

MELBOURNE ECONOMY SNAPSHOT

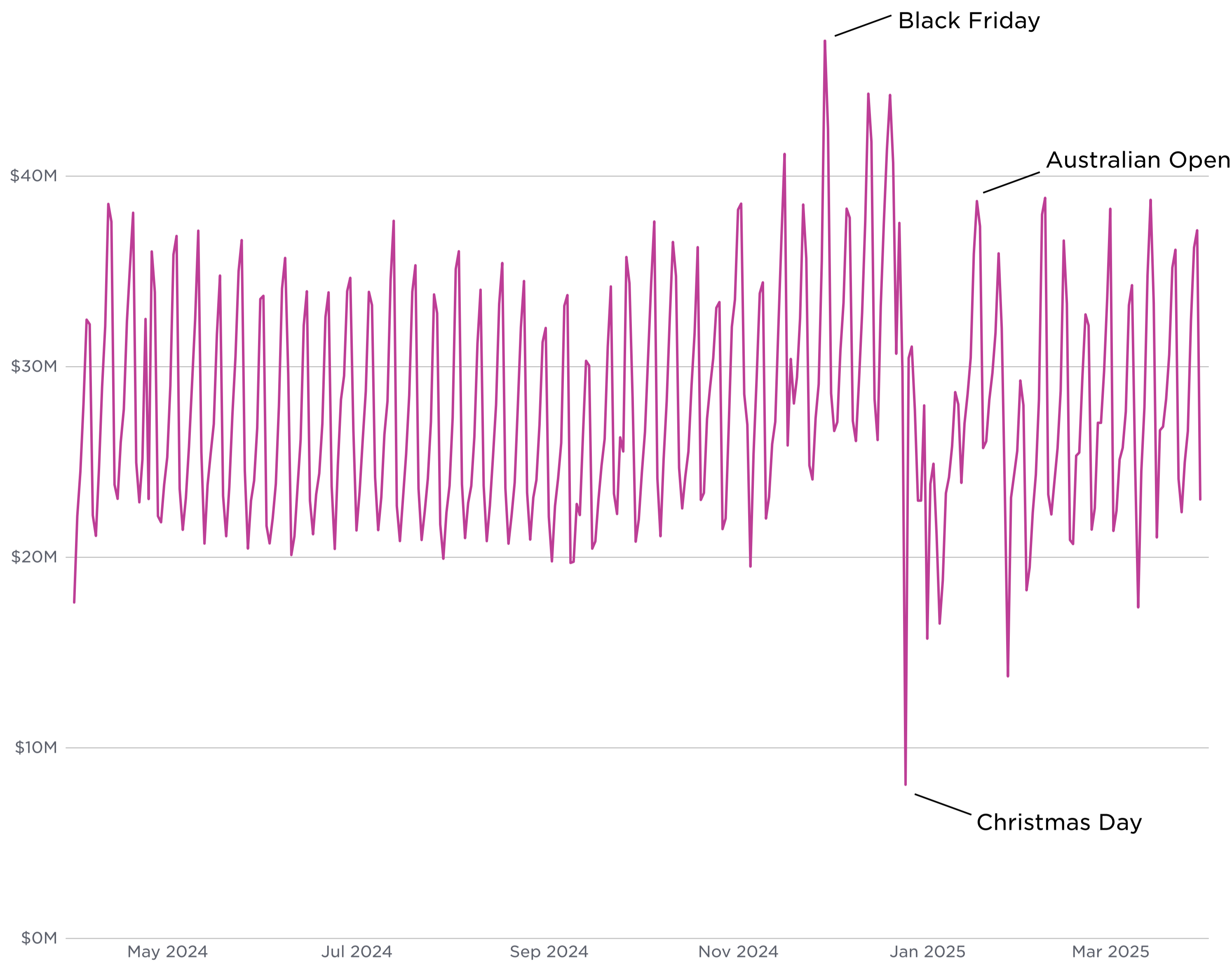
Number 11, November 2025

SPEND IS UP OVER SUMMER

When summer rolls around, spending in the City of Melbourne really heats up. The highest spending days in the city all happen during the summer season, with over 8 days in 2024 exceeding \$40 million in spending. Black Friday takes the crown as the biggest spending day every year, seeing shoppers last year splash out a staggering \$90 million over that weekend alone. The lead-up to Christmas keeps the momentum going with strong spending across dining and retail as people get into the festive spirit.

In 2024, 8 days **exceeded \$40m** in spending, all were in **November** or **December**.

Daily Spending in City of Melbourne, April 2024 to March 2025



November and **December** see the highest spending days for each day of the week.

Three highest spending days of the year for each day of the week, April 2024 to March 2025

Monday 23 Dec	\$38M
Monday 18 Nov	\$30M
Monday 13 Jan	\$27M
Tuesday 17 Dec	\$33M
Tuesday 24 Dec	\$30M
Tuesday 10 Dec	\$29M
Wednesday 18 Dec	\$38M
Wednesday 11 Dec	\$33M
Wednesday 24 Apr	\$32M
Thursday 19 Dec	\$41M
Thursday 12 Dec	\$38M
Thursday 16 Jan	\$36M
Friday 19 Nov	\$47M
Friday 13 Dec	\$44M
Friday 20 Dec	\$44M
Saturday 30 Nov	\$42M
Saturday 14 Dec	\$42M
Saturday 16 Nov	\$41M
Sunday 22 Dec	\$31M
Sunday 9 Jun	\$30M
Sunday 1 Dec	\$29M

