

NAB Consumer Spend Trend October 2025



NAB Economics & Markets Research

Overall spending

+0.7%
Month on Month (MoM)

+7.1%
Year on Year (YoY)

Over the last month

 **+0.7%**

Consumer spending

Solid growth driven by increases in both goods and services spending

 **+0.8%**

Goods spending

Spending grew across all good categories except for fuel

 **+0.6%**

Services spending

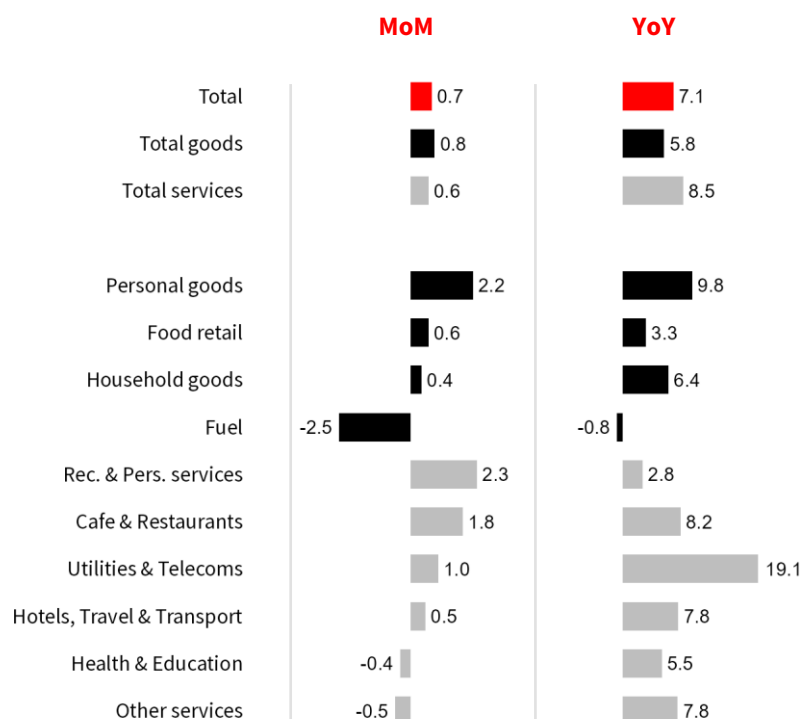
Recreation & personal services and hospitality saw rapid growth

- Consumer spending grew 0.7% in October, and by a robust 1.5% in 3-month average terms.
- Personal goods spending rose 2.2% in October, driving overall goods spending as the end-of-year sales season began.
- Spending on recreation & personal services and hospitality surged in October while spending on health & education and other services declined.

Over the last year

- Total consumer spending rose 7.1%, marking a slowdown from the 8.0% growth rate recorded in September.
- Spending on utilities & telecoms led the growth in the year to October after the end of energy bill rebates. Spending also increased significantly in discretionary categories, including personal goods and hospitality.

NAB consumer spending by category



Spending by category

Personal goods

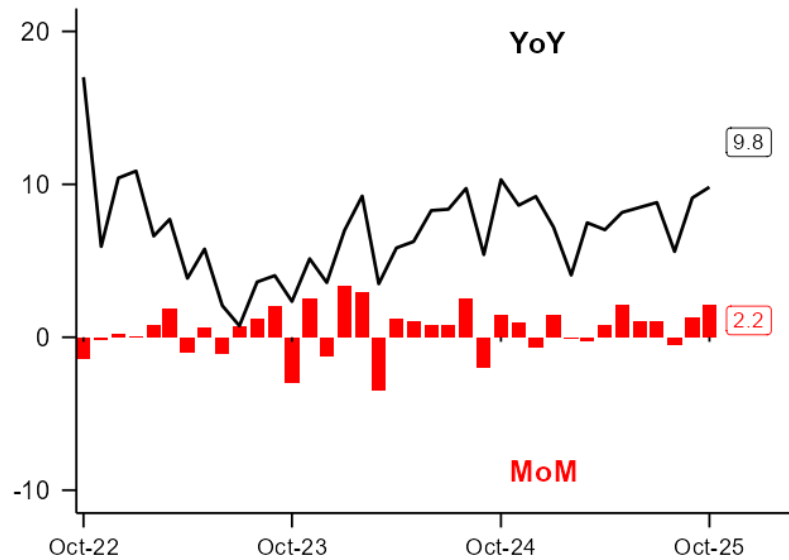
 **18%**
Share

 **+2.2%**
MoM

 **+2.2%**
3Mo3M

 **+9.8%**
YoY

- Consumer spending on personal goods, which represents the largest share of overall consumer expenditure, increased 2.2% in October, continuing solid growth momentum in September.
- Personal goods spending rose 9.8%, with the most significant growth observed in spending on toys, games, watches, jewellery, pharmaceuticals, and cosmetics. Expenditure on footwear and other personal accessories experienced moderate growth.



