

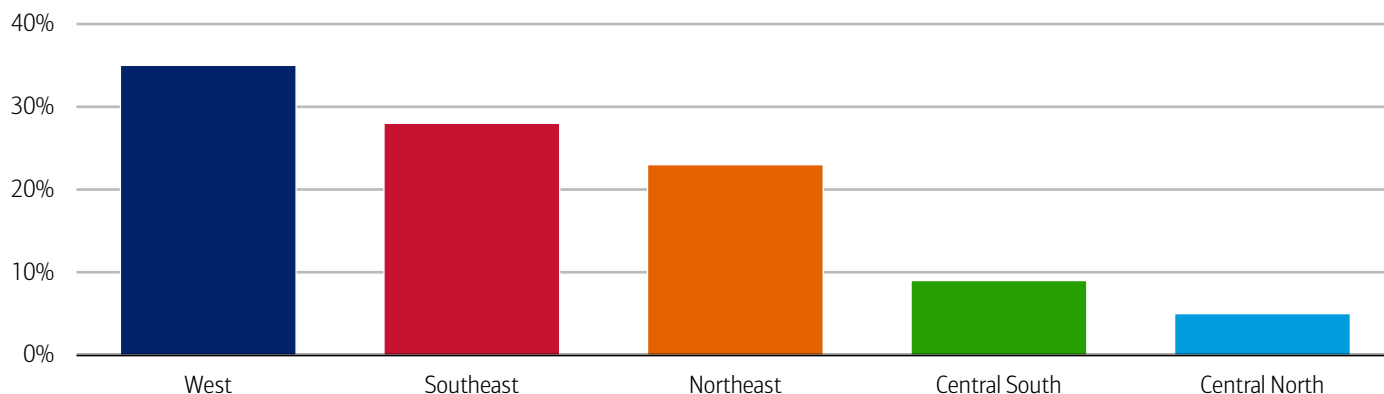
## Daily Insights

# The West leads overall US art spend

20 March 2026

**Last year, the West accounted for the largest share of national art purchases at 35%, ahead of the Southeast (28%) and Northeast (23%)**

Regional market share by number of outbound transactions (%)



Source: 2026 US Art Market Report

BANK OF AMERICA INSTITUTE

Collectors in the West continued to shape the US art market in 2025, accounting for the largest share of national purchases at 35%, ahead of the Southeast (28%) and Northeast (23%). This leadership was driven by the region’s strong volume of sub-\$50K acquisitions, while the Northeast dominated the middle market and top end (\$50K–\$1MM and \$1MM+). The West’s broad ecosystem – including the Pacific Northwest, Bay Area, Greater Los Angeles and Las Vegas – helped diversify and sustain activity, in contrast to the Northeast and Southeast, where transactions relied more heavily on singular hubs such as New York and Southeast Florida.

Remarkably stable for the past decade – holding between 34% and 38% of overall US purchases – the West has only recently gained ground at the high end. After bottoming out at a 10-year low of 15% of the \$1MM+ market in 2020, the region doubled its share to 31% in 2025, closing what was once a 32-point gap with the Northeast in 2015. This rise reflects both faster income growth among high-earning households in the West and continued maturation of the region’s art infrastructure.

Read more in [Bank of America’s 2026 US Art Market Report](#).

## Methodology

These findings leverage proprietary Bank of America art spend data to report US regional market shares over time. Transactions include auction houses, galleries, and online marketplaces, ranging from \$1,000 to \$10MM+.

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