



14<sup>th</sup> July 2025

## **Game Changer: NFL game drives record spend on tickets, AIB Spend Trend for June 2025**

- **Consumer confidence remained strong with overall spend up 9% year on year**
  - **Electrifying growth in EV charging, up 59% year on year**
- **Cost of living hits pockets as utility bills spend up 13% in the past 12 months**

Consumer confidence remained strong in June 2025, with overall spending up 9% year on year, the AIB Spend Trend has revealed. NFL match tickets went on sale on 17<sup>th</sup> June 2025, for the highly anticipated game between the Pittsburgh Steelers and the Minnesota Vikings, who are set to touch down at Croke Park on 28<sup>th</sup> September. Spend on event tickets on 17<sup>th</sup> June was 143% above the average daily spend in June.

The digital games sector experienced a significant increase in spend year on year (+32%). The majority of this spending, 75%, was attributed to men, with the 25-34 age group being the most significant contributors. The biggest year on year increase in spend on digital games was in Roscommon (+61%), Monaghan (+58%) and Limerick (+48%).

Consumers are spending more on their utility bills, up 13% over the past 12 months (excluding telecoms). EV charging saw a significant increase of 59% over the past year.

The data was compiled from 75 million card transactions carried out by AIB customers in store and online during June 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:

- Spend in restaurants and fast food outlets increased 6%. June 2025 was the fourth warmest on record according to Met Eireann.
- Jewellery sales had a sparkling month, with a 6% increase over the past year. Roscommon recorded the highest average transaction size at €158, followed by Dublin (€153) and Wicklow (€138). The lowest average transaction sizes were in Donegal (€88), Laois (€99), and Limerick (€107). Women accounted for 52% of the spending on jewellery, except in the 25-34 age group, where men outspent women, accounting for 62% of the spending.
- Spend on groceries increased +2% in the 12 months to June,
- As the busy tourism season got underway, car rentals also had a strong month, with a 12% increase, and tolls and bridge fees were up by 5%.

**Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said** “Consumer spending continued to grow in June, a continuation of the trend seen so far this year. June was boosted by spend across a number of sectors; spending on tickets for the NFL game significantly boosted the amount spent on events, and the digital games sector also saw remarkable growth. Other sectors such as utilities, restaurants, jewellery and EV charging

showed strong increases also. This information 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 June 2025



Consumer confidence remained strong in June 2025,  
with overall spending up 9% year on year



## Game Changer:



NFL Croke Park game between the  
Steelers and the Vikings drives record  
average daily spend on tickets



up **143%**  
on average day  
in June



## Jewellery

sales had a  
sparkling month,  
up 6% year on year.



Highest average transaction

**€158** ROSCOMMON

**€153** DUBLIN

**€138** WICKLOW



## Digital Games

up 32% year on year,

75% of this spend was  
attributed to men

