



12th April 2024

Over €27m spent on groceries on Easter Saturday, up 10% on 2023, according to AIB Spend Trend

- **Spring has sprung: increase in spend on homewares and clothing in anticipation of warmer weather**
- **Sustainable choices: spend on Electric Vehicle charging increased 194% year on year**

Over €27m was spent on **groceries** on Easter Saturday, the highest spend in the month for the sector and a 10% increase on Easter Saturday 2023, according to the AIB Spend Trend for March. Spend on groceries increased 6% in the month. The biggest increase in spend on groceries year on year was in Kerry (+8%), Monaghan (+8%) and Cavan (+7%).

Spend on **Electric Vehicle charging** increased 194% compared with March 2023, up 7% month on month, with 73% of this spend by men. Spend in **bike shops** also increased 4% month on month, with 76% of this spend also by men. Spend in **service stations** is up 7% in the year and 4% in the month.

Spending in **pubs** on St Patrick's Day increased 11% on 2023. Over €7m was spent by AIB customers in pubs on 17th March in 2024, the highest spending day for the sector in the month. Last year, St Patrick's Day was the highest spending day of the year for pubs. The biggest increase in spend month on month was in Longford (+24%), Donegal (+24%) and Leitrim (+23%).

The monthly data was compiled from 73 million debit and credit card transactions in store and online during March 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 March 2024 (all data points compared to the previous month, unless otherwise stated).

- Holy Thursday was the highest spending day of the month overall.
- Overall spending increased 2% month on month and 8% year on year.
- Spend on **homewares** increased 9%, the biggest increase was in Laois (+18%), Carlow (+17%) and Kildare (+17%).
- Spend on **clothing** increased 9%, the biggest increase was in Roscommon (+13%), Wicklow (+13%) and Monaghan (+12%).
- Spend in **restaurants** increased 5%, the biggest increase was in Kerry (+8%), Kildare (+8%) and Clare (+7%).
- The majority of spend was online however digital wallet spend increased 6%, contactless increased 4% and chip and pin spend increased 2%.

Speaking about the data, John Brennan, Head of SME Banking at AIB said “Spring is in the air with an increase in spend on homewares and clothing as we all look forward to outside living and warmer weather. Easter fell in March this year and so grocery spend for the month peaked the day before Easter Sunday as people prepared for meals and gatherings in their homes and perhaps needed to make some last minute Easter egg purchases. And it’s welcome to see increased spend on electric vehicle charging as our customers continue to make sustainable choices as we transition to a zero carbon economy. These data insights are crucial for businesses to help them plan accordingly and support our customers in their choices.”

ENDS.

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AIB Spend Trend March 2024