Household goods

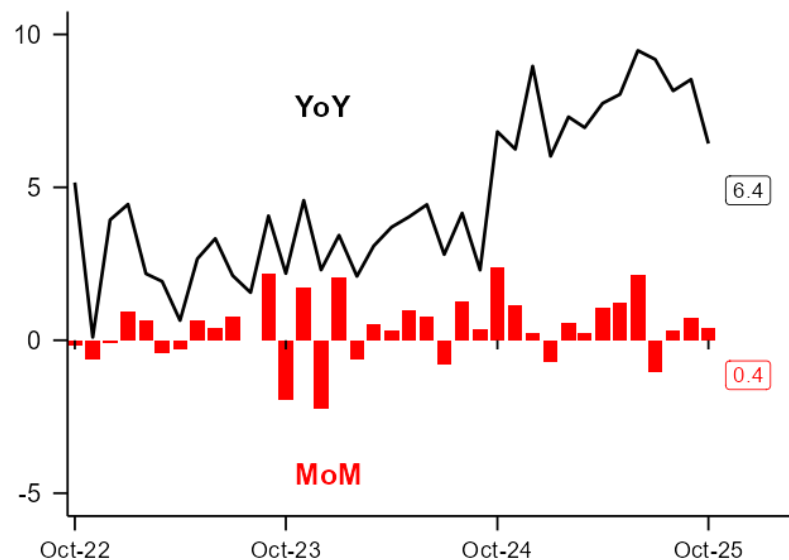
 **11%**
Share

 **+0.4%**
MoM

 **+0.9%**
3Mo3M

 **+6.4%**
YoY

- Household goods spending rose 0.4% in October, maintaining positive month-over-month growth since July's decline.
- Household goods spending rose 6.4% in the past year, but the year-over-year growth has moderated since mid-year. Consumers may now prioritise spending on personal goods as disaster-related household replacements taper off.
- Over the past 12 months, the largest gains were in electrical and electronic goods, houseware and vehicle parts. Meanwhile, spending on motor vehicles contracted.



Spending by category

Food retail



17%
Share



+0.6%
MoM

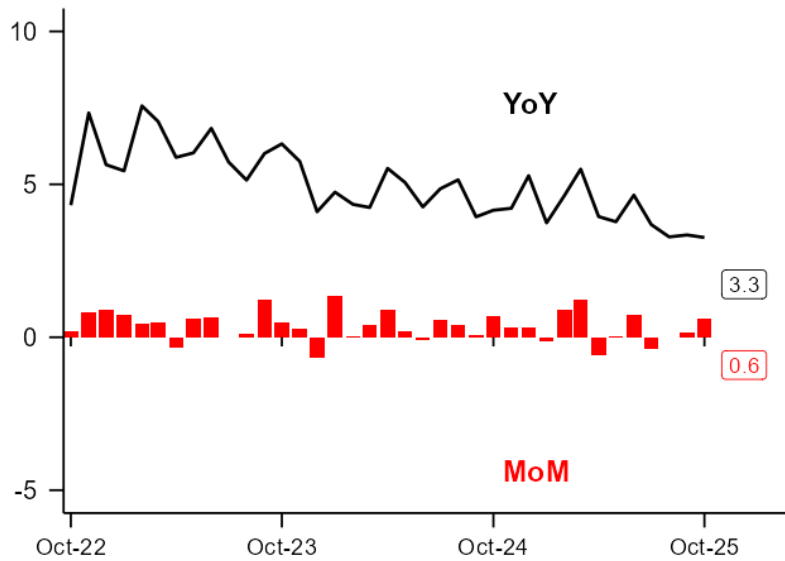


+0.3%
3Mo3M



+3.3%
YoY

- Spending on food rose 0.6% in October after recording flat outcomes in the past few months.
- In the year to October, the strongest growth was in spending on fresh meat, fish and poultry.
- Spending on liquor and supermarket and grocery stores increased at lower rates due to a decline in average spending per capita in these categories.



