

# One Mahurangi Summary



## January 2024

### PRECINCT

#### One Mahurangi

Spend	\$28.6M	+26.7%
Transactions	443.6K	+16.7%

### REGION

#### Auckland Region

Spend	\$2,103.6M	+2.9%
Transactions	43.2M	+4.7%

### NATIONAL

#### New Zealand

Spend	\$6,607.8M	+3.7%
Transactions	136.1M	+4.0%

## Last 12 Months

### PRECINCT

#### One Mahurangi

Spend	\$296.1M	+14.8%
Transactions	4.8M	+12.8%

### REGION

#### Auckland Region

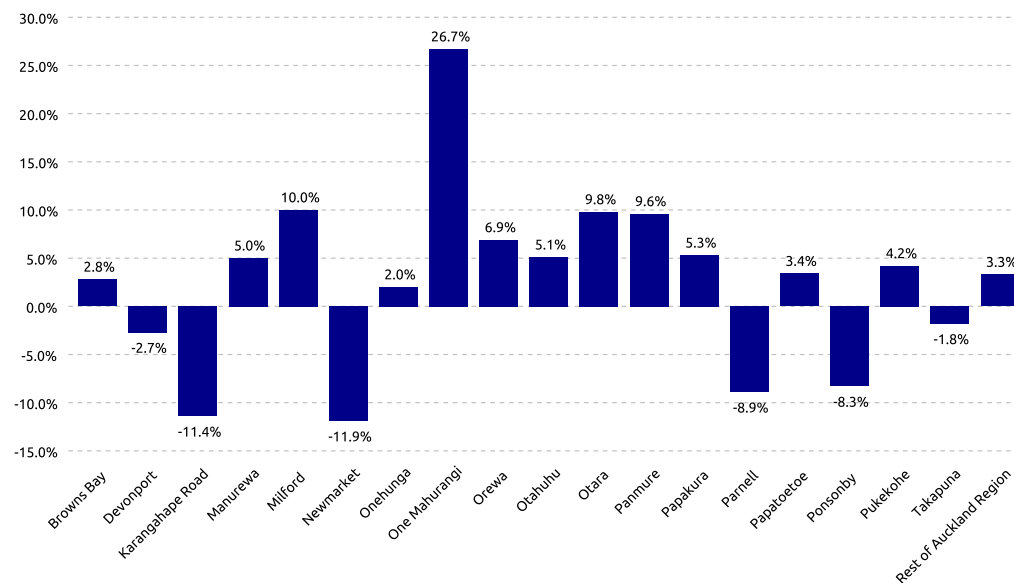
Spend	\$26,157.0M	+4.4%
Transactions	536.2M	+5.9%

### NATIONAL

#### New Zealand

Spend	\$77,697.0M	+4.2%
Transactions	1,611.0M	+5.5%

## PRECINCT SPEND GROWTH



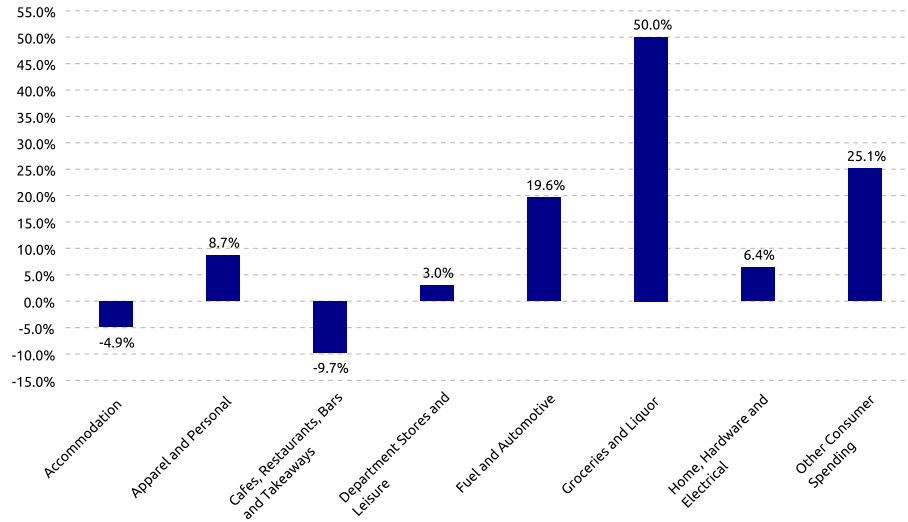
<b>Highest Growth:</b>	One Mahurangi	+26.7%
<b>Lowest Growth:</b>	Newmarket	-11.9%

