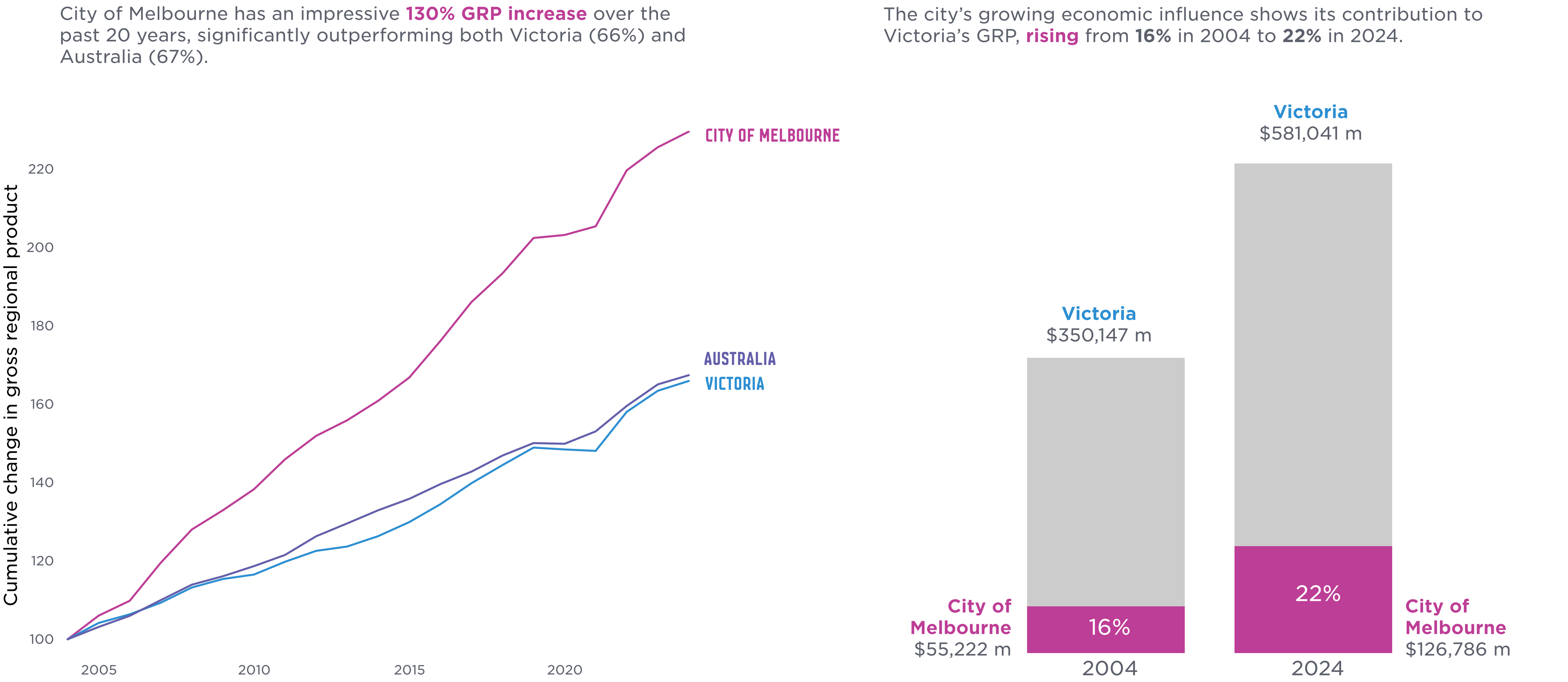


# MELBOURNE ECONOMY SNAPSHOT

Number 10, August 2025

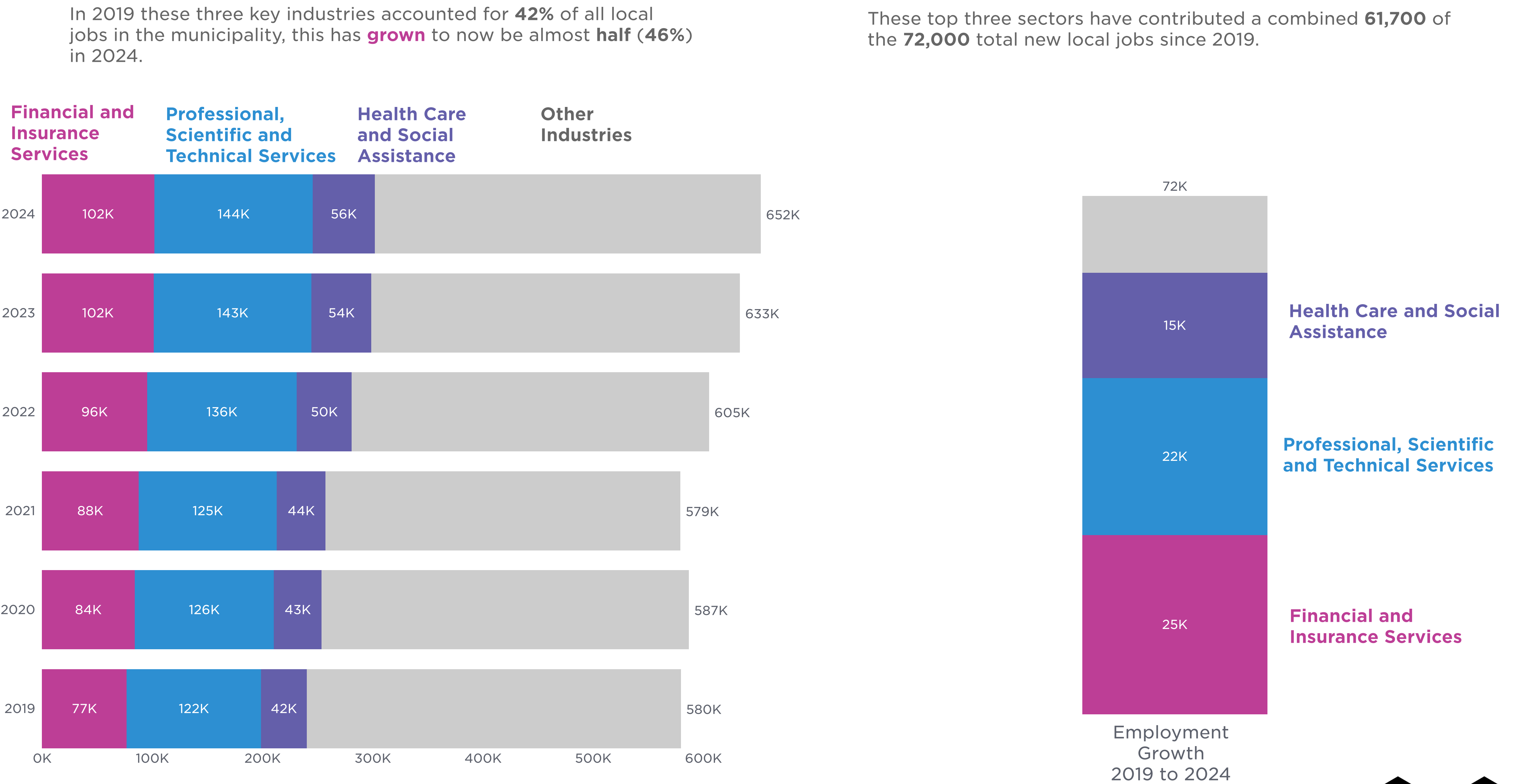
## MELBOURNE’S STRONG ECONOMIC GROWTH POWERS AHEAD

Melbourne continues to be Australia’s powerhouse for economic growth, reinforcing the city as the best place in Australia to invest and do business. Over the last two decades the increase in Melbourne’s Gross Regional Product (GRP) has significantly outpaced the rest of the country, doubling both state and national trends, as well as significantly growing its contribution to Victoria’s strong economy.