Fuel



4%
Share



-2.5%
MoM

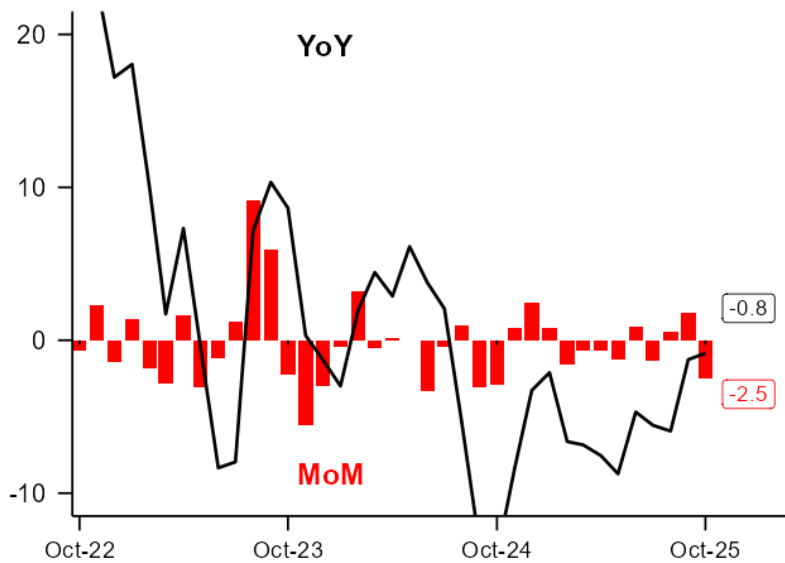


+0.3%
3Mo3M



-0.8%
YoY

- Fuel spending fell 2.5% in October after rising 1.8% in September.
- Overall, fuel spending increased 0.3% on 3-month average terms and declined 0.8% over the year to October.



Spending by category

Utilities & Telecoms



7%
Share



+1.0%
MoM

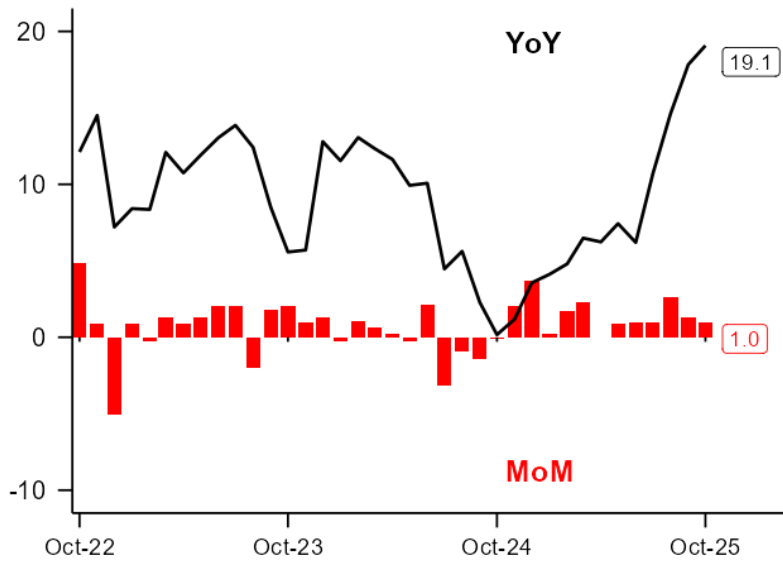


+4.8%
3Mo3M



+19.1%
YoY

- Spending on utilities & telecoms rose 1.0% in October. In October, consumers received the last payment of the Australian Government Energy Bill Relief.
- Spending on utilities & telecoms increased 4.8% in 3-month average terms and 19.1% over the past 12 months.
- The past year's strong increase was largely due to higher electricity spending, as government support ended and costs shifted to consumers. The jump was greatest in QLD and WA, where state rebates were high last year.



Health & Education



7%
Share



-0.4%
MoM

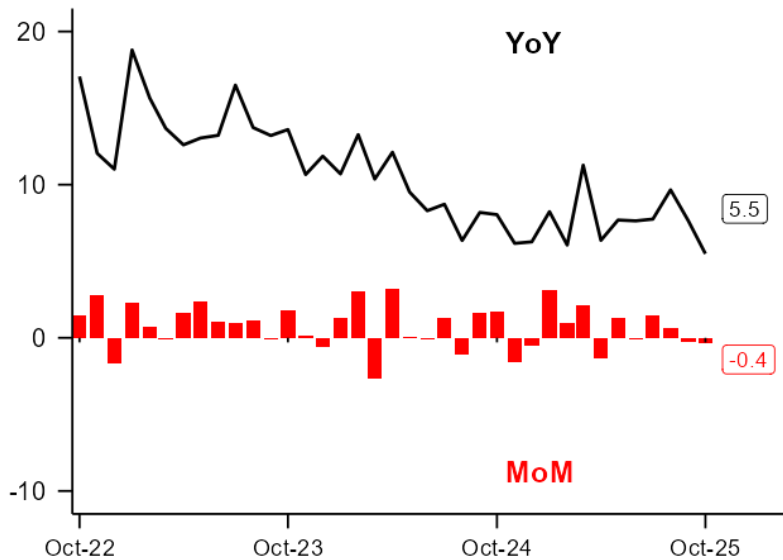


+1.3%
3Mo3M



+5.5%
YoY

- Health & education spending went down 0.4% in October but rose 1.3% in 3-month average terms.
- Spending on health & education increased 5.5% over the past 12 months, mainly driven by increases in tertiary education and childcare services.
- In contrast, our data suggests that the consumer cut back spendings on preschool education and residential care services.



