



TAKAPUNA BEACH

city rhythm | beach vibe

Doing Business in Takapuna



i♥TAKAPUNA



WELCOME TO TAKAPUNA

Congratulations in choosing to do business in one of the most desired locations in the country

Takapuna is a vibrant destination with a city rhythm and beach vibe only 5 mins from Auckland's CBD. It encompasses the best of everything – a relaxed beach atmosphere, dynamic business environment, outstanding shopping, a thriving hospitality scene with a huge variety of cafés, restaurants and bars, and the perfect opportunity for a healthy work/life balance with its beautiful white sand beach and environment.



Takapuna is one of two metropolitan centres in Northern Auckland and is zoned for intensification and strong growth over the next 30 years.



LOCATION

Takapuna is ideally located for easy access to the Auckland CBD and North Auckland via its excellent road and bus network.

Vehicles – Easy access to the northern motorway with dual carriageway connections – 5 minutes drive to Auckland CBD.

Public Transport – Major bus stations with connections across the North Shore and into the CBD. The #82 bus runs every 10 mins between the CBD and Takapuna and is only a 10 min trip across the bridge.

Bicycle – Good cycling connections with local suburbs and secure bicycle parking options.

BUSINESS COMMUNITY

Takapuna has a thriving business community where businesses connect regularly through networking events and a friendly neighbourly atmosphere allowing you to feel part of the community quickly.

Takapuna has over 3,300 different businesses in the area, with the majority being service-based and a number of high profile companies and head-offices based here. Some of the companies based in Takapuna include: One NZ, AIA, Partners Life, AC Nielson, AFT Pharmaceuticals, The Warehouse Group, BDO, Gallagher and IRD.

The Takapuna area is a technology hub with 40 out of the top 200 fastest growing NZ tech businesses are located here, while Auckland's Northern district is also the second highest region in New Zealand for the number of tech businesses.

Takapuna offers the perfect life-work balance and the ability for companies to attract and retain staff. People today want and desire easy access to parking and transport, beaches, bars, cafes, community, shopping and a great local atmosphere. Takapuna boasts a great retail mix of business including around 150 hospitality businesses and 200+ retail and personal services, with a mix of High street shopping, laneways and shopping centre – Takapuna has it all!

DEVELOPMENT AND INVESTMENT

The Metropolitan centre of Takapuna is one of Auckland Council's targeted development locations and is currently experiencing large scale investment and development from Auckland Council, as well as the private sector, who are building new developments, as well as upgrading many of the existing buildings.

Recently completed developments have included:

- New large multi-story car park with 420 spaces
- Over 1000+ consented new apartments in its CBD
- New large town square of 3200 sqm
- Building of laneways and connections through the centre and to the Beach
- Transformation of its high street, Hurstmere road, focused on retail and pedestrians.
- New beachside bathrooms and bigger playground
- Upgrades of its bus station and footpaths.

The private sector is also investing significantly with developing and upgrading new and existing buildings.

CAR PARKING

Takapuna boasts over 4000 public car parks in and around its centre.

Many office buildings have private car parks included within / next to their buildings.

Additional car parking spaces can be found at the back of the booklet.



DEMOGRAPHICS

Takapuna, along with Albany, are the metropolitan centres for the North Shore, which has undergone phenomenal growth since 2000 and now generates around 18% of Auckland's GDP (6.8% of NZ's GDP) – second only to Central Auckland (24% of Auckland's GDP) and well ahead of Auckland Airport and Ellerslie-Southdown with 10% each.

The North Auckland is home to over 43,430 businesses and 413,000 citizens, and is one of the fastest growing areas in Auckland. Takapuna's GDP growth was 3.8% (2024) ahead of Auckland's 2.4%. Our employment growth was 3.9% in 2024, compared to 2.8% for Auckland.

With the current average growth and development across the area, we anticipate an additional 54% more people living in the area by 2043, which would create a "city" of 640,000 – bigger than the current population of Christchurch and Wellington combined.

North Shore's wider catchment has continued to grow rapidly. In the 10 years to 2016, the local economy grew at a rate more than double the national average resulting in significant diversification of industry sectors, as well as a massive increase in residential housing.