## KEY INDUSTRIES DRIVE EMPLOYMENT GROWTH IN MELBOURNE

Melbourne’s local job growth is surging thanks to the strength of three key industries: Professional, Scientific and Technical Services; Financial and Insurance Services; and Health Care and Social Assistance. Together, these sectors now account for nearly half of all local employment in Melbourne, cementing the city’s reputation as a centre of knowledge, finance and care. Finance and Insurance leads the charge, emerging as the fastest-growing sector since 2019. Professional and Technical Services remains Melbourne’s largest employer. While, the Health and Social Assistance sector has seen remarkable growth, expanding rapidly to support a thriving population.



# MELBOURNE ECONOMY SNAPSHOT

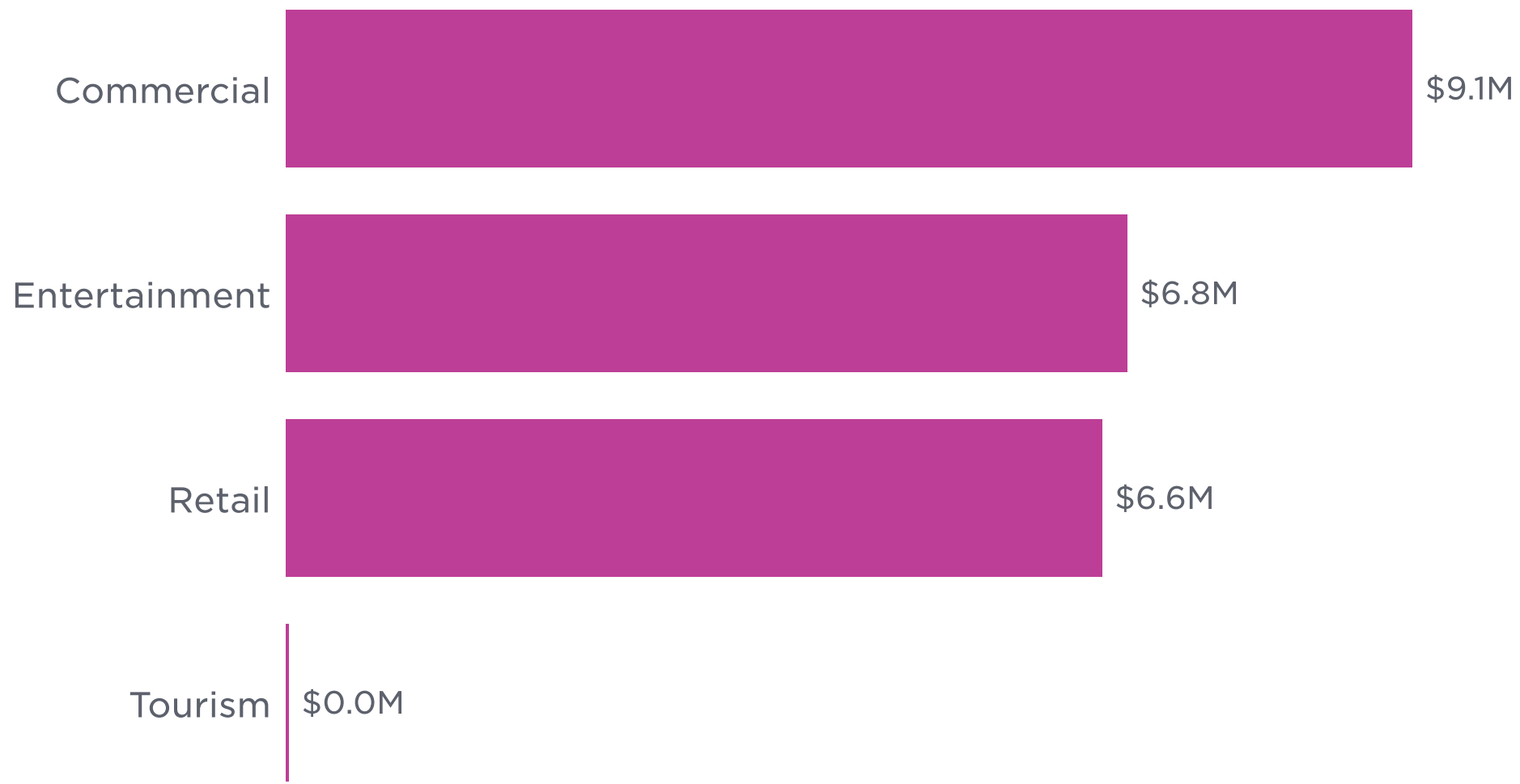
Number 10, August 2025

## NEIGHBOURHOOD SPEND TRENDS

Explore your unique neighbourhood with our Neighbourhood Spend Trends. Understanding when people spend, what they’re buying, and where they’re coming from can help you work smarter and tailor your offering to boost your business.