Spending by category

Recreation & Personal services



4%
Share



+2.3%
MoM

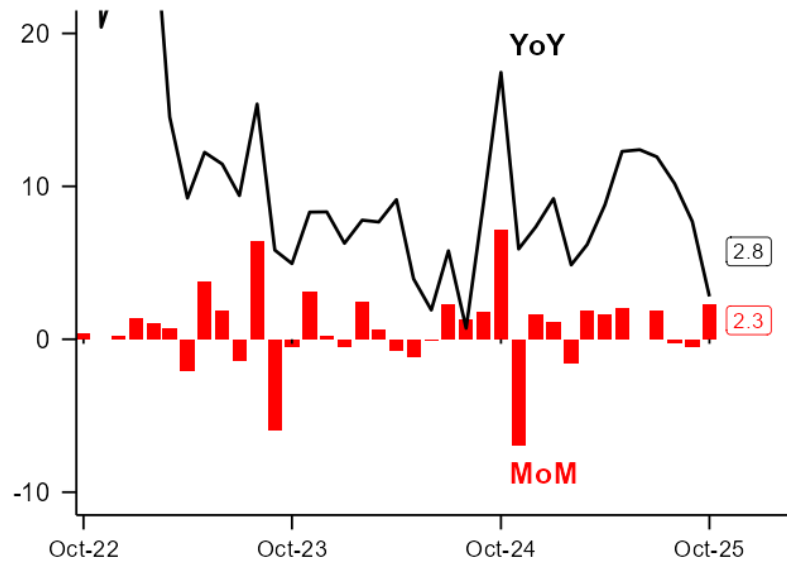


+1.4%
3Mo3M



+2.8%
YoY

- Spending on recreation & personal services increased 2.3% in October after declining 0.5% in September. Overall, recreation & personal services spending went up 1.4% in 3-month average terms and 2.8% over the past 12 months.
- The rise in spending over the year was driven by higher spending on funeral services and sports and physical recreation activities.
- The gain was partially offset by decreases in spending on museums and performing arts.



Hotels, Travel & Transport



9%
Share



+0.5%
MoM

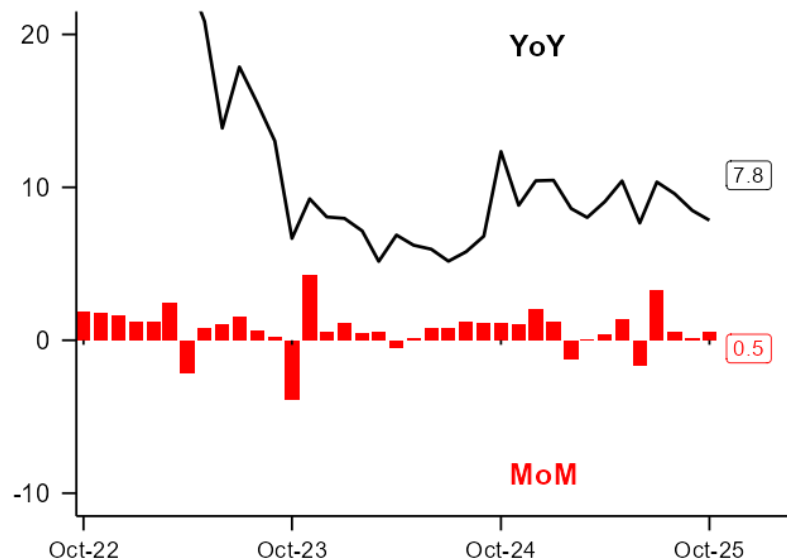


+2.4%
3Mo3M



+7.8%
YoY

- Spending on hotels, travel & transport rose 0.5% in October, 2.4% on 3-month average terms and 7.8% over the past 12 months.
- The annual gains were driven by increased spending on air and road travel.
- Gains in spending in this category were offset by declines in spending on water freight transport and motor vehicle rental and hiring.



