RELAB RESEARCH | 2025

NZ's Busiest Streets: The Boom, The Crash, and The Recovery

Sales velocity 2016–2025 | 100 highest-volume streets

We tracked annual sales on NZ's 100 busiest streets over the past decade, enriched with property type, pricing, and building age. The data reveals a two-speed recovery: house sales are bouncing back while apartments remain stuck. Prices tell the same story — houses are back to peak, apartments are 23% below.

KEY FINDINGS

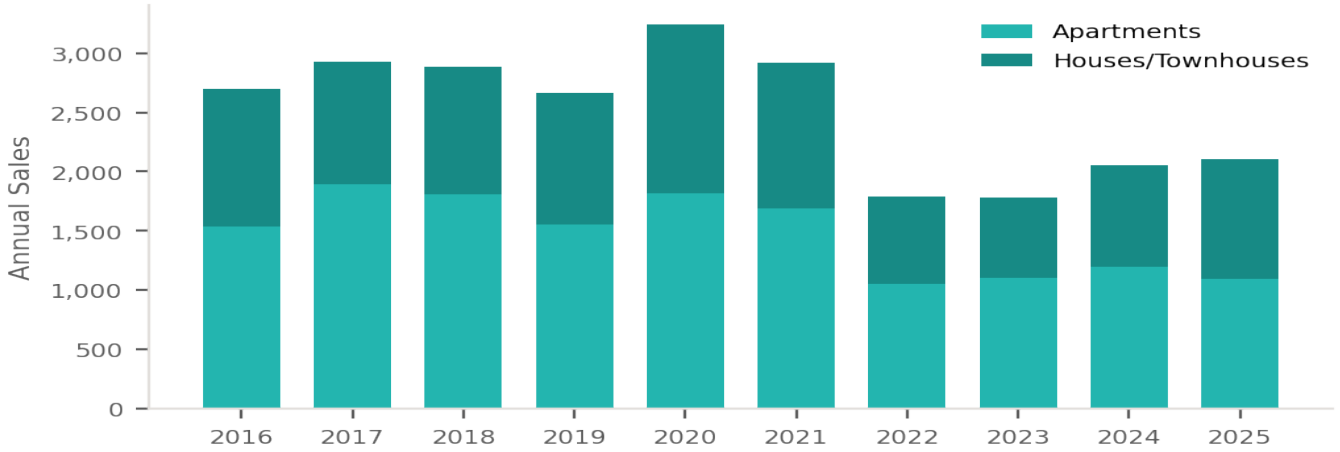
Two-speed	Houses +18% YoY vs Apartments -9% — divergent recoveries
$1.42M	Avg house price in 2025, 94% of the $1.50M peak — effectively recovered
$572K	Avg apartment price in 2025, down 23% from $744K peak
83% vs 64%	House volume recovery vs apartment recovery (indexed to 2021 peak)
Christchurch	House-led recovery driving +69% YoY. Wellington apartment-dependent, -7%

SECTION 01

The 10-Year Sales Cycle

Across NZ's 100 busiest streets, the decade splits into four phases. The stacked chart reveals that apartments and houses contributed roughly equally — but their recovery paths have diverged sharply since 2022.

2021 PEAK	2022 CRASH	2025 NOW	VS PEAK
3,472	1,793	2,008	58%
sales	-48.4%	+11.7% YoY	recovery



Apartment and house/townhouse sales stacked, 2016–2025.

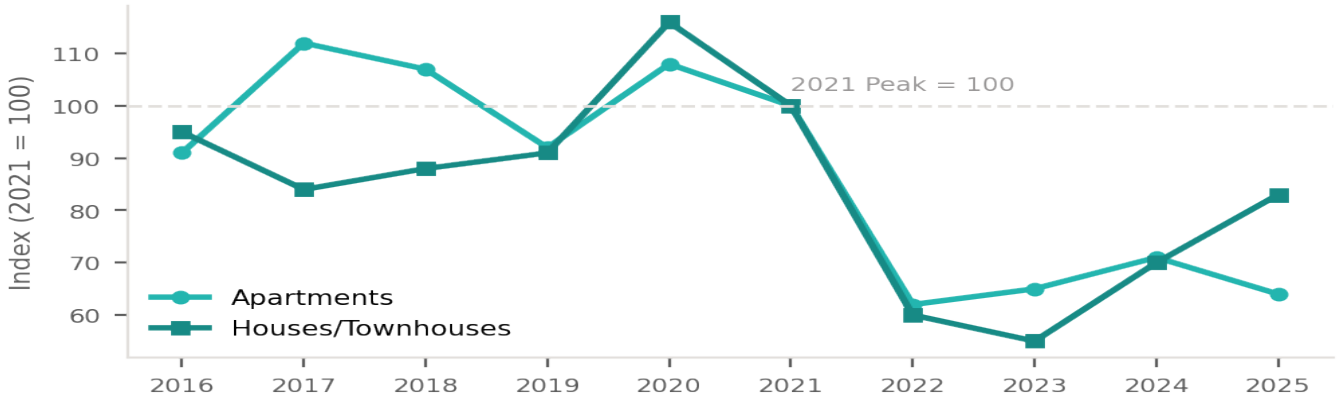
2016–2019: Steady ~3,000/year. 2020–2021: Boom to 3,472. 2022: Halved. 2023–2024: Floor at ~1,800. 2025: Recovery begins (+11.7%), driven almost entirely by houses.