## NOTEWORTHY DATES DURING JANUARY 2024

Highest Day	Lowest Day	Average Day
Fri, 12 Jan	Mon, 01 Jan	\$921.3K
\$1.2M	\$596.6K	14.3K Transactions

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

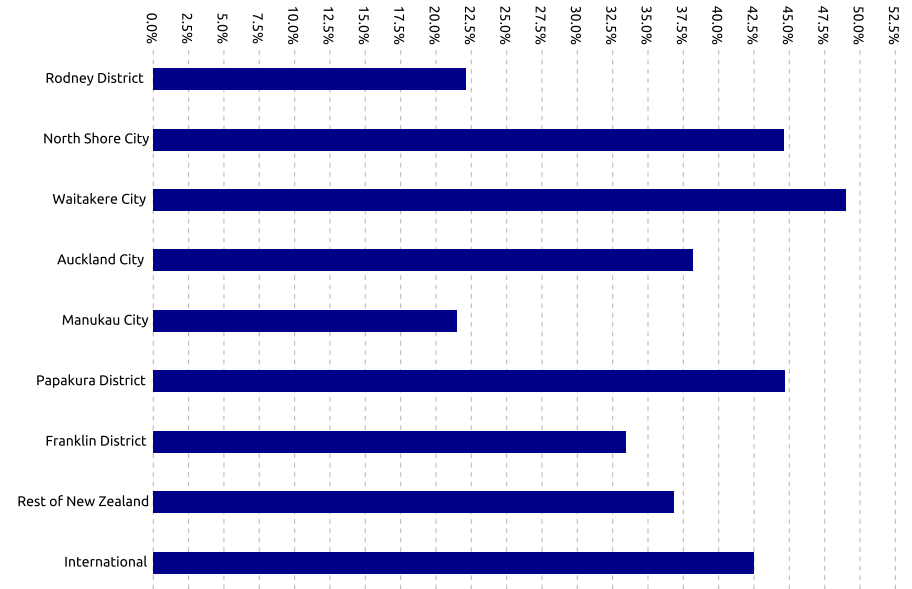
## STORETYPE SPEND GROWTH



**Highest Growth:** Groceries and Liquor +50.0%

**Lowest Growth:** Cafes, Restaurants, Bars and Takeaways -9.7%

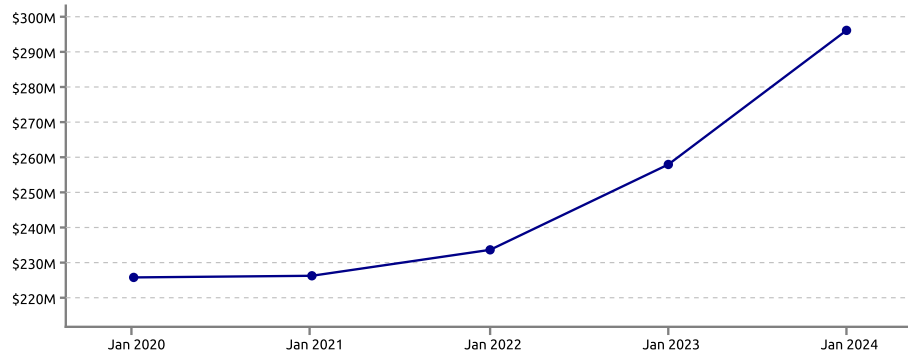
## CUSTOMER ORIGIN SPEND GROWTH



**Highest Growth:** Waitakere City +49.0%

**Lowest Growth:** Manukau City +21.5%

## SPEND OVER LAST 5 YEARS. YE JANUARY



**Average Annual Growth:** (over 4 years to Jan 2024) +7.1%

## 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.

Copyright of Marketview Ltd.

*Disclaimer:* While every effort has been made in the production of this report, Marketview Ltd is not responsible for the results of any actions taken on the basis of the information in this report and expressly disclaim any liability to any person for anything done or omitted to be done by any such person in reliance on the contents of this report and any losses suffered by any person whether direct or indirect, including loss of profits.

For all enquiries, please contact us at [info@marketview.co.nz](mailto:info@marketview.co.nz) or 04 472 1991.