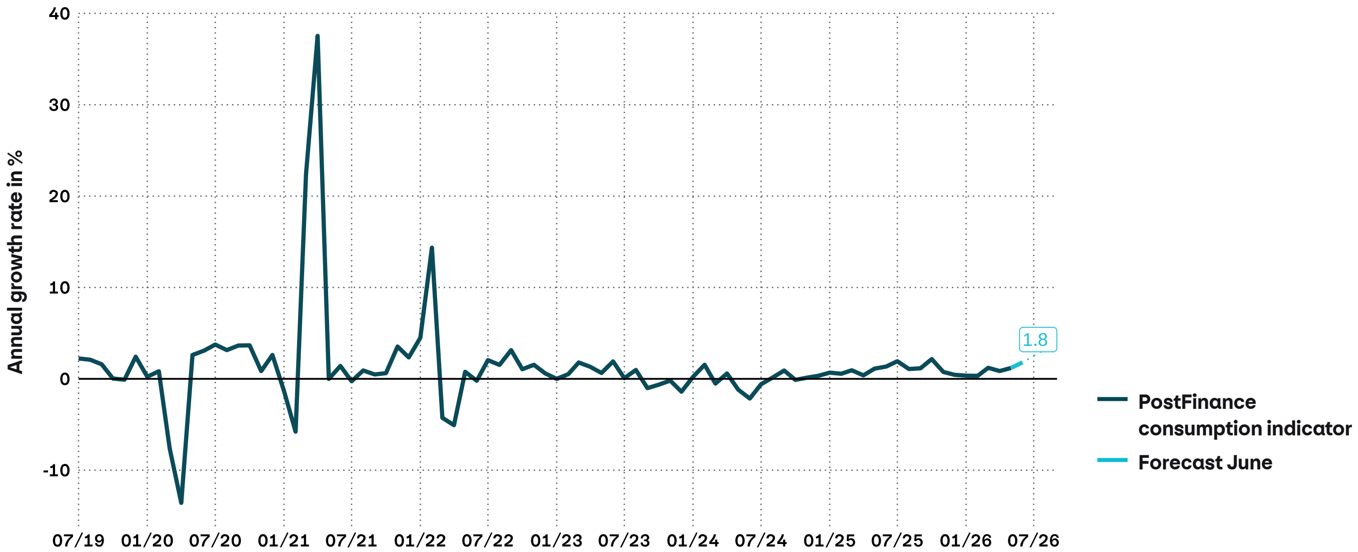
PostFinance consumption indicator
July 2026

A desire to travel is driving Swiss consumption

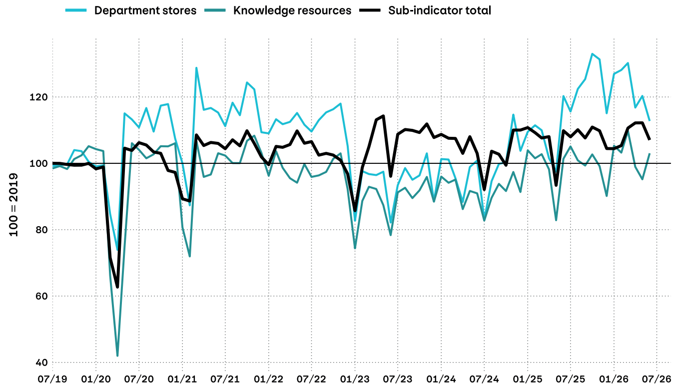
Consumer spending by the Swiss public remains high. According to the PostFinance consumption indicator, consumer spending in June was 1.8 percent above the level of the same month last year, confirming the positive trend of previous months. One of the factors driving consumption is high levels of travel. By international standards, Switzerland is proving to be robust: while consumer demand is under pressure in many places, low inflation – currently standing at 0.5 percent – means there is comparatively little strain on household budgets in Switzerland.