SECTION 02

The Two-Speed Recovery

The national +11.7% hides a divergence. Houses are recovering strongly. Apartments continue to decline. The indexed chart makes this visible: the lines diverge after 2022 and the gap is widening.

HOUSES 2025	APARTMENTS 2025	HOUSE RECOVERY
+18.2%	**-8.8%**	**83%**
YoY growth	YoY decline	of 2021 levels



Sales indexed to 2021 peak (=100). Houses vs apartments.

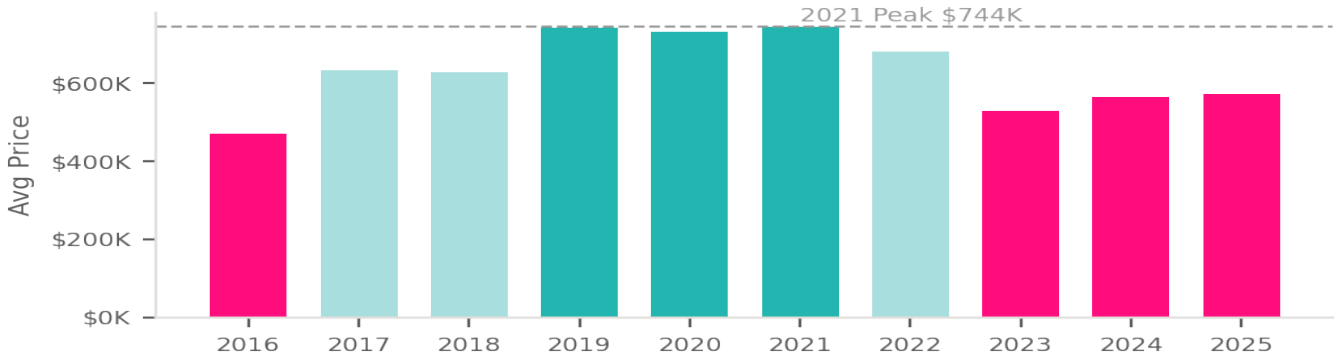
House sales hit 1,015 in 2025 — up 18.2% YoY, 83% of peak. Apartment sales fell to 1,091 — down 8.8%, only 64% of peak. The house market is generating real listing activity while apartments remain compressed. This gap is structural, not cyclical.

SECTION 03

Apartments: The Affordability Trap

Apartment prices peaked at $744K in 2021 and have fallen 23% to $572K. At $9,173/sqm, prices are 20% below the 2021 peak. Owners who bought near the peak are holding rather than selling at a loss.

2021 PEAK	2025 NOW	$/SQM
$744K	$572K	$9,173
avg apartment	-23% from peak	down from $11,491



Average apartment sale price, 2016–2025. Dashed line = 2021 peak.

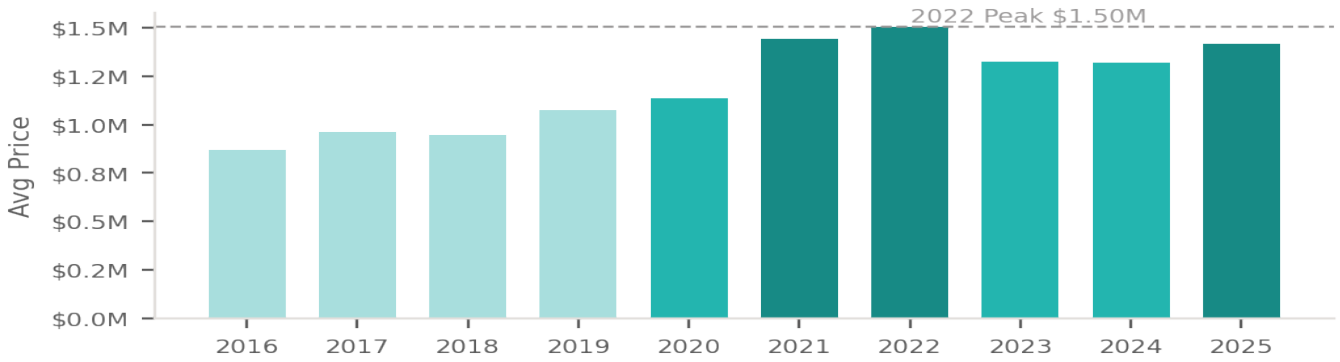
By city: Auckland $556K (lowest per-sqm), Wellington $480K (smaller units), Christchurch $739K (newer stock). For agents: do not lead with 'what is your home worth?' for apartment owners. Lead with street momentum: 'sales are starting to recover — early movers get the best of the returning buyer pool.'

