

Birkenhead Summary



June 2026

PRECINCT

Birkenhead

Spend	\$9.2M	-1.9%
Transactions	231.9K	-3.5%

REGION

Auckland Region

Spend	\$2,047.7M	+0.8%
Transactions	42.0M	-2.7%

NATIONAL

New Zealand

Spend	\$6,071.9M	+1.7%
Transactions	123.7M	-2.1%

Last 12 Months

PRECINCT

Birkenhead

Spend	\$118.1M	+1.0%
Transactions	2.9M	-1.0%

REGION

Auckland Region

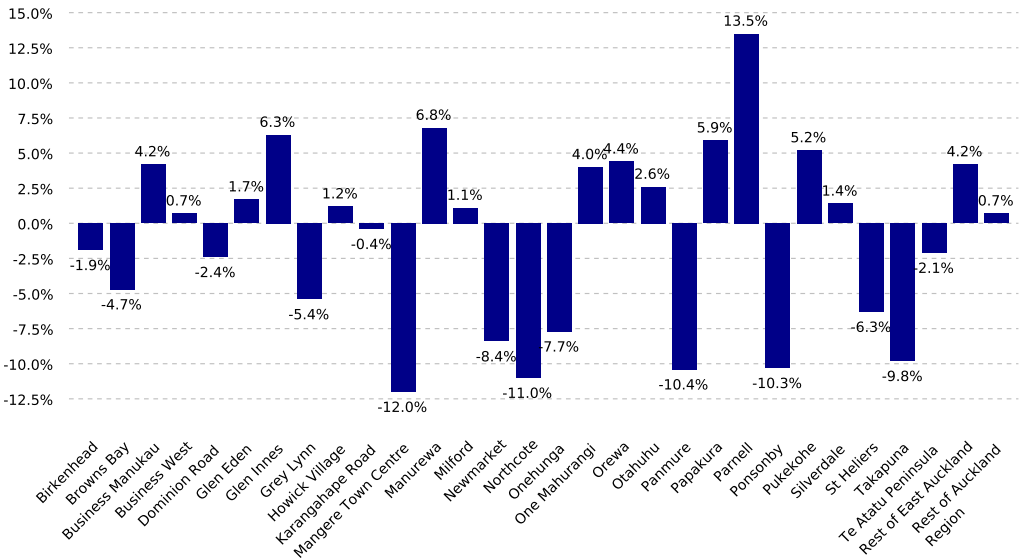
Spend	\$26,068.4M	+0.4%
Transactions	536.0M	-1.9%

NATIONAL

New Zealand

Spend	\$78,596.2M	+0.6%
Transactions	1,607.1M	-1.7%

PRECINCT SPEND GROWTH



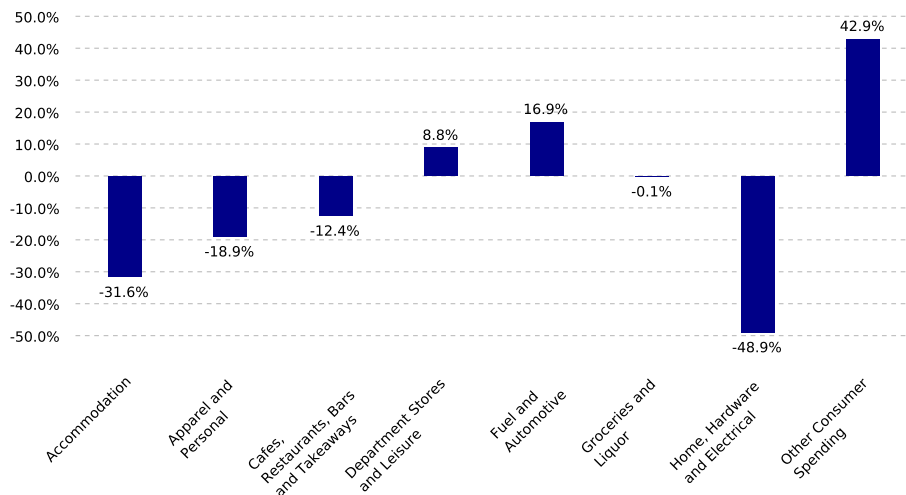
Highest Growth:	Parnell	+13.5%
Lowest Growth:	Mangere Town Centre	-12.0%