### KENSINGTON

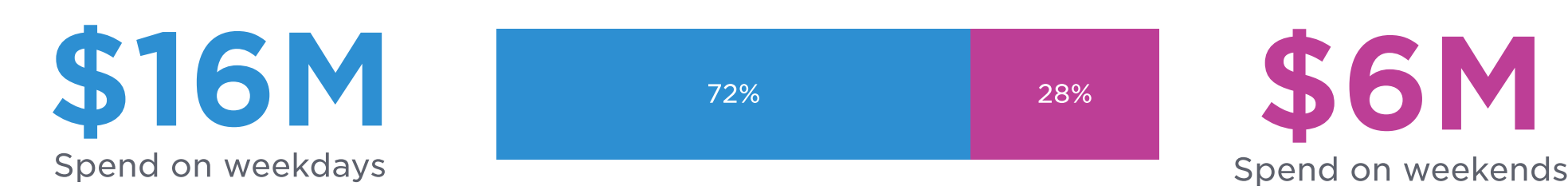
Spending by Category, Q1 2025



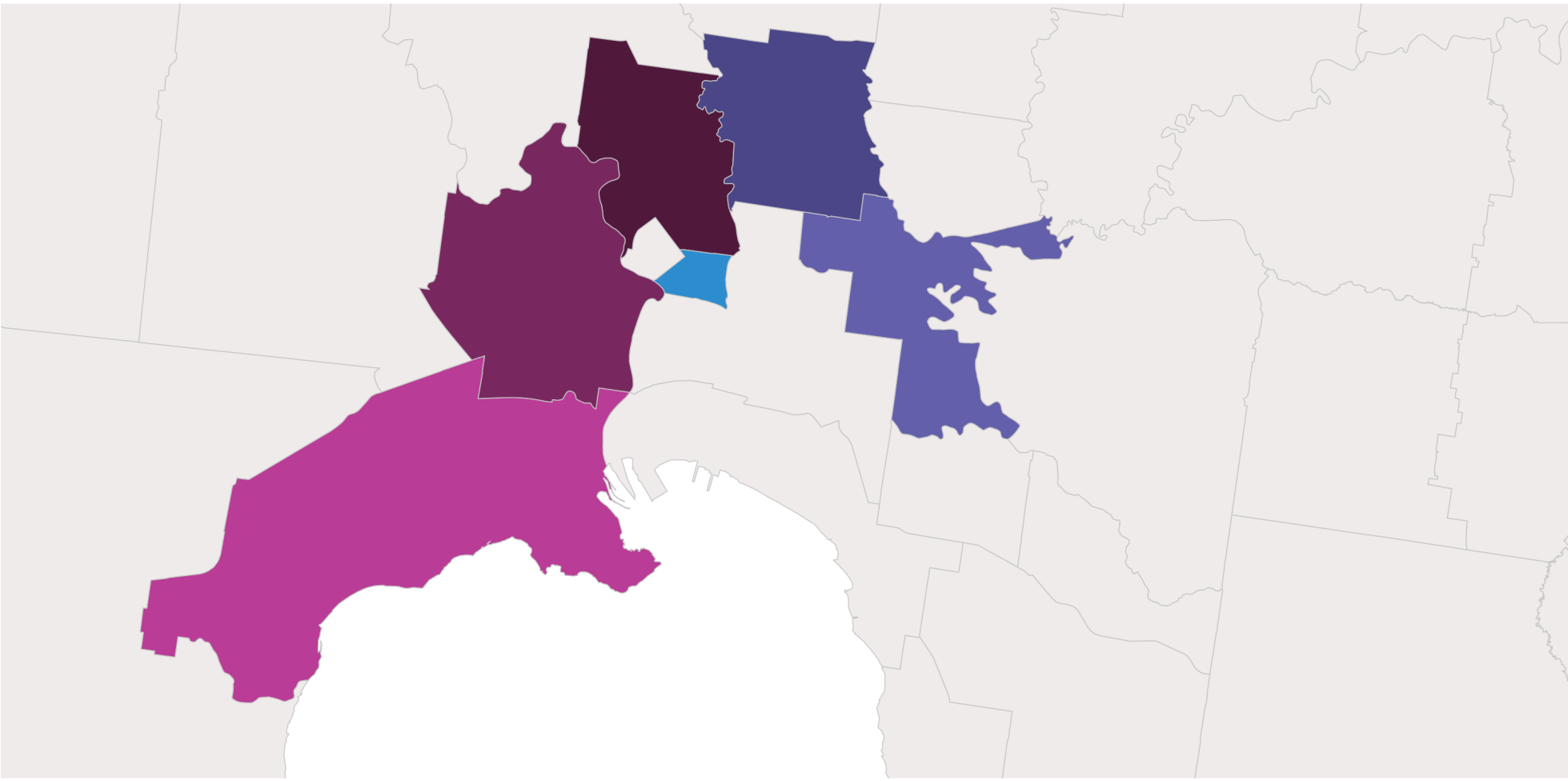
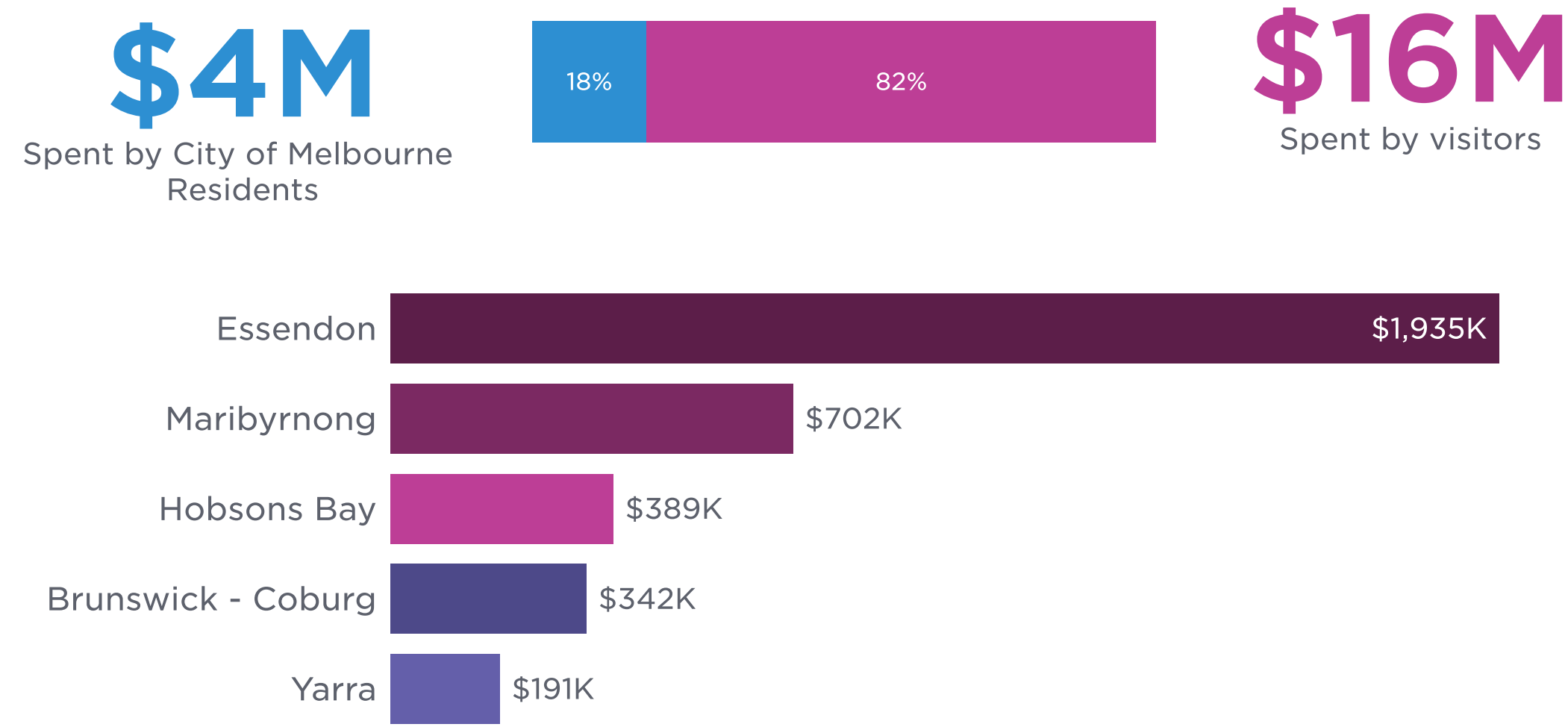
Work hours\* and non-work hours spending in Kensington, Q1 2025