SECTION 04

Houses: The Recovery Story

House prices tell the opposite story. After peaking at $1.50M in 2022, prices dipped modestly to $1.32M and have recovered to $1.42M — just 6% below peak. Volume is 83% recovered and growing at 18% YoY.

2022 PEAK	2025 NOW	$/SQM	VOLUME
$1.50M	$1.42M	$8,876	+18.2%
avg house price	94% of peak	up from $5,369 (2016)	YoY growth



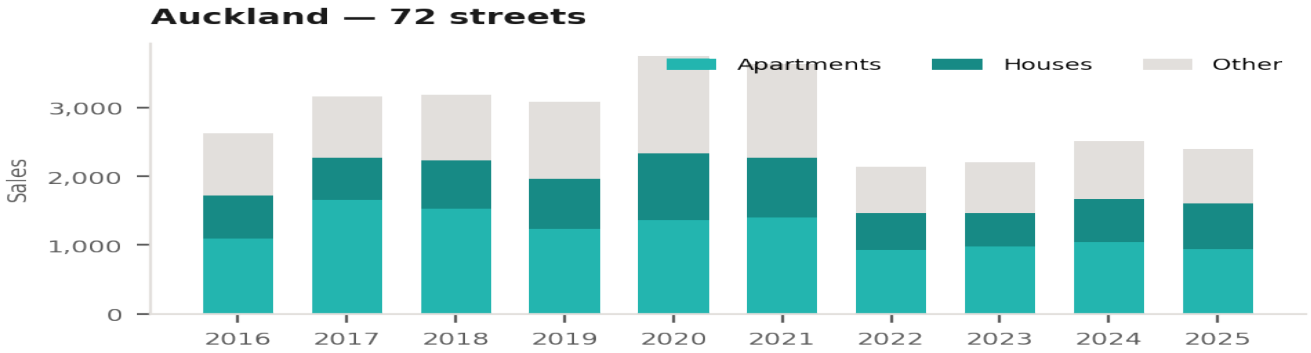
Average house/townhouse sale price, 2016–2025. Dashed line = 2022 peak.

By city: Auckland $1.51M (98% of peak). Christchurch $745K (94%). Pāpāmoa $1.23M (above peak). For agents: the house vendor conversation is strong: 'prices are back to peak and sales are up 18%. Listing now means selling into a recovering market with less competition than a year from now.'