Spending by category

Cafe & Restaurants



10%
Share



+1.8%
MoM

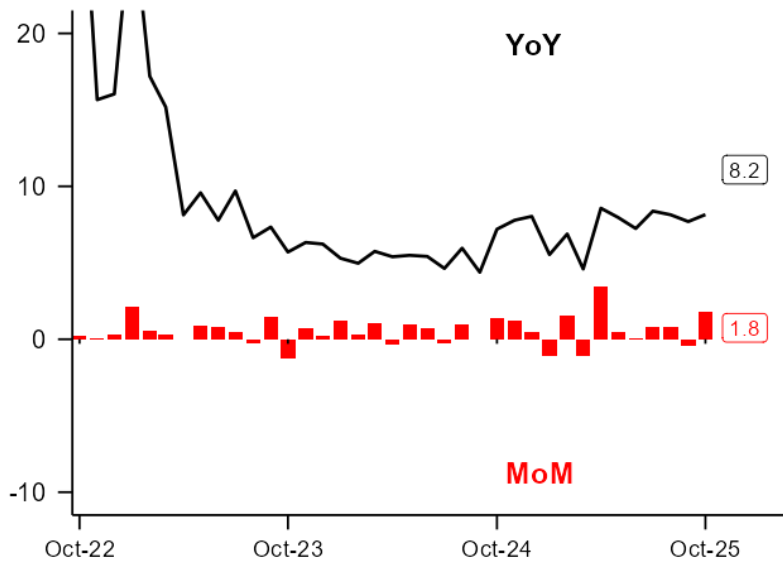


+1.7%
3Mo3M



+8.2%
YoY

- Spending on café & restaurants rose 1.8% in October after a slight decrease last month.
- Overall, hospitality spending increased 1.7% on 3-month average terms and 8.2% in the year to October.
- The strongest gains were in spending on clubs, catering services and dining. Spending on takeaway food and pubs/bars/taverns also increased but at lower rates.



