Spending Momentum Index

United States

Consumer spending momentum strengthens for a fourth straight month

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Consumer spending momentum remained positive in June, with Visa's U.S. Spending Momentum Index (SMI) climbing 0.2 points month-over-month (MoM) to 101.3 (seasonally adjusted). The reading represents the fourth consecutive month the index has remained above the expansion threshold. Despite a marked decline in gasoline prices following the easing of tensions between the U.S. and Iran, and the slow resumption of shipping traffic through the Strait of Hormuz, spending at the pump once again helped drive the monthly improvement.

While the gasoline SMI was the only category in expansion territory, discretionary spending shook off three straight months of declines and increased 1.7 points in June to 99.3. The rebound was supported by easing gasoline prices as well as stronger spending across entertainment-related categories, including ticket purchases and sports media subscriptions, as consumers engaged with the FIFA World Cup. Although discretionary spending remained just below the expansion threshold, the improvement suggests consumers were willing to direct more of their spending toward elective experiences and leisure activities.

The non-discretionary SMI was flat from May to June, reflecting cautious stability in spending on essentials such as groceries, health services and food retail. In contrast, the restaurant SMI fell 1.4 points. Given the overall increase in spending momentum and the improvement in the discretionary SMI, this decline points to a reallocation away from routine dining toward entertainment and event-related spending.

June SMI at a glance

Latest index reading

Nationwide momentum:

Change from previous month

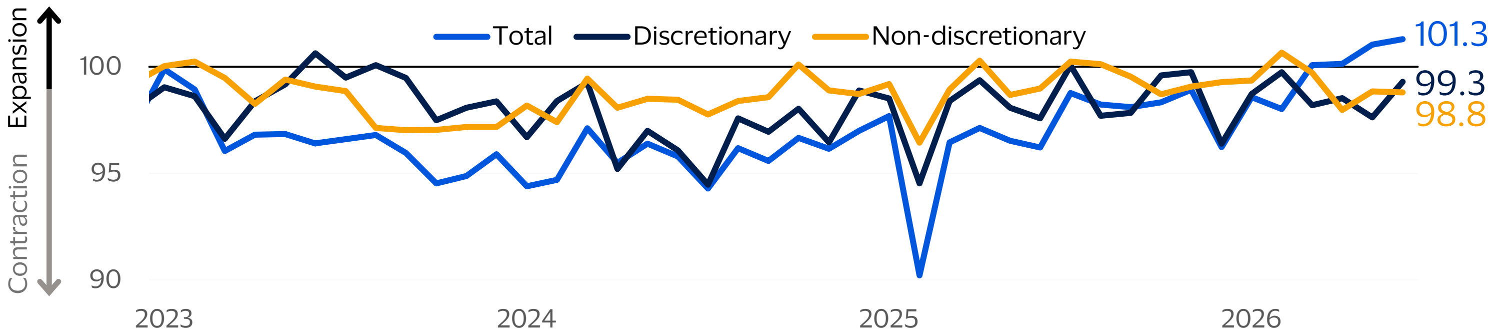
Total: +0.2

Discretionary: +1.7

Non-discretionary: +0.0

Spending Momentum Index

(Seasonally adjusted,* ≥100 = expansion, <100 = contraction. Last actual: June 2026)



*The discretionary and non-discretionary categories exclude restaurant and gas spending; both restaurant and gas are included in the total SMI. See additional definitions of spending categories on page 4. Source: Visa Business and Economic Insights. The Visa U.S. SMI measures the current month relative to the same month last year. Both national and regional readings of the index are based on year-over-year changes in consumer spending with Visa bankcards. Local markets are defined as a Combined Statistical Area. For accessibility, please refer to the related Excel file on the VBEI website.

