

JULY 2023

# 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			
Oct-Dec			
<b>Total</b>	<b>\$336.3M</b>	<b>5,259,176</b>	<b>\$63.95</b>

## Q1 & Q2 Recap

# RECORD SPEND IN PUKEKOHE

According to MarketView data, consumer spending has risen by 5.8% across Q1 and Q2 compared to last year. The total consumer spending in Pukekohe for the first half of 2023 equated to \$336.3M.

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

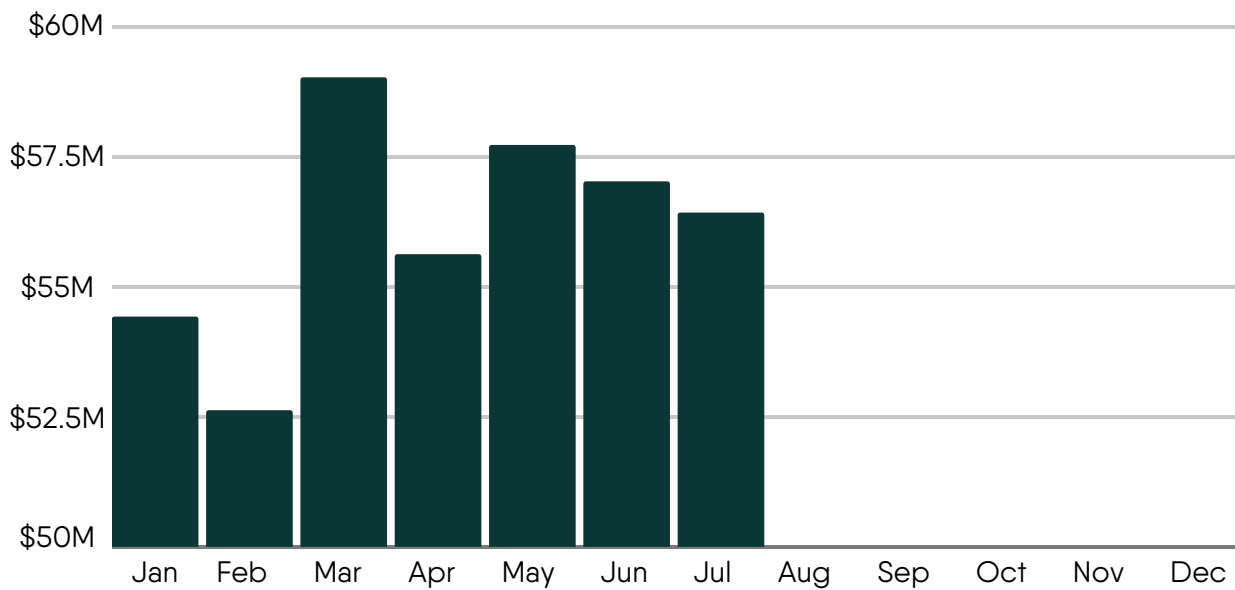
Pukekohe businesses have received a steady increase in the percentage of consumer spending and number of transactions since 2022. A marginal decrease in transaction value of 0.7% was heavily offset by a 6.6% rise in the number of transactions in Pukekohe.

This spending level is attributed to the rise in international visitors and the Franklin community continuing to support local post-Covid, with a net inflow for the Franklin region of \$796.6M.



## 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			
Sep			
Oct			
Nov			
Dec			
<b>Total</b>	<b>\$392.8M</b>	<b>6,137,007</b>	<b>\$64.00</b>



# SPEND BY SECTOR

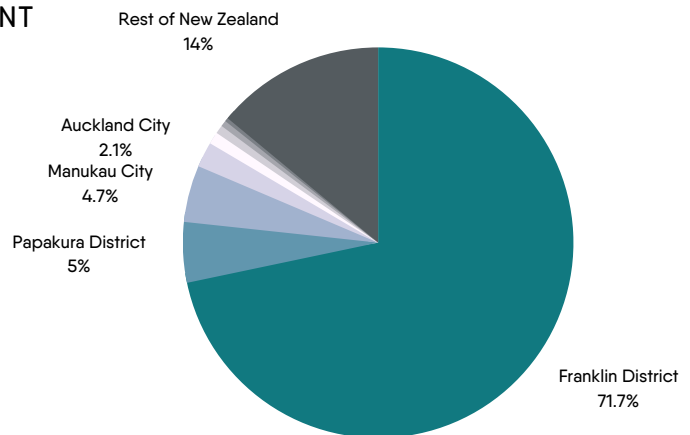
## JAN-JUN

Category	Spend	% of total	Share Change*
Accommodation	\$50.3K	0.0%	0.0%
Apparel & Personal	\$15.1M	4.5%	+0.1%
Cafes, Restaurants, Bars & Takeaways	\$32.3M	9.6%	+0.3%
Department Stores & Leisure	\$61.5M	18.3%	+1%
Fuel & Automotive	\$50.7M	15.1%	-0.7%
Groceries & Liquor	\$125.5M	37.3%	+1.5%
Home, Hardware & Electrical	\$42.2M	12.5%	-2.9%
Other Consumer Spending	\$9.0M	2.7%	+0.7%

