



16th June 2025

## ***May pays for retailers with record number of card transactions, AIB Spend Trend reveals***

- ***Consumer confidence remains strong with overall spend up 9% year on year***
- ***Ride the Lightning: Metallica fans help spark surge in concert ticket sales***
- ***Hotel spend hits its stride with the Women's Mini Marathon and Bloom***
  - ***Beer garden weather boosts pub spend by 10% month on month***

May 2025 broke records for the most card transactions in a month, with just over 80 million. The AIB Spend Trend for May also shows that overall spending increased 9% year on year and 2% month on month. The cumulative spend from January to May 2025 is also up 9% when compared with the same period in 2024, indicating that consumer confidence remains strong.

Heavy metal fans helped spark a surge in ticket transactions on Friday 30<sup>th</sup> May, as Metallica tickets went on general sale for their two day Aviva Stadium concerts in June 2026. Ticket transactions were 76% above average on the day, showing the enduring appeal of the band. Cinema spend increased 17% year on year, likely driven by the release of Mission: Impossible – The Final Reckoning and Lilo and Stitch on 24<sup>th</sup> May. Spend in hotels increased 8% year on year. Saturday 31<sup>st</sup> May was the best day of the year for hotel spend so far, particularly in Dublin, likely driven by events such as Bloom and the Women's mini-marathon.

The data was compiled from 80 million card transactions carried out by AIB customers in store and online during May 2025 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.

### **Additional findings:**

- Pub spend increased 10% month on month, with the largest increase in spend in Limerick (+16%), Louth and Longford (+15%) and the smallest increase in Wicklow, Roscommon and Carlow (+7%).
- Spend on hardware increased 6% year on year and 3% month on month, likely as people invest in their homes and gardens for the summer months.
- Electric Vehicle charging increased 83% year on year.

- Clothing spend increased 8% month on month, largely by those aged 35 to 44 years (26% of the spend). 73% of all clothing spend was by women, 58% was in store. People in Cavan spent the most on clothes per transaction (€72.59), while people in Westmeath spent the least (€58.94).
- Spend on groceries increased by 8% year on year and 4% month on month, with the largest monthly increase in Longford, Monaghan and Galway (+6%) and the smallest increase in Carlow, Laois and Wicklow (+3%).

**Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said** “Consumer spending continued to grow in May. It was a record month for card transactions, and overall spend was up 9% year on year. In particular, May was a busy month for concert ticket transactions with the Metallica concert going on sale towards the end of the month. The good weather and events such as the Women’s Mini Marathon also had a positive impact on pub and hotel spend; with the hotel sector having its busiest day of the year so far on 31<sup>st</sup> May, the day of the race. Grocery spending continues to rise, with an 8% increase year on year, and people are enjoying spending time at home and in the garden, as DIY and hardware spend continues to stay strong, with a 6% increase on the same month last year. This information shows consumer confidence remains strong and is vital for businesses, enabling them to plan for both peak and off-peak periods throughout the year to effectively meet their customers’ needs.”

**ENDS**

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# AIB Spend Trend May 2025



Record number of card transactions in a month



80 million transactions



Overall spending up  
9% year on year



Spend in hotels up  
8% year on year



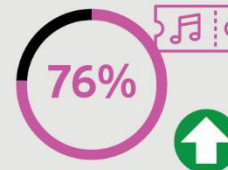
Pub spend increased **10%** month on month, largest increase in Limerick **(+16%)**, Louth and Longford **(+15%)**



## Ride the Lightning

Metallica fans help spark surge in concert ticket sales

**76%** increase in ticket sales on Friday 30th May



Ticket Sales