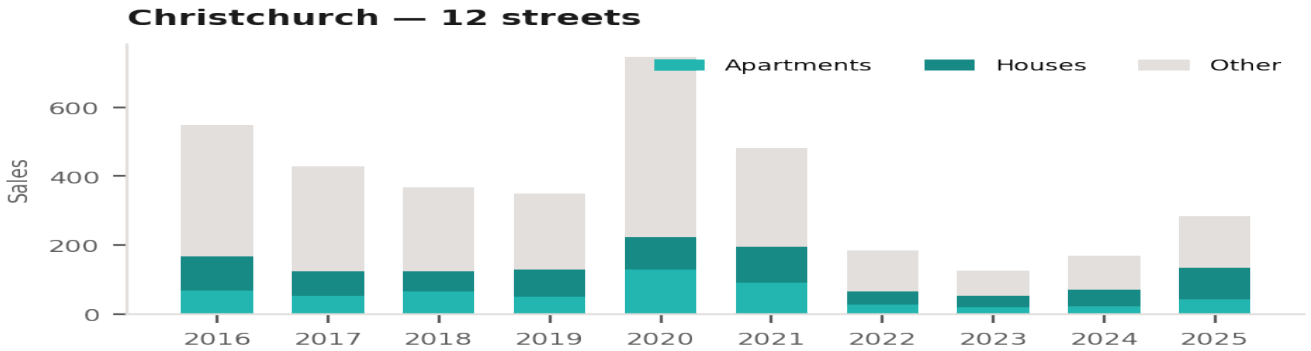
SECTION 05

City Profiles: It's All About the Mix

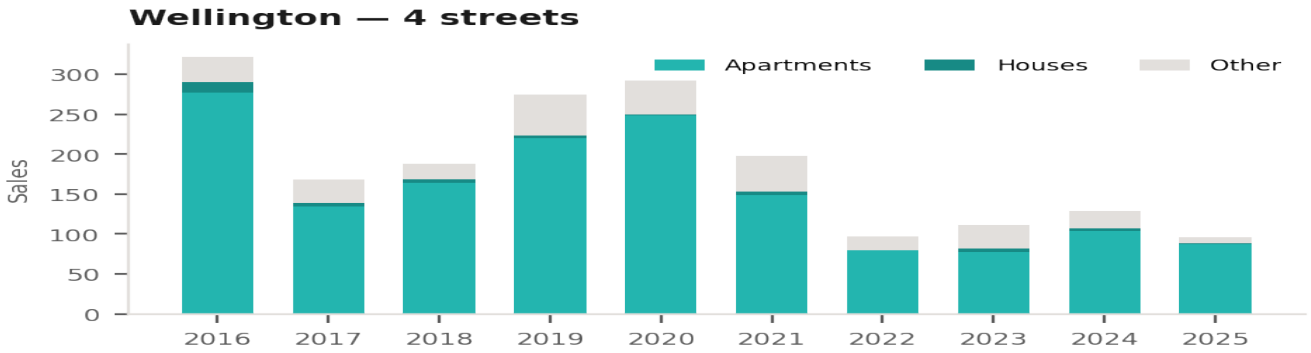
The recovery gap between cities is driven by property mix. More houses = faster recovery. These stacked charts show each city's sales composition across the full decade.



39% apartments, 28% houses. Houses recovering (+6%); apartments dragging (-10%). Recovery: 54% of peak.



House-heavy (32%), low apartment exposure (15%). Houses surged +84% YoY. Recovery: 78% — fastest major city.



91% apartments. Almost no house sales. Recovery: 56% of peak, still declining -7% YoY.

SECTION 06

Streets Accelerating in 2025

These 20 streets saw the biggest absolute increase in sales from 2024 to 2025. Christchurch and Auckland dominate. Property type and average 2025 price help agents calibrate the opportunity.

Street	City	2024	2025	Δ	YoY	Type	Avg Price
Papamoa Beach Rd, Papamoa	Papamoa	34	72	+38	+112%	House	$1.22M
Nile Rd, Milford	Auckland	31	63	+32	+103%	House	$1.28M
Panama Rd, Mt Wellington	Auckland	19	50	+31	+163%	House	$884K
Anzac Ave, Auckland CBD	Auckland	25	54	+29	+116%	Apt	$380K
Gloucester St, Central City	Christchurch	7	35	+28	+400%	Mixed	$963K
Nugent St, Grafton	Auckland	20	44	+24	+120%	Mixed	$1.37M
Victoria St, Onehunga	Auckland	25	49	+24	+96%	Apt	$789K
Nelson St, Auckland CBD	Auckland	79	101	+22	+28%	Apt	$479K
Te Atatu Rd, Te Atatu Sth	Auckland	24	45	+21	+88%	House	$1.59M
Harrison Rd, Mt Wellington	Auckland	24	44	+20	+83%	Mixed	$3.42M
Blockhouse Bay Rd, Avondale	Auckland	18	38	+20	+111%	House	$1.03M
Armagh St, Central City	Christchurch	12	30	+18	+150%	Mixed	$828K
Eden Cres, Auckland CBD	Auckland	15	33	+18	+120%	Apt	$339K
Georgina St, Burwood	Christchurch	3	20	+17	+567%	Section	$931K
Great North Rd, Avondale	Auckland	16	31	+15	+94%	Apt	$1.05M
Geraldine St, St Albans	Christchurch	20	35	+15	+75%	Mixed	$617K
Remuera Rd, Remuera	Auckland	48	62	+14	+29%	House	$2.30M
Albert St, Auckland CBD	Auckland	51	65	+14	+27%	Apt	$1.36M
Queen St, Auckland CBD	Auckland	96	109	+13	+14%	Apt	$383K
Maunganui Rd, Mt Maunganui	Mt Maunganui	19	32	+13	+68%	Apt	$1.19M

SECTION 07

Streets Decelerating in 2025

These 20 streets saw the biggest absolute decline in sales from 2024 to 2025. Almost all are in Auckland, and a mix of apartment and house/mixed streets. Several reflect new-build completion cycles ending rather than market weakness.

