

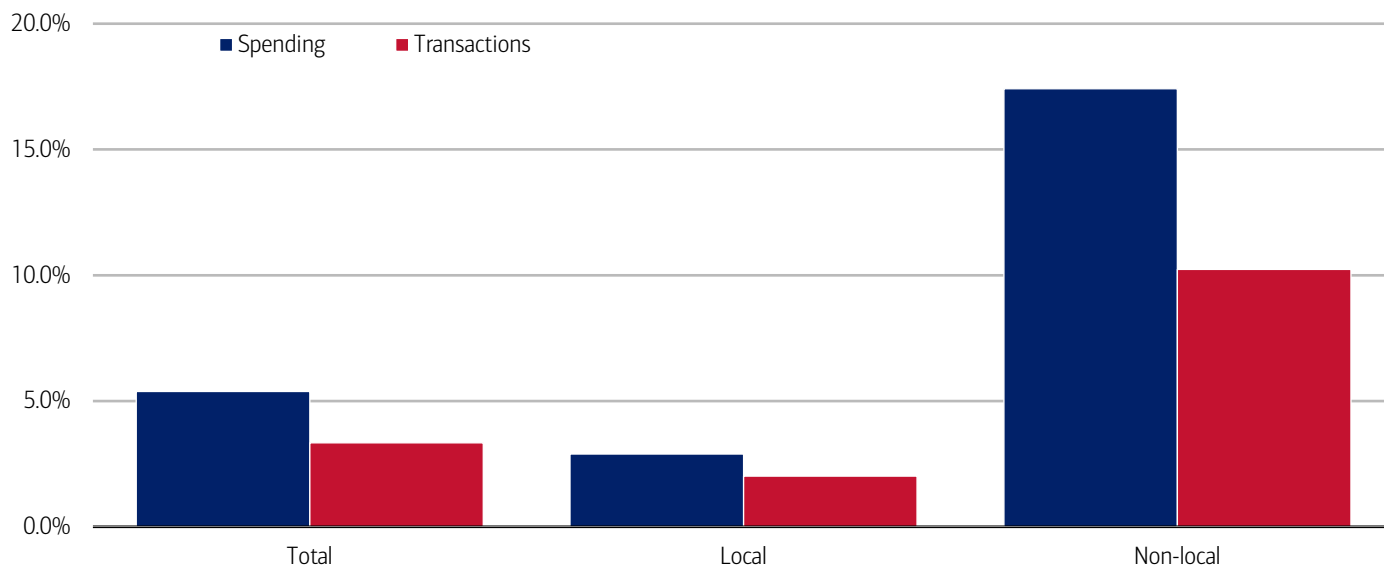
Daily Insights

The World Cup consumer is finding the back of the net

02 July 2026

FIFA World Cup 2026™ host cities continue to see significant boosts in consumer spending

Total credit and debit card point-of-sale spending and number of transactions by local and non-local customers in World Cup group stage host cities (data from June 10-28, % year-over-year (YoY))



Source: Bank of America internal data

Note: Local refers to customers spending in the CBSA (core based statistical area) where they live, while non-local refers to customers spending outside their home CBSA.

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As the FIFA World Cup 2026™ advances to the first knockout phase, we’re taking stock of how the group stage helped consumer spending find the back of the net. To do this, we look at in-person credit and debit card spending, as well as transaction counts, across tournament host cities using Bank of America aggregated data.

Consistent with what we found last week, host cities continue to deliver a strong performance, with spending up 5.4% YoY over the full group stage. The boost is being particularly driven by “non-locals” coming into the cities for the matches, whose spending was up 17.4%.

During the group stage, Team USA played in Seattle and Los Angeles, winning two of their three matches. In spending terms, those cities also notched wins, with overall spending rising 5.0% and 6.8%, respectively, over the first stage of the tournament.

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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Disclosures

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