Current features compared to the rest of Auckland and New Zealand:



- ♥ The high incomes and skills base of the population
- ♥ The high number of well-established businesses; one out of 16 jobs are professional services, (second only to CBD where one out of six jobs are professional services).
- ♥ An above average number of SMEs – many technology-focused.
- ♥ The high number of businesses that are "global from inception". \$1.1 billion of exports was generated in 2018 from just 42 North Shore tech businesses.
- ♥ large infrastructure and development projects across the area in transport, commercial and residential development
- ♥ Two established tertiary institutes: Massey University and Auckland University of Technology (AUT)
- ♥ The national sports innovation hubs include the National Aquatic and Millennium Centre, softball, BMX, and hockey, as well as major yachting and basketball facilities

BUSINESS ASSOCIATION

Locating your business within the Takapuna Business Improvement District, you are entitled to FREE membership of the Takapuna Business Association (TBA).

The Association is dedicated to 'Empowering a thriving Takapuna' through bold advocacy, active promotion and enabling business excellence, enhancing the economic, social and environmental landscape of Takapuna.

There are lots of benefits of membership including:

Free Advertising

Advertise your business through our marketing channels including website, business & consumer newsletters and social media, subject to availability. Advice and assistance to help improve your own advertising.

Website Directory Listing

A free directory listing on the TBA website which receives around 56,000 visits a month.
www.ILoveTakapuna.co.nz

Business Events & Networking Opportunities

Invitations to our monthly networking meetings, business seminars and other events.

Public Events

Involvement in TBA produced public events with priority access to stalls and sites. Events include Christmas Carnival, Summer Days Festival, Easter Carnival, Cultural Festivals and Winter Lights. Subject to availability and some fees.

Newsletters

Keep informed with local and community news, events and activities which may affect your business with our weekly members newsletter (1,350+) and two-weekly consumer newsletter (32,000). Ability to advertise your business, subject to availability.

Promotions

Involvement in TBA produced promotions including Shop & Win, Restaurant month and Summer destination campaigns.

Facilitate media and public relation connections. Advice and assistance with your own promotions.

Security

Advice and assistance related to security of your business. Information and guides through TBA website. Regular street security patrols.

Social Media

Promotion of your business through TBA social media channels Facebook (35,000+), Instagram (7,500+) and LinkedIn, subject to availability. Advice and assistance with your social media.

Auckland Council

Advice, advocacy and assistance for dealing with Auckland Council and its Council Controlled Organisations. Business advocacy when working with Auckland Council developments.

Market Intelligence and information

Access to market information including spending reports, shopper profiles and business help.

Members only access on www.ILoveTakapuna.co.nz

Members only access area includes guides, templates and information to help you with your business.



RETAIL SPENDING PROFILE OF TAKAPUNA CUSTOMERS

RETAIL SPENDING CHANGES OVER 12 MONTHS, COMPARED TO THE PREVIOUS 12 MONTHS – TO SEPTEMBER 2025

Category	Spending	Prev Spending	Change	No. of Transactions	Prev No. of Transactions	Change	Avg. Transaction Value	Prev Avg. Transaction Value	Change
Cafes, Restaurants, Bars and Takeaways	\$94,457,949	\$87,349,776	8.10%	2,976,539	2,954,008	0.80%	\$31.73	\$29.57	7.30%
Groceries and Liquor	\$70,426,899	\$69,011,821	2.10%	1,772,050	1,742,729	1.70%	\$39.74	\$39.60	0.40%
Department Stores and Leisure	\$55,718,821	\$54,296,086	2.60%	806,101	792,240	1.70%	\$69.12	\$68.53	0.90%
Apparel and Personal	\$45,920,916	\$45,417,506	1.10%	368,540	358,389	2.80%	\$124.60	\$126.73	-1.70%
Fuel and Automotive	\$25,675,120	\$26,682,211	-3.80%	211,487	207,282	2.00%	\$121.40	\$128.72	-5.70%
Other Consumer Spending	\$9,162,691	\$9,909,048	-7.50%	83,323	85,709	-2.80%	\$109.97	\$115.61	-4.90%
Home, Hardware and Electrical	\$6,960,388	\$7,823,666	-11.00%	36,742	42,814	-14.20%	\$189.44	\$182.74	3.70%
Accommodation	\$5,085,928	\$5,273,715	-3.60%	13,161	11,970	9.90%	\$386.44	\$440.58	-12.30%
Total	\$313,408,713	\$305,763,828	2.50%	6,267,943	6,195,141	1.20%	\$50.00	\$49.36	1.30%



