



26 September 2025

Gallagher effect: Oasis fans outspend Swifties in Supersonic Wembley spending surge

- Lloyds data reveals that ‘Gallaghernomics’ topped ‘Swiftonomics’ as spending reached over £5m during Oasis’ first Wembley gig this year; 38% more than Taylor Swift’s 2024 debut.
- The Oasis boost amounts to an 88% uplift in spending compared to a normal Friday at Wembley.
- Pubs and bars around Wembley were the biggest winners, seeing a sales uplift of around 800%.

As the Gallagher brothers wrap up their UK tour with a final show at Wembley Stadium this Sunday, new analysis from Lloyds reveals that Oasis fans have delivered a significant economic boost to Wembley, outspending even recent mega-concerts from Taylor Swift’s Eras Tour and Dua Lipa’s Radical Optimism Tour.

The long-awaited reunion of the Gallagher brothers on 25 July 2025 sparked an 88% surge in spending compared to a typical Friday. Based on Lloyds’ customer transaction data, which has been extrapolated to represent projected consumer spending, analysts revealed that spending in and around Wembley reached £5.1 million during the band’s first Wembley gig this year.

That figure surpasses the £3.7 million spent during Taylor Swift’s 2024 Wembley opener and the £3.8 million generated by Dua Lipa’s 2025 show.

The reunion triggered a fan-fuelled economic surge that Lloyds has dubbed “Gallaghernomics” – proof that the enduring pull of Oasis outpaced even Swiftonomics and a nod to the economic power of nostalgia, with Oasis fans proving more willing to splash out than their younger pop counterparts.

The analysis was conducted by Lloyds Market Intelligence, which provides businesses with anonymised and aggregated data insights into consumer behaviour.

Cigarettes & Alcohol (and dinner too)

Side-by-side, Lloyds’ analysis shows Oasis fans spent far more than Taylor Swift and Dua Lipa fans in the stadium and the immediate surrounding area.

	Oasis gig - 25 July 2025	Dua Lipa gig - 20 June 2025	Taylor Swift gig - 21 June 2024
Total amount spent in Wembley and the surrounding area (1 mile radius)	£5.1 million	£3.8 million	£3.7 million

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Spending inside Wembley stadium	£1.4 million	£600,000	£650,000
Spending in the surrounding area (1 mile radius)	£3.6 million	£3.2 million	£3 million

The biggest winners were local pubs and bars, who saw a sales uplift of around 800%.

Restaurants in the area also saw a 116% increase in sales — more than double the uplift seen during Taylor Swift (50%) and Dua Lipa’s (51%) concerts.

It wasn’t just where they spent, but who was spending that stood out. The biggest in-stadium spenders among Oasis fans were men aged 40 to 49 - Oasis’ nostalgic core - who collectively splashed out over £300,000. By comparison, the top spenders at Taylor Swift’s concert were women aged 30 to 39, spending over £113,000. For Dua Lipa it was women aged 40 to 49 who spent nearing £91,000.

She’s Electric: Taylor Swift boosts hotel spend

Not every category was topped by Oasis, however. Taylor Swift’s concert generated a 346% uplift in hotel transactions, compared to 262% for Oasis. With data showing that 42% of Oasis’ audience came from London and the South East, fewer stayed overnight.

Enrique Del Rio, Managing Director at Lloyds Market Intelligence, said: “Oasis’ return to Wembley didn’t just create a cultural moment, it created an economic one too. Our data shows the strength of nostalgia as a driver of consumer behaviour, with those over 40 in particular willing to travel, dine out, and spend more across the board. From pubs to retail, the impact on local businesses was supersonic.

“By combining the reach of Lloyds Merchant Services with the analytical depth of Lloyds Market Intelligence, we can see how major events like these shape the economy - and provide retailers with the insights they need to plan ahead and capture future opportunities.”

ENDS

Notes

All figures, unless otherwise stated, are based on Lloyds Market Intelligence data, spanning any transactions carried out by Lloyds Banking Group’s 28 million customers at Wembley and the surrounding area (within a 1 mile radius) on the day of concerts carried out by Oasis (25 July 2025) Dua Lipa (20 June 2025) and Taylor Swift (21 June 2024). For comparative purposes, the research also analyses transactions in the same area to represent a typical Friday when there wasn’t a concert taking place (18 July 2025). The transactions included in the analysis relate to domestic purchases made in-person on the day of each concert, as well as any further transactions made in the surrounding area on the same day. It does not include any transactions which may have been made online in advance, such as pre-booked concert tickets or hotels. The figures have been extrapolated to represent projected spending across all domestic consumers (rather than just Lloyds Banking Group customers), calculated by models based on Lloyds Banking Group

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merchant services & card withdrawal data.

About Lloyds Market Intelligence

With approximately 1 in every 4 of Great Britain's transactions, Lloyds has unique insight into British consumer behaviour. Lloyds Market Intelligence has been designed to utilise this data, on an aggregated and anonymised basis, supporting businesses with addressing complex strategic questions. The team provides actionable insights into consumer spending behaviours, allowing businesses to monitor their performance, benchmark against peers, and inform their strategic decision-making.

LBMI is designed to meet the need for dependable data-driven insights, offering a comprehensive view of business' customers and market.

About Lloyds Banking Group

Lloyds Banking Group is the largest UK retail and commercial financial services provider with over 28 million customers and a presence in nearly every community. Our main business activities include retail and commercial banking, general insurance and long-term savings, provided through well recognised brands including Lloyds Bank, Halifax, Bank of Scotland and Scottish Widows. Our purpose is Helping Britain Prosper. We have served Britain through our products and services for more than 320 years, across every community, and millions of households. Our success is interwoven with the UK's prosperity, and we aim to Help Britain Prosper by operating as a responsible, sustainable and inclusive Group.

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