



Sunny staycations, Mayo-mentum and movie magic contribute to July spending boost, AIB Spend Trend reveals

- **Mayo for Sam: Celebrations see pub spending in the county rise 210% over three days**
 - **Day in the Sun - warm weather supports a staycation lift**
- **Blockbuster July as cinema spend hits a monthly high for the year**
 - **Overall card spend up 5% year on year**

Sport, sunshine and summer entertainment all showed up clearly in July spending patterns, new data from AIB Spend Trend reveals. The fine weather supported a strong staycation trend as many people spent more on days out and holiday activity at home.

With extreme heat across parts of continental Europe, Irish consumers appear to have made the most of the sunshine closer to home. Spend on accommodation was up 9% year on year, restaurant and dining spending rose 8% and pub spend was 4% higher. Activity spend also benefited, with amusement parks and carnivals up 9% compared to July 2025 and entertainment spend up 6%. Bowling alley spend, however, was down -25% from July last year, as people were bowled over by the sunny weather.

Mayo's historic 2026 GAA Football All-Ireland Senior Championship final win over Kerry was reflected in spending both in Dublin on final day and back in Mayo, while Limerick and Galway supporters also lifted spending on All-Ireland Senior Hurling Championship final day.

In Dublin, Kerry supporters spent 21% more than Mayo supporters on football final day, but Mayo fans still brought serious green and red energy, with their spend up 30% compared with semi-final day. Kerry spend was up 50% over the same period.

In County Mayo itself, the extent of the celebrations was clearly reflected in hospitality spend. Pub spend over the three days from All-Ireland Final day, Sunday July 26th, to Tuesday July 28th was up 210% compared to the same period in 2025. Restaurant spend was 58% higher over the same three days versus the same time last year, while fast food spend rose 43%. Across the month sports store spending was up 138% year on year, as supporters stocked up on jerseys, flags, scarves and other gear.

On hurling final day, Limerick supporters increased their in-store spend in Dublin by 33% compared with semi-final day, while disappointed Galway supporters' spend was down 6%. Cork supporters also made a major impact earlier in the championship. Cork customers spent 20% more in Dublin on their semi-final day than Galway and Limerick customers combined spent in the capital on final day.

The latest AIB Spend Trend shows that July was a strong month for consumer spending, with overall spend up 5% year on year and in-store spend also up 5%. Online spend was slightly lower, down 1% year on year.

The data was compiled from 81.4 million card transactions carried out by AIB customers in store and online during July 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.

Despite the good weather, cinemas also had a strong July, buoyed by high-profile blockbuster releases, such as *Spider-Man: Brand New Day* and *The Odyssey*. Cinema spend reached its highest monthly level of the year so far, with average daily spend up 17% compared with June and 13% higher than July last year.

Other findings include:

- Bakery spend rose 10% year on year and 4% month on month.
- EV charging spend increased 84% on July 2025, as global energy costs remained elevated.
- Clothing spend was down -3% from June and -7% compared to July last year.
- Spend on groceries was up 6% year on year.
- Barbers and beauty shops spending was up 4% from the same period last year.
- Jewellery spend sparkled, at 9% higher than July 2025.
- Art dealer and gallery expenditure was 8% up on the same month last year.

Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said: “July’s Spend Trend gives a really good picture of how people were spending during a busy summer month. Sport played a big role, from Mayo’s huge football win to Limerick’s hurling success, and we can see that feeding through into local businesses, hospitality and spending in many locations around big match days.”

“The good weather also helped Irish tourism and leisure businesses, with more people choosing days out and breaks at home, while cinema spend remained strong thanks to some big releases. At AIB, our customer spending data gives us a valuable real-time view of what is happening across the economy. It shows how everyday consumer choices support businesses in every county and underlines the important role AIB plays in backing consumers, communities and local economies right across Ireland.”

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