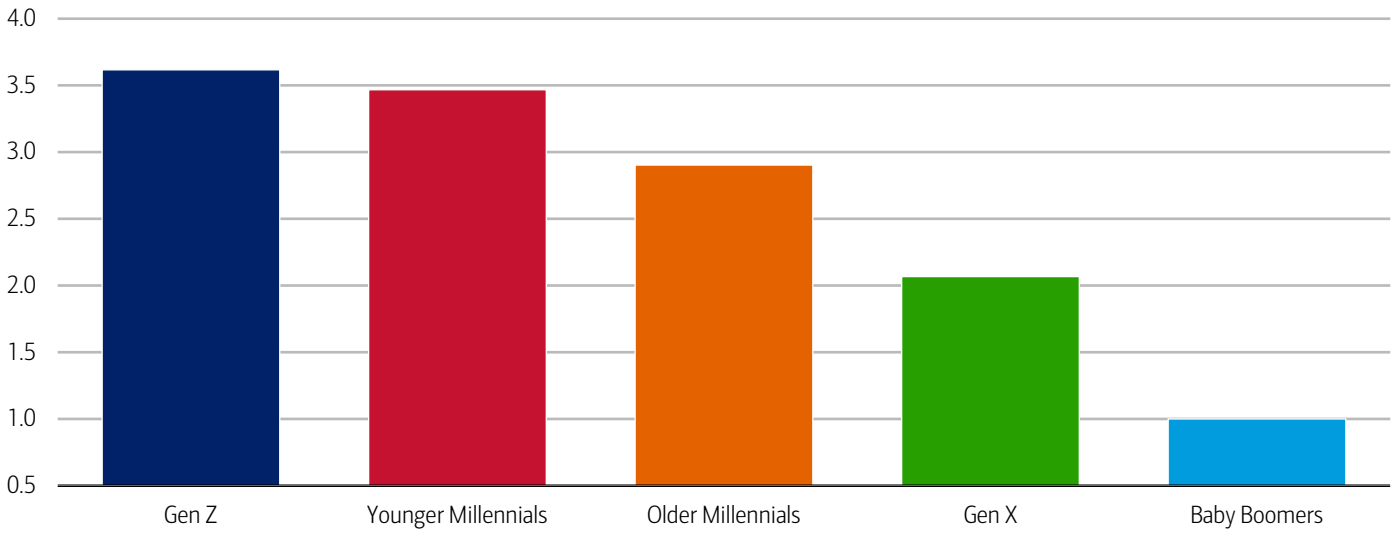
Daily Insights

Spend city: All generations boost their video game spending

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On average, younger generations spend considerably more on video games
Average video or online games spending per customer by age generation (three-month moving average to August 2026, index Baby Boomers = 1, meaning any value over 1 indicates that the generation is spending more than the average Baby Boomer)



Source: Bank of America internal data

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Gen Z may be at the top of the leaderboard when it comes to video and online gaming: average spend is more than 3.5 times that of Baby Boomers, while more than a quarter of the generation has some gaming spend. Younger Millennials are close behind, with over 23% spending on gaming.

But the bigger story may not be more gamers, but gamers spending more. While video game spending is much more widespread for younger cohorts, every generation has recorded at least two straight years of double-digit spending growth. That makes gaming a useful window into how consumers are prioritizing discretionary dollars: when an experience generates excitement and engagement, consumers across ages appear willing to pay to play.

Take your understanding of how consumers spend their leisure dollars to the next level in The hobby economy and the price of fun.

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 **Small Business** payments data represents aggregate spend from Small Business clients with a deposit account or a Small Business credit card. Payroll payments data include channels such as ACH (automated clearing house), bill pay, checks and wire. Bank of America per Small Business client data represents activity spending from active Small Business clients with a deposit account or a Small Business credit card and at least one transaction in each month. Small businesses in this report include business clients within Bank of America and generally defined as under $5mm in annual sales revenue.

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

The differences between the total and per household card spending growth rate (if discussed) can be explained by the following reasons:

1. Overall total card spending growth is partially boosted by the growth in the number of active cardholders in our sample. This could be due to an increasing customer base or inactive customers using their cards more frequently.
2. Per household card spending growth only looks at households that complete at least five transactions with Bank of America cards in the month. Per household spending growth isolates impacts from a changing sample size, which could be unrelated to underlying economic momentum, and potential spending volatility from less active users.
3. Overall total card spending includes small business card spending while per household card spending does not.
4. Differences due to using processing dates (total card spending) versus transaction date (per household card spending).
5. Other differences including household formations due to young adults moving in and out of their parent's houses during COVID.

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.

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.

Hobby spending includes spending across all payment vehicles at arts and crafts stores, hobby shops, ski resorts, scuba retailers and rentals, adventure activities, educational toys, outdoor retailers and some toy stores. Not included in this analysis are some hobbies like golf or travel, due to further analysis in other pieces. Also not included are more digital forms of entertainment like video games, though this category is included as a separate analysis.

Includes a reference to Bank of America's Navigator Survey's question "Outside of your family, in which places or groups do you currently feel a sense of community or belonging? (Select all that apply)." The survey was conducted between January 16 and 22, 2026 and included 2,041 participants.

Lower, middle and higher household income cuts in Bank of America credit and debit card spending per household, and consumer deposit account data are based on quantitative estimates of each households' income. These quantitative estimates are bucketed according to terciles, with a third of households placed in each tercile periodically. The lowest tercile represents 'lower income', the middle tercile represents 'middle income' and the highest tercile 'higher income'. The income thresholds between these terciles will move over time, reflecting any number of factors that impact income, including general wage inflation, changes in social security payments and individual households' income. The income and tercile in which a household is categorised are periodically re-assessed.

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. Our Gen Z analysis only includes spending by people that are 18 years or older and likely reflects the trends from the members of this generation who are living on their own.

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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