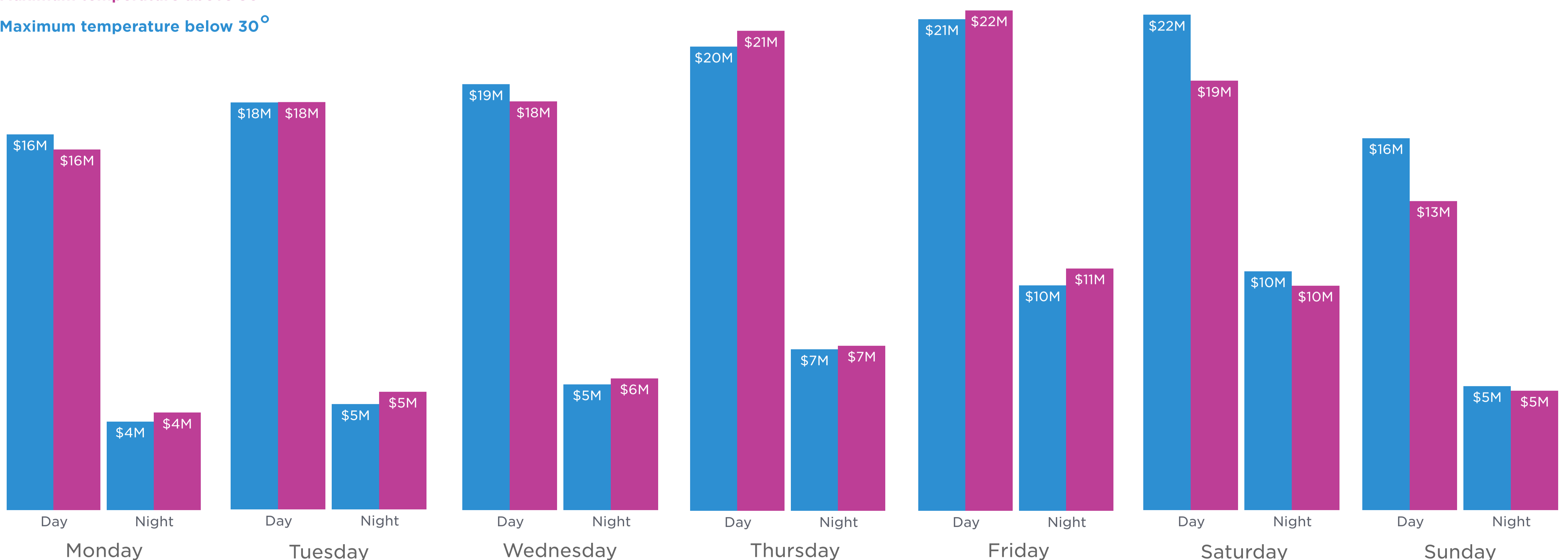
WARMER WEEKDAYS DRIVE HIGHER SPENDING

Melbourne's weather can play a big role in consumer spending patterns in the city. When temperatures climb above 30 degrees, spending patterns shift. During warmer weekday evenings spending increases by 5%, while daytime spending remains largely unchanged. But on warmer weekends, spending dips across the day and night. These trends suggest that warmer evenings and weekdays encourage more consumer activity during twilight trade hours, while hotter weekends see customers opting for other activities.

Weekdays above 30 degrees see **5% more** spending at **night-time (6pm - 6am)** than **weekdays below 30 degrees**.

Average consumer spending in City of Melbourne by day of the week, time of day, and temperature, October 2022 to September 2025

- Maximum temperature above 30°
- Maximum temperature below 30°



Sources: Spendmapp by Geografia, Temperature Data from Bureau of Meteorology

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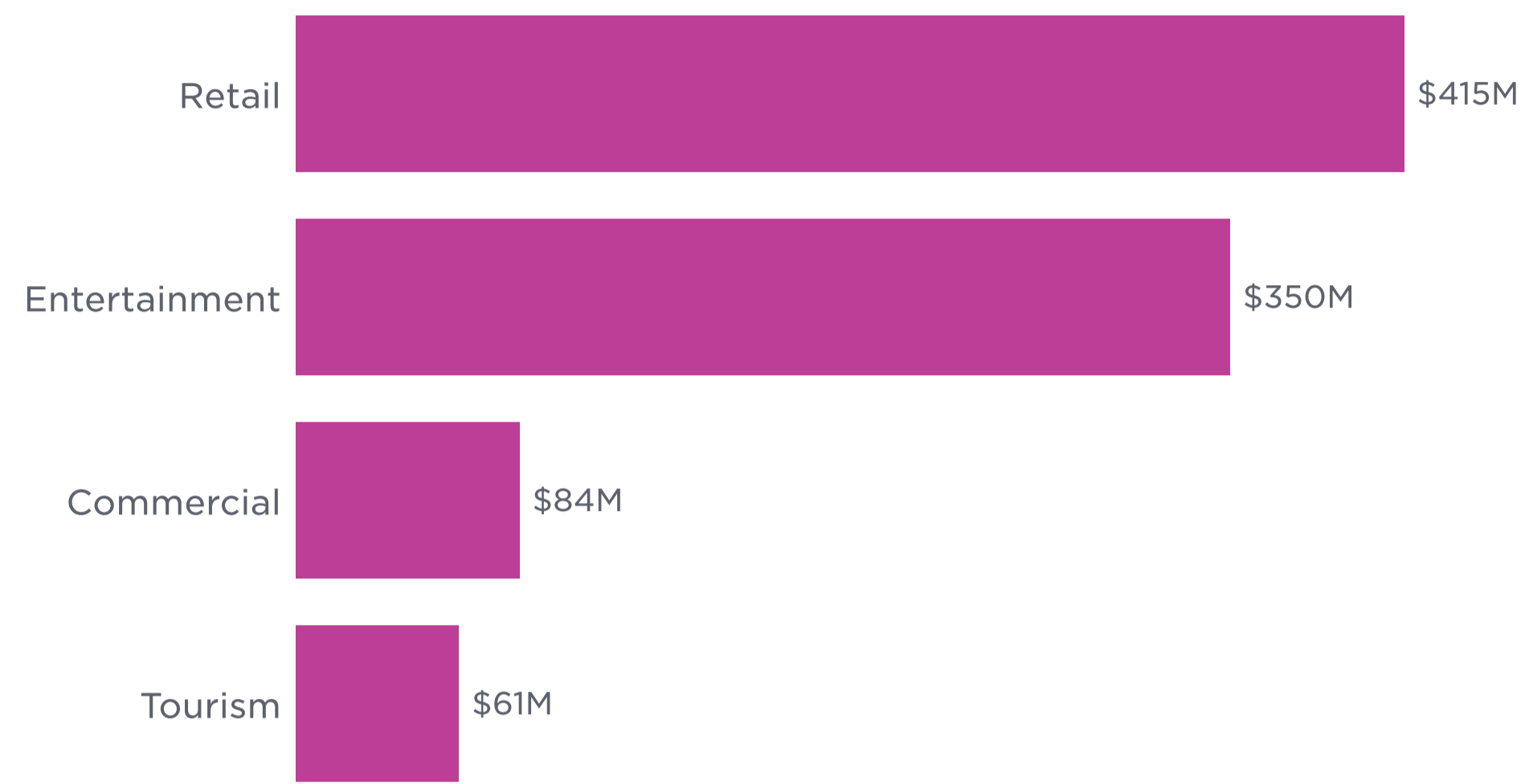
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NEIGHBOURHOOD SPEND TRENDS

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.

