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Daily Insights

Highs and lows for fans, but host cities continue to win

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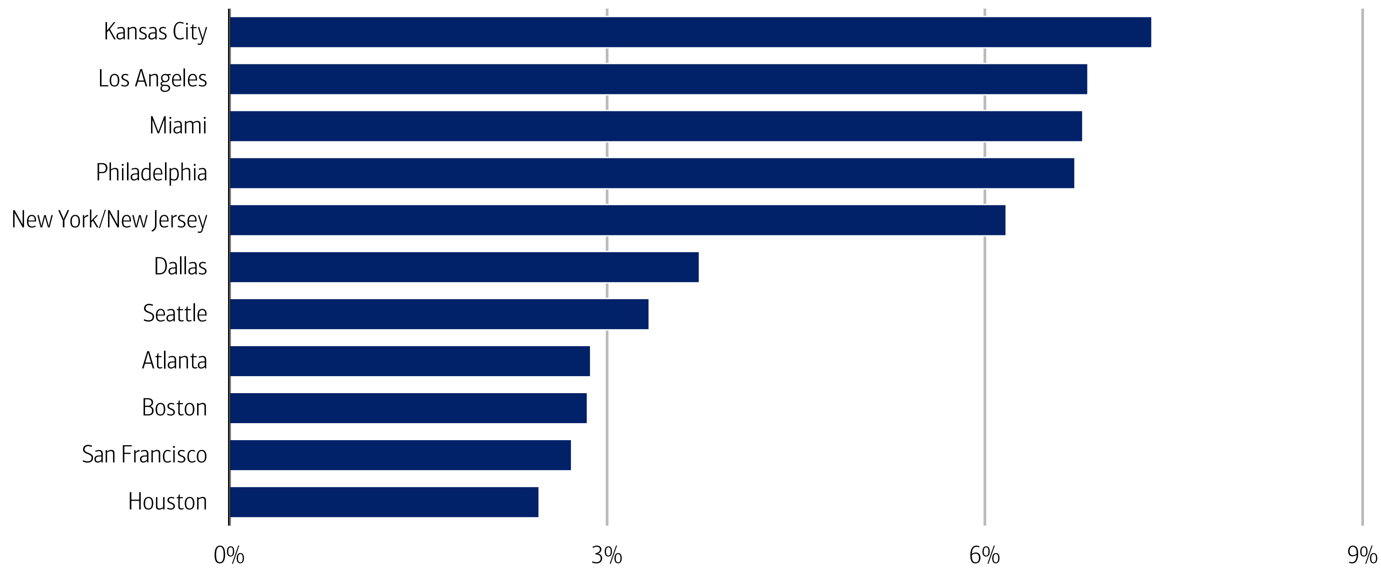
All 11 US FIFA World Cup 2026™ host cities have seen increases in spending over the tournament
Total credit and debit card point-of-sale spending in US World Cup host cities (data from June 10 - July 5, % year-over-year (YoY))



Source: Bank of America internal data

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The FIFA World Cup 2026™ has delivered plenty of heartbreak and highlight-reel moments. This week, Team USA saw its tournament run come to an end with a 4–1 loss to Belgium. Fans of Brazil, Portugal, Germany and the Netherlands were also left on the sidelines as their teams fell short of the quarterfinals.

While some teams are heading home, spending growth across US host cities continues to advance. Focusing on the Round of 32 and Round of 16 matches, Bank of America aggregated credit and debit card data suggests that in-person spending rose 5% YoY. The biggest spending surges were seen in Kansas City, Los Angeles and Miami (all of which are also hosting quarterfinal matches this weekend), though every host city we analyzed managed to stay in the win column.

Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Aggregated spend include total credit card, debit card, ACH, wires, bill pay, business/peer-to-peer, cash, and checks.

Any household consumer deposit data based on Bank of America internal data is derived by anonymizing and aggregating data from Bank of America consumer deposit accounts in the US and analyzing that data at a highly aggregated level. Whenever median household savings and checking balances are quoted, the data is based on a fixed cohort of households that had a consumer deposit account (checking and/or savings account) for all months from January 2019 through the most current month of data shown.

Transactions and spending associated with the FIFA World Cup 2026™ are based on data aggregated point-of-sale credit and debit card spending in CBSA's (core based statistical areas) associated with tournament stadiums.

Additional information about the methodology used to aggregate the data is available upon request.

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Sources

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Disclosures