

Browns Bay Summary



July 2026

PRECINCT

Browns Bay

Spend	\$13.5M	-4.0%
Transactions	307.7K	-3.9%

REGION

Auckland Region

Spend	\$2,150.8M	+2.6%
Transactions	44.0M	-0.6%

NATIONAL

New Zealand

Spend	\$6,453.5M	+2.9%
Transactions	130.7M	-0.9%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$165.0M	-1.8%
Transactions	3.7M	-3.5%

REGION

Auckland Region

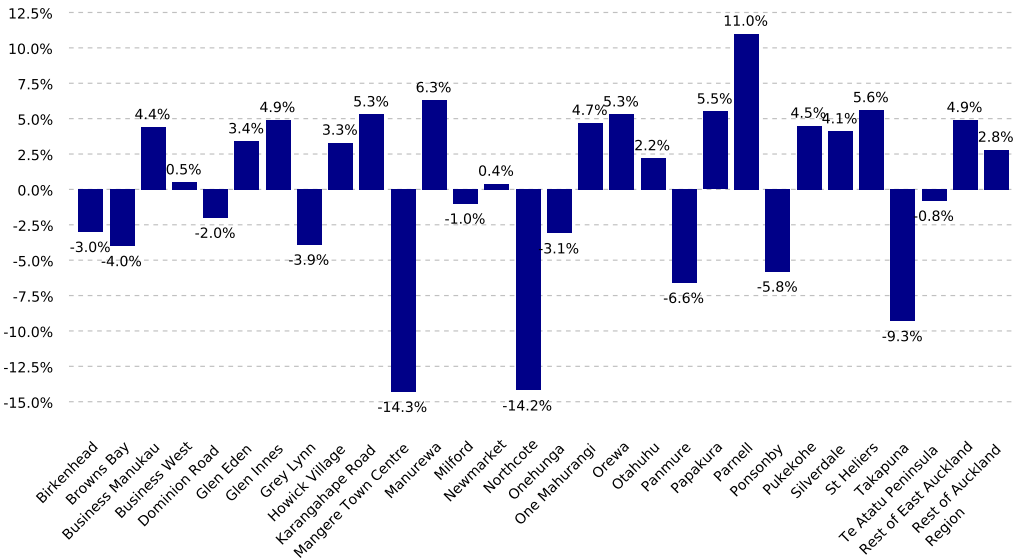
Spend	\$26,305.4M	+1.0%
Transactions	538.8M	-1.6%

NATIONAL

New Zealand

Spend	\$79,132.3M	+1.1%
Transactions	1,611.9M	-1.5%

PRECINCT SPEND GROWTH



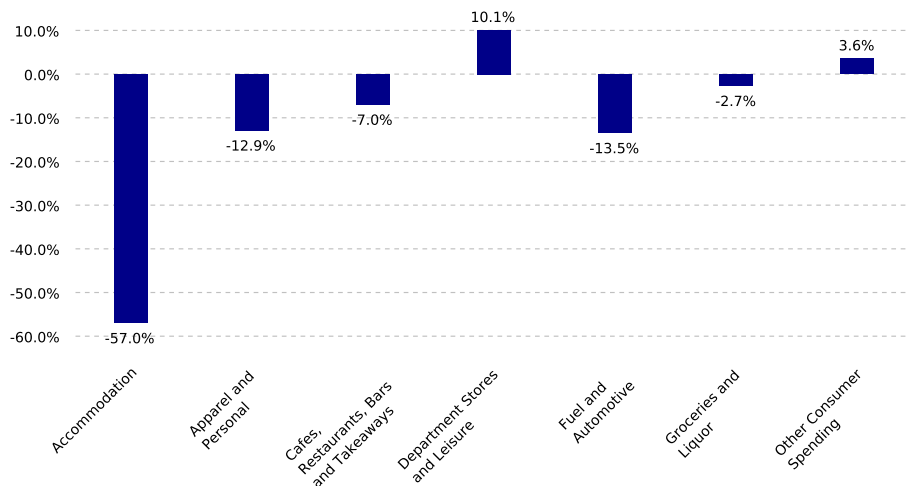
Highest Growth:	Parnell	+11.0%
Lowest Growth:	Mangere Town Centre	-14.3%

NOTEWORTHY DATES DURING JULY 2026

Highest Day	Lowest Day	Average Day
Fri, 03 Jul	Mon, 27 Jul	\$435.2K
\$545.6K	\$338.1K	9.9K Transactions

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

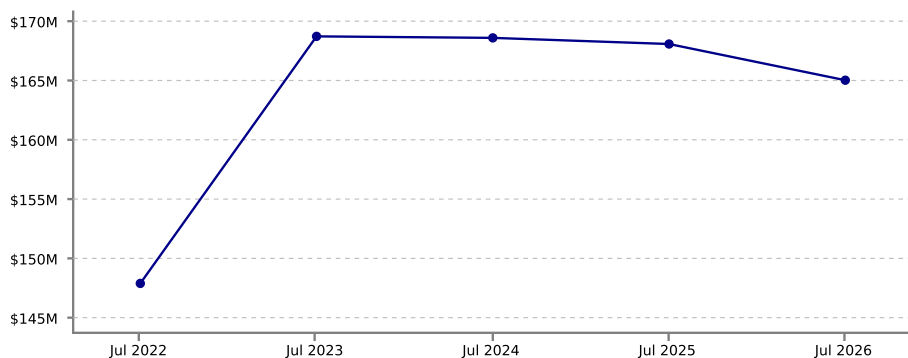
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +10.1%

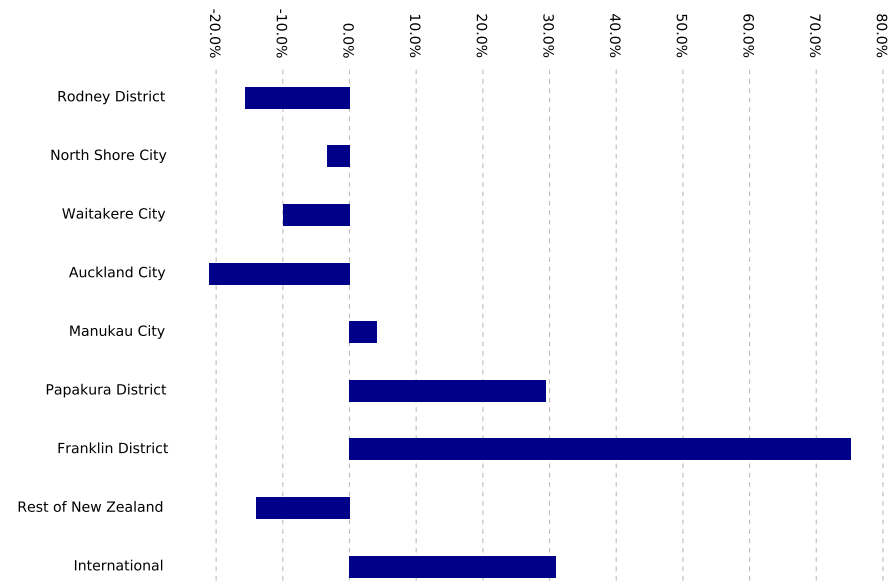
Lowest Growth: Accommodation -57.0%

SPEND OVER LAST 5 YEARS. YE JULY



Average Annual Growth: (over 4 years to Jul 2026) +2.9%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: Franklin District +75.2%

Lowest Growth: Auckland City -21.1%

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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