12-MONTH CATEGORY RETAIL SPEND, % OF TOTAL AND % CHANGE TO SEPT 2025

Category	Spend	% of total	Change
Accommodation	\$5.1M	1.60%	-3.60%
Apparel and Personal	\$45.9M	14.70%	1.10%
Cafes, Restaurants, Bars and Takeaways	\$94.5M	30.10%	8.10%
Department Stores and Leisure	\$55.7M	17.80%	2.60%
Fuel and Automotive	\$25.7M	8.20%	-3.80%
Groceries and Liquor	\$70.4M	22.50%	2.10%
Home, Hardware and Electrical	\$7.0M	2.20%	-11.00%
Other Consumer Spending	\$9.2M	2.90%	-7.50%

TAKAPUNA COMPARED TO OTHER SIMILAR RETAIL CENTRES – 12 MONTH RETAIL SPEND, COMPARED TO THE PREVIOUS 12 MONTHS

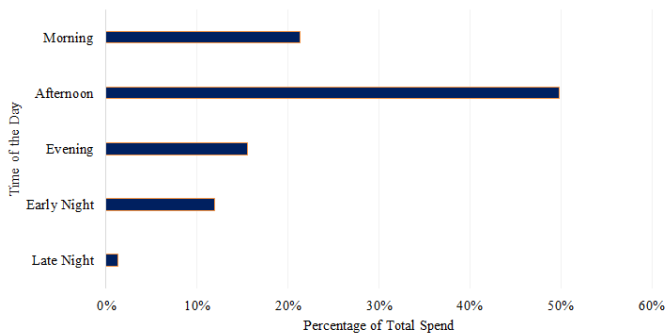
Area	Spend	Spend Change	Transactions	Avg. Trans Value
CBD	\$1,785,645,474	-3.90%	40,565,750	\$44.02
North Harbour	\$1,224,023,776	0.00%	21,552,656	\$56.79
Albany	\$842,597,195	-0.40%	14,440,753	\$58.35
Newmarket	\$698,943,277	-5.80%	11,041,584	\$63.30
Takapuna	\$313,408,711	2.50%	6,268,186	\$50.00
Ponsonby	\$274,467,213	-7.30%	5,426,578	\$50.58
Parnell	\$149,297,272	-7.20%	2,711,124	\$55.07
Uptown	\$133,022,395	-7.10%	2,511,312	\$52.97
Karangahape Road	\$116,152,646	-7.10%	3,505,129	\$33.14

12-MONTH CUSTOMER ORIGIN – TO SEPT 2025

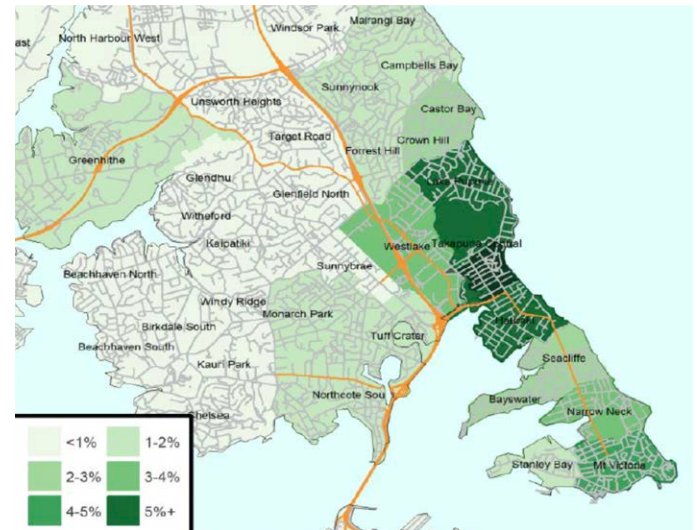
Customer Origin	Share
North Shore City	61.52%
Auckland City	10.53%
Rodney District	7.21%
Rest of New Zealand	6.79%
International	6.18%
Waitakere City	4.69%
Manukau City	2.30%
Franklin District	0.40%
Papakura District	0.38%



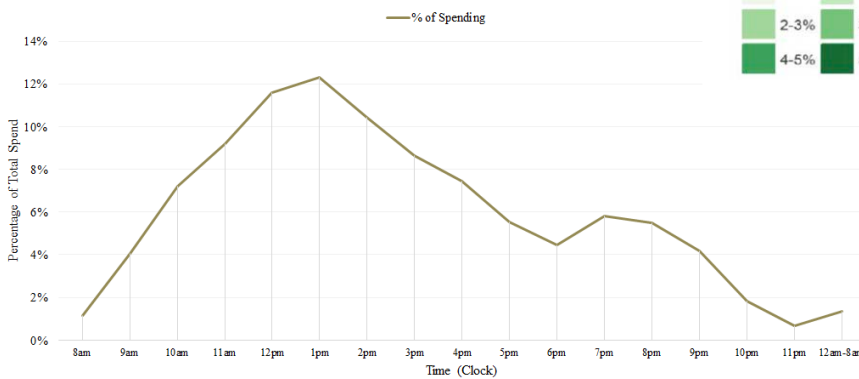
PERCENTAGE OF TOTAL SPEND BY TIME OF DAY



