

JANUARY 2024

PUKEKOHE SPEND TREND

MarketView Summary



2023 QUARTERLY SPEND

Quarter	Spend	Transactions	Av. Transactions Value
Jan-Mar	\$166.1M	2,590,210	\$64.12
Apr-Jun	\$170.3M	2,668,966	\$63.79
Jul-Sep	\$171.2M	2,674,814	\$64.02
Oct-Dec	\$191.8M	2,866,570	\$66.92
Total	\$699.2M	10,800,033	\$64.74

Annual Recap

FRANKLIN CONTINUES TO SHOP LOCAL

According to MarketView data, consumer spending has risen by 4.6% since 2022. The total consumer spending in Pukekohe for 2023 equated to \$699.23M.

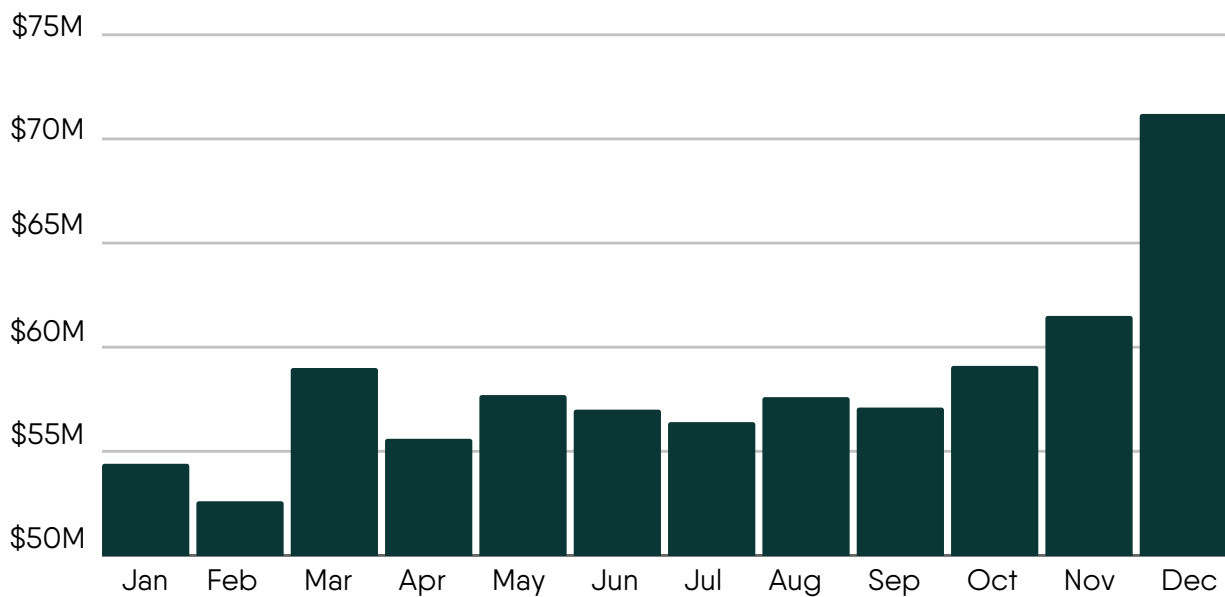
This result has positioned Pukekohe as one of Auckland's Business Improvement Districts (BID) with the highest spending.

Pukekohe businesses have received a steady increase of 4.1% in the number of transactions and a marginal increase in transaction value of 0.4% since 2022.

This spending level is attributed to the rise in international visitors and the Franklin community continuing to support local, with a net inflow for the Franklin region of \$1.6B (an increase of \$25.7M from the previous year).

2023 SPEND OVERVIEW

Month	Spend	Transactions	Av. Transactions Value
Jan	\$54.4M	847,894	\$64.33
Feb	\$52.6M	814,618	\$64.55
Mar	\$59M	927,698	\$63.55
Apr	\$55.6M	863,412	\$64.36
May	\$57.7M	913,327	\$63.19
Jun	\$57M	892,227	\$63.85
Jul	\$56.4M	877,831	\$64.26
Aug	\$57.6M	908,132	\$63.47
Sep	\$57.1M	887,772	\$64.36
Oct	\$59.1M	901,080	\$65.63
Nov	\$61.5M	934,130	\$65.86
Dec	\$71.2M	1,031,360	\$69.01
Total	\$699.2M	10,800,033	\$64.74