Weekday and weekend spending in Kensington, Q1 2025

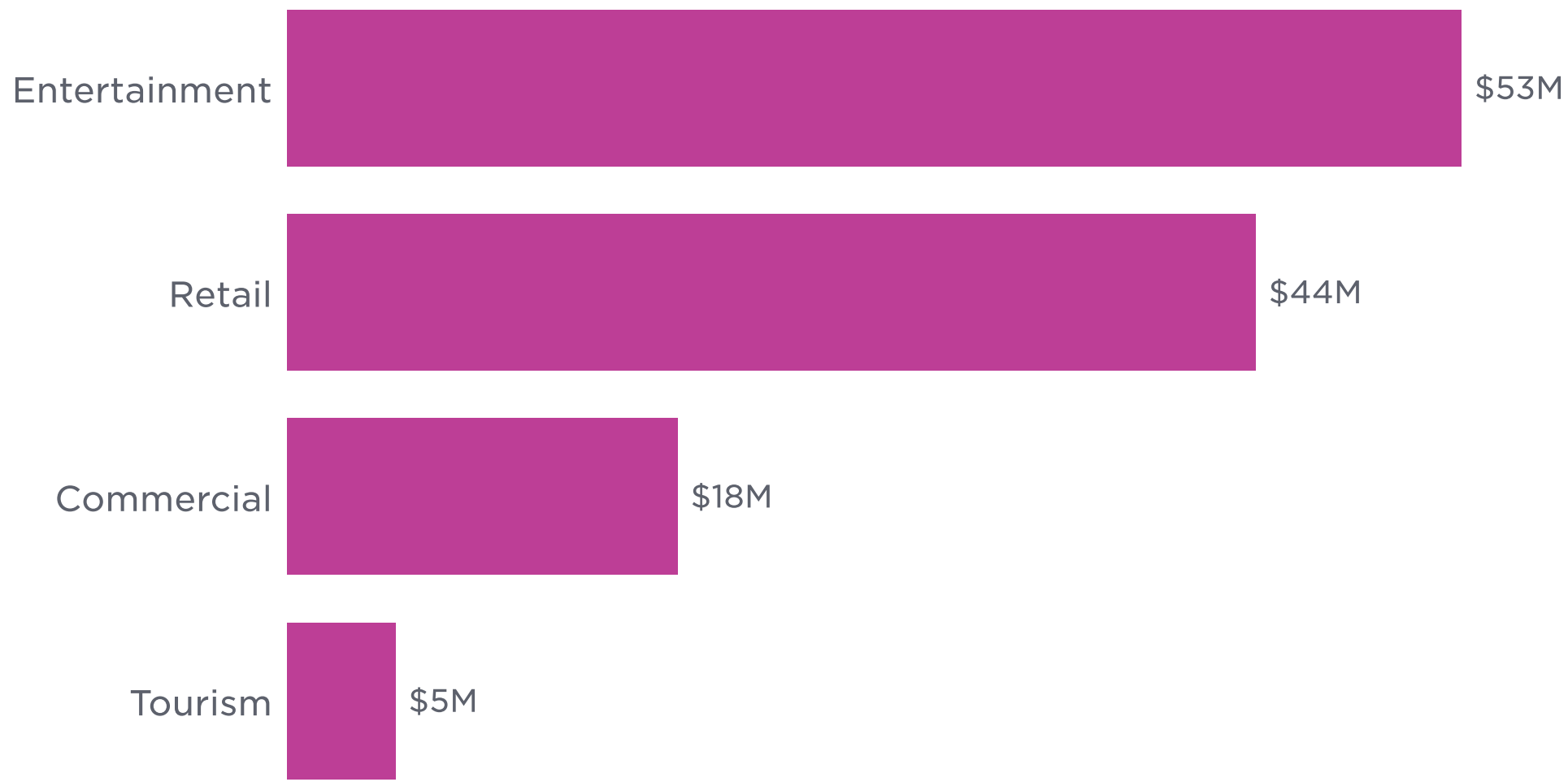


Where spending in Kensington came from, Q1 2025



### CARLTON

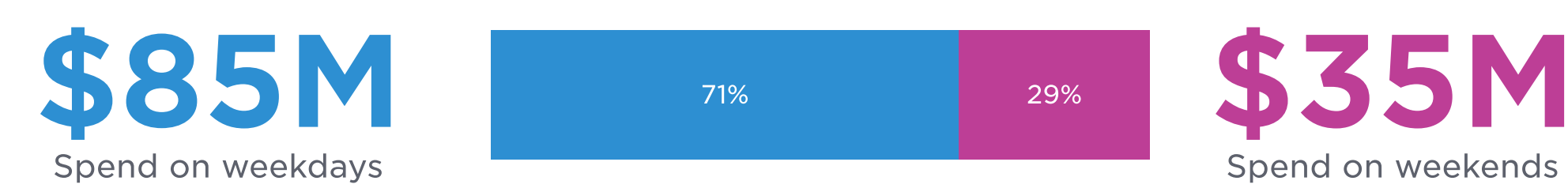
Spending by Category, Q1, 2025



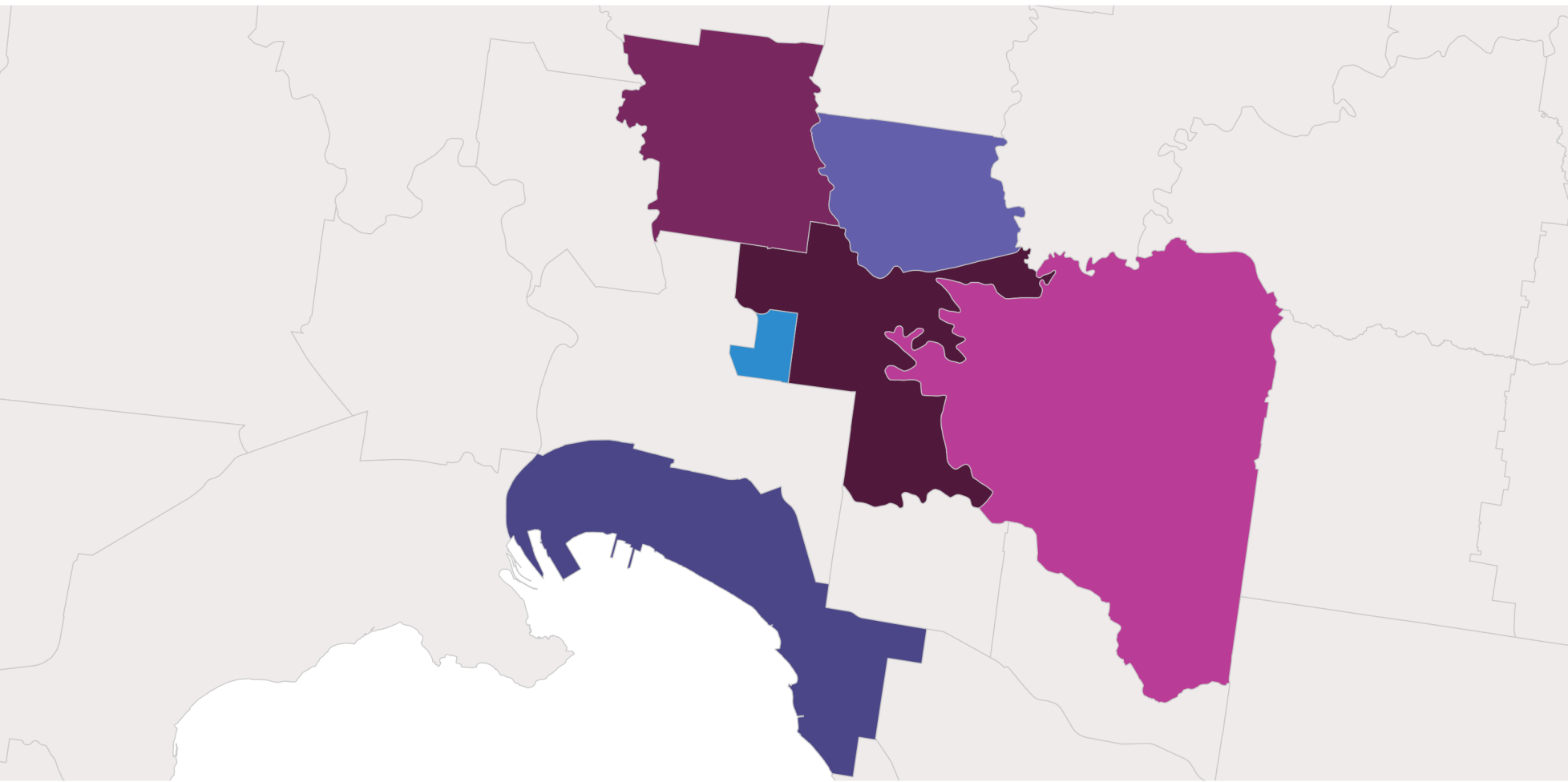
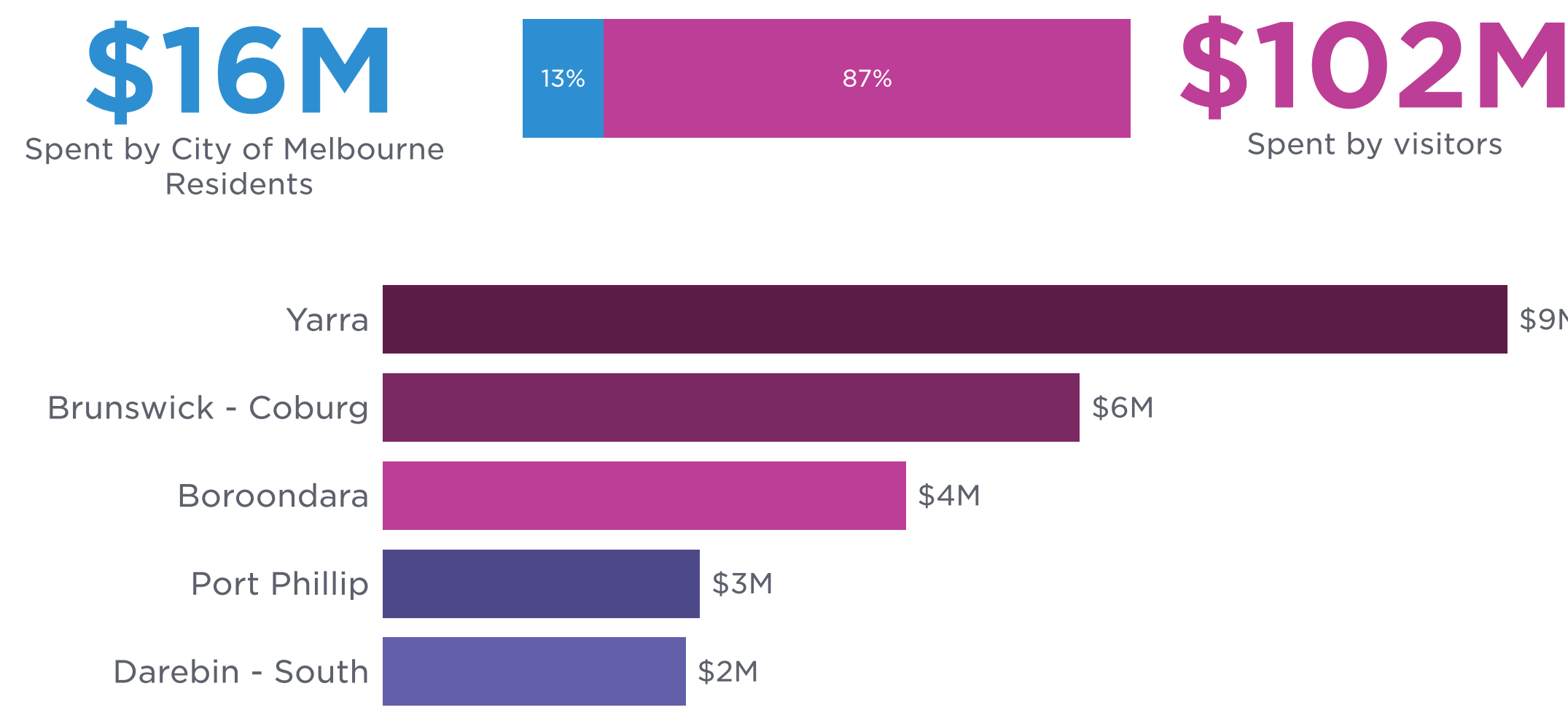
Work hours\* and non-work hours spending in Carlton, Q1, 2025