PostFinance consumption indicator



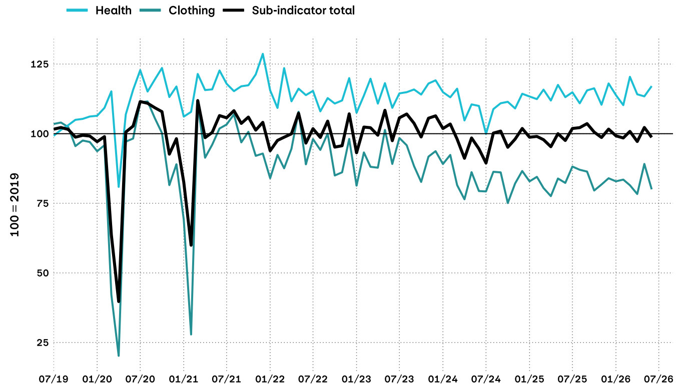
With 2.4 million customers, PostFinance is one of the largest financial institutions in Switzerland. Every month, we analyse our customers' anonymized payment transactions. This enables us to ascertain in almost real time how people in Switzerland spend their money each month. At the same time, the aggregated figures provide meaningful and up-to-date information about economic developments in Switzerland. The PostFinance consumption indicator shows year-on-year consumer spending adjusted for sales and holiday effects. In addition to the main indicator, we have developed seasonally adjusted consumption indicators, that include spending on specific goods and services ("everyday & household", "beauty & wellness", "recreation & leisure" and "travel"). The main indicator is published in annual growth rates, the sub-indicators are presented as indices.

"Everyday & household" sub-indicator



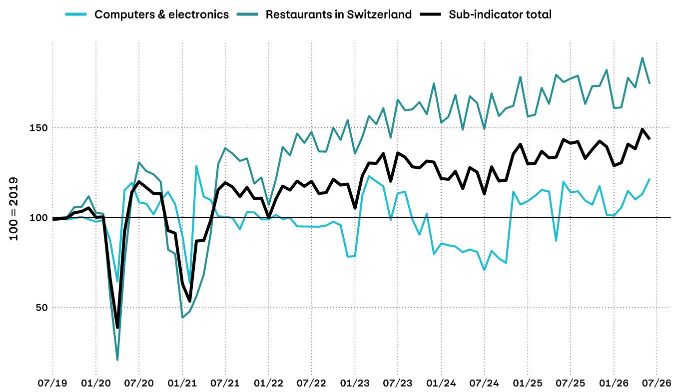
Everyday household spending fell slightly in June. High street retailers were particularly affected. Demand for educational items such as books and teaching materials, on the other hand, has risen again.

"Beauty & wellness" sub-indicator



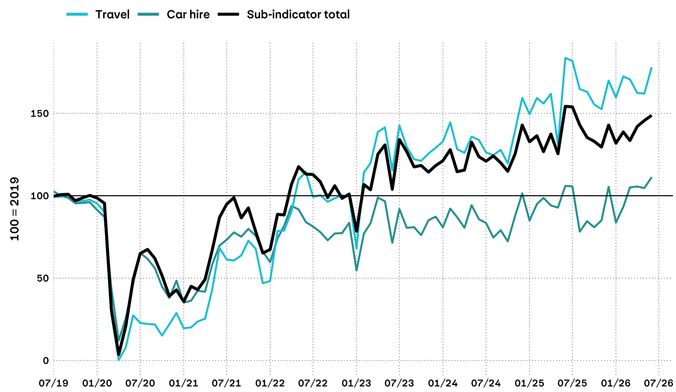
The Swiss public continues to spend as usual on beauty and wellness. Spending on healthcare has risen slightly recently, while spending on fashion and textiles has fallen.

"Recreation & leisure" sub-indicator



Willingness to spend on leisure activities and goods remains high, despite a slight decline recently. Purchases of computer and electronic goods in particular have increased. Visits to restaurants remain very popular.

"Travel" sub-indicator



Spending on travel continues to rise. Holiday bookings in particular have seen a significant increase recently. In this context, demand for rental cars has also increased significantly.

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