NOTEWORTHY DATES DURING JUNE 2026

Highest Day	Lowest Day	Average Day
Sat, 06 Jun	Mon, 01 Jun	\$307.7K
\$448.0K	\$224.1K	7.7K Transactions

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

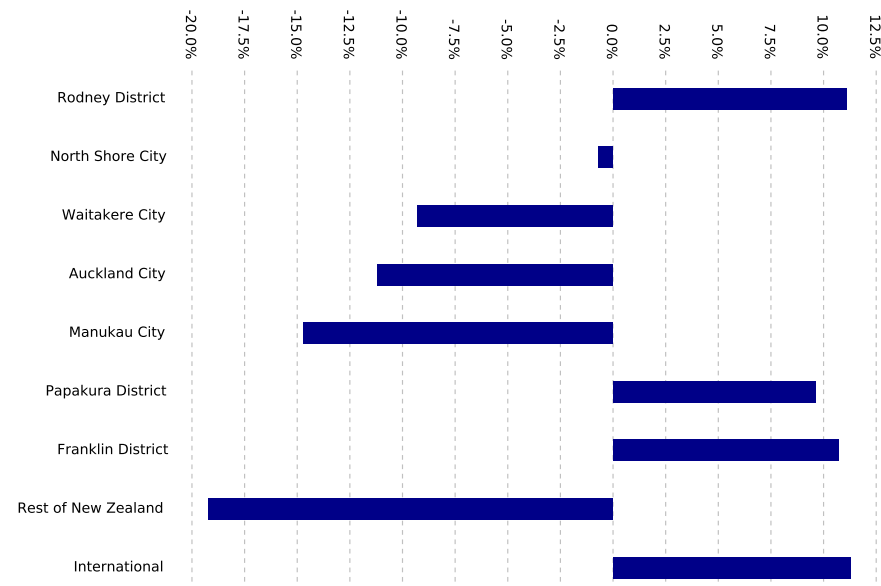
STORETYPE SPEND GROWTH



Highest Growth: Other Consumer Spending +42.9%

Lowest Growth: Home, Hardware and Electrical -48.9%

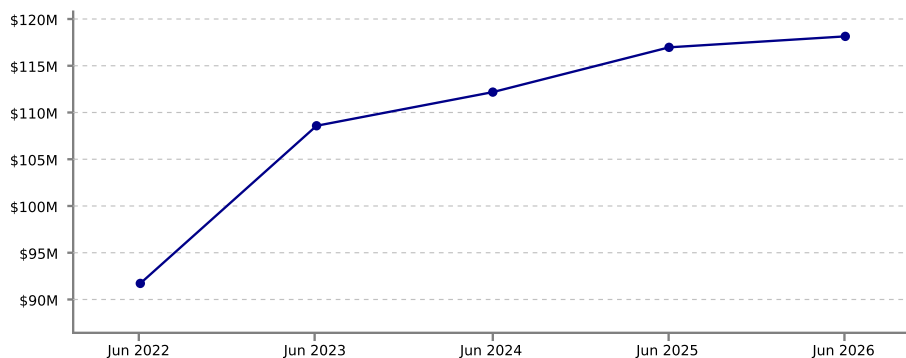
CUSTOMER ORIGIN SPEND GROWTH



Highest Growth: International +11.3%

Lowest Growth: Rest of New Zealand -19.2%

SPEND OVER LAST 5 YEARS. YE JUNE



Average Annual Growth: (over 4 years to Jun 2026) +6.7%

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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