CBD - EAST

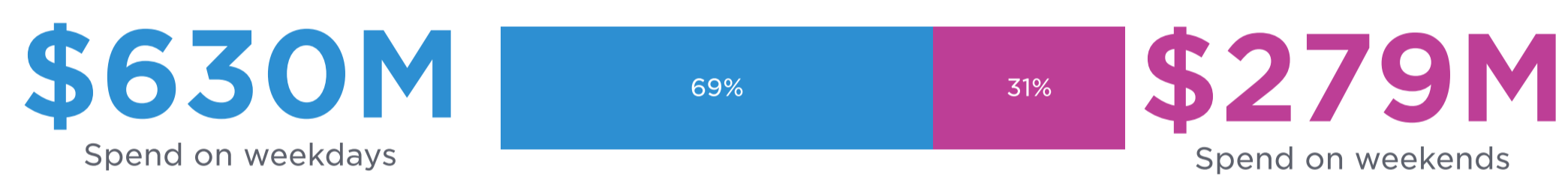
Spending by CBD - East, Q3 2025



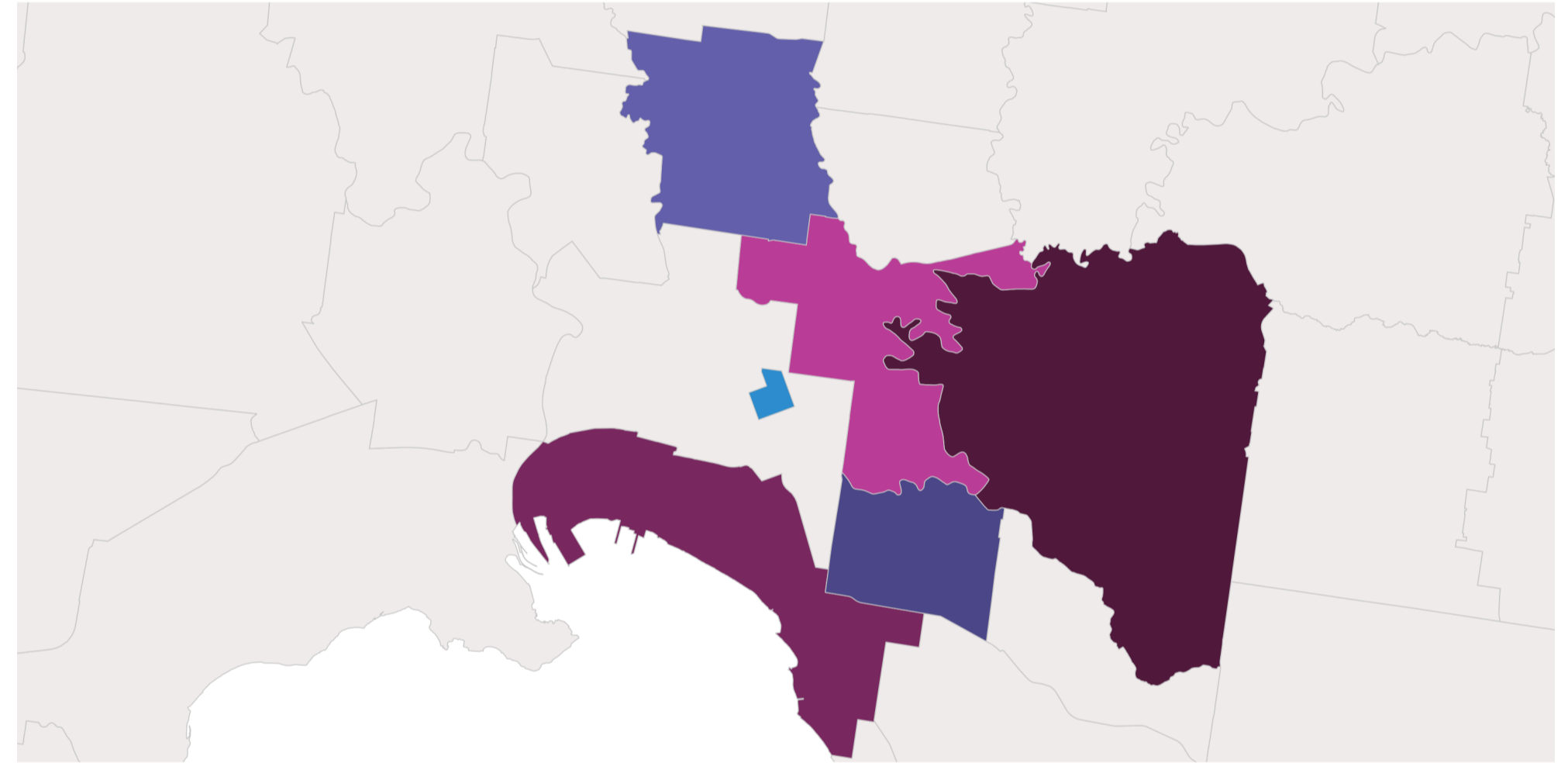
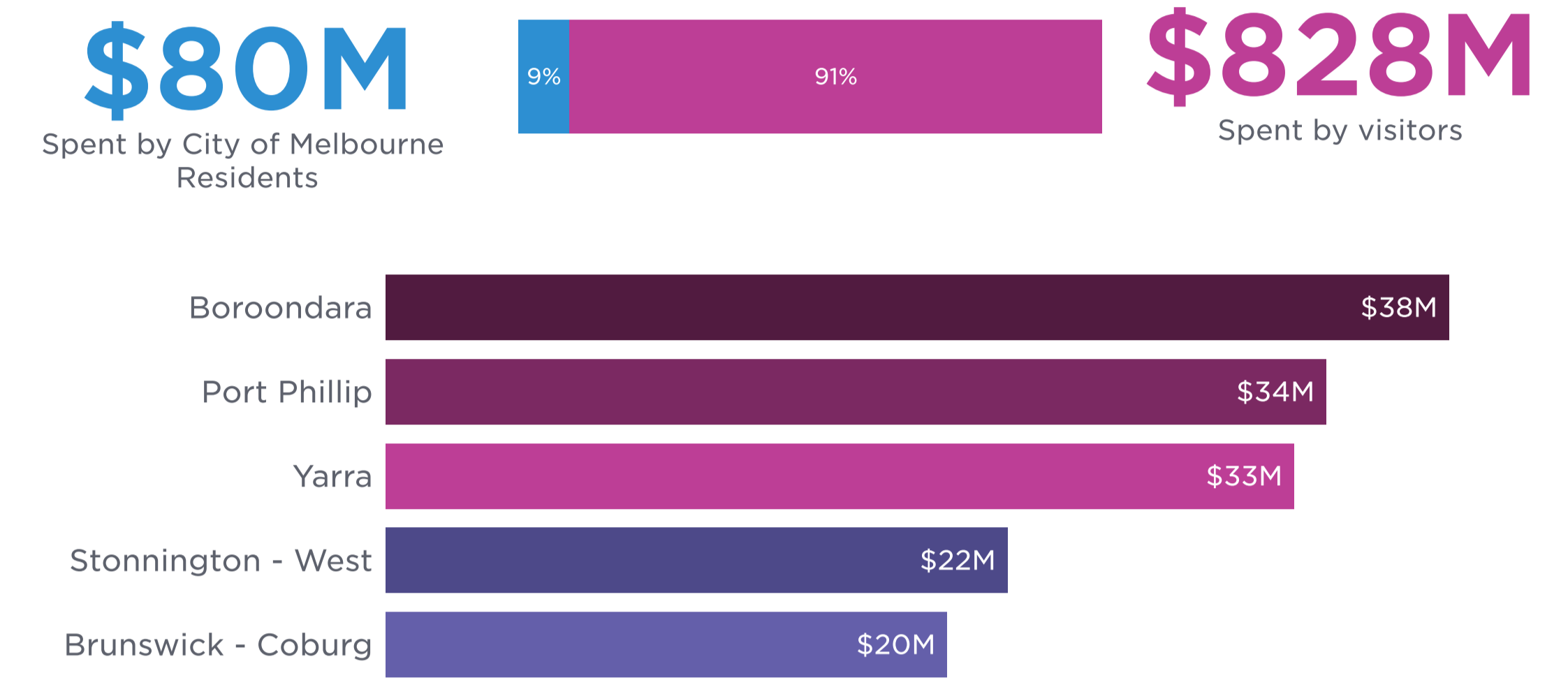
Work hours* and non-work hours spending in CBD - East, Q3 2025



