

August 2022



DUBLIN  
ECONOMIC  
MONITOR

# DUBLIN

## Mastercard SpendingPulse™

Dublin Mastercard SpendingPulse Delivering Unique Insights for Consumer and Tourism Spend.

### KEY HIGHLIGHTS YEAR-ON-YEAR Q2 2022\*



**+7.4%**

OVERALL SALES



**+72.0%**

OVERSEAS TOURISM SPEND



**+0.1%**

NECESSITIES



**+44.9%**

DISCRETIONARY



**+4.9%**

HOUSEHOLD GOODS



**+141.8%**

ENTERTAINMENT



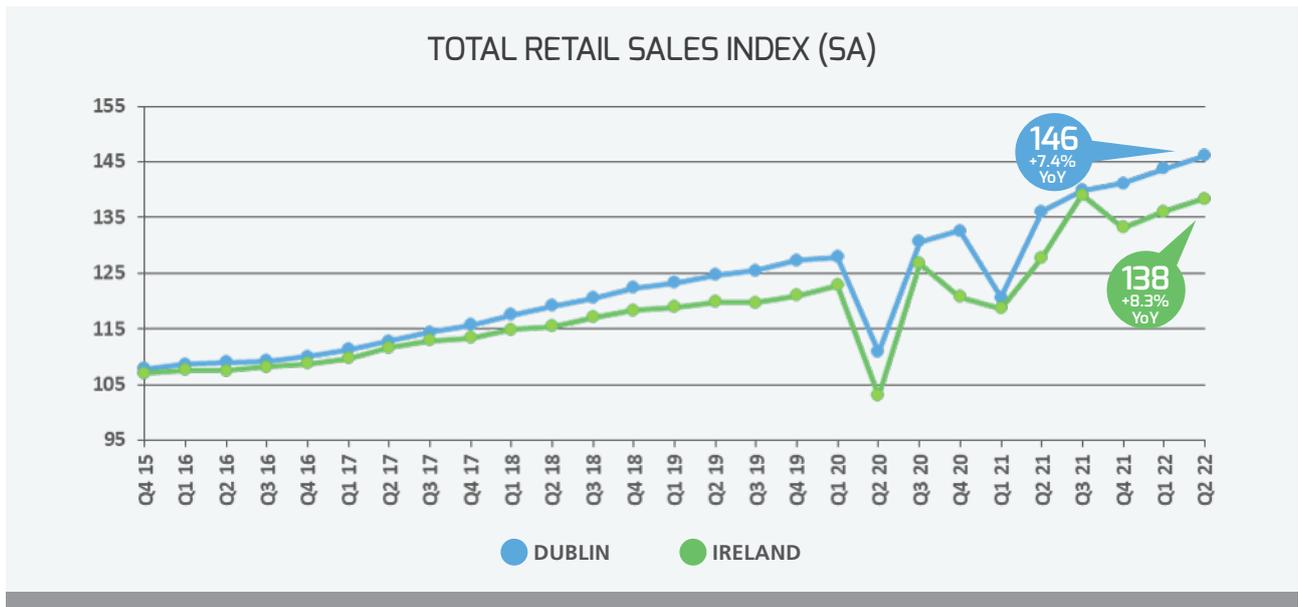
**+9.8%**

ECOMMERCE

\*RETAIL SALES VALUE (SA)



# RETAIL SPENDING IN DUBLIN REMAINS ON UPWARD PATH



Retail spending in the Dublin economy increased for a fifth consecutive quarter in Q2 2022. Total expenditure rose by 1.6% QoQ and 7.4% YoY in the quarter. This was in spite of the ongoing cost of living challenges facing the economy where energy prices, in particular, have impinged upon the disposable incomes available to consumers both in Ireland and across the globe.

Growth in Dublin retail sales QoQ was evident across all the retail categories captured by the SpendingPulse. Expenditure on Entertainment saw the greatest QoQ expansion (+9.2%) as a combination of the lifting of Covid-19 restrictions and the early summer tourism season no doubt contributed significantly.

More modest growth of 3% QoQ was recorded for Discretionary sales in the quarter. This is somewhat promising as, although the rate of growth slowed from Q1, consumers in Dublin have shown an ongoing ability and willingness to spend disposable incomes in the face of mounting inflationary challenges.

Spending on necessities, which had dipped in Q1, expanded by 1.5% QoQ while Household Goods expenditure also increased (+1.7%).

