

Browns Bay Summary



January 2026

PRECINCT

Browns Bay

Spend	\$13.7M	-2.4%
Transactions	313.4K	-4.8%

REGION

Auckland Region

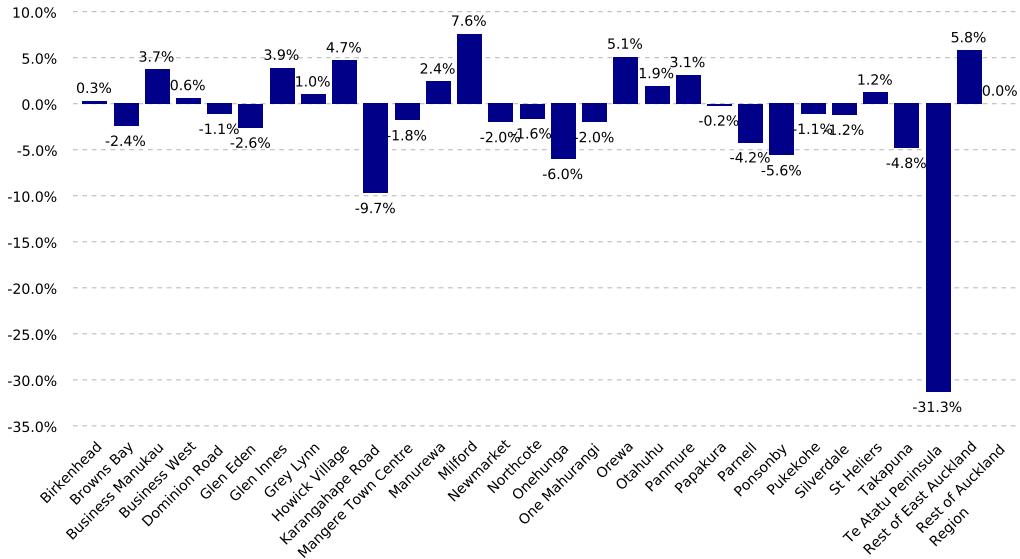
Spend	\$2,136.0M	+0.3%
Transactions	43.6M	-1.1%

NATIONAL

New Zealand

Spend	\$6,629.7M	-1.6%
Transactions	135.2M	-2.5%

PRECINCT SPEND GROWTH



Last 12 Months

PRECINCT

Browns Bay

Spend	\$169.4M	+0.5%
Transactions	3.9M	-0.9%

Highest Growth:	Milford	+7.6%
Lowest Growth:	Te Atatu Peninsula	-31.3%

REGION

Auckland Region

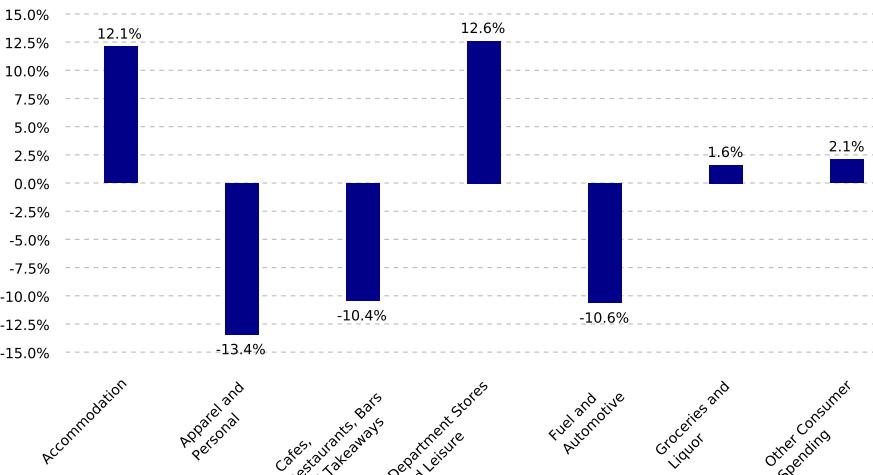
Spend	\$25,673.6M	-1.1%
Transactions	537.9M	-1.2%

NOTEWORTHY DATES DURING JANUARY 2026

Highest Day	Lowest Day	Average Day
Sat, 31 Jan	Thu, 01 Jan	\$441.4K
\$563.0K	\$288.0K	10.1K Transactions

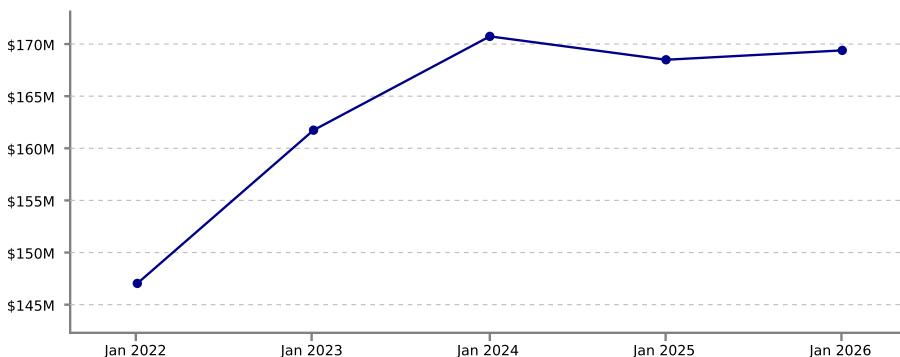
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



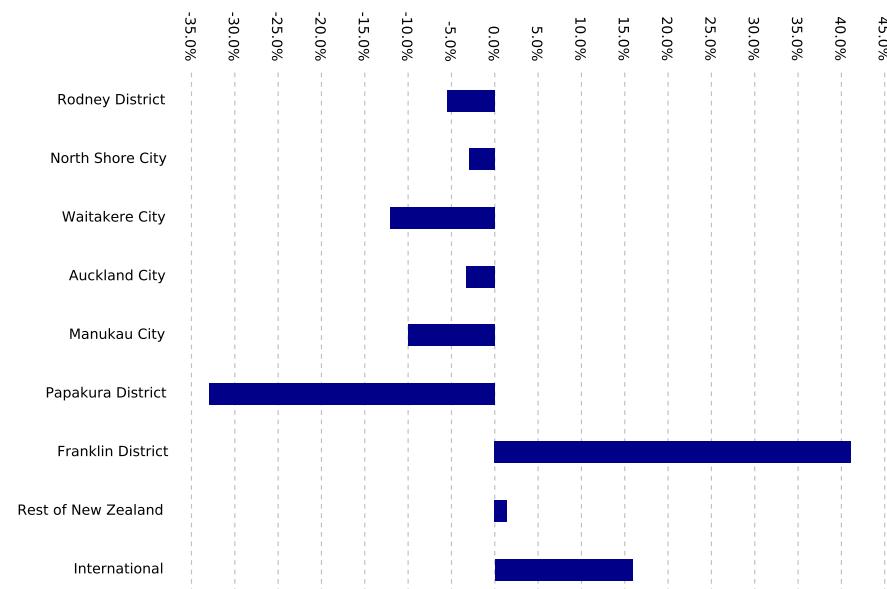
Highest Growth:	Department Stores and Leisure	+12.6%
Lowest Growth:	Apparel and Personal	-13.4%

SPEND OVER LAST 5 YEARS. YE JANUARY



Average Annual Growth:	(over 4 years to Jan 2026)	+3.7%
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CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Franklin District	+41.1%
Lowest Growth:	Papakura District	-33.0%

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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