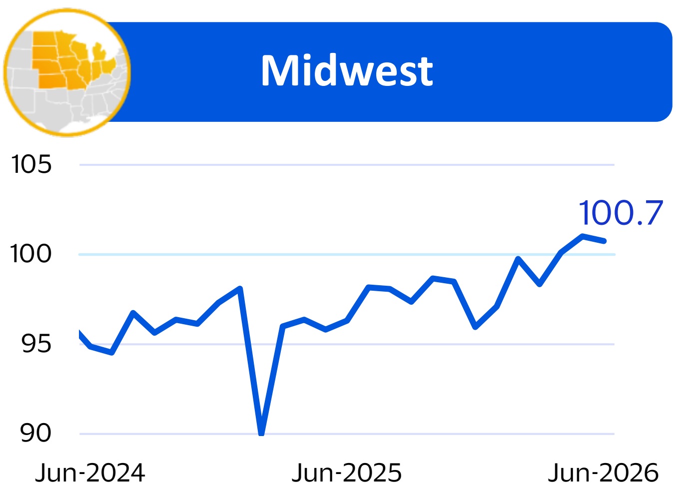
Regional U.S. Spending Momentum Indexes

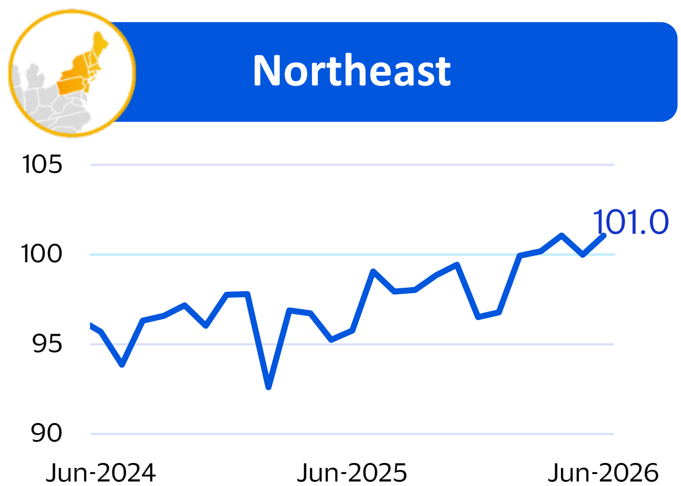
(Seasonally adjusted**, ≥100 = expansion, <100 = contraction)

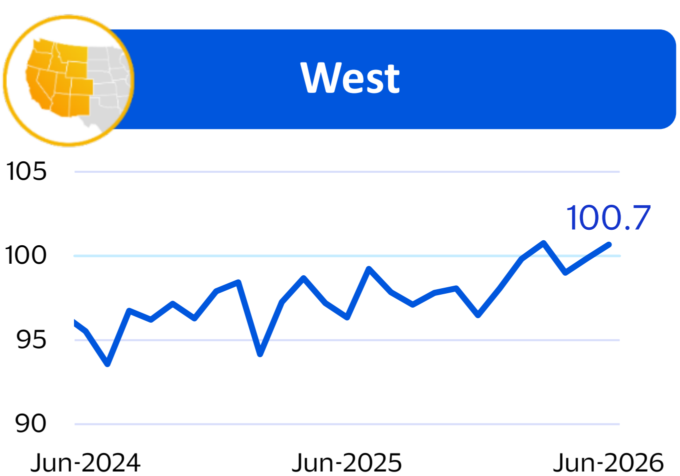
All four regions posted seasonally adjusted SMI readings above the 100 threshold in June, signaling that consumer spending momentum remained in expansion territory despite regional variation in pace. This broad-based strength was driven largely by the extended Juneteenth and Father's Day holiday weekend, paired with concurrent FIFA World Cup celebrations in host cities, which lifted discretionary spending momentum broadly across every region. Falling gas prices, down 9.6 percent MoM, also gave consumers more room to spend.[1]

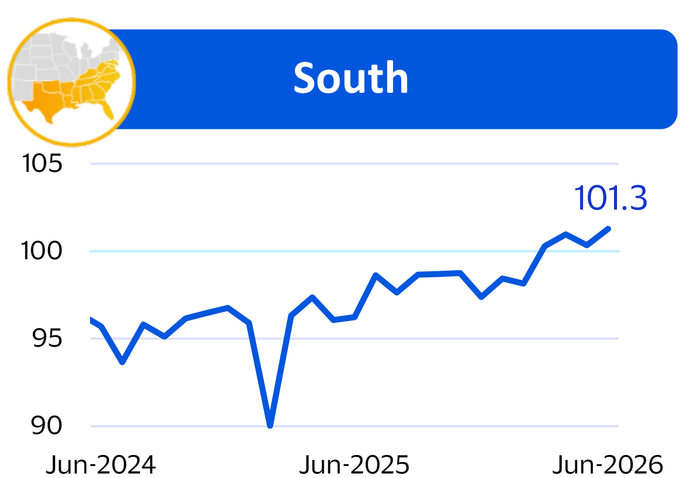
The Midwest was the only region to see a slight pullback in momentum, with its seasonally adjusted SMI easing 0.3 percentage points MoM in June amid numerous tornado-related incidents that impacted Michigan, Illinois, Indiana, and Kansas, though it remained above the 100 threshold and in expansion territory.[2] While other regions benefited from a discretionary spending boost tied to June's festivities, the Midwest's concurrent weather-related disruptions offset much of that potential lift, tempering an otherwise broad-based expansion.