Other services



12%
Share



-0.5%
MoM

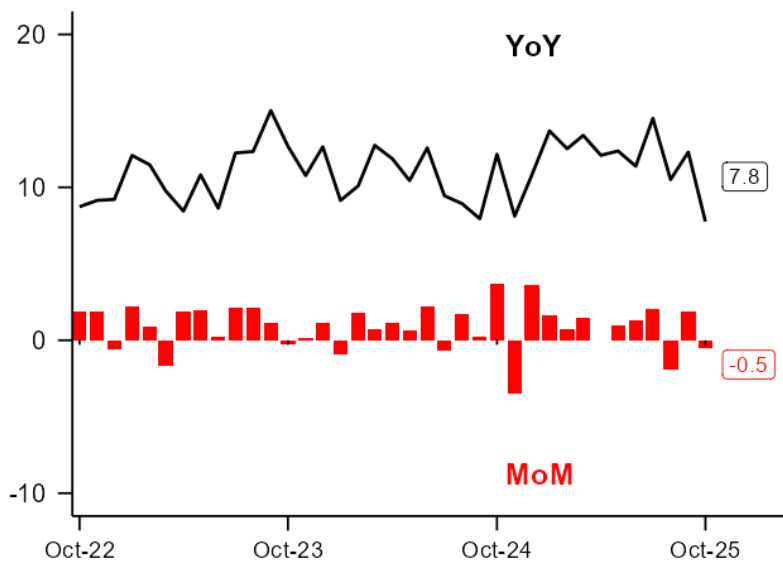


+0.9%
3Mo3M



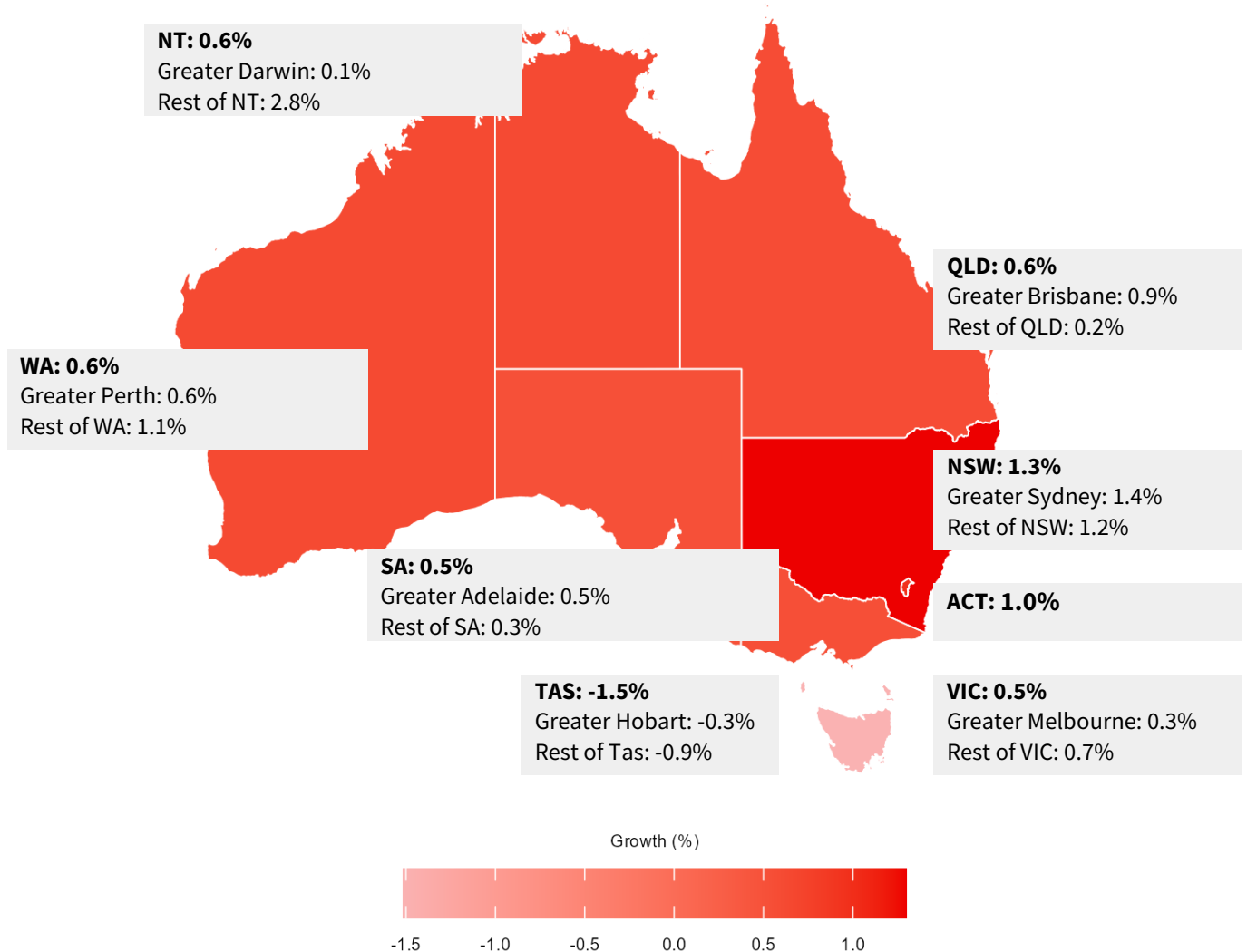
+7.8%
YoY

- Spending on other services declined 0.5% in October after a strong gain last month.
- Over the past 12 months, spending on other services went up 7.8%, mainly driven by increases in insurance, religious services, and automotive repairs.



Spending by region

Spending growth by region (MoM, %)



NSW & ACT

Leading growth regions

+1.3%

Largest increase (NSW)

-1.5%

Largest decrease (TAS)

- NSW (1.3%) and ACT (1.0%) led national spending growth in October, while other states and territories experienced modest growth. TAS (-1.5%) was the only state to experience spending contraction.
- Increases in personal goods spending and recreation & personal services led the monthly growth in NSW and VIC. Meanwhile, QLD and WA saw the strongest increases in spending on utilities & telecoms and recreational & personal services. TAS experienced

contraction in spending across most categories apart from health & education and personal goods.

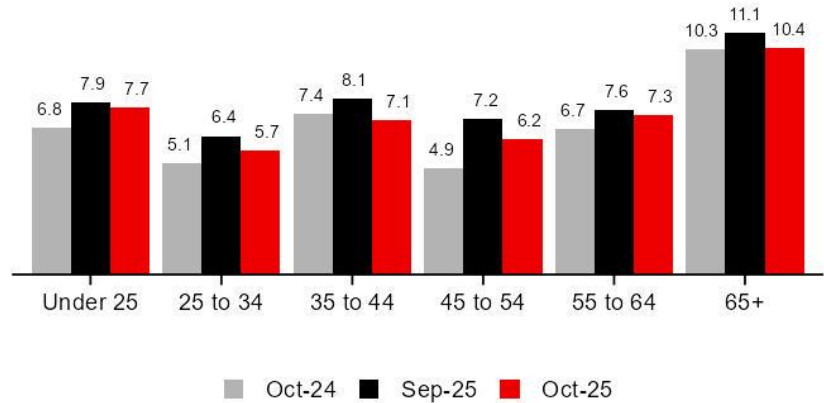
- Over the past 12 months, NT (9.9%), ACT (8.3%) and NSW (8.3%) have led the growth in spending while growth has been modest in VIC (5.9%) and TAS (2.5%).
- Across all states and territories, spending on utilities & telecoms grew the fastest, while fuel spending declined or increased minimally over the year to October.