SPEND BY SECTOR

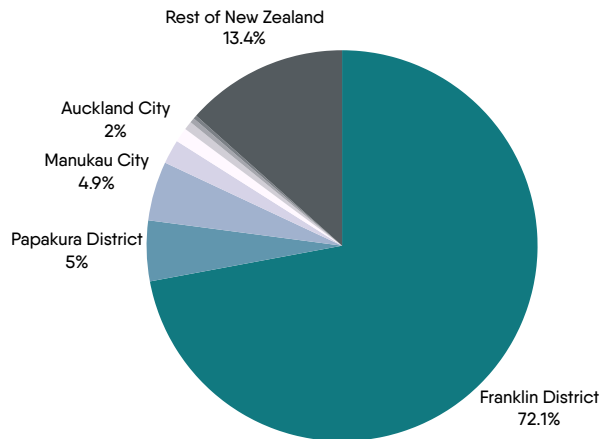
JAN-DEC

Category	Spend	% of total	Share Change*
Accommodation	\$84.5K	0.0%	0.0%
Apparel & Personal	\$32.1M	4.6%	+0.0%
Cafes, Restaurants, Bars & Takeaways	\$65.5M	9.4%	+0.0%
Department Stores & Leisure	\$129.9M	18.6%	+0.1%
Fuel & Automotive	\$105.5M	15.1%	-0.5%
Groceries & Liquor	\$262.4M	37.5%	+2.5%
Home, Hardware & Electrical	\$86.5M	12.4%	-2.4%
Other Consumer Spending	\$17.2M	2.5%	+0.3%

*On same period previous year

ORIGIN OF SPEND

ORIGIN	SPEND	PERCENT
Franklin District	\$503.7M	72%
Papakura District	\$35.1M	5%
Manukau City	\$33.9M	4.9%
Auckland City	\$14.1M	2%
International	\$8.6M	1.2%
Waitakere City	\$5M	0.7%
North Shore City	\$3.1M	0.4%
Rodney District	\$2.2M	0.3%
Rest of New Zealand	\$93.5M	13.4%



People residing in the Franklin District make up the biggest share of Pukekohe spending (72%). International spending also rose 0.5% in 2023, while other destinations had marginal changes. The biggest decrease in share change (-0.9) was from New Zealanders outside Auckland.

Both Groceries and Liquor and Department Stores and Leisure categories had the biggest spends and increase in share of spend. Home, Hardware and Electrical had a 2.4% decrease in market share.



Source: Marketview

DAILY AVERAGE SPEND

	Q1	Q2	Q3	Q4
Mon	\$1,530,144.96	\$1,570,055.05	\$1,499,229.99	\$1,651,494.73
Tue	\$1,755,904.93	\$1,689,306.71	\$1,757,738.44	\$1,938,031.17
Wed	\$1,894,084.63	\$1,885,310.06	\$1,876,229.50	\$2,149,024.56
Thu	\$1,959,432.97	\$2,022,998.87	\$1,962,301.30	\$2,137,111.77
Fri	\$2,156,409.20	\$2,054,418.43	\$2,106,075.45	\$2,485,681.33
Sat	\$2,141,792.92	\$2,316,243.07	\$2,179,157.58	\$2,445,360.35
Sun	\$1,512,187.86	\$1,560,699.30	\$1,624,577.62	\$1,912,328.96

SHOPPING SPREES IN PUKEKOHE

In 2023, the peak in spending volume once again occurred in the lead-up to Christmas. Monday 18 to Sunday 24 December cumulated \$21,290,069.73 in consumer spending, peaking at \$3,796,838.12 on Friday 22.

The lowest spending days fell on public holidays such as Christmas (\$129,992.87), Good Friday (\$394,619.49), and Easter Sunday (\$532,163.42).

However, Thursday 6 April and Saturday 8 April were the highest spending days across Q1, Q2 & Q3. This indicates a correlation between high-spending days and low-spending days.

Sundays had the lowest spending in Q1 & Q2, while Mondays had lower spending in Q3 & Q4. Fridays and Saturdays continue to be high-spending days.