Weekday and weekend spending in Carlton, Q1, 2025



Where spending in Carlton came from, Q1 2025



Sources: Spendmapp by Geografia. Nominal Figures. Map borders defined by ABS statistical areas.  
\*Work hours are 8am to 6pm, Monday to Friday.

DISCLAIMER: This information is correct at the time of publication. It is the responsibility of any individual to check the accuracy of this data if it is republished or presented at a future time.





# MELBOURNE ECONOMY SNAPSHOT

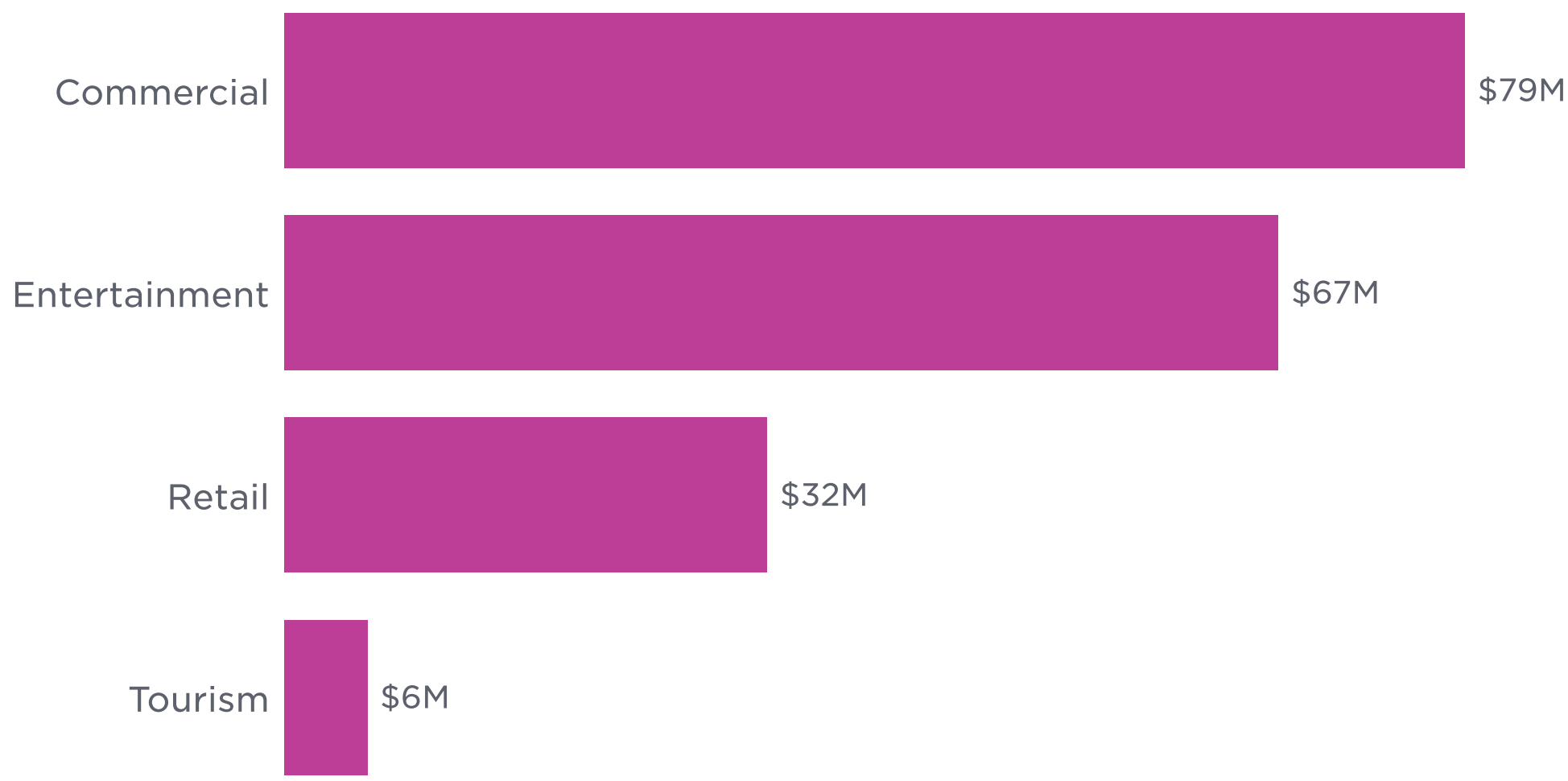
Number 10, August 2025

## NEIGHBOURHOOD SPEND TRENDS

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### EAST MELBOURNE

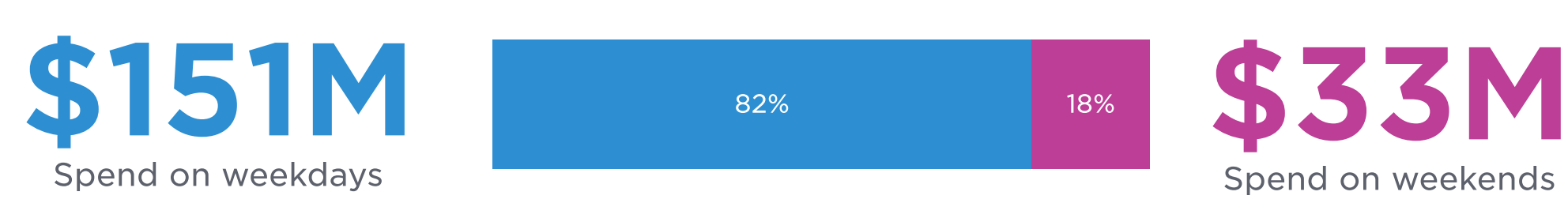
Spending by Category, Q1 2025



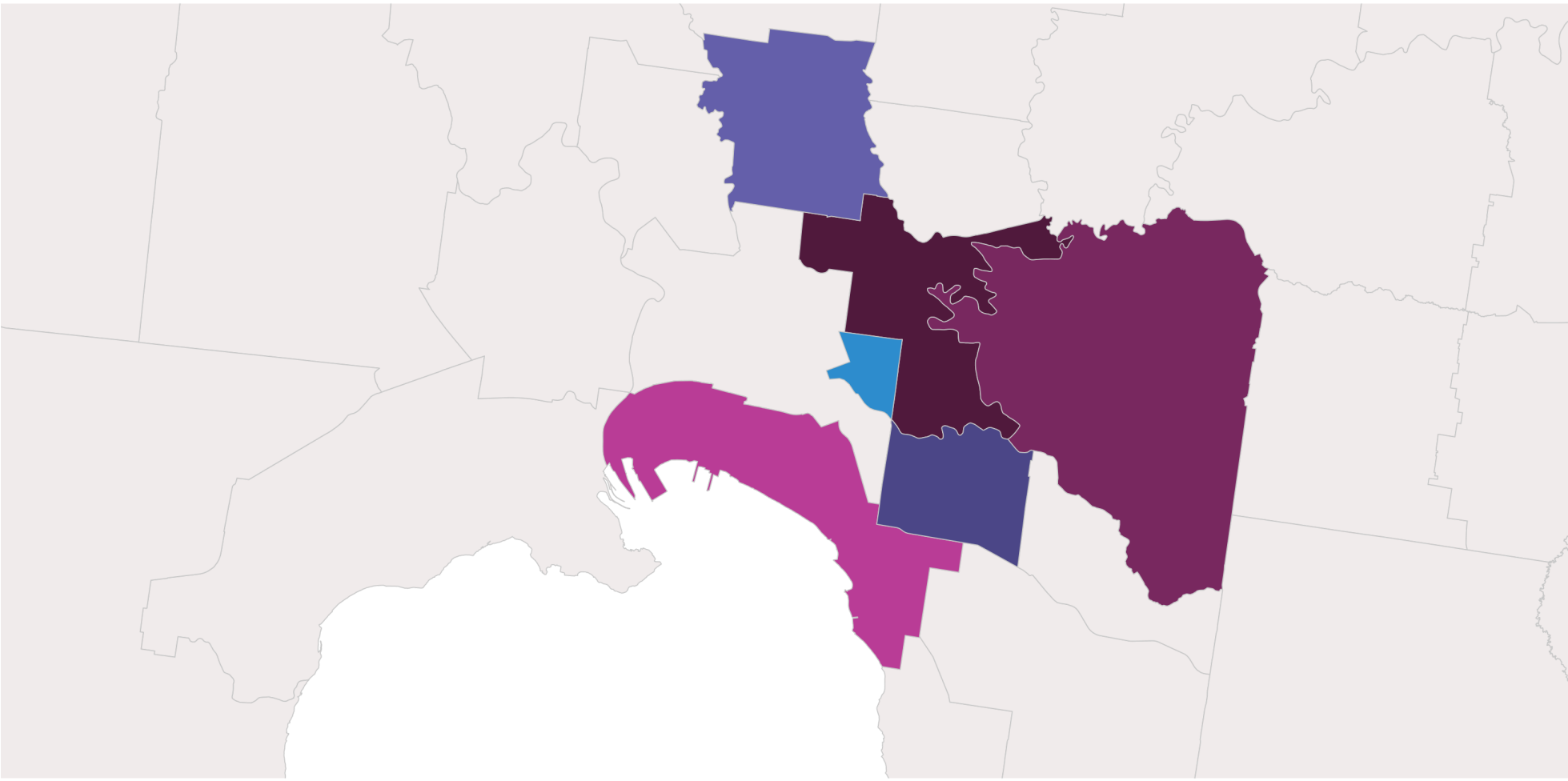
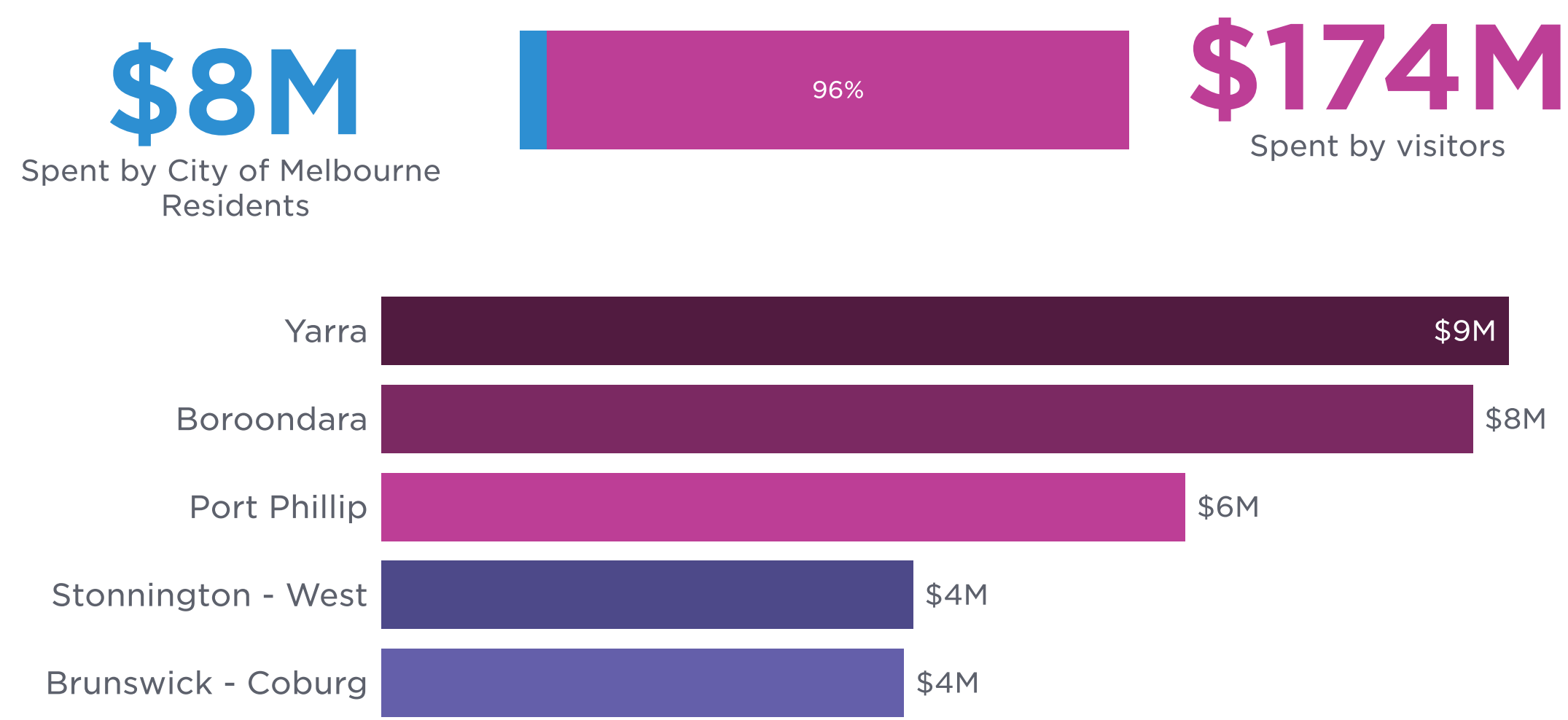
Work hours\* and non-work hours spending in East Melbourne, Q1, 2025



