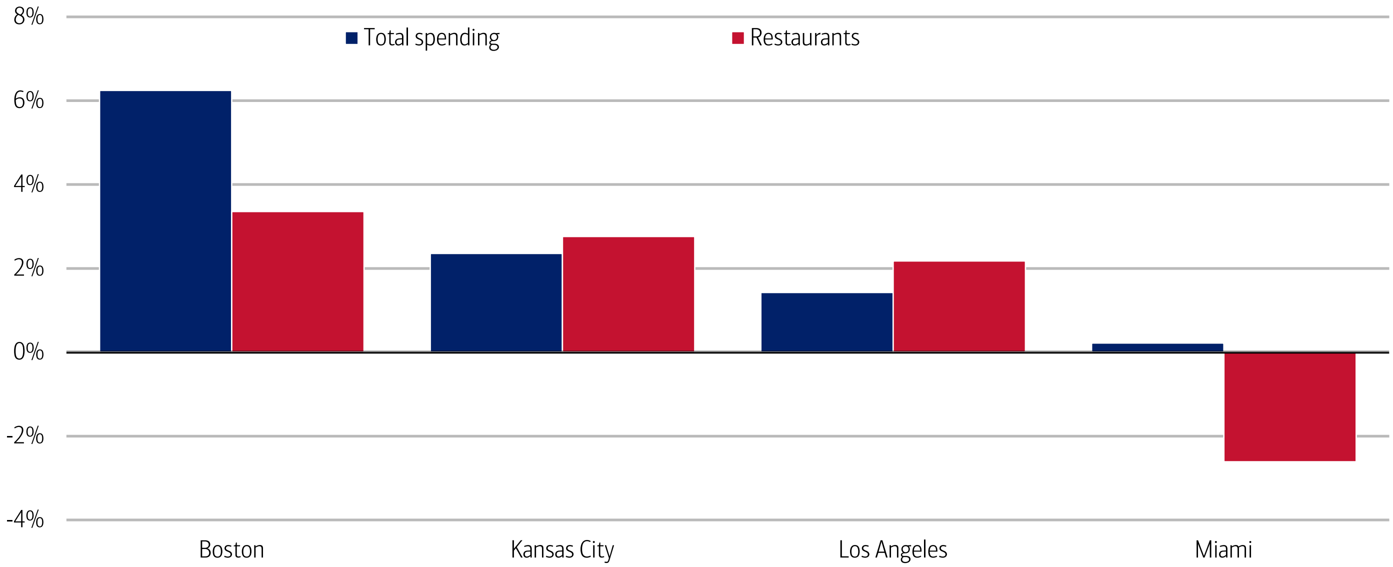
Daily Insights

The final is set, and spending gains remain on the scoreboard

16 July 2026

The FIFA World Cup 2026™ quarterfinal host cities saw boosts to spending

Total credit and debit card point-of-sale spending in US World Cup host cities over quarterfinals (year-over-year (YoY) %)



Source: Bank of America internal data

Note: Spending includes the day before and after the quarterfinal match was played in each city.

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The FIFA World Cup 2026™ is reaching a thrilling conclusion, with Argentina and Spain set to face off in Sunday's final at the New York-New Jersey stadium. For supporters of either team, the stakes could hardly be higher. But no matter what, it's a chance to celebrate a memorable tournament that has delivered excitement both on and off the field.

As we've highlighted throughout the course of the tournament, host cities have enjoyed a meaningful boost to spending on matchdays. Looking back at last week's quarterfinals, the pattern mostly continued, with particular strength at bars and restaurants. Bank of America aggregated credit and debit card data suggests in-person spending rose over 6% YoY in Boston, over 2% YoY in Kansas City, just under 2% YoY in Los Angeles, but was mostly flat in Miami.

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