



4th July 2024

### **Taylor days, Father's Day and pay day make hay day for Irish businesses – June AIB Spend Trend**

- Friday June 28<sup>th</sup> saw the highest daily card spend by AIB customers in Q2 2024
- June 28<sup>th</sup> was the best day of the year for hotel spend by AIB customers, and the best day of June for barber, hairstylist and beauty shop spends
- Health and beauty spas had their best day of the year on June 28<sup>th</sup>
- Saturday June 29<sup>th</sup> saw the second highest pub spend of the year after March 17<sup>th</sup>
- Saturday June 15<sup>th</sup> – the day before Father's Day – was the best day of the year for clothing, cinema and book spend

The last weekend in June brought a Gold Rush for the Irish economy as the impact of Taylor Swift, Shania Twain, Longitude, the GAA All Ireland Championship quarter finals and Pride generated a spending splurge.

Many of the Lucky Ones who secured tickets hopefully will have been left with more than Sweet Nothing in their accounts having first shelled out for tickets, then spent beyond their Wildest Dreams on Friday June 28<sup>th</sup>. That was pay day for many and also the night of Taylor Swift's first of three Dublin concerts. That Friday saw the high spend of the year on hotels by AIB customers, the best day of the year for health and beauty spas, while hairdresser, barber and beauty shop spends were the highest in June that day. While retailers may ask Is It Over Now, they'll be hoping this level of spend continues for Evermore.

Spend for June was marginally down by less than one percent from a high spend month of May, potentially suggesting people may have been saving their money for special events through June.

Fathers' Day fell on Sunday 16<sup>th</sup> June, and Saturday June 15<sup>th</sup> saw the highest spend of the year in men's clothing, sporting goods stores and book shops. It was also the second highest day spend in gift shops after March 9<sup>th</sup>, which was the day before Mother's Day.

The monthly data was compiled from c. 72 million debit and credit card transactions in store and online during June 2024 and has been anonymised and aggregated. Data provided by AIB features one of the most comprehensive and accurate data sets on consumer spending in Ireland.

#### Spend Trend June 2024 (all data points compared to the previous month, unless otherwise stated).

- Pub and off licence spend was up 18% month on month, hotel spend was up 8% and restaurant spending was up 4%.
- Cosmetic stores had their best day of Q2 2024 and the second best of the year on Thursday 27<sup>th</sup> June
- Music stores (including musical instruments, pianos and sheet music) and record stores had their best day of the month on Friday 28<sup>th</sup>
- June 1<sup>st</sup> (the Saturday of the June Bank Holiday Weekend) saw the highest taxi spend of the year
- Saturday 15<sup>th</sup> June was the best day of the year for:
  - Clothing sales

- Cinema spend, with Inside Out 2 released that weekend
- Book sales (also the day before Bloomsday)
- Digital wallet spend was up 3% for June

**Speaking about the data, John Brennan, Head of SME Banking at AIB said** “What we’ve seen over June is that Irish people are big event spenders. Despite June spend being marginally down, our data shows a spending surge as people enjoy not only big events, but also the lead up to them. Hotels, hairdressers, beauty shops, cosmetic stores, pubs and restaurants in particular saw a spike at the end of the month. Father’s Day saw a spending peak for some sectors too. With more sporting and musical events to come, businesses will be hoping the weather holds up as well as the Irish people’s spending habits. These data insights are crucial for businesses to help them plan accordingly and support our customers in their choices.”

**ENDS.**

Contact [paddy.x.mcdonnell@aib.ie](mailto:paddy.x.mcdonnell@aib.ie) 087 739 0743