ORIGIN OF TAKAPUNA CUSTOMERS



PERCENTAGE OF TOTAL SPEND BY HOUR

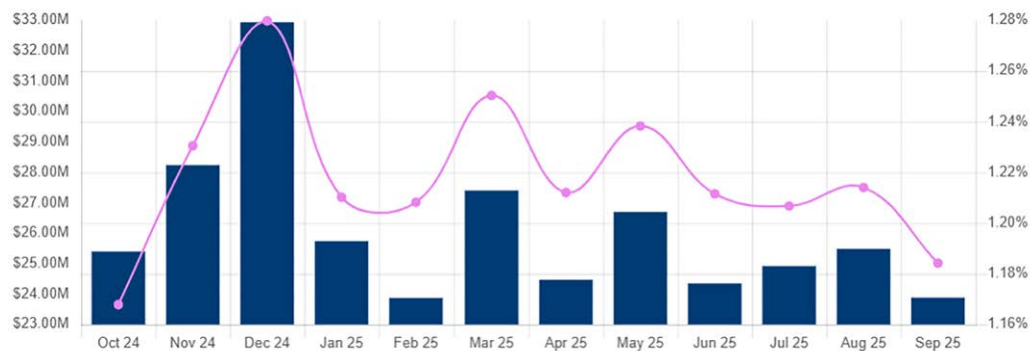


Age Bands

% of Spend

15-19	2.5%
20-24	6.1%
25-29	7.0%
30-34	7.4%
35-39	7.9%
40-44	9.7%
45-49	10.8%
50-54	11.5%
55-59	9.5%
60-64	8.3%
65-69	7.5%
70-74	5.6%
75-79	2.9%
80-84	1.9%
85+	1.2%

12-MONTH SPENDING VOLUMES BY MONTH IN TAKAPUNA ACROSS ALL CATEGORIES TO SEPT 25



DAY OF THE WEEK SPEND OVER ONE MONTH ACROSS ALL CATEGORIES – SEPT 2025

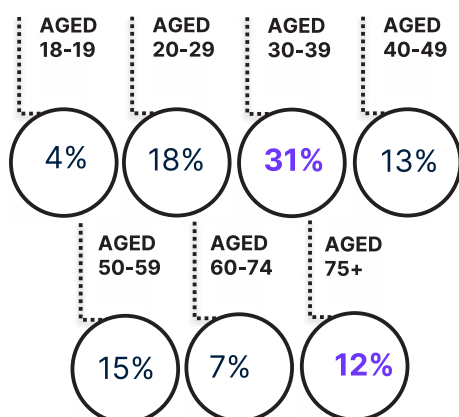


TAKAPUNA SHOPPERS PROFILE

Over half (53%) shoppers are aged **18-39 years**, and are more likely to be aged between 30-39 years, and identify as **New Zealanders, Asian** or **European**. Their average personal income is \$3,000 higher than the average Auckland shopper, and are more likely to hold occupations such as Teacher/Nurse/Other trainer worker or a semi skilled worker. **38%** are living in home **Owned with a mortgage** and are likely to be living with their partners/spouses with **children aged between 3 to 14 years old**. Takapuna shoppers are more likely to heavy consumers of **TV, magazines, internet**, and **unaddressed mail**.



