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Local spending uplift across pubs, takeaway and hospitality during FIFA World Cup

New ANZ insights show the FIFA World Cup lines up with a spending boost closer to home, with Australians flocking to pubs, cafes and takeaway outlets as they embrace both at-home viewing and shared match-day experiences.

Early analysis reveals ANZ customers have already spent over \$7 billion during this year's FIFA World Cup period so far, with strong spending uplifts recorded across key fan categories: takeaway food (up 6.75%), cafes and restaurants (up 5.5%) bars and hotels (up 5.2%), and sporting apparel (up 9.3%).

These trends largely mirror what ANZ observed during the 2022 FIFA Men's World Cup, when customer spending increased 8.2% year-on-year, totalling more than \$11 billion.

During the 2022 tournament, spending increased across several categories, including takeaway food (up 9.4%), cafes and restaurants (up 10.9%), sporting apparel (up 11.2%), takeaway alcohol (up 14.6%) and bars and hotels (up 9%).

The data suggests major sporting events are powerful influencers of local consumer behaviour and spending patterns, even when matches are played overseas or outside peak viewing hours.

ANZ Managing Director, Data & Analytics, Joanna Gurry, said: "Whether Australians are gathering with friends at home, heading to their local pub to watch a match, or showing support through purchasing sporting merchandise, we're seeing spending patterns that seem to reflect the excitement and social connection major sporting events create."

Despite the Socceroos' campaign coming to an end, hospitality venues say strong patronage is continuing.

Heath Agland, Manager of The Sporting Globe Bar & Grill at Fountain Gate, says fans are still flocking to the pub to watch games with family and friends.

"The FIFA World Cup has created a real buzz at our venue, delivering a strong uplift in trade as fans come together to support teams from across the globe. We were completely booked out for the Socceroos' last match at 4am, which speaks volumes about the passion Australians have for their team.

"Major sporting events like the FIFA World Cup provide a valuable boost for local venues, bringing communities together and creating memorable experiences. We look forward to welcoming even more fans through our doors as the tournament progresses."

Source: ANZ customer spend insights, comparing World Cup tournament periods to the equivalent period the year prior, starting and ending on the same days of the week to adjust for day of week spend distortion. Spend includes debit transactions categorised by ANZ as purchases.

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