Expenditure via eCommerce platforms has experienced some undulations over the past two years yet increased at a solid rate of 2.9% QoQ. The persistent strength of this method beyond the worst of the pandemic, and the absence of any real reversal in consumer trends, points towards lasting behaviours in this regard.

*One silver lining to the crowds at the airports is that tourism spending is recovering nicely in Dublin and across Ireland. Entertainment spending has also posted impressive results along with a strong rebound in discretionary spending. The net result is that while the long queues due to the travel recovery are challenging, the positive economic impact on the community and the country are compelling.*

**Michael McNamara**  
GLOBAL HEAD OF SPENDING PULSE, MASTERCARD

## DUBLIN RETAIL SALES VALUE INDEX (SA)



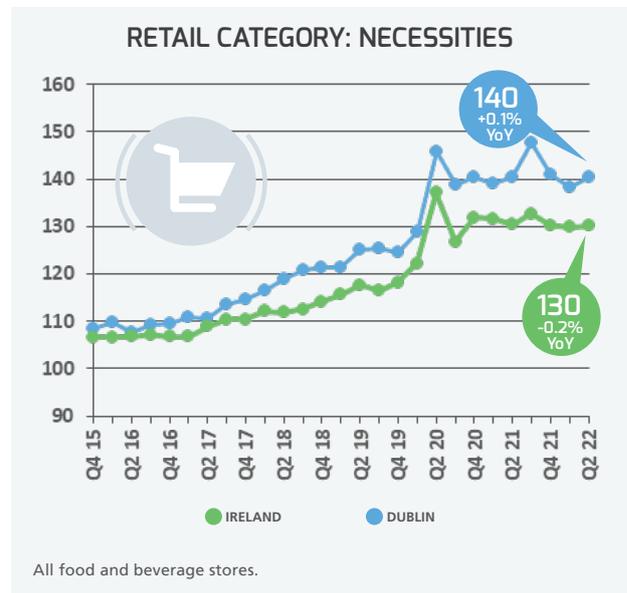
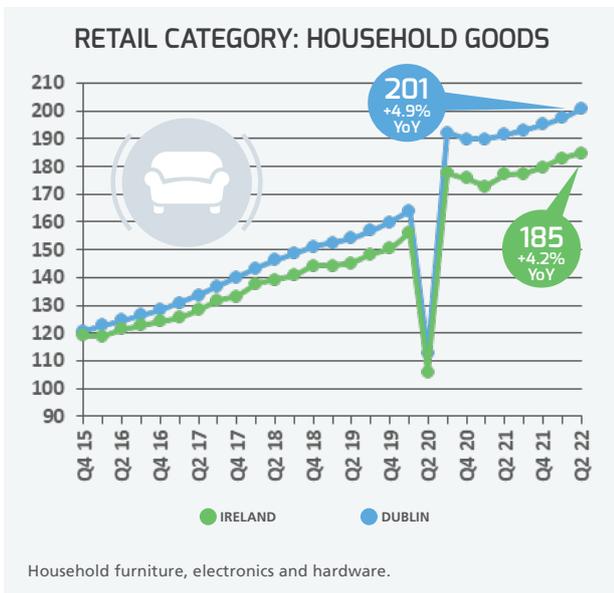
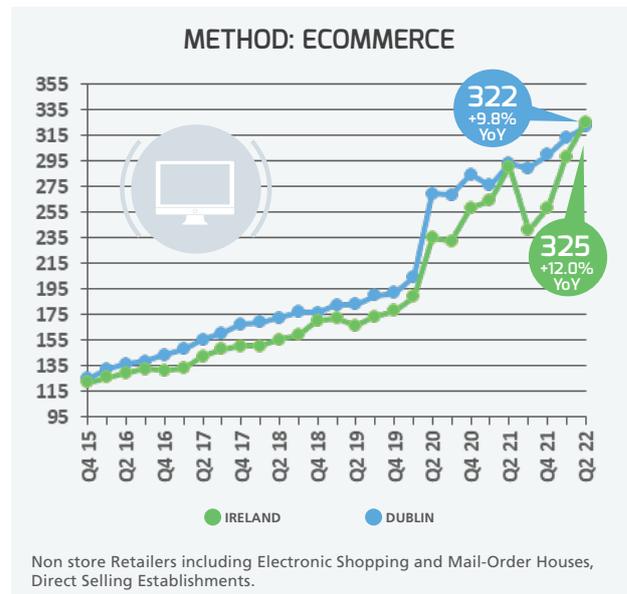
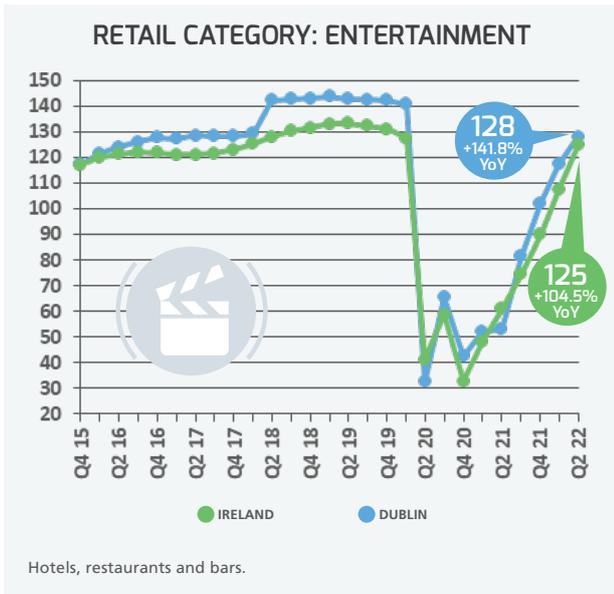
### METHODOLOGY

