

Browns Bay Summary



August 2026

PRECINCT

Browns Bay

Spend	\$13.4M	-4.7%
Transactions	302.1K	-5.9%

REGION

Auckland Region

Spend	\$2,110.4M	-0.9%
Transactions	43.4M	-4.1%

NATIONAL

New Zealand

Spend	\$6,273.8M	-0.2%
Transactions	127.7M	-4.1%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$164.3M	-2.4%
Transactions	3.7M	-4.1%

REGION

Auckland Region

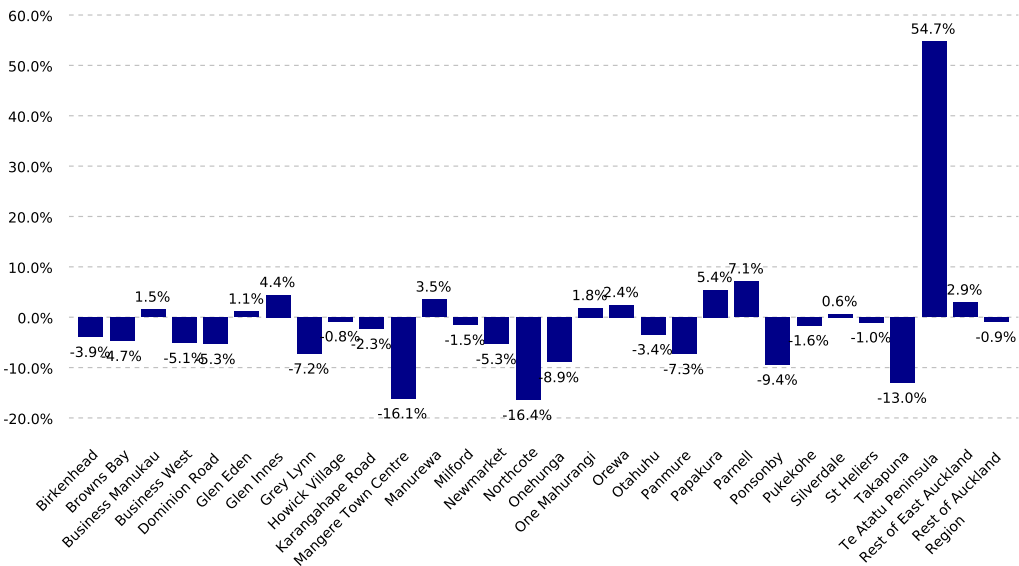
Spend	\$26,258.0M	+0.9%
Transactions	536.3M	-1.8%

NATIONAL

New Zealand

Spend	\$79,127.8M	+1.1%
Transactions	1,606.7M	-1.6%

PRECINCT SPEND GROWTH



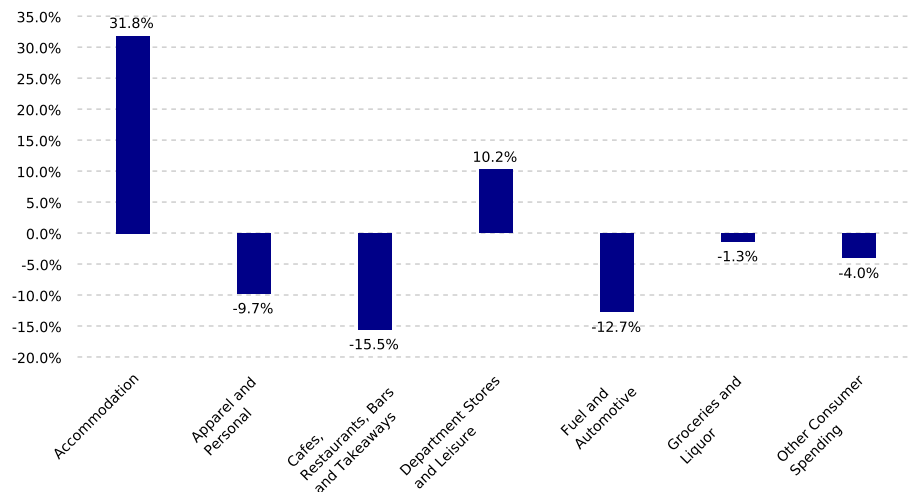
Highest Growth:	Te Atatu Peninsula	+54.7%
Lowest Growth:	Northcote	-16.4%

