Birkenhead Summary

September 2026

PRECINCT

Birkenhead

Spend	$9.0M	-2.8%
Transactions	221.0K	-5.1%

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

Birkenhead

Spend	$114.2M	-0.8%
Transactions	2.8M	-2.8%

REGION

Auckland Region

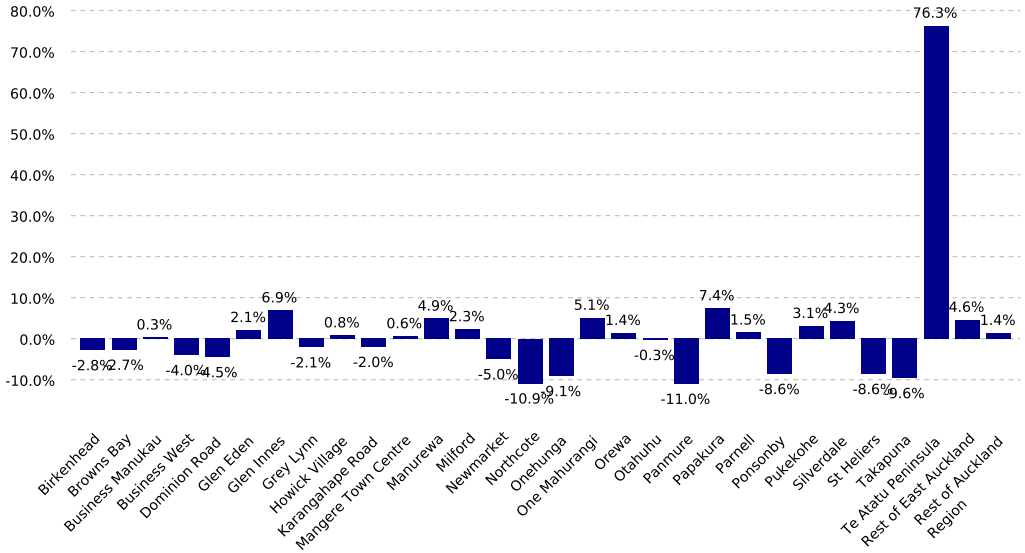
Spend	$26,373.5M	+1.1%
Transactions	537.1M	-1.7%

NATIONAL

New Zealand

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

PRECINCT SPEND GROWTH



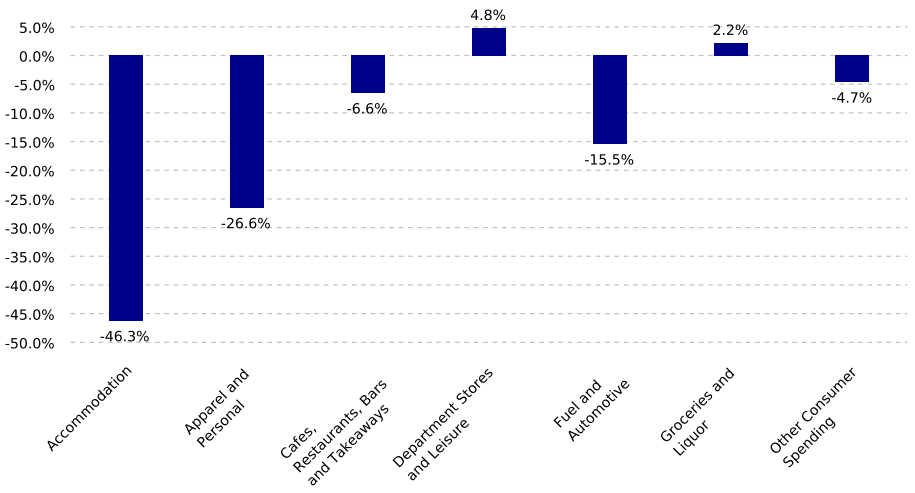
Highest Growth:	Te Atatu Peninsula	+76.3%
Lowest Growth:	Panmure	-11.0%

NOTEWORTHY DATES DURING SEPTEMBER 2026

Highest Day	Lowest Day	Average Day
Sat, 05 Sep	Mon, 28 Sep	$298.8K
$438.4K	$210.7K	7.4K Transactions

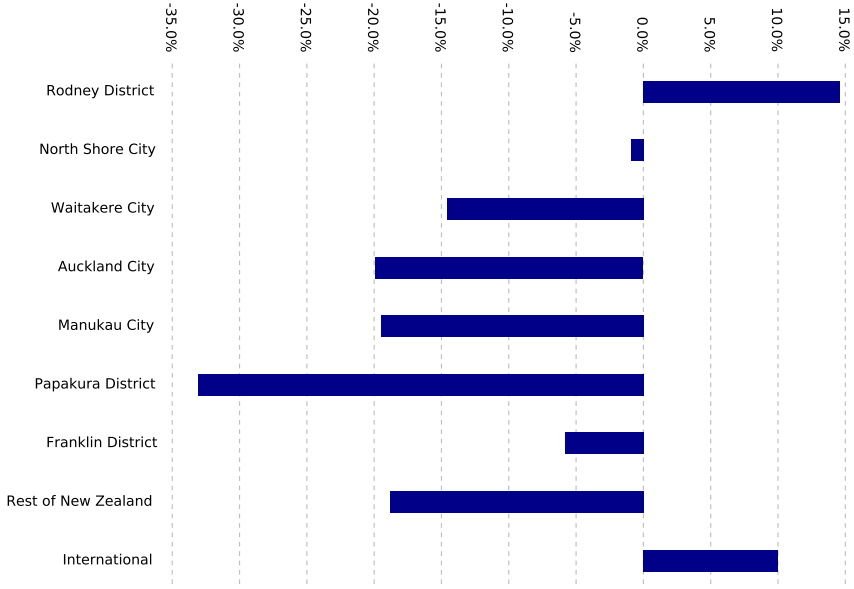
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



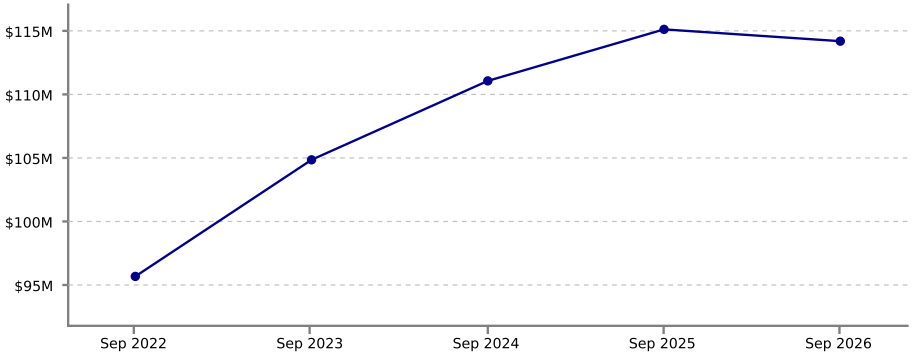
Highest Growth:	Department Stores and Leisure	+4.8%
Lowest Growth:	Accommodation	-46.3%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	Rodney District	+14.6%
Lowest Growth:	Papakura District	-33.1%

SPEND OVER LAST 5 YEARS. YE SEPTEMBER



Average Annual Growth:	(over 4 years to Sep 2026)	+4.6%

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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