Weekday and weekend spending in CBD - East, Q3 2025

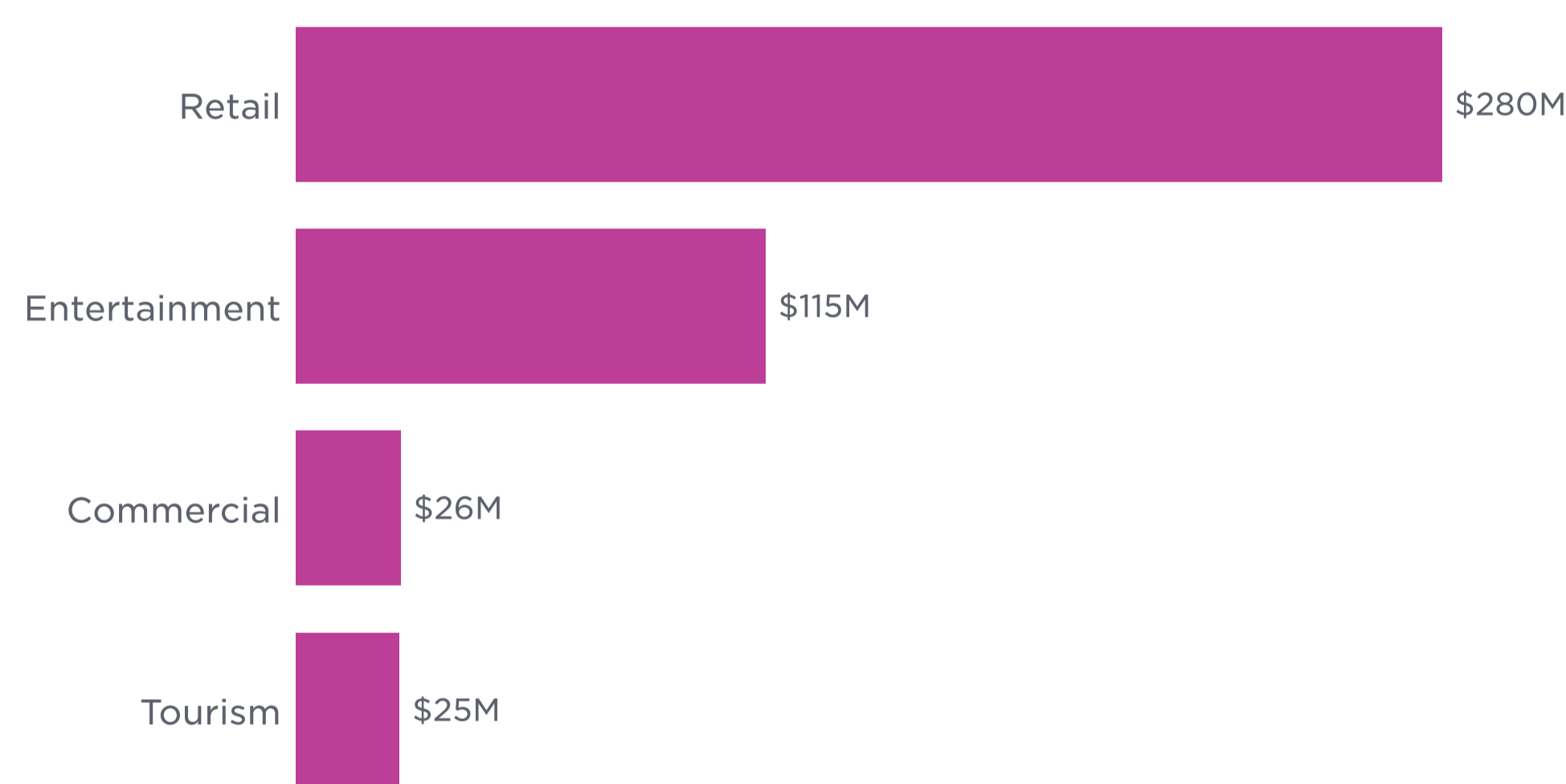


Where spending in CBD - East came from, Q3 2025



CBD - NORTH

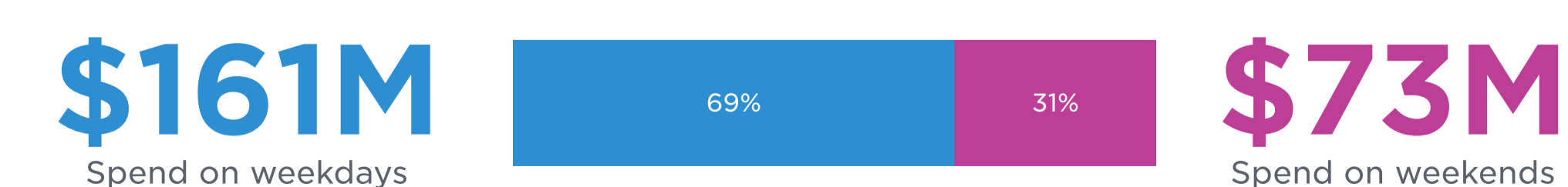
Spending by Category, Q3, 2025



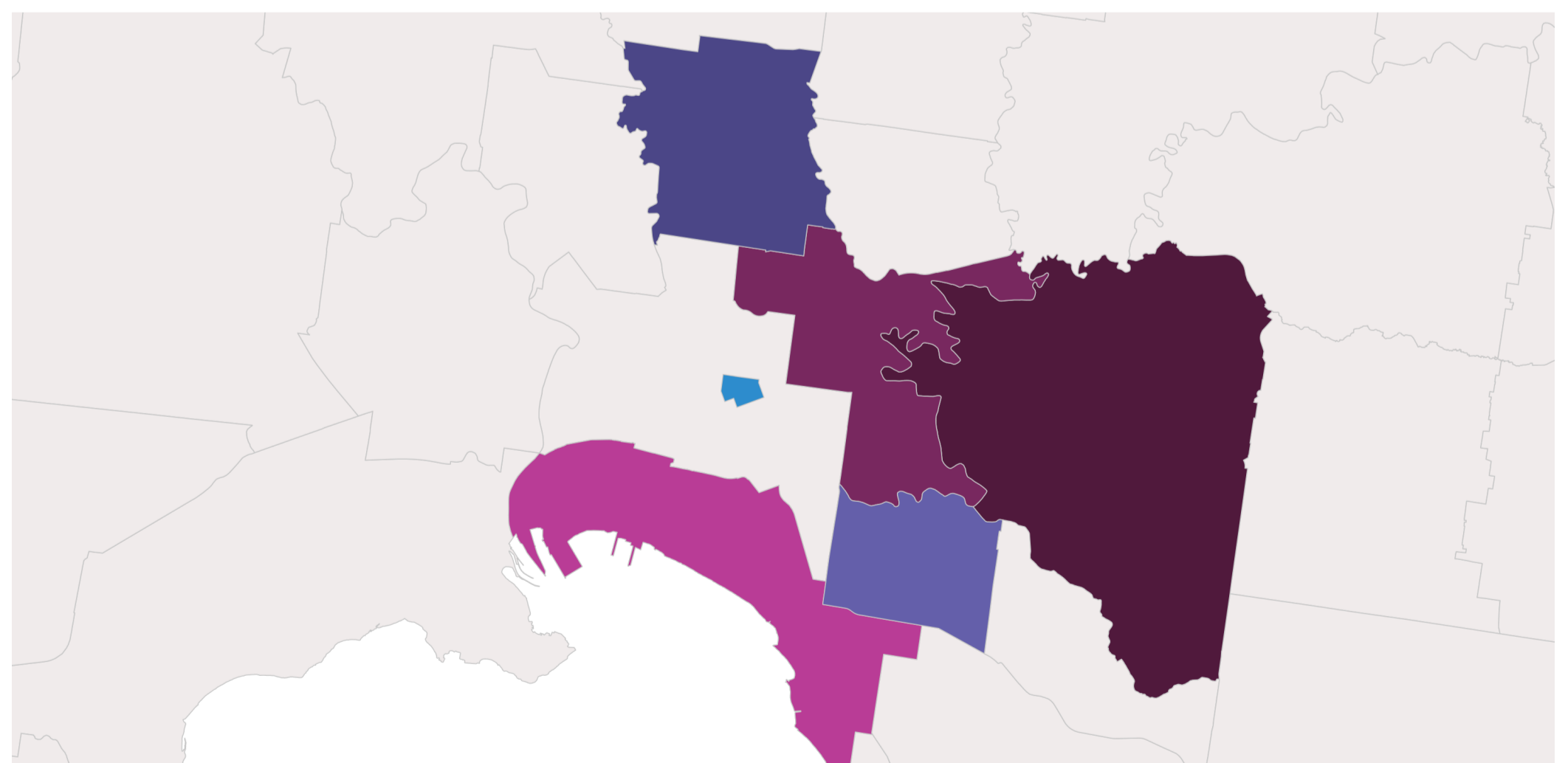
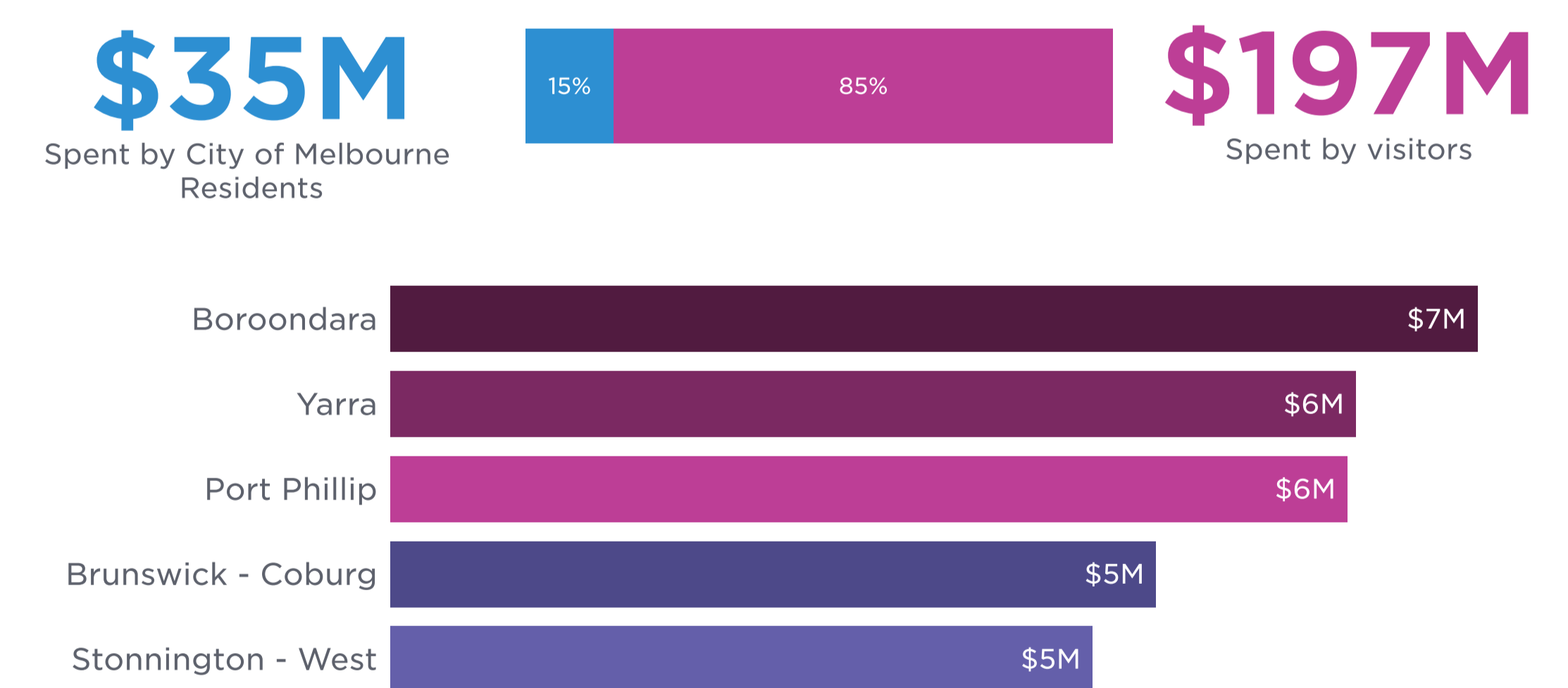
Work hours* and non-work hours spending in CBD - North, Q3 2025