NOTEWORTHY DATES DURING AUGUST 2026

Highest Day	Lowest Day	Average Day
Sat, 01 Aug	Mon, 31 Aug	\$432.1K
\$554.5K	\$332.1K	9.7K Transactions

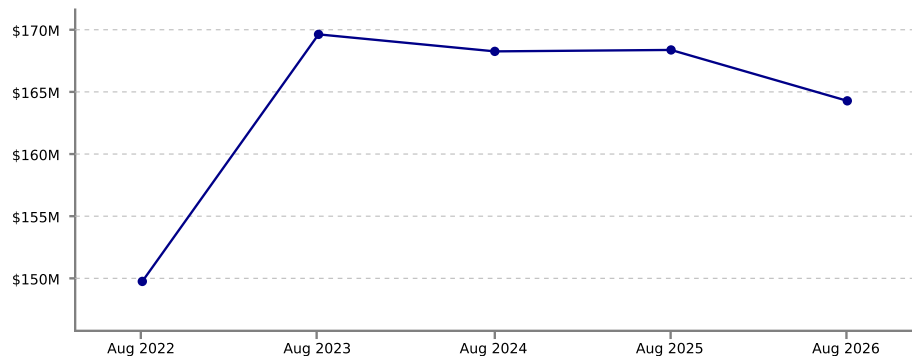
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



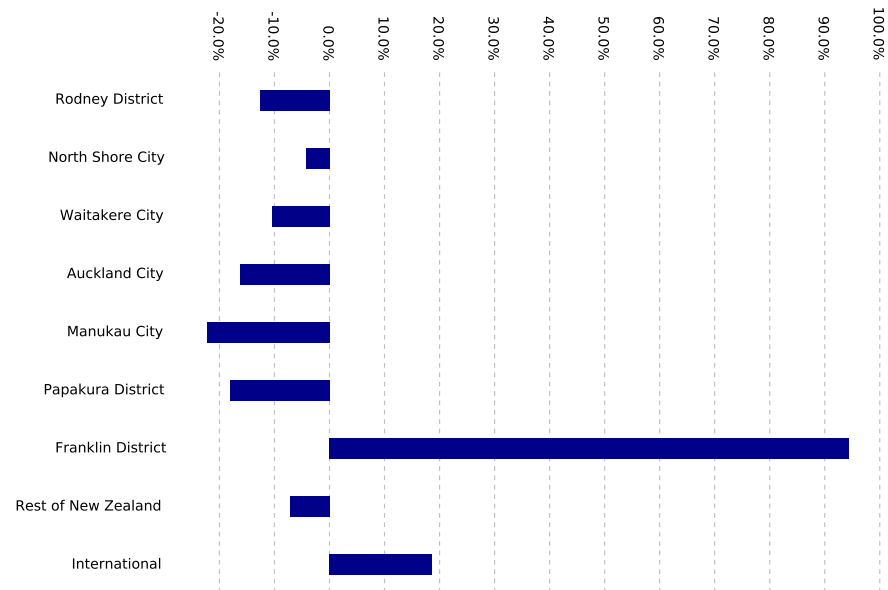
Highest Growth:	Accommodation	+31.8%
Lowest Growth:	Cafes, Restaurants, Bars and Takeaways	-15.5%

SPEND OVER LAST 5 YEARS. YE AUGUST



Average Annual Growth:	(over 4 years to Aug 2026)	+2.5%
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CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Franklin District	+94.4%
Lowest Growth:	Manukau City	-22.3%

Reading the Report

Data Source: This data is derived from Paymark 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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