



10th September 2026

Knockout spending as Katie Taylor mania sweeps Dublin – AIB Spend Trend

- **Taylor made – pub and restaurant spend around Croke Park up for Katie’s farewell**
- **Box office Home(r) run with August 2nd biggest cinema spend day of the year driven by The Odyssey and Spiderman**
- **Fuel spend up 6% in August while EV charging spend surges 92% in twelve months**
- **Books covered - book spend up 36% in August from July, with two thirds of purchases by women**

83,000 Katie Taylor fans’ spending power packed a punch on Saturday September 5th, as restaurants and pubs in the Croke Park area benefited from Katie’s mighty reach according to the latest **AIB Spend Trend**.

On the day of **Katie Taylor’s** fight against Flora Pili, the spend in restaurants within two kilometres of Croke Park by AIB customers was €248,000, higher than any day in July and August. On the day AIB customers also spent €211,000 in pubs in the north inner city. However, the spend in pubs around Croke Park was bigger on the day of the AIB-sponsored GAA All Ireland Men’s Senior Football Championship Final on July 26th (on which AIB customers spent €264,000 in pubs near Croke Park). There are over 100 restaurants and more than 100 pubs in the two kilometre radius around Croke Park.

August Spend

Spend in **book and stationery shops** increased by 36% from July to **August** as children prepared to return to school. 67% of the book shop spend was by women, and the age group with the biggest share of purchases was 45 to 54 year olds, who accounted for 30% of sales. Over recent years December has remained the busiest month for book sales. When we compare book shop sales for August 2026 with August 2025 there was growth of 1%.

Sunday 2nd August saw the **highest cinema spend of the year** following the release of Spider-Man: Brand New Day (31st July) and The Odyssey (17th July). For the month of August cinema spend was up 59% year on year.

Customers are becoming more environmentally and wallet conscious, with **EV charging spend in August up 92%** over 12 months . Meanwhile, AIB customers spent €160m in **service stations** during the month, which is **up 6% over 12 months**.

Overall spend for August was up 3% over 12 months. The data was compiled from 79 million card transactions carried out by AIB customers in store and online during August 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.

AIB's Head of Consumer, Adrian Moynihan said: "The latest AIB Spend Trend data shows the extraordinary impact Katie Taylor had in early September. As the sun set on her boxing career, tens of thousands of supporters showed up for her, and enjoyed their day out around Croke Park.

For August we saw the busiest day of the year in cinemas, the annual back to school book shop spend increase, and spend in service stations creep back up as oil prices rose. AIB's Spend Trend data means we can better support our customers, enabling them to make informed choices that suit their needs, whilst ensuring businesses are equipped to respond to changes in how consumers spend. 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."

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