

# Spending Momentum Index



Australia

## From dreary to cheery: Strong end to 2024 for Australia consumer spending

In a reversal of the previous month’s decline, Visa’s Australia Spending Momentum Index (SMI) ended the year on a high note, growing by 1.6 points to 101.1. This marked the first time since August 2023 that the index has exceeded the 100-mark and indicates a broad-based acceleration in spending momentum. Spending momentum improved in all states and territories, particularly the Australian Capital Territory, and half of them now have overall readings of above 100. While Queensland saw the weakest increase in December, its 2024 average reading was the highest among the states and territories.

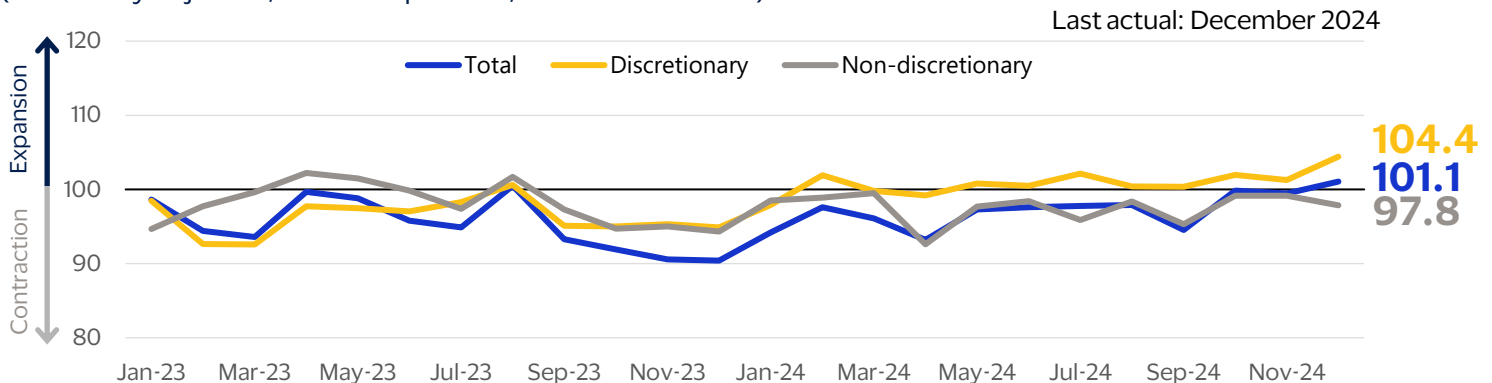
Discretionary spending largely drove the strong year-end performance. The discretionary SMI jumped 3.2 points to reach 104.1 in December, staying above 100 for the eighth consecutive month. The year-end holiday sales, in particular Cyber Monday falling in December instead of November, helped to boost sales. All states and territories, led by Australian Capital Territory and New South Wales, saw an uptick in their discretionary index.

Both the restaurant and non-discretionary segments suffered a decline. However, the fall in the restaurant segment was marginal and uneven, driven by Tasmania, Queensland, Australian Capital Territory, and Western Australia, while the other states and territories grew.

Combined with lower inflation, this apparent turnaround in consumer sentiment is a positive sign for consumer spending resilience in 2025.

### Spending Momentum Index

(Seasonally adjusted, \* ≥100 = expansion, <100 = contraction)



\*The discretionary and non-discretionary categories exclude restaurant and fuel spending; both restaurant and fuel are included in the total SMI. See additional definitions of spending categories on page 3. Source: Visa Business and Economic Insights. The Visa Australia SMI measures the current month relative to the same month last year. The national readings of the index are based on year-over-year (YoY) changes in consumer spending with Visa bankcards.

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### December SMI at a glance

#### Latest index reading

#### Nationwide momentum:

Change from previous month

Total

**+1.6**

Discretionary

**+3.2**

Non-discretionary

**-1.3**





# About the Visa Australia Spending Momentum Index

First released in August 2021, the Visa SMI is an economic indicator to gauge the health of consumer spending. The Visa SMI delivers insight into what drives upturns and downturns in spending by measuring the breadth of the momentum supporting these trends.

Currently available in eight countries (Australia, Brazil, Canada, Ireland, Italy, United Arab Emirates, the United Kingdom and the United States), the SMI provides a consistent method across countries to measure global spending trends.



## A sample pulled from the Visa network

The SMI leverages the power of the Visa network utilising a sample of depersonalised and aggregated spending data from Visa-branded credit and debit credentials. This makes it a timelier read on consumer spending compared to other consumer spending measures (e.g. retail sales and personal consumption expenditures).



## Tracks upturns and downturns in consumer spending

The resulting sample data is then aggregated using a diffusion index framework where index values are scored from 0 to 200. When the Visa SMI rises above 100, the consumer spending momentum is strengthening and when it falls below 100, the spending momentum is weakening as fewer consumers are spending more relative to the previous year.



## A better way to track the economic recovery

SMI has correlation with key macroeconomic indicators, including retail sales, unemployment and household income. The SMI does not take into account the volume of payments nor does it rely on all Visa credentials, and therefore does not reflect Visa's operational or financial performance. The SMI can assess the variation in spend down to a geographic (national, state, city and county) and industry vertical level.



## Spending Categories\*:

**Discretionary** (airlines, lodging, auto rental, appliance retail, computer retail, fashion retail, florist, general department store, home goods retail, leisure goods retail, luxury goods retail, repurposed goods retail, sporting goods retail, attractions & amusements, duty free, entertainment, gambling, marina services, sport & recreation, transportation, travel agencies, construction services, electric goods repair, home repair services, personal services, professional services, spa/beauty services, telecommunication, charity, direct marketing, membership clubs).

**Non-discretionary** (medical/health services, pharmacy, food retail, supermarkets, postal/courier, utilities, education, tolls/fees, wholesale).

## Methodology

The Visa Spending Momentum Index (SMI) measures the breadth of year-over-year change in household spending within an economy, including the share of households with increased spending compared with those where spending was stable or declined. The index is generated using proprietary techniques that extract economic signals from business-related noise inherent in VisaNet transaction data, such as portfolio flips, routing changes, or evolving acceptance across geographies or merchant segments. Regional and national aggregates are population-weighted averages.

The resulting sample data is then aggregated using a diffusion index framework in which index values are scored from 0 to 200. Values above 100 indicate broad-based net acceleration in economic momentum. Values below 100 indicate contraction on an annual basis. To ensure compliance with Visa's confidentiality obligations and with applicable laws, any market or competitor data that does not meet Visa Inc.'s minimum benchmarking requirements will not be shared.

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