

Spending Momentum Index



Australia

SMI falls in September as Aussie consumers pocket savings from fuel price cuts

Visa's Australia Spending Momentum Index (SMI) fell 3.4 points to 94.5 in September, following a streak of consecutive gains in recent months. Spending momentum declined in all Australian states and territories, with South Australia seeing the sharpest fall.

A steep decline in the fuel segment of the index—the sharpest this year—was the primary driver of the fall in the headline SMI. The fuel SMI dipped across all territories and regions following a 14 percent drop in fuel prices, the steepest decline since January 2021.¹ At the same time, the discretionary SMI continued to decline but remained slightly above the 100-mark, signaling an expansion in spending momentum. Non-discretionary spending momentum fell by 3.1 points to 95.3. Protracted weakness in the non-discretionary segment could be a reflection of consumers limiting their shopping to only essentials, given the high cost of living. A similar trend could also be affecting the restaurant SMI, which saw a marginal increase but remained below the 100-mark.

Collectively, this month's SMI figures show that the cost savings from the fuel segment were not diverted to other segments. This suggests that Australian consumers are feeling cautious about spending given the high interest rates and slow disinflation process.

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September SMI at a glance Latest index reading

Nationwide momentum:

Change from previous month

Total
-3.4

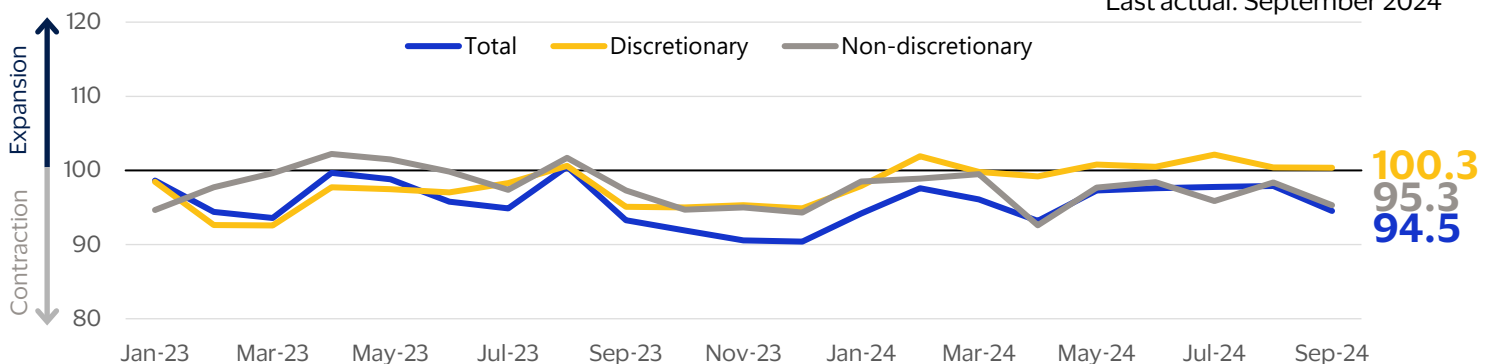
Discretionary
-0.1

Non-discretionary
-3.1

Last actual: September 2024

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.





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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Footnotes

¹Australian Institute of Petroleum/Haver Analytics

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