A macro-economic indicator, SpendingPulse™ reports on national and Dublin retail sales and is based on aggregate sales activity in the MasterCard payments network, coupled with estimates for all other payment forms, including cash and cheque. This information has been grossed up to present an estimate of the total retail sales of retail businesses in Ireland and Dublin to both residents and tourists. Data is seasonally adjusted but is not adjusted for inflation. MasterCard SpendingPulse™ does not represent MasterCard financial performance. SpendingPulse™ is provided by MasterCard Advisors, the professional services arm of MasterCard International Incorporated. See [www.dublineconomy.ie](http://www.dublineconomy.ie) for more info on methodology.

\*All values are seasonally adjusted by Grant Thornton, and have been re-adjusted since the last issue. The data in this issue is hence not directly comparable to previous issues.

## DUBLIN AND IRELAND SPENDING GROWTH BROADLY ALIGNED

Retail spending patterns in Dublin and Ireland remained on broadly similar trajectories in the second quarter of 2022. Growth rates in expenditure were aligned in the quarter, with an expansion of 7.4% YoY in Dublin marginally exceeded by growth of 8.3% YoY across Ireland. Spending on Entertainment unsurprisingly saw the greatest growth when compared with the pandemic-era Q2 2021. Pent-up demand for hospitality and a recovering tourism sector likely drove expansions in spending in hotels, bars and restaurants of over 140% YoY in Dublin and 104.5% YoY in Ireland. Expenditure by consumers in department and clothing stores rose by just under 45% YoY in both Dublin and Ireland in the quarter as Discretionary spending remained robust despite the pressing issue of inflation. Expansions in Household Goods spending, although modest, encouragingly remained up YoY in both Dublin (+4.9%) and Ireland (+4.2%). Necessities spending was stable YoY in the Capital and across the country. More modest, though not insignificant growth in eCommerce spending of 9.8% YoY in the Capital was marginally exceeded across the country as a whole (+12% YoY).



\*All values are Seasonally Adjusted by Grant Thornton, and have been re-adjusted since the last issue.

# DUBLIN LAGS IRELAND IN TOURIST SPENDING GROWTH

Tourism spending in the Dublin economy continued to recover in Q2 2022 with growth of 8% QoQ and 72% YoY. Despite the positive trends, growth in the Capital fell considerably short of the national level where expansions of 25% QoQ and 294% YoY were recorded.