Weekday and weekend spending in East Melbourne, Q1, 2025

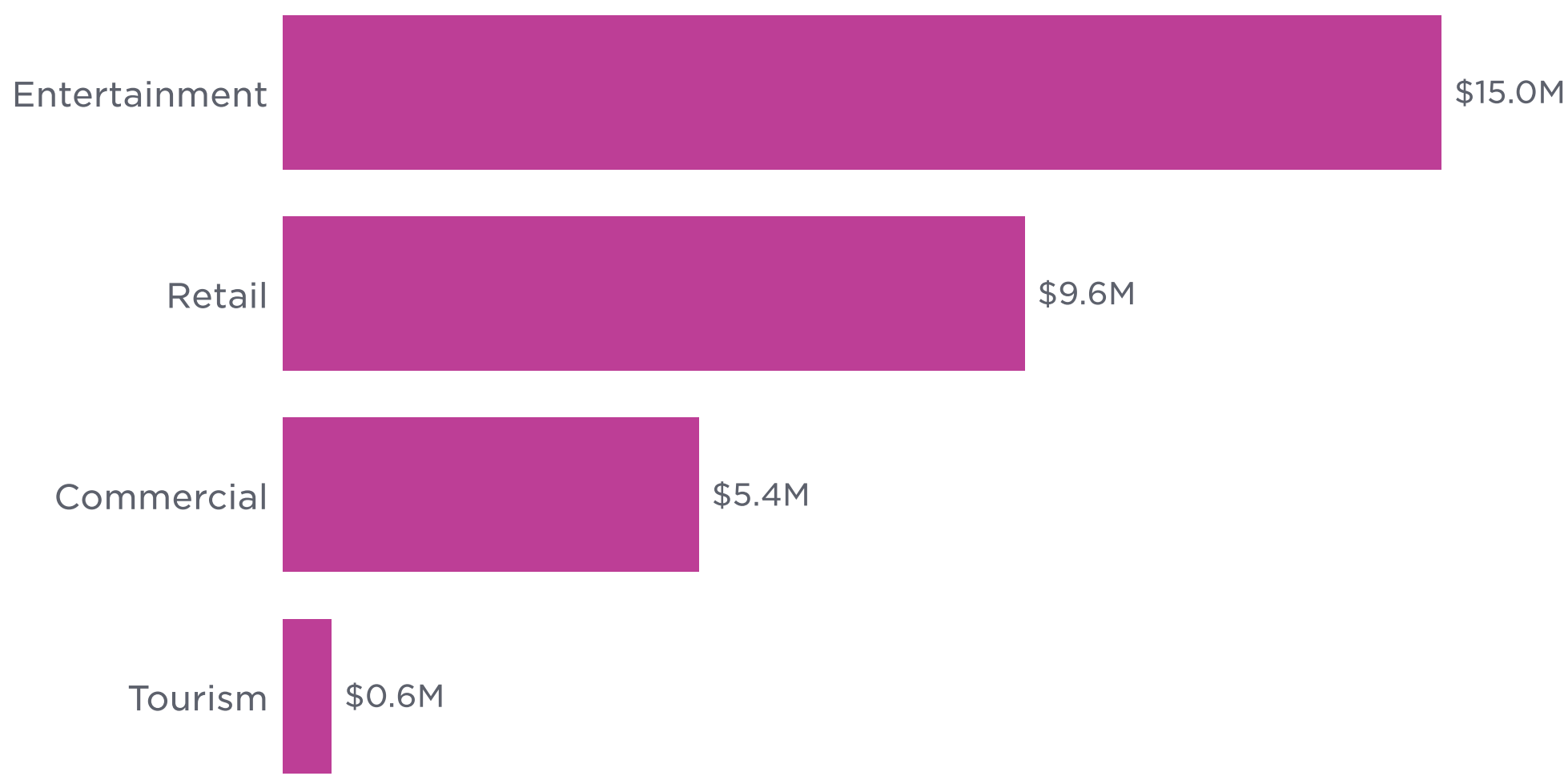


Where spending in East Melbourne came from, Q1, 2025



### SOUTH YARRA

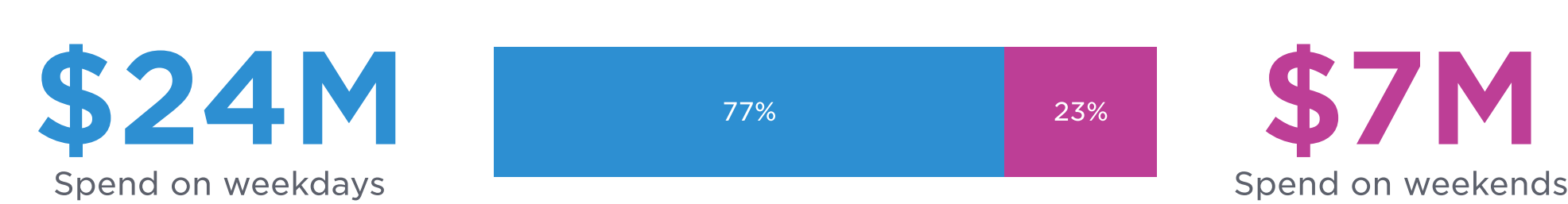
Spending by Category, Q1, 2025



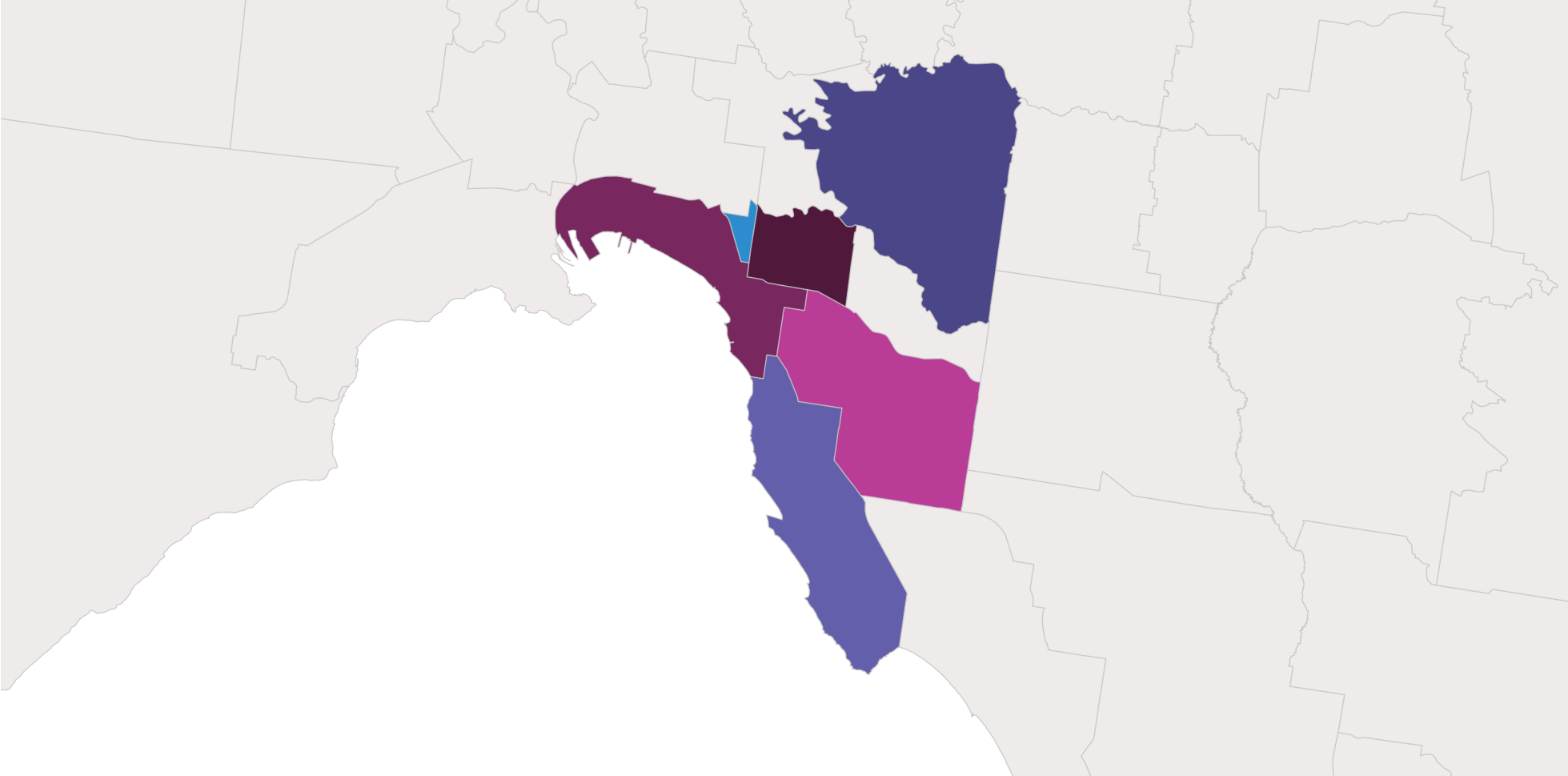
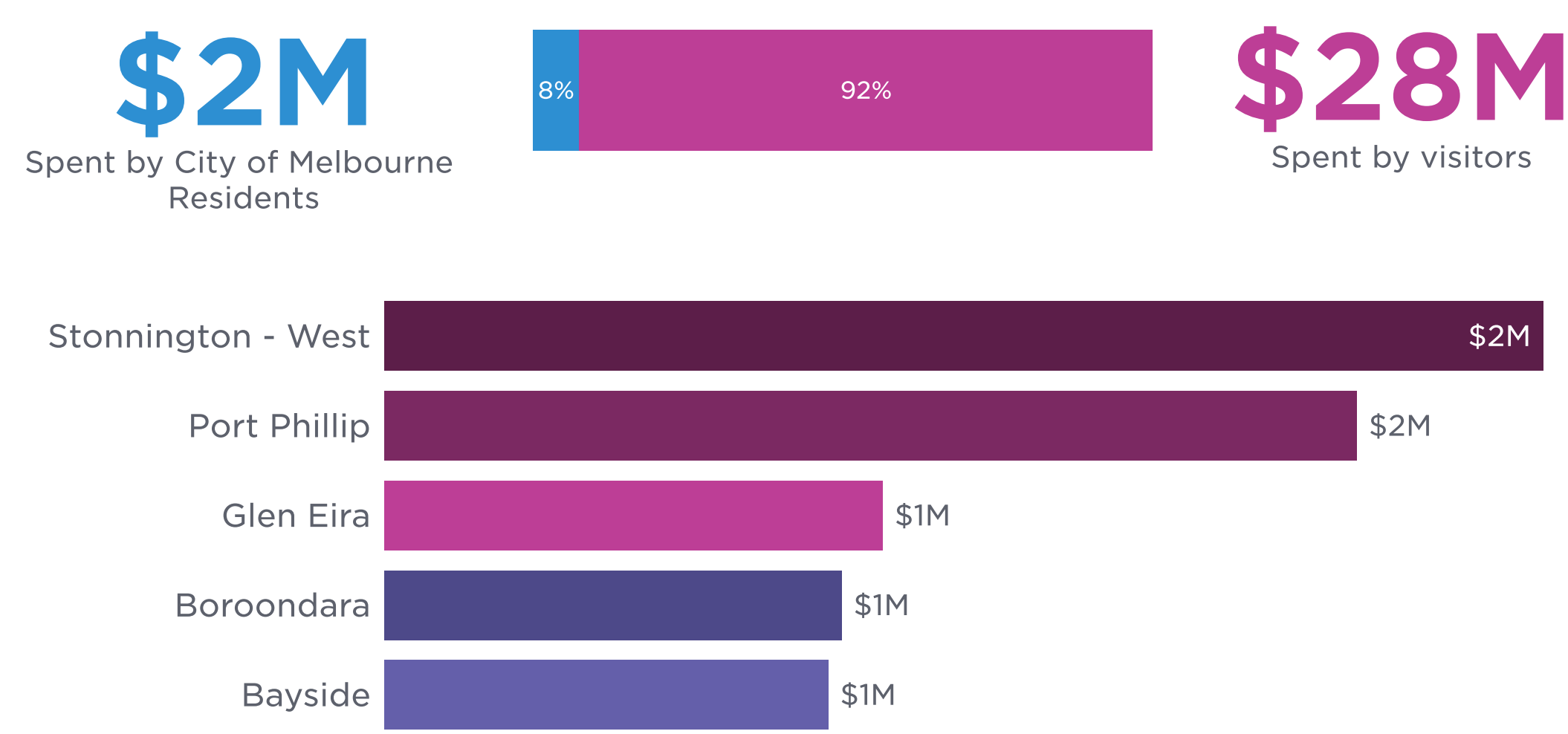
Work hours\* and non-work hours spending in South Yarra, Q1, 2025



Weekday and weekend spending in South Yarra, Q1, 2025



Where spending in South Yarra came from, Q1, 2025



Sources: Spendmapp by Geografia (Nominal Figures). Map borders defined by ABS statistical areas.  
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