

Browns Bay Summary



September 2026

PRECINCT

Browns Bay

Spend	\$12.9M	-2.7%
Transactions	286.0K	-5.8%

REGION

Auckland Region

Spend	\$2,078.6M	+1.1%
Transactions	42.2M	-2.5%

NATIONAL

New Zealand

Spend	\$6,262.0M	+1.8%
Transactions	126.1M	-2.5%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$164.1M	-2.6%
Transactions	3.7M	-4.3%

REGION

Auckland Region

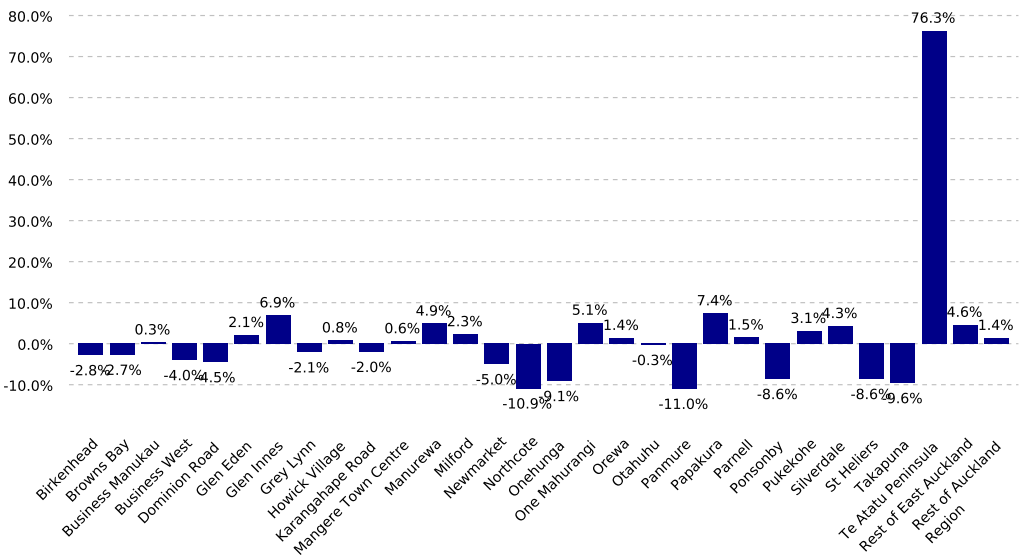
Spend	\$26,373.5M	+1.1%
Transactions	537.1M	-1.7%

NATIONAL

New Zealand

Spend	\$79,429.0M	+1.3%
Transactions	1,607.4M	-1.7%

PRECINCT SPEND GROWTH



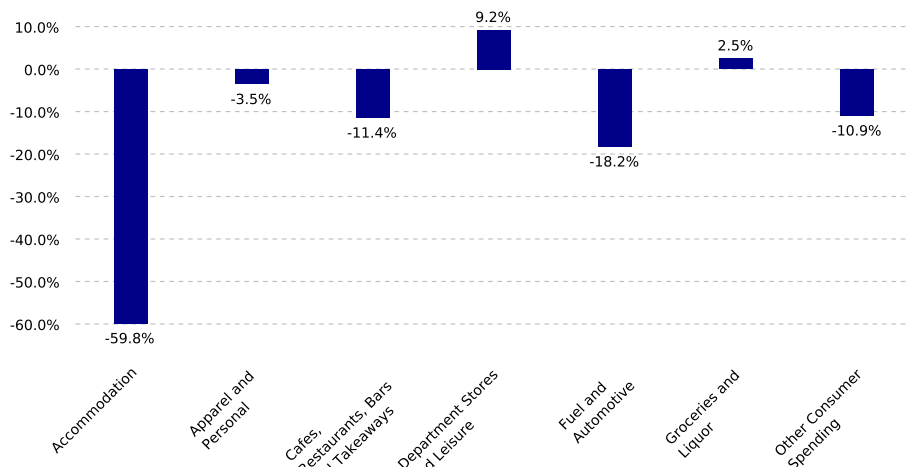
Highest Growth:	Te Atatu Peninsula	+76.3%
Lowest Growth:	Panmure	-11.0%

NOTEWORTHY DATES DURING SEPTEMBER 2026

Highest Day	Lowest Day	Average Day
Sat, 05 Sep	Mon, 07 Sep	\$431.4K
\$582.7K	\$314.2K	9.5K Transactions

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

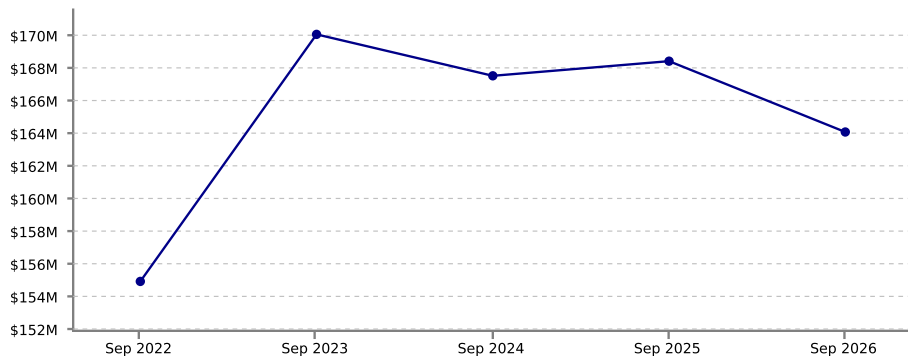
STORETYPE SPEND GROWTH



Highest Growth: Department Stores and Leisure +9.2%

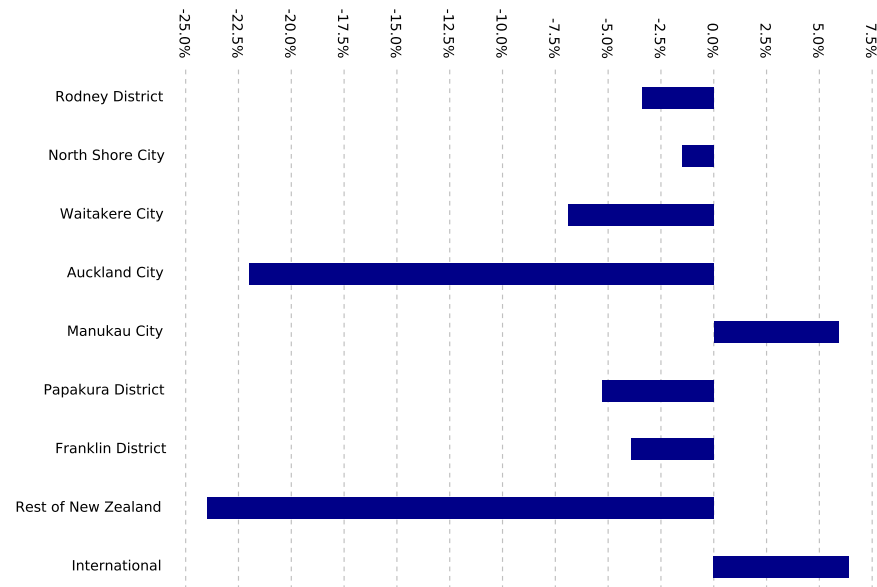
Lowest Growth: Accommodation -59.8%

SPEND OVER LAST 5 YEARS. YE SEPTEMBER



Average Annual Growth: (over 4 years to Sep 2026) +1.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +6.4%

Lowest Growth: Rest of New Zealand -24.0%

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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For all enquiries, please contact us at info@marketview.co.nz or 04 472 1991.