

Browns Bay Summary



March 2026

PRECINCT

Browns Bay

Spend	\$14.0M	-3.3%
Transactions	313.2K	-6.5%

REGION

Auckland Region

Spend	\$2,225.1M	+0.3%
Transactions	45.6M	-3.9%

NATIONAL

New Zealand

Spend	\$6,804.8M	+2.5%
Transactions	137.7M	-2.5%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$167.2M	+0.3%
Transactions	3.8M	-1.7%

REGION

Auckland Region

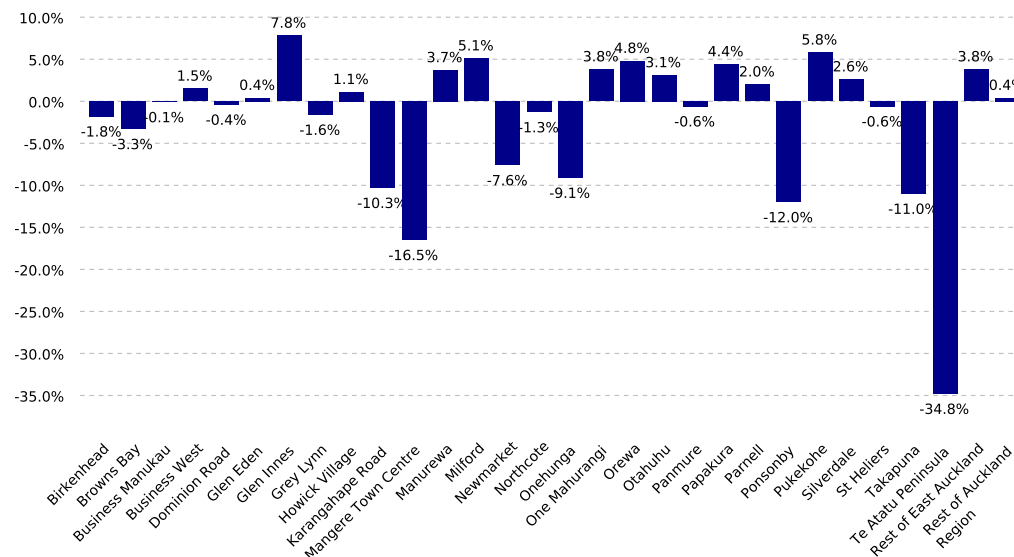
Spend	\$25,941.8M	-0.4%
Transactions	539.1M	-1.6%

NATIONAL

New Zealand

Spend	\$78,059.0M	-0.3%
Transactions	1,614.8M	-1.4%

PRECINCT SPEND GROWTH



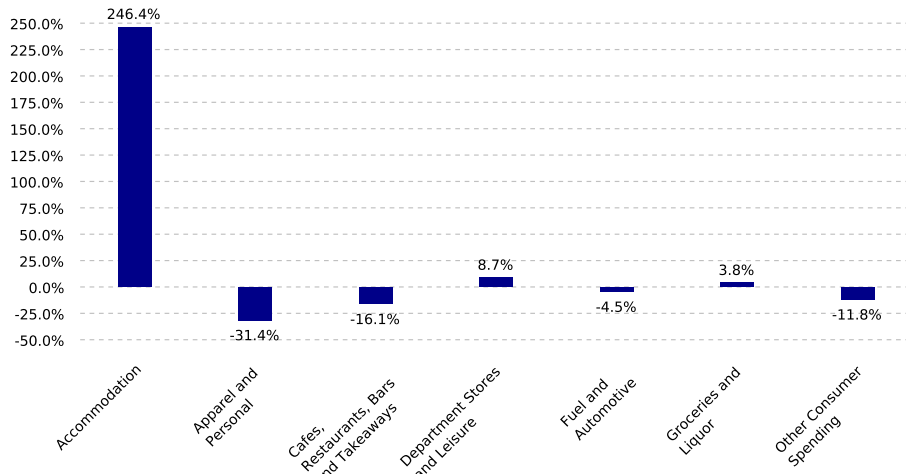
Highest Growth:	Glen Innes	+7.8%
Lowest Growth:	Te Atatu Peninsula	-34.8%

NOTEWORTHY DATES DURING MARCH 2026

Highest Day	Lowest Day	Average Day
Sat, 28 Mar	Thu, 26 Mar	\$450.2K
\$552.7K	\$324.8K	10.1K Transactions

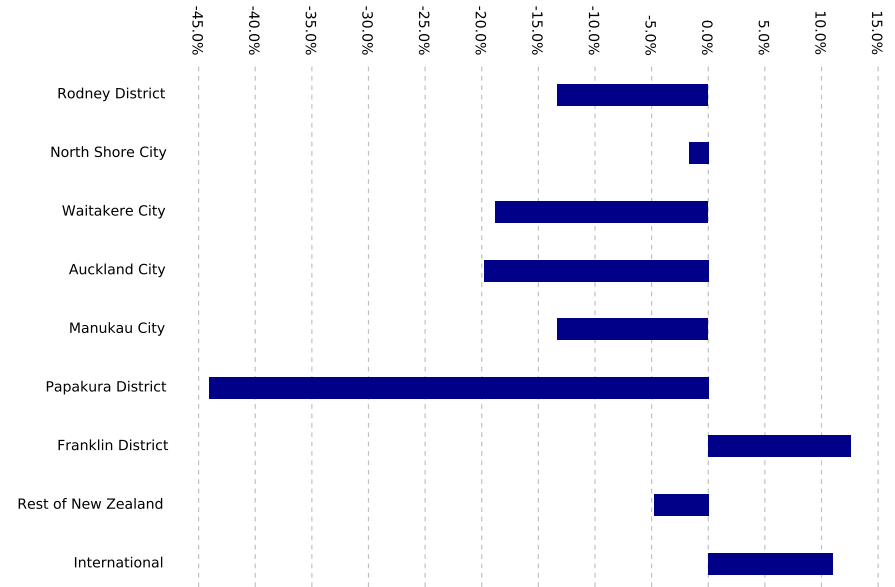
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



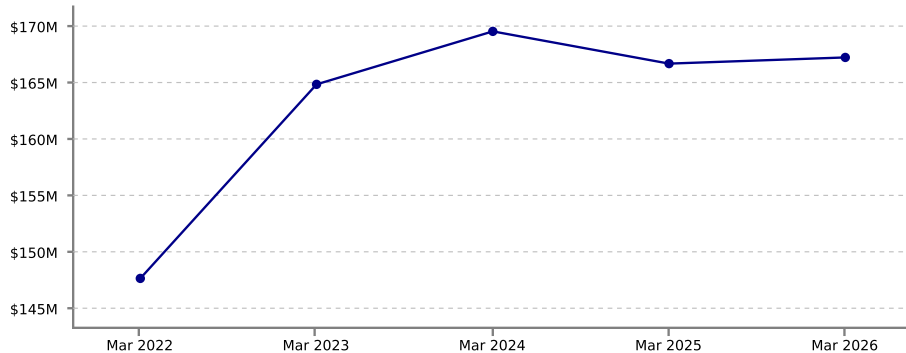
Highest Growth:	Accommodation	+246.4%
Lowest Growth:	Apparel and Personal	-31.4%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Franklin District	+12.6%
Lowest Growth:	Papakura District	-44.1%

SPEND OVER LAST 5 YEARS. YE MARCH



Average Annual Growth:	(over 4 years to Mar 2026)	+3.2%
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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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