Weekday and weekend spending in CBD - North, Q3, 2025



Where spending in CBD - North came from, Q3 2025



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

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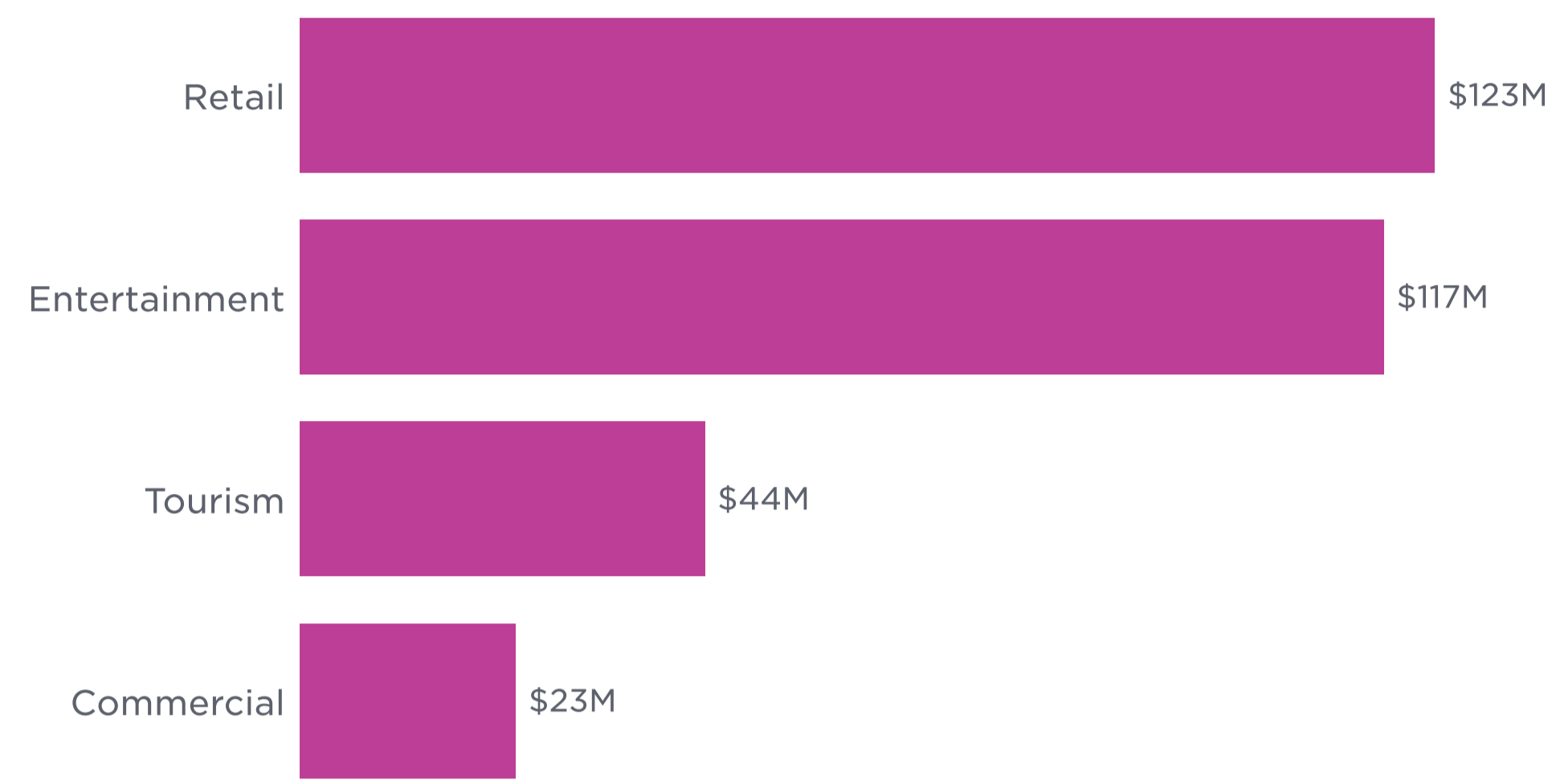
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CBD - WEST