Age

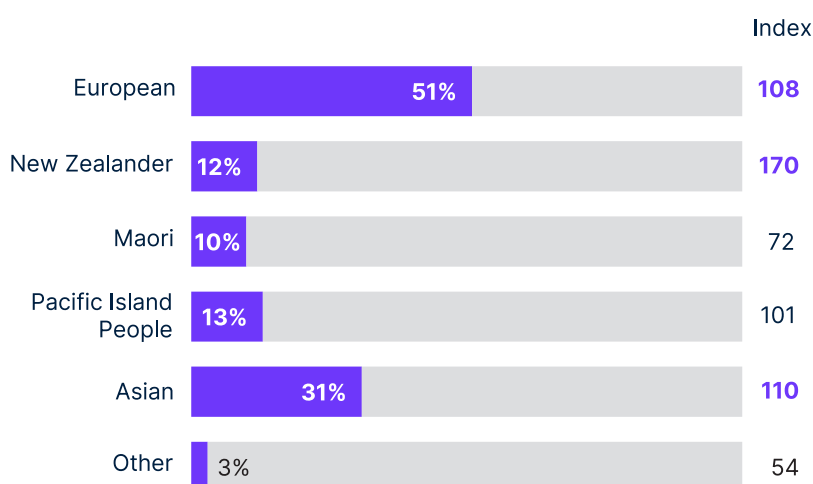


Living Arrangement

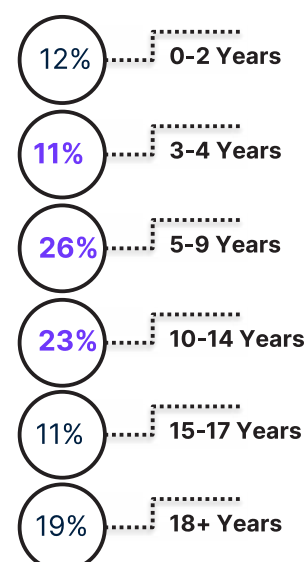
- 63%** Living with spouse/partner with children or without children [111]
- 16% Living with my parents and/or siblings or with extended family e.g. grandparents [98]
- 9% Boarder/living in a shared household [82]
- 12% Other* [91]

*Other includes statements e.g. living with children as a single parent or living on my own

Ethnicity

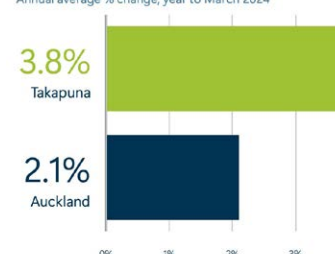


Age of Children in Household



Base: All People 18+ and visited Auckland shopping centres in the last month
 Source: Nielsen CMI Q1 22 - Q4 22
 Where an index is higher than 104 the percentage is bold and coloured
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Figure 1. Gross domestic product
 Annual average % change, year to March 2024





Income

Average Personal Income
\$75,648 - \$3K higher than population

Average Household Income
\$130,524 - \$686 lower than population



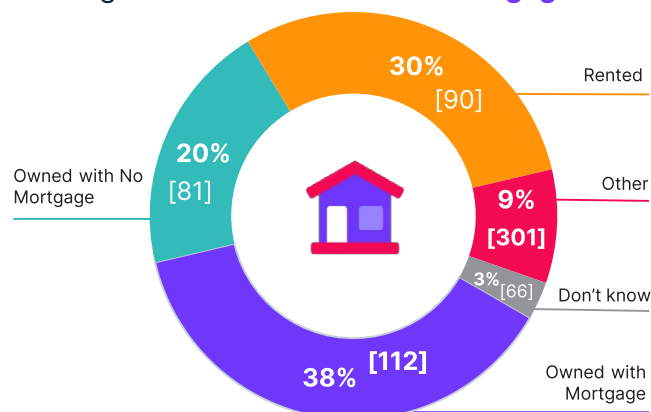
Occupations

- 13% Technical/Skilled Worker [93]
- 12% Teacher/Nurse/Other trained worker [133]**
- 11% Retired/Superannuitant [89]
- 9% Semi-Skilled Worker [187]**
- 9% Professional/Senior Govt Official [108]**



Tenure

Takapuna shoppers are **12%** more likely to be living in homes **owned with a mortgage**.



Note: Tenure refers to the type of home currently living in, this may not specify home ownership (e.g. home I currently live in is owned with a mortgage or is rented).

Their Media Usage

	TV	Daily Newspaper	Magazine	Radio	Online	Cinema	Outdoor Advertisement	Unaddressed Mail

Index Heavy ✓✓✓ ✓✓ ✓✓✓ - ✓✓✓ - - ✓✓✓

Index Moderate - ✓✓✓ ✓✓ ✓✓✓ ✓✓✓ ✓✓ ✓✓ -

% Moderate to Heavy 7% 7% 8% 7% 7% 7% 7% 7%

Index: <101 = -, 101-104 = ✓✓, >104 = ✓✓✓

Base: All People 18+ and visited Auckland shopping centres in the last month

Source: Nielsen CMI Q1 22 - Q4 22

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TAKAPUNA CAR PARKING OPTIONS



Need more information or have some specific questions?

Please get in touch, we are happy to help.