Street	City	2024	2025	Δ	YoY	Type	Avg Price
Mount St, Auckland CBD	Auckland	116	11	-105	-91%	Mixed	$307K
Te Taou Cres, Auckland CBD	Auckland	103	16	-87	-84%	Apt	—
Swanson Rd, Henderson	Auckland	48	20	-28	-58%	Mixed	$668K
Don Buck Rd, Massey	Auckland	60	33	-27	-45%	House	$1.03M
Hobson St, Auckland CBD	Auckland	132	108	-24	-18%	Apt	$470K
Vincent St, Auckland CBD	Auckland	43	22	-21	-49%	Apt	$787K
Whitaker Pl, Grafton	Auckland	69	51	-18	-26%	Apt	$194K
Victoria St, Te Aro	Wellington	32	14	-18	-56%	Apt	$666K
Puhinui Rd, Papatoetoe	Auckland	32	14	-18	-56%	Mixed	$914K
Onehunga Mall, Onehunga	Auckland	47	32	-15	-32%	Apt	$905K
Byron Ave, Takapuna	Auckland	29	14	-15	-52%	Mixed	$531K
McLeod Rd, Te Atatu Sth	Auckland	39	25	-14	-36%	Mixed	$964K
Pakuranga Rd, Pakuranga	Auckland	40	27	-13	-32%	Mixed	$940K
Victoria St W, Auckland CBD	Auckland	31	20	-11	-35%	Apt	$647K
Great North Rd, Grey Lynn	Auckland	36	25	-11	-31%	Apt	$1.17M
Richardson Rd, Mt Roskill	Auckland	44	33	-11	-25%	House	$1.21M
St Johns Rd, Meadowbank	Auckland	28	17	-11	-39%	House	$1.17M
Shirley Rd, Papatoetoe	Auckland	33	23	-10	-30%	Mixed	$860K
Mt Eden Rd, Mt Eden	Auckland	35	25	-10	-29%	Mixed	$1.27M
Frankton Rd, Queenstown	Q'town	53	44	-9	-17%	Mixed	$1.26M

SECTION 08

Putting This Data to Work

For Agency Owners and Franchise Owners

The two-speed recovery demands a split strategy. House-focused teams should ramp prospecting — volume is +18% and prices are back to peak. Apartment-focused teams need longer nurture cycles. If your branch is apartment-heavy (like Wellington), adjust revenue expectations and invest in relationship depth over volume.

For Branch Managers and Sales Managers

Segment prospecting lists by property type. House owners above the suburb holding average are high-probability prospects. Apartment owners need a different approach: lead with street-level momentum rather than price. Use the accelerating streets table to identify where your team should be deploying effort right now.

For Individual Agents

Use the price data in vendor conversations. House vendors: 'Your area is back to peak prices and sales are up 18%.' Apartment vendors: 'Sales volume on your street is starting to recover — listing early means less competition.' Both are data-backed but the framing reflects different market realities.

Helpful tips

Combine velocity with price and holding time for the strongest signal. A street where house sales are accelerating, prices are stable, and owners are above the suburb holding average is the highest-conviction prospecting zone. Relab's Ownership Duration filter and property type breakdowns let you find these intersections at suburb and street level.

SECTION 09

Methodology

This report tracks annual residential property sales on the 100 highest-volume streets in New Zealand by total 10-year transaction count, covering 2016 to 2025. Sales are broken down by property form (apartment, house/townhouse, section, unit/flat), title type (freehold, unit title, cross-lease), and building age (pre-2000, 2000s). Pricing uses volume-weighted average sale prices with outlier transactions over $10M excluded (typically commercial block sales that skew street-level averages). Recovery percentages compare 2025 against 2021 peak volume.

Each property is assigned to a single street using the best available address match. Only completed sales are included. The dataset covers 100 streets across 8 cities, with Auckland accounting for 72 streets. Note: some streets show large year-on-year swings driven by new-build completion cycles rather than underlying market changes.

About Relab

Relab is a New Zealand property data and insights platform built for real estate professionals. We provide property data, GIS mapping, comparative market analysis, and prospecting tools to agents, agencies, investors, developers, and mortgage brokers. Our platform covers 2.5 million New Zealand properties with data sourced from LINZ, REINZ, councils, QV, and other authoritative sources.

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Whether you are an individual agent, a branch manager, or an agency owner, reach out and we will walk you through how Relab can support your business.

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