

# One Mahurangi Summary



## January 2025

### PRECINCT

#### One Mahurangi

|              |         |       |
|--------------|---------|-------|
| Spend        | \$29.3M | +3.3% |
| Transactions | 456.8K  | +3.2% |

### REGION

#### Auckland Region

|              |            |       |
|--------------|------------|-------|
| Spend        | \$2,116.9M | +0.4% |
| Transactions | 43.9M      | +1.3% |

### NATIONAL

#### New Zealand

|              |            |       |
|--------------|------------|-------|
| Spend        | \$6,711.1M | +1.1% |
| Transactions | 138.2M     | +1.0% |

## Last 12 Months

### PRECINCT

#### One Mahurangi

|              |          |       |
|--------------|----------|-------|
| Spend        | \$319.7M | +8.3% |
| Transactions | 5.1M     | +5.1% |

### REGION

#### Auckland Region

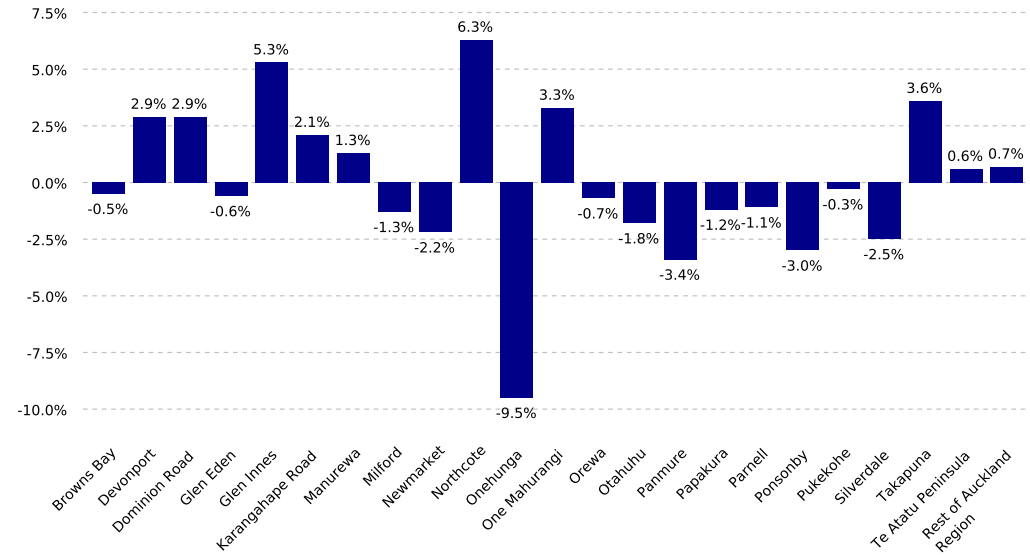
|              |             |       |
|--------------|-------------|-------|
| Spend        | \$25,845.1M | -1.3% |
| Transactions | 541.8M      | +0.9% |

### NATIONAL

#### New Zealand

|              |             |       |
|--------------|-------------|-------|
| Spend        | \$77,907.4M | -0.1% |
| Transactions | 1,628.5M    | +0.7% |

PRECINCT SPEND GROWTH



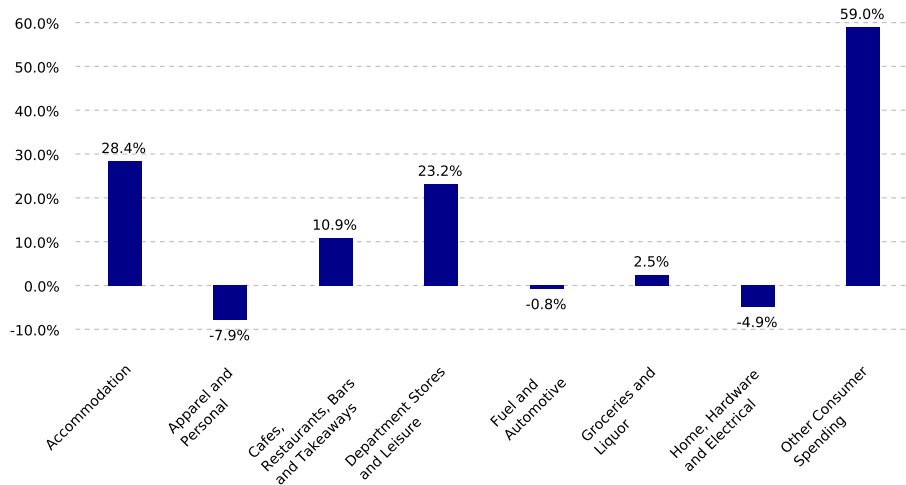
|                        |           |       |
|------------------------|-----------|-------|
| <b>Highest Growth:</b> | Northcote | +6.3% |
| <b>Lowest Growth:</b>  | Onehunga  | -9.5% |