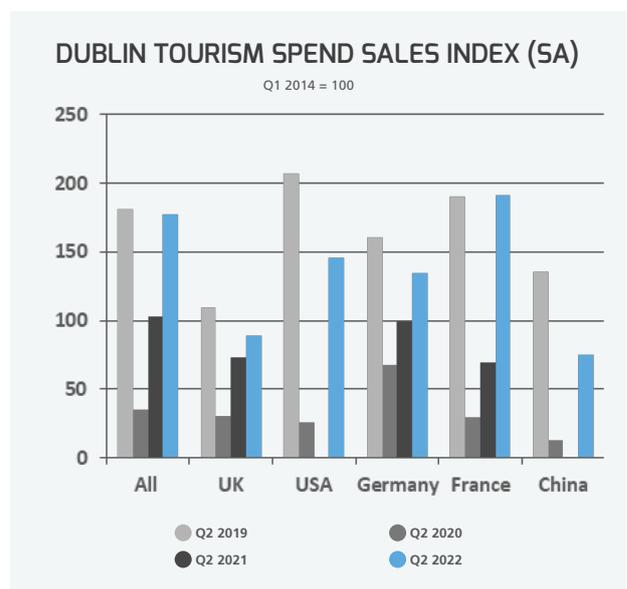
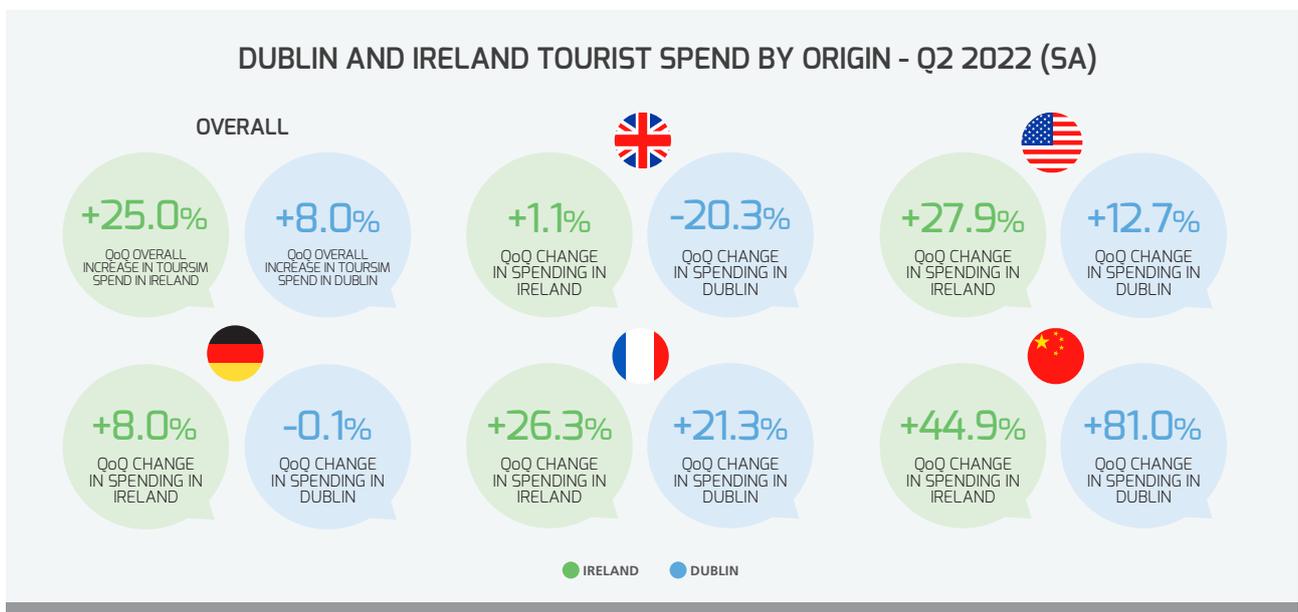
Significant variances were also evident between spending patterns from different tourist markets. For the UK market, expenditure by tourists to Dublin fell by more than a fifth QoQ (-20.3%) in what may be initial evidence of international visitors cutting back on short overseas city breaks in the face of mounting cost challenges. This was also somewhat reflected at the national level where UK tourist spending was flat QoQ (+1.1%) in Q2.

The US market, which is dominated by longer-stay summer visitors, showed robust growth in the quarter yet the QoQ

expansion in the Capital (+12.7%) was exceeded at the national level (+27.9%). This is likely due to a multitude of factors but soaring hospitality prices in the Capital may have been a limiting factor.

The French market continued to be a source of strong tourist spending in the quarter. Expenditure by visitors from France grew by 21.3% QoQ in Dublin, while a more sizeable expansion of 26.3% was recorded nationally. German tourists had been an early driver of the spending recovery in 2021, yet expenditure from the market flat-lined (-0.1% QoQ) in Dublin in Q2. Growth of 8% QoQ was seen at the national level.

The Chinese market finally showed signs of a resurgence from all time lows with QoQ spending growth of 81% and 44.9% in Dublin and Ireland respectively.



\*All values are Seasonally Adjusted by Grant Thornton, and have been re-adjusted since the last issue.