



13th April 2026

## **Service stations help fuel spending increase – AIB Spend Trend for March**

- **Overall spend up 7% year on year**
- **Bills bills bills - Utilities excluding telecoms (excluding telecoms and streaming) spend up 14% over last 12 months**
  - **Vintage in vogue – online second-hand clothes spend up almost 300%**
- **Tickets I need – Olivia Dean Marlay Park gigs trigger highest event spend of year to date**
  - **St Patrick's Day pub spend trumps play-off as Ireland Czech out of World Cup**

Card spending by AIB customers at service stations increased 9% in the twelve months to March 2026, while electric vehicle charging spend increased by 59%. The data comes against a backdrop of global uncertainty and escalating fuel prices. The latest AIB Spend Trend for March shows spending was up 7% year on year, primarily driven by online growth of 12% as well as in-store growth of 1%.

While the day of the Czechia v Ireland play-off (Thursday 26<sup>th</sup> March) saw twice as much spent as any other Thursday in March in pubs, the busiest day for spend in pubs so far this year was, as is often the case, St Patrick's Day, which fell on Tuesday 17<sup>th</sup> March. However the St Patrick's Day pub spend only just pipped St Brigid's Day (Sunday February 1<sup>st</sup>) spend. Customers in Dublin had the highest average transactions in pubs on St. Patrick's Day, closely followed by those in Louth, Wicklow and Monaghan. Waterford customers had the lowest average transactions in pubs on St. Patrick's Day.

The data was compiled from 79 million card transactions carried out by AIB customers in store and online during March 2026 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.

- Utility bills (excluding telecoms) are up 14% over 12 months, while telecoms and pay TV services are down 2%.
- Second-hand fashion spend has surged over the last year. From a low base, it has increased 287% in the last 12 months, with 76% of the purchases by women. The 35 to 44 age group spent most in this category, followed by 45 to 54 and 25 to 34.
- Spending on entertainment (including digital games, event tickets, cinema, sports clubs and others) performed strongly, with 9% growth, and event ticket sales up by 5%. The best day for event tickets in the first quarter of the year was Wednesday 18<sup>th</sup> March, when Olivia Dean fans were able to get the tickets they need for her two Marlay Park concerts.
- EV charging spend increased by 59% in the year. The rise is likely attributed to greater adoption of electric vehicles and expanded charging infrastructure.
- Airline spend was down 2% on March 2026.

AIB's Head of Consumer, Adrian Moynihan said "Irish consumers have experienced a turbulent start to the year, with utility, service station and EV spending increasing. However we can also see resilience in the economy as entertainment and leisure spend continues to grow. By monitoring these latest data trends, we can better support our customers, helping them to make informed choices that suit their needs, whilst ensuring businesses are equipped to respond to these changing patterns. As a trusted partner, AIB is committed to meaningful, lasting relationships in the communities we are embedded in across Ireland, supporting our customers and their long-term financial wellbeing."

**ENDS**

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