NOTEWORTHY DATES DURING JANUARY 2025

| Highest Day | Lowest Day  | Average Day        |
|-------------|-------------|--------------------|
| Fri, 10 Jan | Wed, 01 Jan | \$946.0K           |
| \$1.2M      | \$588.3K    | 14.7K Transactions |

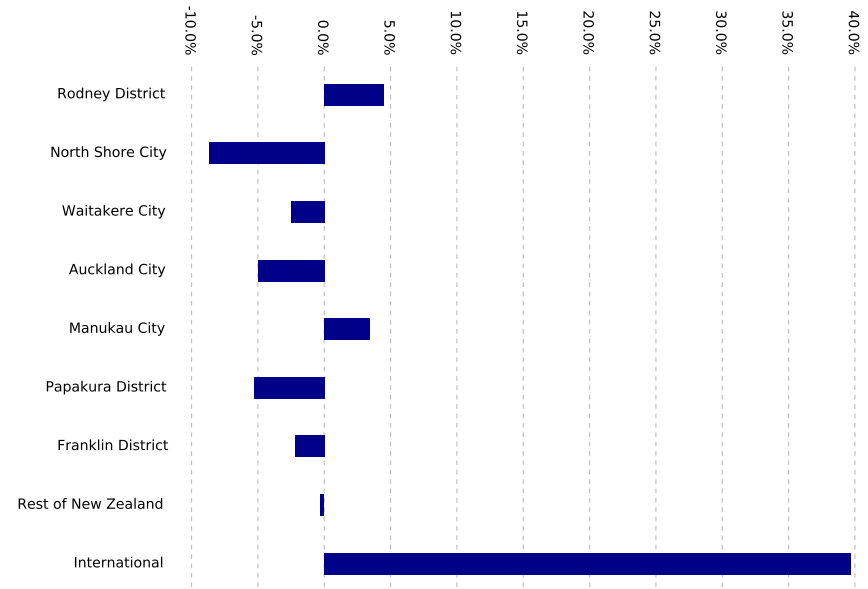
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



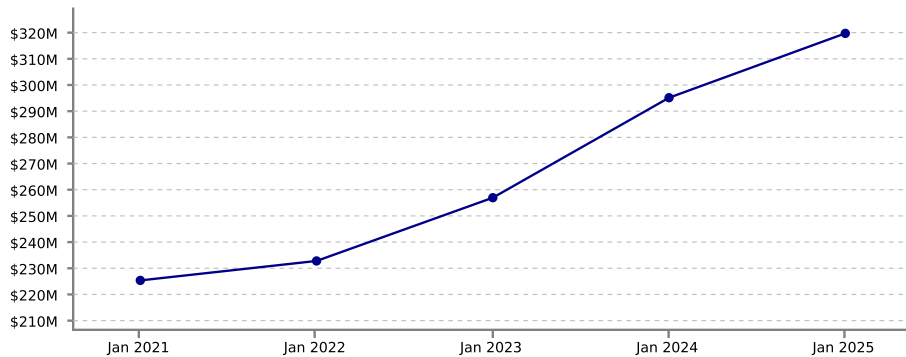
|                        |                         |        |
|------------------------|-------------------------|--------|
| <b>Highest Growth:</b> | Other Consumer Spending | +59.0% |
| <b>Lowest Growth:</b>  | Apparel and Personal    | -7.9%  |

## CUSTOMER ORIGIN SPEND GROWTH



|                        |                  |        |
|------------------------|------------------|--------|
| <b>Highest Growth:</b> | International    | +39.7% |
| <b>Lowest Growth:</b>  | North Shore City | -8.7%  |

## SPEND OVER LAST 5 YEARS. YE JANUARY



|                               |                            |       |
|-------------------------------|----------------------------|-------|
| <b>Average Annual Growth:</b> | (over 4 years to Jan 2025) | +9.2% |
|-------------------------------|----------------------------|-------|

## 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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