

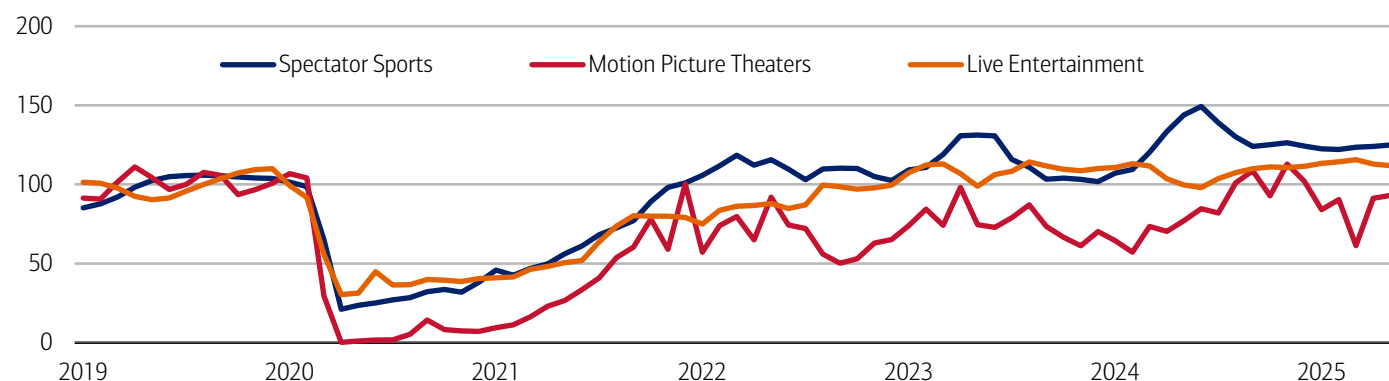
Institute Daily Insights

Spending on sports tops the podium

15 August 2025

Spending on live entertainment has strengthened post-pandemic, especially for sporting events

Real personal consumption expenditure on spectator amusements by type (monthly, seasonally adjusted, index 2019=100)



Source: Haver Analytics

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Although the post-pandemic “revenge spending” wave has largely slowed, consumers’ spending on live entertainment, like Taylor Swift’s Eras Tour, was a key factor in driving overall consumer spending growth to new heights.

More recently, spending on spectator sports has taken the lead, increasing by a hefty 25% since 2019. Importantly, this kind of spending gives a boost to local economies, especially in stadium neighborhoods. The 2025 FIFA Club World Cup is a good example of this, as hosting zip codes saw jumps in spending.

Read more in [On the Ball: Local economies score when sports kick off.](#)

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