The Northeast and South recorded the strongest increases, with seasonally adjusted spending momentum rising 1 percentage point MoM in both regions, as the overlap of the holiday weekend and concurrent celebratory events drove discretionary SMI up 1.5 and 2 percentage points, respectively. The West also benefited from these same tailwinds and, in contrast to the Midwest, saw an additional lift from milder weather, running roughly 0.7 degrees cooler than the national average even as much of the country faced intense summer heat.[3] Together, these factors helped drive the strongest discretionary spending performance of any region, with the West's discretionary SMI rising nearly 2.1 percentage points MoM.









**The total, discretionary and non-discretionary cuts of the Visa U.S. SMI are seasonally adjusted (SA) to control for calendar effects and floating holidays. This provides a more robust signal of economic activity, but means data is subject to annual revisions to ensure comparability over time. Non-seasonally adjusted (NSA) values will more closely align with business metrics, such as revenues and/or sales, and are not subject to revision.

Seasonally Adjusted

Date	All Spending Categories	Discretionary	Non-Discretionary
January 2026	98.6	98.7	99.4
February 2026	98.0	99.8	100.7
March 2026	100.1	98.2	99.7
April 2026	100.1	98.5	98.0
May 2026	101.0	97.6	98.8
June 2026	101.3	99.3	98.8

Non-Seasonally Adjusted

Date	All Spending Categories	Discretionary	Non-Discretionary
January 2026	98.9	99.2	99.5
February 2026	99.6	99.6	99.9
March 2026	100.4	98.8	99.9
April 2026	99.9	98.0	98.2
May 2026	100.5	97.8	98.6
June 2026	101.1	99.8	99.1

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Spending Categories

Discretionary (airlines, lodging, auto rental, appliance retail, computer retail, fashion retail, florist, general department store, home goods retail, leisure goods retail, luxury goods retail, repurposed goods retail, sporting goods retail, attractions & amusements, duty free, entertainment, gambling, marina services, sport & recreation, transportation, travel agencies, construction services, electric goods repair, home repair services, personal services, professional services, spa/beauty services, telecommunication, charity, direct marketing, membership clubs).

Non-discretionary (medical/health services, pharmacy, food retail, supermarkets, postal/courier, utilities, education, tolls/fees, wholesale).

Methodology

The Visa U.S. Spending Momentum Index (SMI) measures the breadth of year-over-year change in household spending within an economy, including the share of households with increased spending compared with those where spending was stable or declined. The index is generated using proprietary techniques that extract economic signals from business-related noise inherent in VisaNet transaction data, such as portfolio flips, routing changes, or evolving acceptance across geographies or merchant segments. Regional and national aggregates are population-weighted averages.

The resulting sample data is then aggregated using a diffusion index framework in which index values are scored from 0 to 200. Values above 100 indicate broad-based net acceleration in economic momentum. Values below 100 indicate contraction on an annual basis.

Disclaimer

The Visa U.S. SMI is based on a sample of aggregated, depersonalized VisaNet and third-party data; it is not reflective of Visa operational and/or financial performance. SMI is provided "as is" without warranties of any kind, express or implied, including, without limitation, as to the accuracy of the data or the implied warranties of merchantability, fitness for a particular purpose, and/or non-infringement. Visa is not responsible for your use of the information contained herein, including errors of any kind, or any assumptions or conclusions you might draw from its use. Each SMI report is as of the publication date, and Visa has no obligation to update data contained therein. The views, opinions, and/or estimates, as the case may be ("views"), expressed herein are those of the Visa Business and Economic Insights team and do not necessarily reflect those of Visa executive management or other Visa employees and affiliates. This presentation and content, including estimated economic forecasts, statistics, and indexes are intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice and do not in any way reflect actual or forecasted Visa operational or financial performance. Visa neither makes any warranty or representation as to the completeness or accuracy of the views contained herein, nor assumes any liability or responsibility that may result from reliance on such views. These views are often based on current market conditions and are subject to change without notice.

Footnotes

[1] Visa Business and Economic Insights and U.S. Department of Energy

[2] Visa Business and Economic Insights and U.S. Department of Commerce, June 11, 2026: Tornado Outbreak, Including Multiple Strong Tornadoes Across Northern Illinois and Northwest Indiana

[3] Visa Business and Economic Insights and Climate Central, Monthly Attribution Overview – June 2026 | Climate Central

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