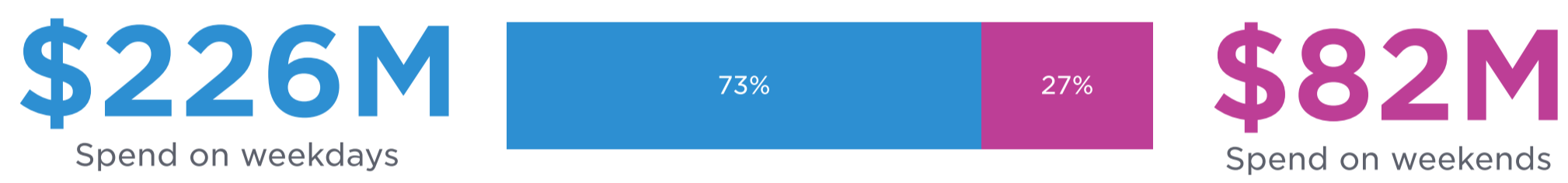
Spending by Category, Q3 2025



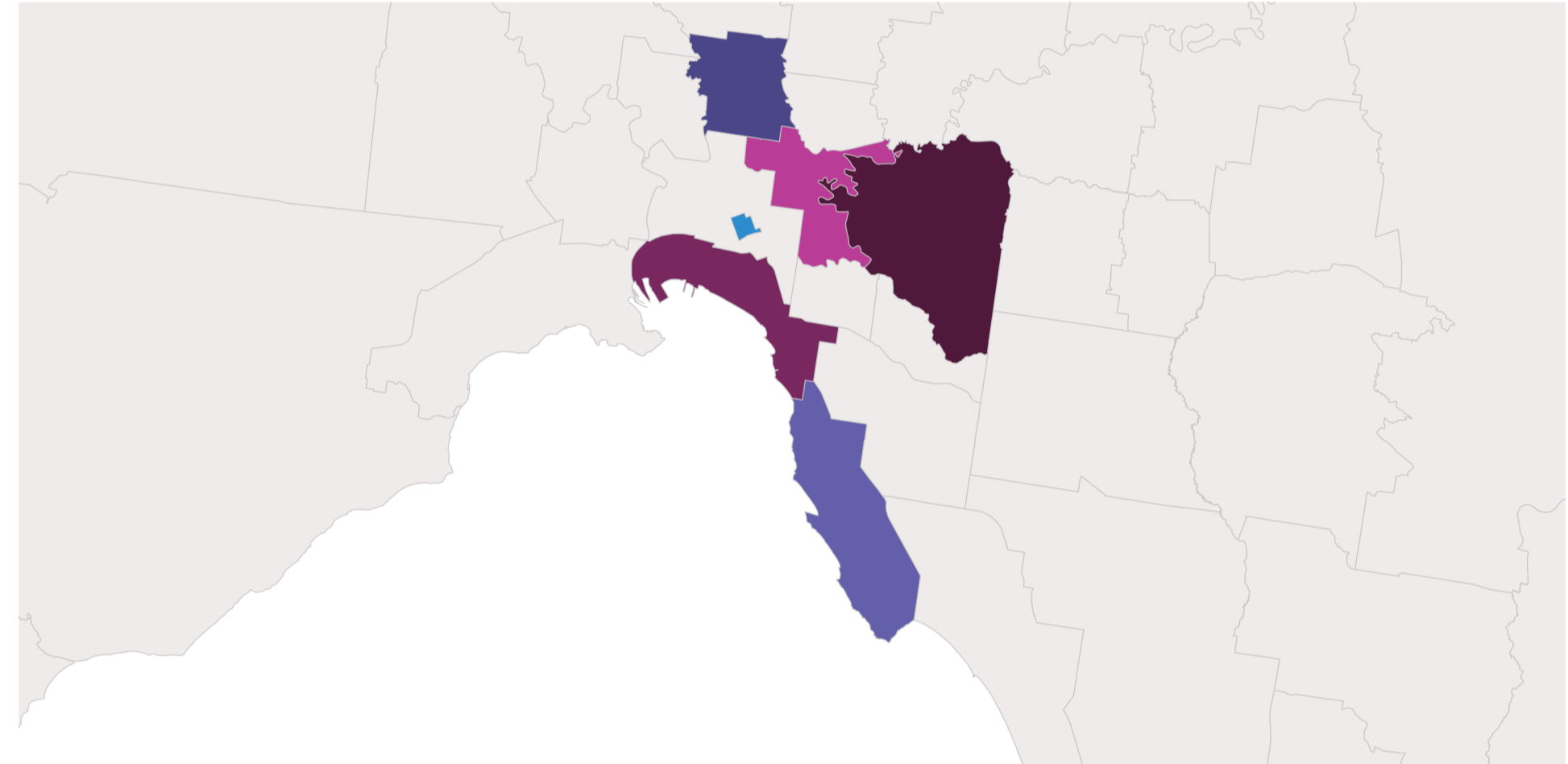
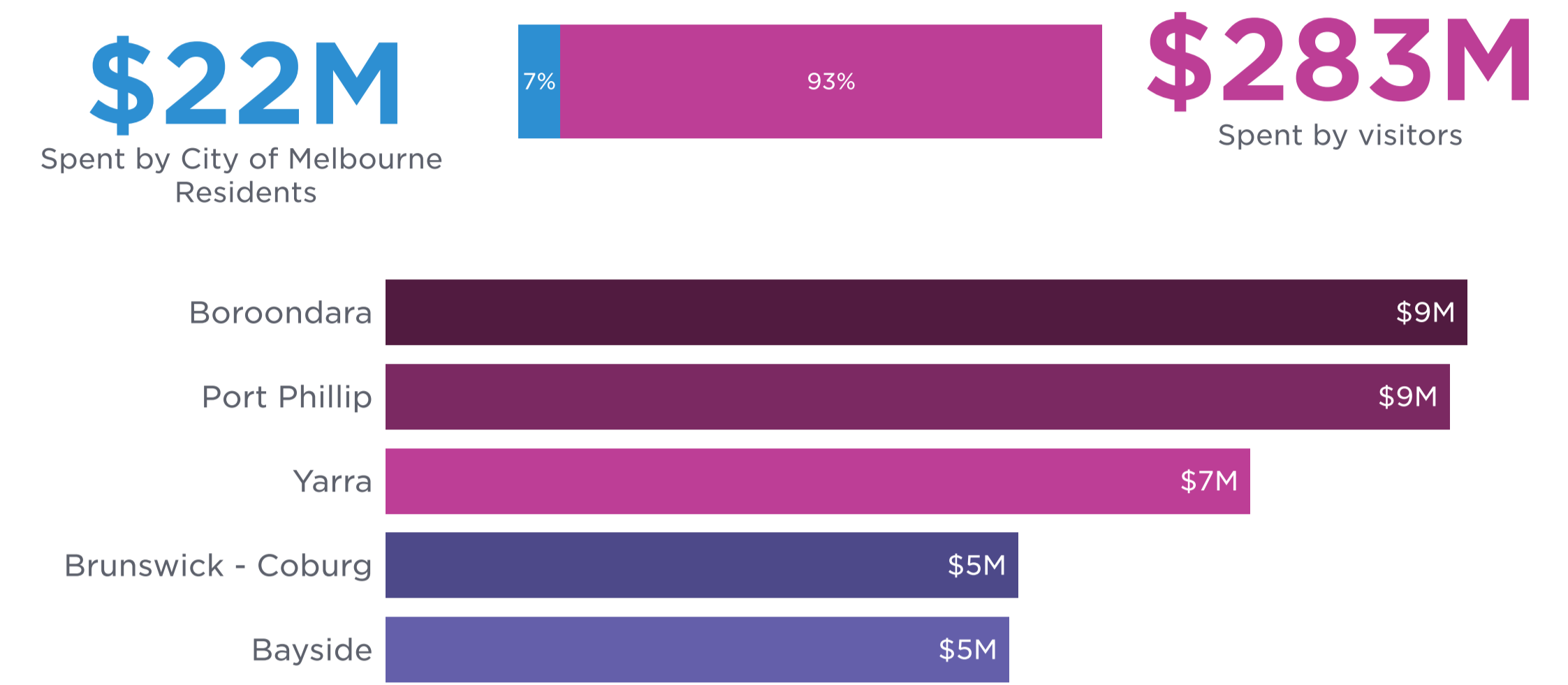
Work hours* and non-work hours spending in CBD - West, Q3 2025



