

Spending Momentum Index



Australia

Spending momentum remains flat in June amidst an uptick in inflation

Visa’s Australia Spending Momentum Index (SMI) rose marginally by 0.2 points in June to 97.6 as inflation outweighed efforts to save for an increasing number of Australian households. However, the index remains in contraction territory, suggesting that Australians are still cautious about their spend in light of the heightened uncertainties surrounding the cash rate cycle.

Growth in the restaurant segment helped boost the SMI, with the restaurant SMI recording its strongest increase and reading year-to-date. This is despite a marginal decline in the number of seated diners, according to data from OpenTable, suggesting that Australians who dined out were spending more. However, the index is still below the 100 mark (i.e., a higher share of consumers were spending less with their cards than last year). Interestingly, the Northern Territory was the only state or territory that had a reading above 100 for the restaurant SMI, and its discretionary SMI was the strongest amongst all states.

Overall, though, discretionary spending momentum suffered a slight pullback as some Australians slowed down their spend after May’s sales. At the same time, non-discretionary spending momentum rose by 0.7 points to 98.4. Despite the recent increase in fuel prices, declining fuel spend weighed down overall spending momentum. This may suggest that Australians continued to cut back on driving and diverted some of their spend to other essentials.

Moving forward, the energy rebates and the Stage 3 tax cuts from 1 July should provide some relief to consumers, especially given the 4.0 percent rise in inflation in May this year.

18 July 2024

June SMI at a glance

Latest index reading

Nationwide momentum:
Change from previous month

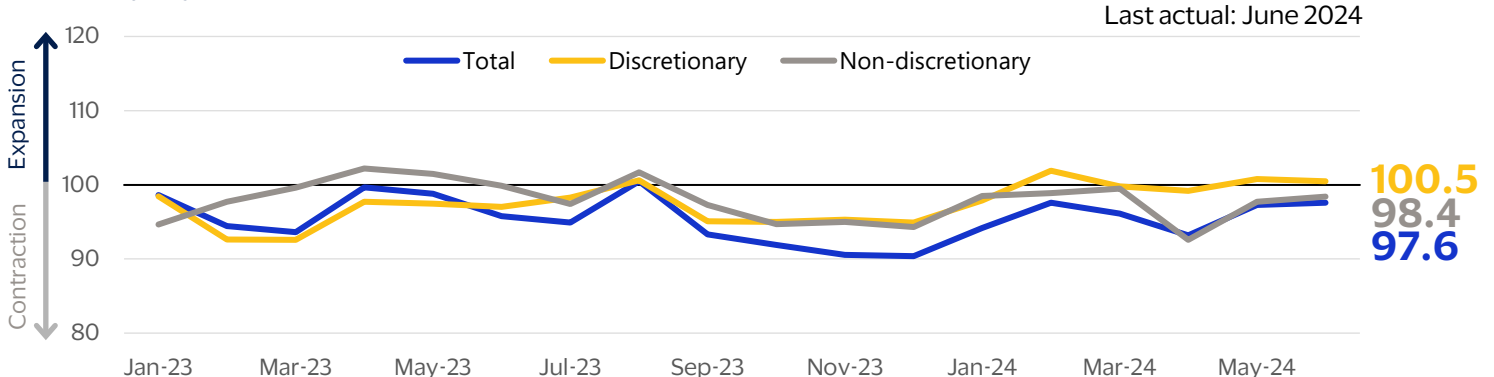
Total
+0.2

Discretionary
-0.3

Non-discretionary
+0.7

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(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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Visa Business and Economic Insights Staff

Wayne Best, Chief Economist

wbest@visa.com

Bruce Cundiff, Vice President, Consumer Insights

bcundiff@visa.com

Simon Baptist, Principal Asia Pacific Economist

sbaptist@visa.com

Michael Brown, Principal U.S. Economist

michael.brown@visa.com

Adolfo Laurenti, Principal European Economist

laurenta@visa.com

Richard Lung, Principal Global Economist

rlung@visa.com

Mohamed Bardastani, Principal CEMEA Economist

mbardast@visa.com

Dulguun Batbold, Senior Global Economist

dbatbold@visa.com

Weiwen Ng, Senior Innovation Economist

weiweng@visa.com

Joel Virgen Rojano, Senior LAC Economist

jvirgenr@visa.com

Jennifer Doettling, Director, Content and Editorial

jdoettli@visa.com

Michael Nevski, Director, Consumer Insights

mnevski@visa.com

Travis Clark, U.S. Economist

wiclark@visa.com

Hannah Heeran, European Economist

heeranh@visa.com

Woon Chian Ng, Asia Pacific Economist

woonng@visa.com

Mariamawit Tadesse, Global Economist

mtadesse@visa.com

Sean Windle, U.S. Economist

swindle@visa.com

Jen Petosky, Analyst, Content and Editorial

jepetosk@visa.com

Michelle Yi, U.S. Economic Analyst

michyi@visa.com

Juliana Tang, Project Coordinator

jultang@visa.com

For more information, please visit us at [Visa.com/EconomicInsights](https://www.visa.com/EconomicInsights) or VisaEconomicInsights@visa.com.