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From banquets to gifts: Lunar New Year drives \$5.4 billion spending boost

As communities across Australia and around the world prepare to welcome the Year of the Horse, new ANZ insights reveal customers are set to spend \$5.4 billion during the Lunar New Year period.

From Lunar New Year's Eve on 16 February through to the end of celebrations on 3 March, ANZ customers are expected to lift spending by 5.4% compared with the previous year.

ANZ data shows that categories like food and beverage, travel and entertainment, and household cleaning and repair services are the key drivers of spend during the festival, as families prepare their homes and celebrate traditions.

During the 2025 Lunar New Year, customer spend rose 4.1% to reach \$5.1 billion. The strongest year-on-year growth was seen in digital goods (+52%), stationery (+27%), and household cleaning and repair services (+18%).

Since 2023, household cleaning and repair services have experienced an average annual growth rate of 12.5%, while entertainment has grown by 6.5%, reflecting expanding celebrations and consumer demand.

ANZ business customer and owner of West Lake restaurant in Melbourne's Chinatown, Ron Lim, says the festival brings a surge of excitement and visitors to the precinct every year.

"Lunar New Year gets bigger and better for us every year. We see families returning, new customers exploring Chinatown, and a real sense of community pride. It's one of our busiest and most vibrant times, and the celebrations play a huge role in supporting local businesses like ours," Mr Lim said.

ANZ Acting Managing Director Retail Products, Kate Britton, says that the consistent rise in Lunar New Year spending each year reflects the increasing scale of celebrations across the country.

"Lunar New Year is a meaningful time for many, and we're glad to play a small part in supporting customers as they mark the occasion in their own ways," Ms Britton said.

ANZ's 2025 data also shows men and women display similar spending patterns during the festival period, with strong interest in travel, household cleaning, books and stationery, and beauty categories.

**Insights refer to ANZ credit and debit spend.*

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