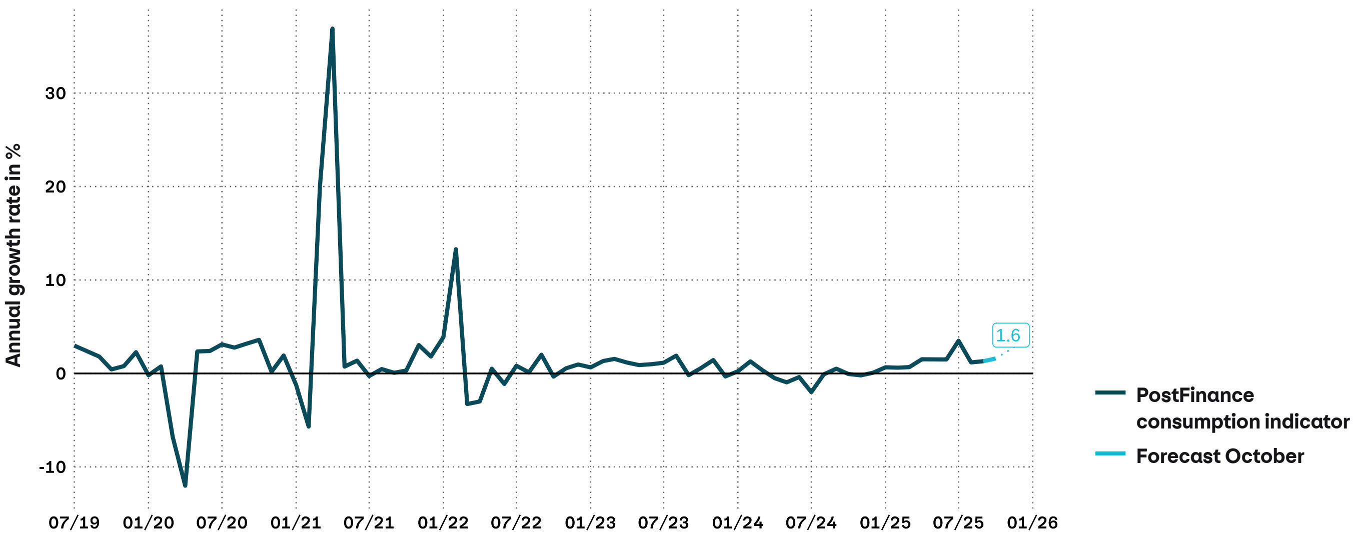
PostFinance consumption indicator
November 2025

Swiss consumption remains steady

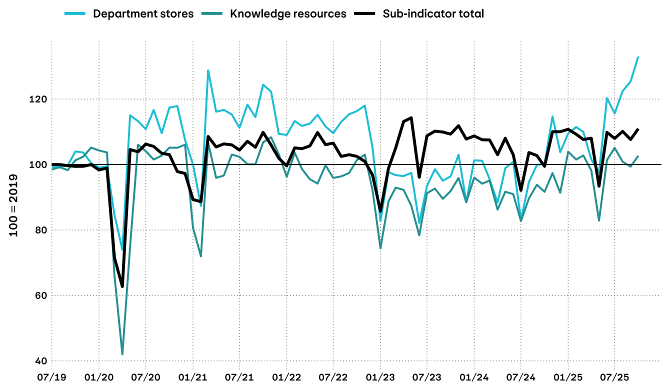
The Swiss remain enthusiastic consumers. According to the PostFinance consumption indicator, total spending in October was 1.6 percent higher than in October last year. However, there was a slight slowdown in the leisure and travel sectors in particular. Robust wage growth, which according to estimates by the Swiss Federal Statistical Office is significantly outpacing inflation this year, is benefiting households and supporting their purchasing power. Economic concerns, which are still widespread, do not seem to be holding back actual consumer behaviour so far.

PostFinance consumption indicator



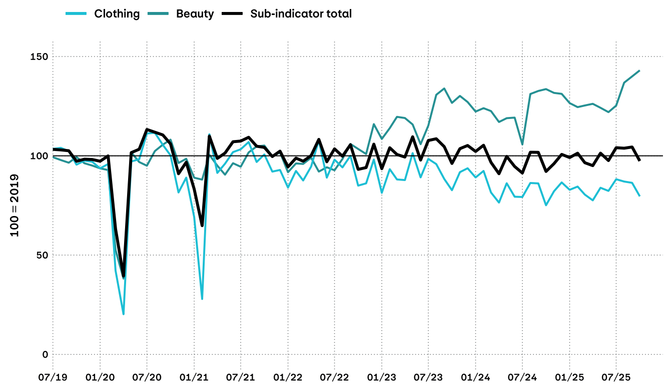
With 2.4 million customers, PostFinance is one of the largest financial institutions in Switzerland. Every month, we analyse our customers' anonymized payment transactions. This enables us to ascertain in almost real time how people in Switzerland spend their money each month. At the same time, the aggregated 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



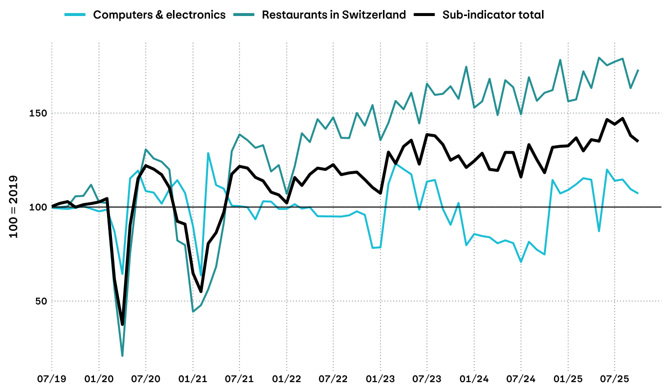
Spending on daily necessities rose slightly in October. Spending in department stores and on knowledge-related purchases – for books or advanced training, for example – increased significantly.

“Beauty & wellness” sub-indicator



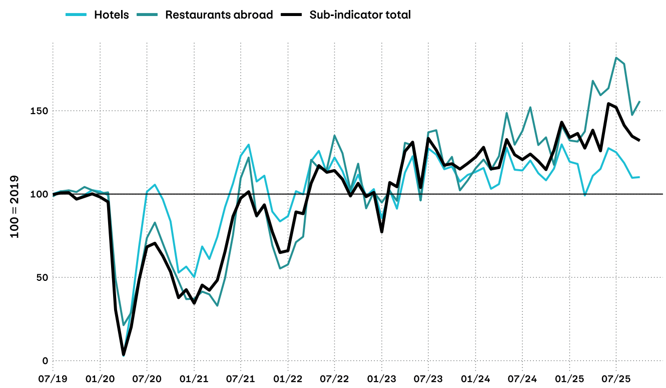
Spending in the beauty & wellness sector has fallen slightly recently, but remains at the same level as in previous years. While spending on clothing has shown a downward trend over the past two years, beauty treatments continue to be very popular.

“Recreation & leisure” sub-indicator



Willingness to spend money on leisure goods and activities has recently declined again, mainly due to lower spending on computers and electronics. In contrast, restaurant visits increased slightly.

“Travel” sub-indicator



After a peak over the summer months, travel spending now appears to be returning to normal. In particular, booking figures for hotels and travel arrangements have fallen in recent months.

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