\*On same period previous year

# ORIGIN OF SPEND

ORIGIN	SPEND	PERCENT
Franklin District	\$241M	71.7%
Papakura District	\$16.9M	5%
Manukau City	\$15.7M	4.7%
Auckland City	\$7M	2.1%
International	\$3.5M	1%
Waitakere City	\$2.5M	0.7%
North Shore City	\$1.6M	0.5%
Rodney District	\$1.1M	0.3%
Rest of New Zealand	\$47M	14.0%



People residing in the Franklin District make up the biggest share of Pukekohe spending (71.7%). International spending doubled in Jan-June 2023 compared to 2022 (0.5% vs. 1%).

Both Groceries and Liquor and Department Stores and Leisure categories had the biggest spends and increase in share of spend.



Source: Marketview

## DAILY AVERAGE SPEND

	Q1	Q2	Q3	Q4
Mon	\$1,530,144.96	\$1,570,055.05		
Tue	\$1,755,904.93	\$1,689,306.71		
Wed	\$1,894,084.63	\$1,885,310.06		
Thu	\$1,959,432.97	\$2,022,998.87		
Fri	\$2,156,409.20	\$2,054,418.43		
Sat	\$2,141,792.92	\$2,316,243.07		
Sun	\$1,512,187.86	\$1,560,699.30		

## SHOPPING SPREES IN PUKEKOHE

Over Q1 and Q2 2023, the peak in spending volume occurred on Thursday 6 April totaling \$2,844,372.92. The second highest spend day was the following Saturday 8 April with \$2,712,560.25 of consumer spending.

The lowest spend days were Friday 7th April (\$394,619.49) and Sunday 9th April (\$532,163.42). Sundays continue to have the lowest spending, while Fridays and Saturday are high-spending days.

## COMPETITOR COMPARISON

	Q1	Q2	Q3	Q4	Year to date
Pukekohe	\$166.1M	\$170.3M			\$336.3M
Newmarket	\$190.5M	\$198M			\$388.5M
Manurewa	\$70.7M	\$73M			\$143.7M
Papakura	\$67.2M	\$69.2M			\$136.4M
Onehunga	\$56.64M	\$62.6M			\$119.2M
Takapuna	\$47.3M	\$46.3M			\$93.6M
Papatoetoe	\$17.2M	\$17.1M			\$34.4

## KEY COMPETITOR COMPARISON

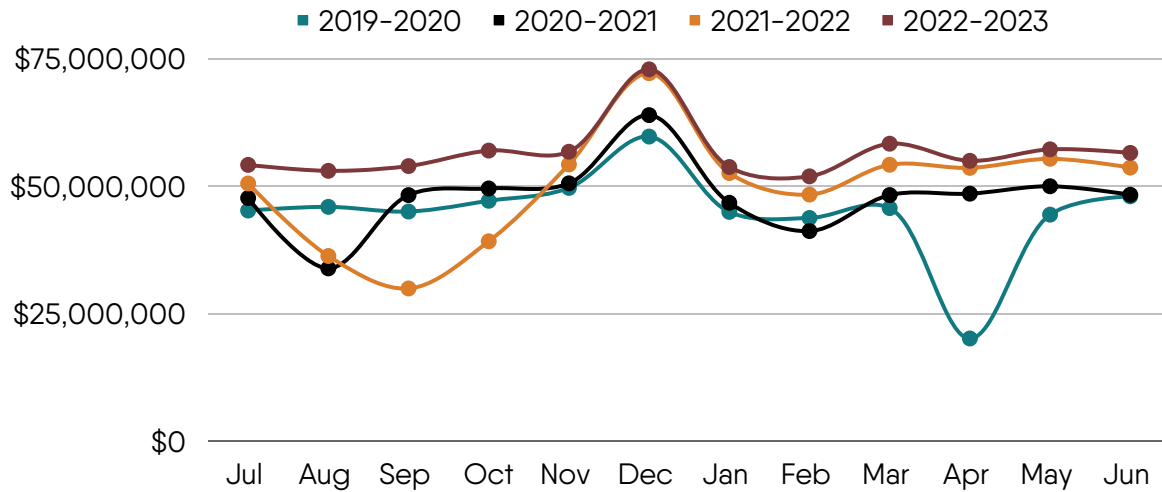
Off the key Business Improvement Districts we have identified as competitors, we are consistently one of the top performing in terms of consumer spending.

This result is exceptional when you consider that Pukekohe doesn't have a retail properties or a mall close to the scale of some of these locations.

# TOTAL SPEND

	Q1	Q2	Q3	Q4	Full Year
2023	\$166.1M	\$170.3M	-	-	-
2022	\$155.2M	\$162.7M	\$162.4M	\$188.5M	\$668.7M
22 to 23	+7.0%	+4.7%	-	-	-
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