



14th March 2022

Spending in pubs up 49% in February as customers spend €1.6 million a day

- Donegal consumers recorded the biggest increase in pub spending during the month, up 60% on January, followed by those from Mayo (+57%) and Sligo (+57%).
- Grocery spending increased during the month (+8%), despite the amount of transactions falling which may be a sign of inflation starting to impact consumers' pockets.
- Overall, spending during the month was up 7% with contactless and digital wallet payments up 11% and 14% respectively showing signs of people returning to in-store spending rather than shopping online.

Consumer spending in pubs during the month of February rose 49% as the hospitality sector returned to full capacity following two years of restrictions. On average, consumers spent €1.6 million a day in pubs through the month with those in Dublin spending €500,000 a day in pubs, more than in any other county.

Donegal consumers recorded the biggest increase in pub spending during the month, up 60% on January, followed by those from Mayo (57%) and Sligo (57%). Meanwhile those between the ages of 25 and 34 recorded the biggest spending increase nationally when broken out by age as people started to socialise again.

The data was compiled from over one million card transactions carried out by Irish consumers during February 2022 and has been anonymised and aggregated. All comparisons are based on February versus January unless otherwise stated. Data provided by AIB features one of the most comprehensive and accurate data sets on consumer spending in Ireland. Based on this data, AIB can reveal that:

- Overall, spending during the month was up 7% with contactless and digital wallet payments up 11% and 14% respectively. On average, total consumers spending on a daily basis was €78 million a day throughout the month of February.
- Having seen a 170% increase in spending during January, Airline spending fell 1%, however spend in this sector still remains high given the large increase in spending during January. Meanwhile, Electronic spending also fell 9%.
- Restaurant and hotel spending was also up 18% and 29% respectively, while consumer spending on goods such as homewares, (+4%) groceries (+8%) and hardware (+3%) was also up.
- Grocery spending increased during the month (+8), despite the amount of transactions falling which may be a sign of inflation starting to impact consumers' pockets.
- The busiest day for spending still falls around the end of the month when many people are paid. During February, the busiest day for spending was Friday 25th.
- E-Commerce spending declined during the month of February, down 1% on January which may mean people are returning to stores rather than shopping online.

Speaking about the February Spend Trend, Head of SME Banking at AIB, John Brennan said "After the full lifting of restrictions consumer spending in February across the hospitality sector and in general was up as people returned to socialising again. However, we are noticing the impact inflation is

starting to have on consumers as they spend more on certain items such as groceries, despite transacting less. Given the geopolitical situation at the moment following the invasion of Ukraine, it's expected that rising prices will be a continued feature of the economic landscape over the coming months for consumers."

ENDS

Further Information: Graham Union
AIB Media Relations
Graham.X.Union@aib.ie
085 208 8343

Notes to the Editor:

- Analysis includes approx. 1.1B AIB Credit and Debit Card transactions.
- Limited to completed personal customer instigated debit transactions.
- Retailer location details are derived from free text fields on a best efforts basis (populated for approx 99% of spend). It is populated where there were >5 merchants operating within a specific sector over the previous year.
- Sector details are populated by the retailer and may not always represent the category the merchant is operating within.
- Data from specific card readers, credit cards and transaction types cannot always be captured accurately. These transactions (<1% of spend) are omitted from this report.