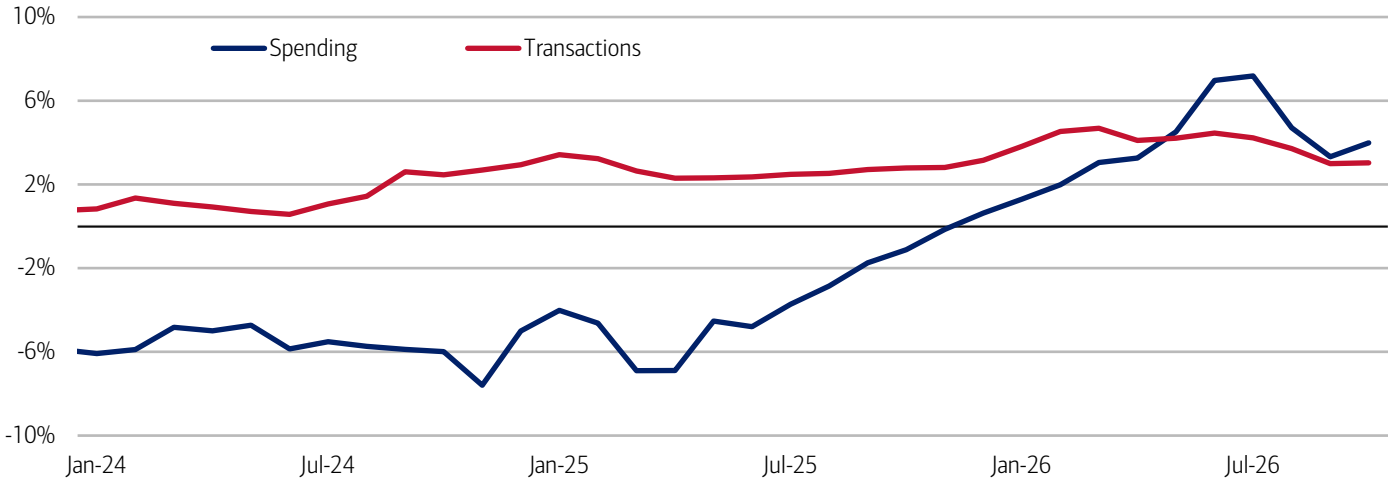
Daily Insights

Sporting goods spending makes a comeback

20 November 2026

Since May, spending growth on sporting goods has surpassed transaction growth
Sporting goods spending and transactions per household (year-over-year (YoY)%, monthly, three-month moving average)



Source: Bank of America internal data

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Consumers appear to be getting back in the sporting goods game. Bank of America credit and debit card data shows sporting goods spending per household rose around 4% YoY in October, a continuation of the notable turnaround since the start of the year after declining through much of 2024 and early 2025.

Still, there's a price tag attached to the comeback. Spending growth has outpaced transaction growth since May, as sporting goods inflation has picked up. And the rebound isn't showing up equally everywhere. Younger consumers are driving much of the growth, while some categories, including athletic footwear and apparel as well as specialty running, continue to lag.

Read more on sports in consumers' budgets in On the ball: Getting in the game.

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.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Bank of America aggregated credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards are excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

Generations, if discussed, are defined as follows: Gen Z, born after 1995; Younger Millennials: born between 1989-1995; Older Millennials: born between 1978-1988; Gen Xers: born between 1965-1977; Baby Boomer: 1946-1964; Traditionalists: pre-1946

Any reference to card spending per household on gasoline includes all purchases at gasoline stations and might include purchases of non-gas items.

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

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Disclosures

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