COMPETITOR COMPARISON

	Q1	Q2	Q3	Q4	Year to date
CBD Ⓜ	\$397.8M	\$428.3M	\$437.9M	\$484.1M	\$1.74B
Manukau Ⓜ	\$249.3M	\$261.5M	\$259.3M	\$302.1M	\$1.07B
Albany Ⓜ	\$198.9M	\$201.8	\$200.9M	\$238.9M	\$80
Newmarket Ⓜ	\$187.2M	\$197M	\$191.3M	\$218.9M	\$799.9M
Botany Ⓜ	\$180.8M	\$189.6M	\$190.5M	\$215.3M	\$776.2
Pukekohe	\$166.1M	\$170.3M	\$173.1M	\$191.8M	\$699.2M
Sylvia Park Ⓜ	\$148.8	\$164.7M	\$160.7M	\$194.8M	\$669M
Ponsonby	\$76.8M	\$77.2M	\$74.7M	\$85.2M	\$313.9M
Manurewa	\$70.7M	\$73M	\$76.4M	\$80.4M	\$300.9M
Papakura	\$67.2M	\$69.2M	\$71.1M	\$76.1M	\$284.1M
Takapuna Ⓜ	\$47.3M	\$46.3M	\$45.6M	\$51.3M	\$190.6M

KEY COMPETITOR COMPARISON

Pukekohe is consistently in the top 10 Auckland BIDs regarding consumer spending. This is exceptional performance considering Pukekohe does not have a large-scale mall or shopping centre like many competitors (indicated by Ⓜ).

All competitors experienced a decrease in December trade compared to 2022, showing that most Aucklanders had a higher budget for the Christmas holidays.

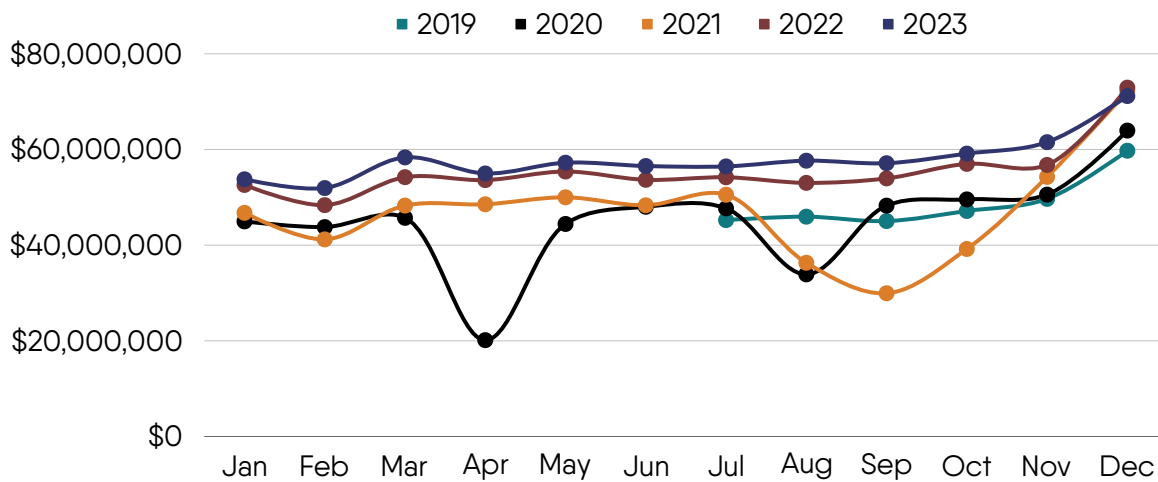


Source: Marketview

TOTAL SPEND

	Q1	Q2	Q3	Q4	Full Year
2023	\$166.1M	\$170.3M	\$171.2M	\$191.8M	\$699.2M
2022	\$155.2M	\$162.7M	\$162.4M	\$188.5M	\$668.7M
22 to 23	+7.0%	+4.7%	+5.4%	+1.75	+4.6
2021	\$136.2M	\$146.9M	\$116.8M	\$165.6M	\$565.6M
21 to 22	+13.9%	+10.7%	+39.0%	+13.8%	+18.2%
2020	\$134.5M	\$112.6M	\$129.8M	\$164.1M	\$541.0M
20 to 21	+1.3%	+30.4%	-10.0%	+0.9%	+4.5%

YEAR ON YEAR SPEND BY MONTH



All data sourced from MarketView Verisk Reports 2019 - 2023

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Source: Marketview