Spending by demographics



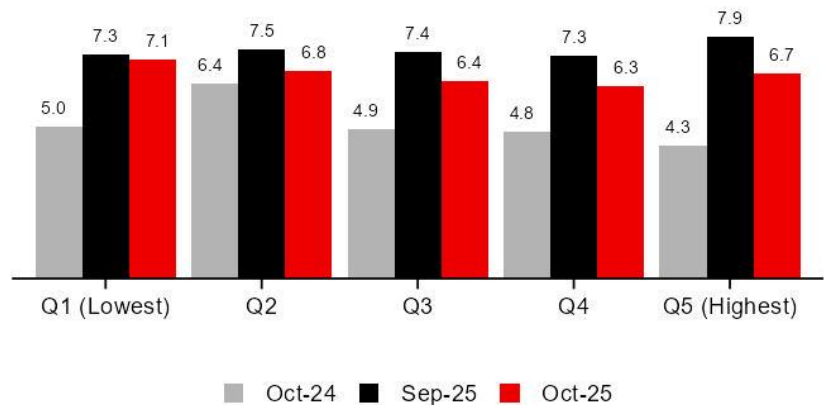
Spending by age (YoY, %)

- Spending increased by more than 5% for all age groups over the past 12 months. However, the growth rate slowed from the previous month's levels.
- People aged over 65 saw their spending go up 10.4% y/y, the highest among all age cohorts.
- People aged 45-54 showed the most significant improvement in spending growth compared to the same period last year.



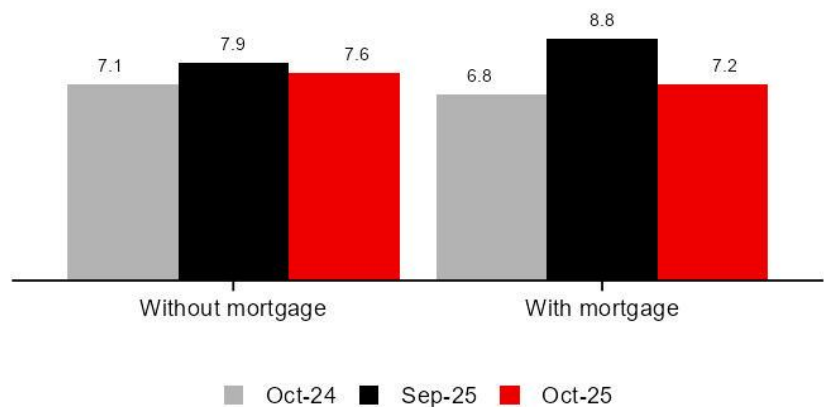
Spending by income (YoY, %)

- Spending rose at an accelerated pace across all income groups compared to the same period last year, despite a slower rate of growth relative to the previous month.
- Spending on utilities & telecoms increased most rapidly for all income groups in the year to October.
- In other categories, while lower income groups saw higher growth in hospitality spending, higher income groups (quintiles 4 and 5) saw higher growth in personal goods spending.



Spending by mortgage status (YoY, %)

- Over the past 12 months, spending grew 7.6% for people without mortgage and 7.2% for people with mortgage.
- Non-mortgage holders increased spending most on hospitality and other services, while those with mortgages focused spending on personal goods and hotels, travel & transport.



About this report

NAB publishes aggregated customer transaction data with the view to providing real-time insights into economic activity in Australia. NAB takes data privacy very seriously. All customer transaction data has been aggregated and no individual's data is specifically identified or analysed as part of this process. The underlying data used in this report are not sold or made publicly available. This monthly report replaces the fortnightly *Data Insights* report and the monthly *NAB Cashless Retail Sales Index*, which were discontinued in October 2022.

Consumer Spending Methodology

Data on consumer spending are derived from NAB electronic transactions data, encompassing more than 4 million transactions per day. The data include transactions made by EFTPOS, Credit Card, BPAY, Bank Transfers, Direct Debits and Paypal services where available, and include transactions with Australian and international merchants. Spending includes both online and offline transactions. The data excludes cash withdrawals made during a purchase and purchases made offline in an overseas location. As the data only capture electronic transactions, results can be affected by changes in the take-up rate of electronic payment methods relative to cash. State splits of spending are based on where the customer lives, which may or may not be where the actual spending activity occurs. Customers without an Australian residential address are excluded. Transactions attributable to non-consumer sectors including Manufacturing, Mining, and Wholesale are excluded, as are Financial & Insurance Services (excluding General Insurance, Health Insurance, Life Insurance and Auxiliary Insurance Services) transactions and Public Administration transactions (largely tax payments). Gambling spending and rental and mortgage payments are also excluded. Opportunities to expand coverage to include spending in these areas will be explored in the future. Individual industry and state series are seasonally adjusted using the X-11 method.