Weekday and weekend spending in CBD - West, Q3 2025

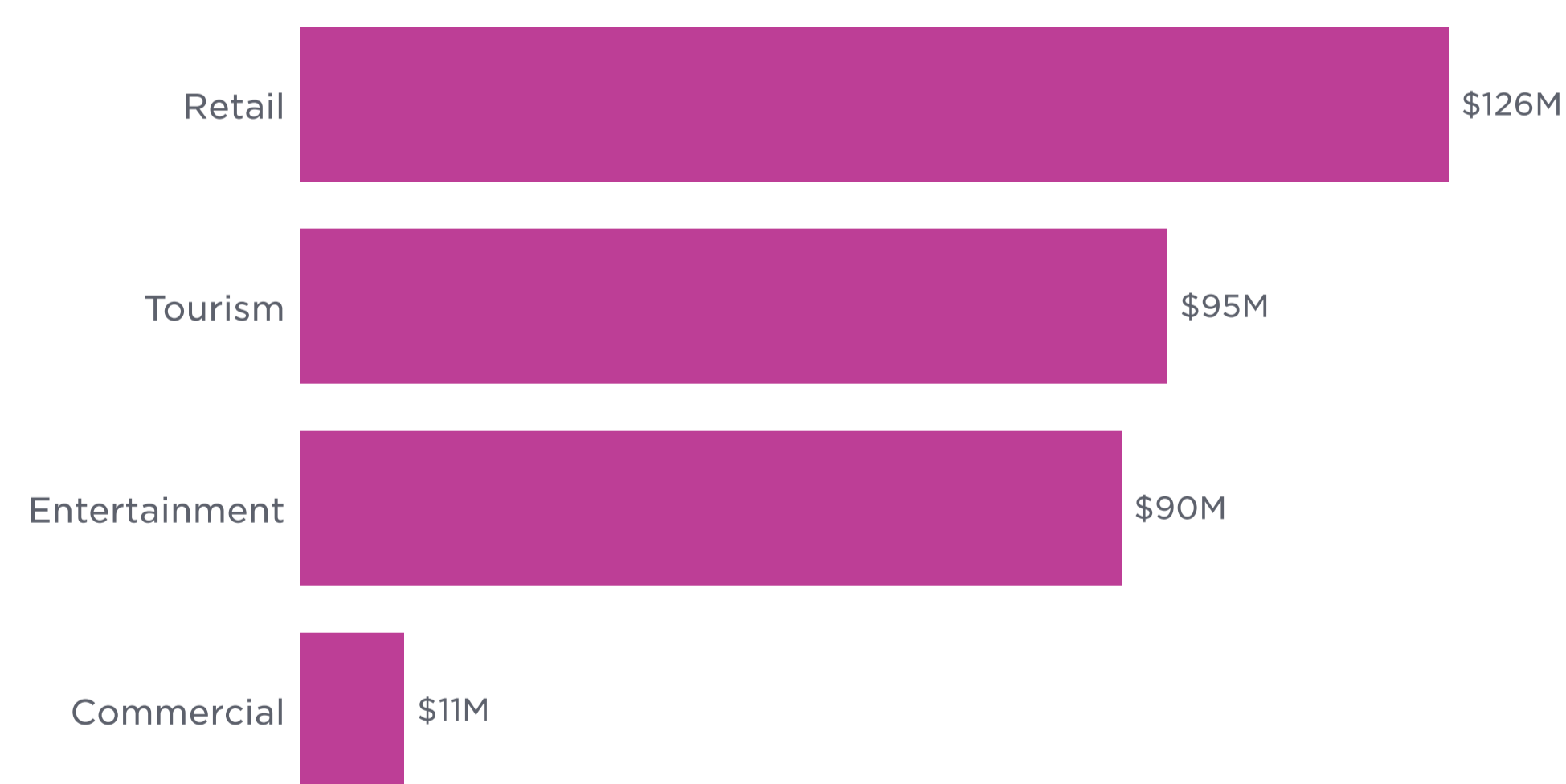


Where spending in CBD - West came from, Q3 2025

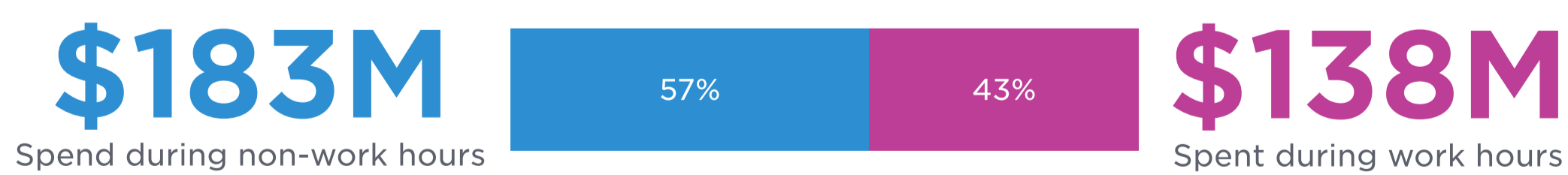


SOUTHBANK

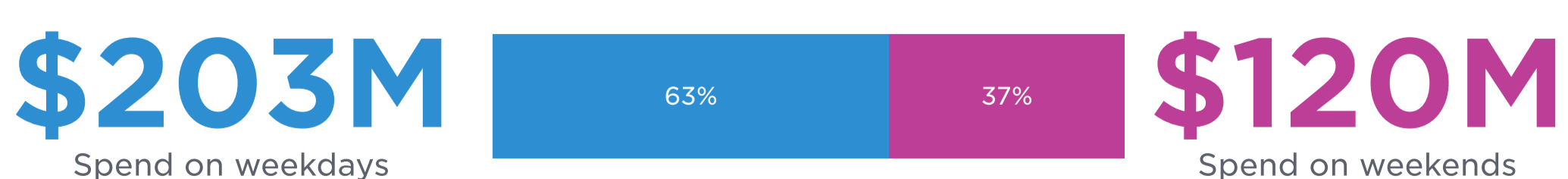
Spending by Category, Q3, 2025



