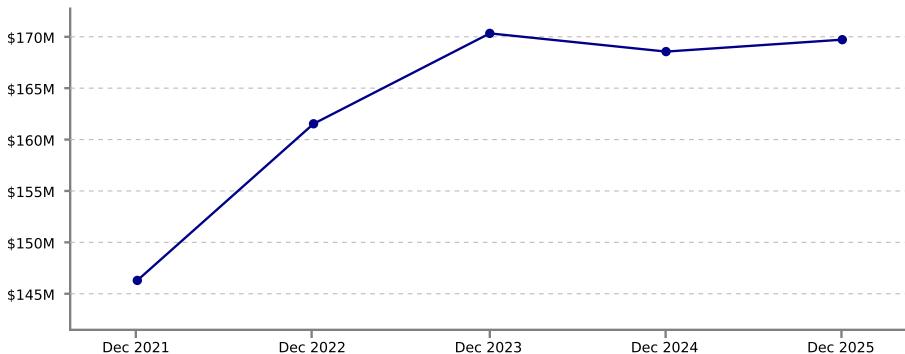
<b>Highest Growth:</b>	Other Consumer Spending	+4.5%
<b>Lowest Growth:</b>	Apparel and Personal	-14.1%

## CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	Franklin District	+42.8%
<b>Lowest Growth:</b>	Rest of New Zealand	-8.0%

## SPEND OVER LAST 5 YEARS. YE DECEMBER



<b>Average Annual Growth:</b>	(over 4 years to Dec 2025)	+3.8%
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## 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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