Spending categories

Personal goods	Pharmaceutical, cosmetic and toiletry goods, clothing, footwear, watches and jewellery, recreation goods including toys, games, newspapers, books, stationery, flowers
Household goods	Hardware, building and garden supplies, computers, electrical and electronic goods, furniture, vehicles and vehicle parts
Food retail	Supermarket and grocery stores, fresh fruit and vegetables, fresh meat, fish and poultry, liquor, other specialised food
Utilities & Telecoms	Electricity, water, waste collection, mobile phone services, internet, publishing and broadcasting services, data and other information services
Health & Education	Health services including GP, specialist, allied health, hospital, ambulance Childcare, school education, tertiary education, aged care, tutoring, arts and sports instruction
Recreation & Personal services	Sports, arts and recreation activities including event tickets, casino and lottery, personal care including hairdressing, parking, funeral and cemetery services
Hotels, Travel & Transport	Accommodation (hotels, short-term stays), transportation, rental vehicles, travel agent and tour arrangement services
Café & Restaurants	Cafes, restaurants, takeaways, pubs and clubs
Other services	Construction and home repairing/maintenance services, insurance, property management, professional services including accounting and legal services, vet, vehicle maintenance and repairing, other admin services and religious and interest group services.

Spending by demographics

Spending analyses by age, income and mortgage status were conducted using restricted samples based on available customer data. Income includes earnings from wages, government allowances, rental income, interest and dividends. The sample excludes outliers and is segmented into 5 income quintiles with quintile 1 representing the lowest 20% of income earners and quintile 5 representing the highest 20%.

Mortgage status

We have applied a cohort methodology to identify and track mortgage customers, matching to their spending over the analysis period. We may make changes to future iterations of the cohort which may affect the timeseries series.

NAB Economics & Markets Research

Sally Auld	Group Chief Economist	+(61 0) 422 224 752	Sally.Auld@nab.com.au
Jacqui Brand	Executive Assistant	+(61 0) 477 716 540	Jacqui.Brand@nab.com.au
Australian Economics			
Gareth Spence	Head of Australian Economics	+(61 0) 422 081 046	Gareth.Spence@nab.com.au
Taylor Nugent	Senior Economist	+(61 0) 452 671 752	Taylor.Nugent@nab.com.au
Jessie Cameron	Senior Associate Economist	+(61 0) 491 380 013	Jessie.Cameron@nab.com.au
Michael Hayes	Associate Economist	+(61 0) 411 186 777	Michael.Hayes@nab.com.au
International Economics			
Antony Kelly	Head of International Economics	+(61 0) 477 746 237	Antony.Kelly@nab.com.au
Gavin Friend	Manager Research	+(44) 207 710 1588	Gavin.Friend@eu.nabgroup.com
Behavioural Economics			
Dean Pearson	Head of Behavioural Economics	+(61 0) 457 517 342	Dean.Pearson@nab.com.au
Robert De lure	Associate Director Economics	+(61 0) 477 723 769	Robert.De.lure@nab.com.au
Economics Analytics			
Brien McDonald	Senior Economist	+(61 0) 455 052 520	Brien,McDonald@nab.com.au
Thao Nguyen	Associate Director Economics	+(61 0) 451 203 008	Thao.Nguyen5@nab.com.au
Rocky Facciolo	Analyst	+(61 0) 416 586 554	Rocky.Facciolo@nab.com.au
Markets Research			
Skye Masters	Head of Markets Research	+(61 2) 9295 1196	Skye.Masters@nab.com.au
Foreign Exchange			
Ray Attrill	Head of FX Strategy	+(61 2) 9293 7170	Ray.Attrill@nab.com.au
Rodrigo Catril	Senior FX Strategist	+(61 2) 9293 7109	Rodrigo.h.Catril@nab.com.au
Fixed income			
Michael Bush	Head of Credit Research	+(61 3) 8641 0575	Michael.d.Bush@nab.com.au
Kenneth Crompton	Senior Interest Rate Strategist	+(61 2) 9293 7132	Kenneth.Crompton@nab.com.au
Evangeline Noble	Senior Associate	+(61 2) 7226 7336	Evy.Noble@nab.com.au
Gregorius Steven	Senior Associate	+(61 2) 7209 8133	Gregorius.Steven@nab.com.au

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