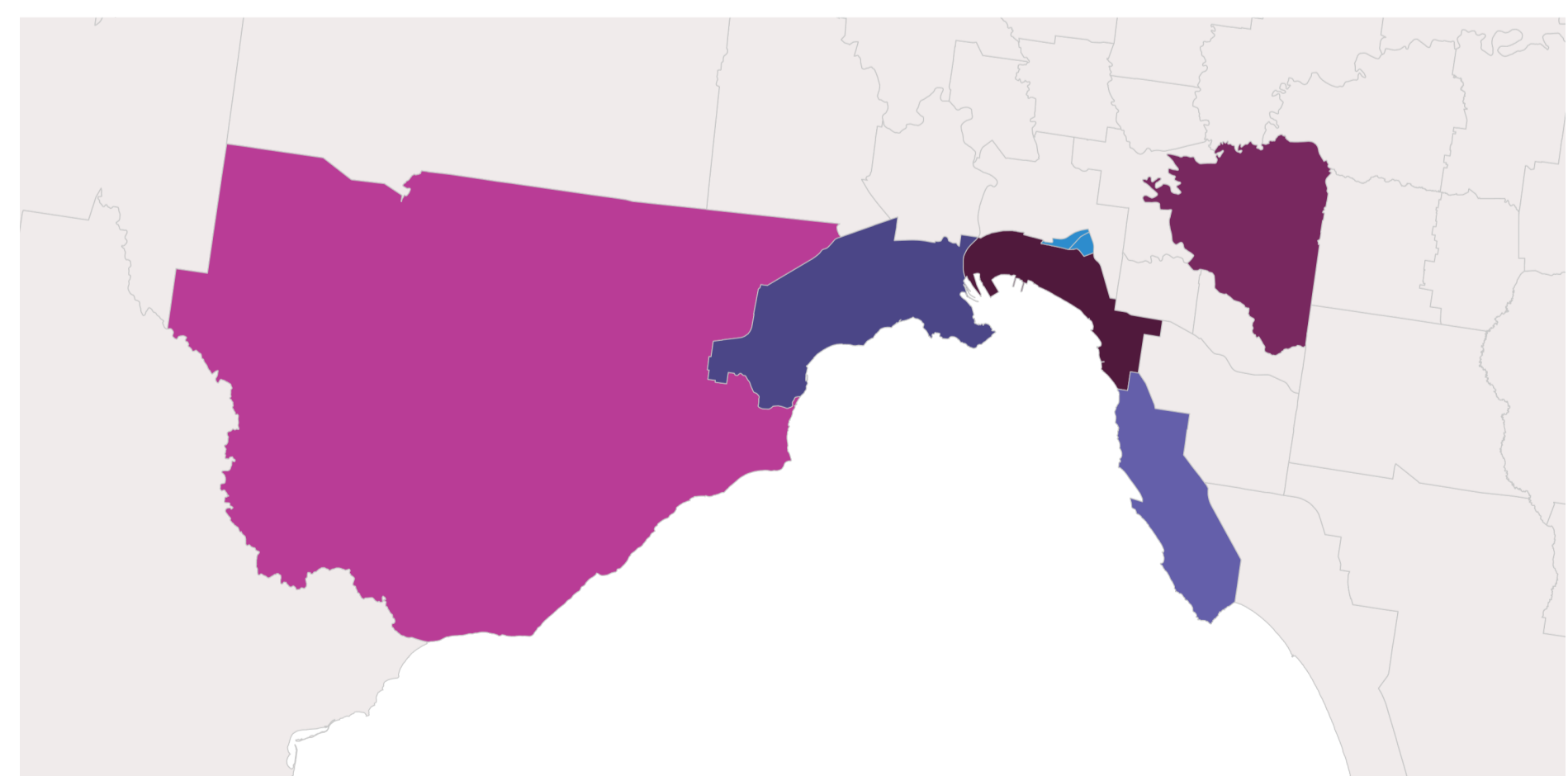
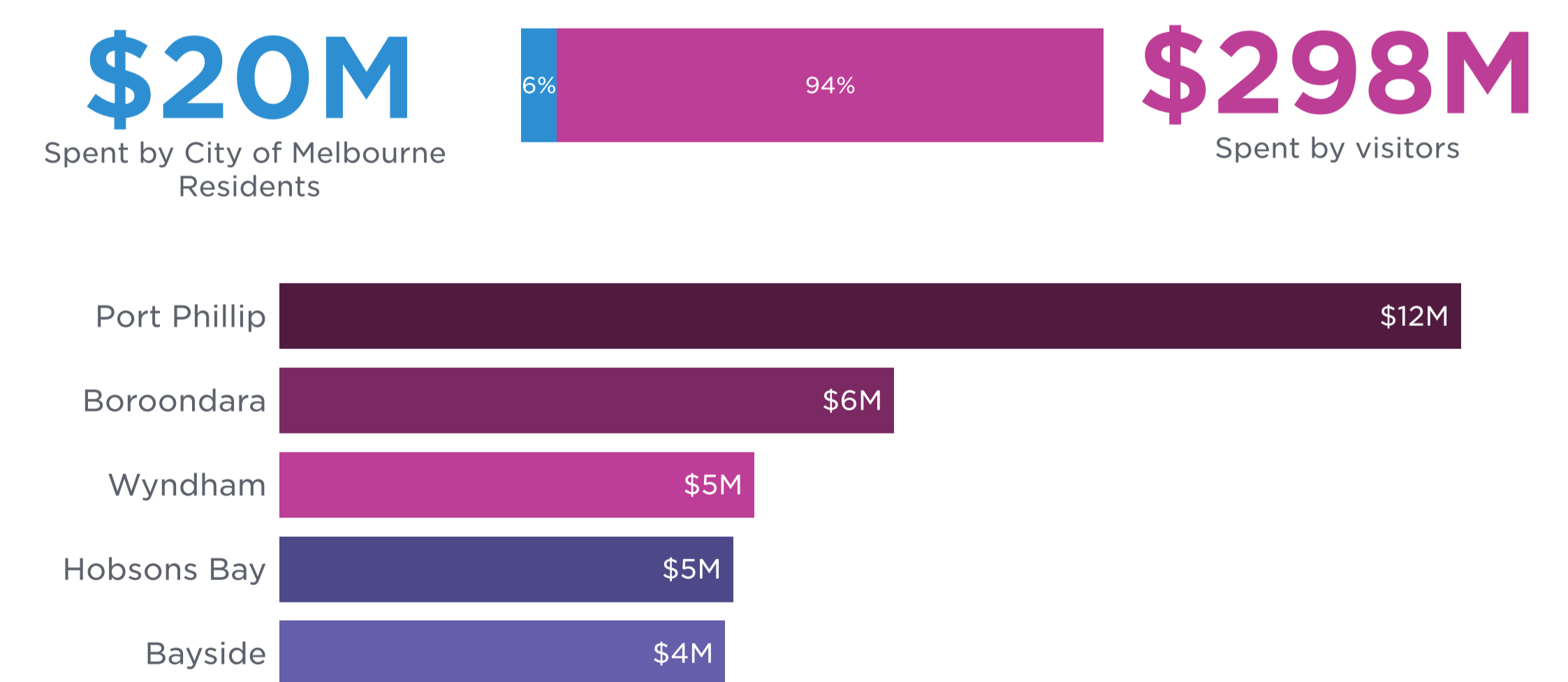
Work hours* and non-work hours spending in Southbank, Q3 2025



Weekday and weekend spending in Southbank, Q3 2025



Where spending in Southbank came from, Q3, 2025



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