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Up for the Match: All-Ireland Senior Championship series finales boost July spend, AIB Spend Trend shows

- **Consumer confidence remained resilient with spend up 9% overall year-on-year**
 - **Mixed picture for hospitality sector during peak tourist season**
 - **Clicks over bricks – stronger growth in online spend than in-store**

AIB's Cork customers spent €920,000 in Dublin on July 5th, the day of their county team's convincing All-Ireland Senior Hurling Championship semi-final victory over Dublin, the latest AIB Spend Trend for July reveals. However, on July 20th, the day The Rebel County lost to Tipperary in the final, disappointed Cork fans spent 13% less in the capital than they had on the day of their team's semi-final triumph. In contrast, jubilant Tipperary fans spent 27% more on the day their team claimed the Liam MacCarthy Cup in the July 20th final, than they had on the day of their resounding semi-final win over Kilkenny on July 6th. And while Kerry may have won the Sam Maguire Cup, Donegal fans spent 12% more in Dublin than the Kerry fans did the day the two teams faced off in All Ireland Senior Football Final on July 27th.

Overall, the AIB Spend Trend data shows that spend in July 2025 was up 9% since the same month in 2024. Online spend has been growing more strongly (up 14%) than instore spend (up 4%) over the 12 months. The average in store transaction was €28.80 compared to €96.90 for the average online transaction.

Groceries was one of few sectors where in-store spend held up strongly, with spending 6% higher overall and 93% of those purchases made in stores rather than online. In contrast, the spend on clothing rose just 1% in July compared to the same month a year ago, below the rate of inflation. Department stores saw expenditure fall by -1% in the 12 months to the end of July.

July is traditionally peak tourist season, but the picture for the domestic hospitality sector was mixed. Spend in pubs in Ireland was down -9% compared to July 2024, with the biggest falls recorded in Wicklow (-19.6%), Dublin (-17.2%) and Clare (-11.1%), and the biggest increases in Kerry (11.6%), Donegal (6.7%) and Tipperary (3.4%) - all counties which were involved in the All-Ireland Senior Championship finals. Restaurant spend, on the other hand, was up 10% and the amount of money spent in Irish hotels was up 3%.

The data was compiled from 78 million card transactions carried out by AIB customers in store and online during July 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 include:

- Entertainment spending was up 8% in July, partly driven by digital games which were 34% higher than 12 months ago
- Spend on health rose 7% in the year to July
- Instore book sales were down -1%, with 66% of purchases by females and 34% by males
- As the holiday season got underway, car rental spend climbed 8%
- An increase in public transport use coincided with spending on parking falling by -12% compared to July 2024
- Expenditure on Electrical Vehicle recharging was up 65% over the 12 months

Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said:

“July's AIB Spend Trend report reflects the busy month that July was, with many people out and about enjoying the fine weather, the peak tourist season kicking off and a range of high-profile sporting and cultural events taking place.

It also highlights the resilience of consumer confidence, with overall spending up 9% year-on-year. Notably, online spending has surged by 14%, outpacing the 4% increase in in-store transactions.

While the hospitality sector experienced mixed results, with pub spending down but restaurant and hotel spending up, the data underscores the dynamic nature of consumer behaviour during the peak tourist season.”

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AIB Spend Trend July 2025



Up for the Match

All-Ireland finales boost July spend amid mixed month for hospitality, AIB Spend Trend reveals



AIB's Cork customers spent

€920,000

in Dublin on hurling semi-final day



Overall spending
up **9%** compared
to July '24



Check it out: Grocery
spending **6%** higher
year-on-year



Restaurant spending
rose tasty **10%**, but
pub spend fell **9%**



Spend on car rental
accelerated by **8%**
year-on-year



'Buy' the book

Instore book sales
drop **-1%**

