



12th September 2025

Grocery spend up 4% in August, AIB Spend Trend reveals

- **Spend by AIB customers visiting the US fell 18% year on year while August had the highest number of transactions by AIB customers visiting the UK ever**
- **Growing app-etite: Spend in restaurants and take aways increased 8%, with 17% of spend via delivery apps**
 - **Overall spending up 8% year on year**

Spend on groceries increased 4% in August year on year, according to the AIB Spend Trend for August 2025. The biggest increase in spend on groceries was in counties Roscommon (+7.4%), Offaly and Louth (6.6%) and the smallest increase was in Clare (+1.4%), Longford (+1.6%) and Wicklow (+2.0%). 57% of grocery purchases were by women, 93% were in store and just 7% were online.

Spend by AIB customers in the US fell significantly in August, down 18% year on year and down 11.5% year to date. Meanwhile, AIB customers had the highest ever number of transactions in the UK last month. There were 1.4 million card transactions by Irish visitors in the UK in August, an increase of 11% year on year. The UK overtook Spain as the number one destination for spend by Irish visitors. While the value of spend by Irish visitors to the UK was 8% higher than the previous August, there was no change in the value of spend in Spain between August 2024 and August 2025.

The top five destinations in August ranked by percentage of spend were:

1. The UK (23.4%)
2. Spain (22.8%)
3. France (7.9%)
4. Portugal (6.8%)
5. Italy (5.9%)

Back home, spend in restaurants and take aways increased 8%, with 83% of this on premises and 17% via delivery apps or online. The counties with the largest restaurant spend via delivery apps were Dublin (21.9%), Louth (21.1%) and Kildare (17.2%). The counties with the least spend via delivery apps were Leitrim (8.4%), Roscommon (9.7%) and Kerry (10.2%).

The data was compiled from 85 million card transactions carried out by AIB customers in store and online during August 2025, five million of which were carried out abroad. The data has been anonymised and aggregated and features one of the most comprehensive and accurate data sets on consumer spending in Ireland.

Additional findings (all figures are year on year unless otherwise stated):

- Overall spending increased 8% year on year.

- Pub spend decreased by 2%, with 66% of spend by men.
- Spend on electrical goods increased 7%, with 55% of this spend by men and 61% of spend online. Hardware sales also increased, by 5%.
- Spend in department stores decreased 3%, with 64% of spend by women.
- Spend on EV (Electric Vehicle) charging increased 55%.

Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said “Overall spending in Ireland is up 8% year on year and grocery spend also increased, by 4%. It’s also interesting to note the other areas where spend has increased, including restaurants and delivery apps, electrical goods and hardware stores.

August is typically a month where people are on holidays and it’s interesting to see spend by Irish visitors to the US has decreased significantly, it’s down 18% year on year and 11.5% year to date, which demonstrates a clear trend. And there is movement in the top two destinations abroad for AIB customers, with the UK topping the list, as evidence of Ireland’s close travel links with the UK.

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.”

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AIB Spend Trend August 2025



Grocery spend  4%



Growing app-etite

Spend in restaurants
and take aways

 8%



with **17%**
of spend via
delivery apps



1.4 million

Highest number
of transactions
by customers
visiting the
UK ever



Spend by customers visiting the US

 18%

