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Take That tour spark ticket sales surge as millennials back their favourite boyband

- Take That are millennials favourite boy band according to new data
- Circus Tour triggered a sharp spike in UK ticket spending
- UK ticket sales reached £28,848,419 in September 2025
- 53% higher than the average over a 12-month period
- Reunion-tour nostalgia still has strong spending power among millennials

Take That's 2026 Circus Live tour is proving that the boyband era is far from over, as millennials rushed to buy tickets and relive the soundtrack of their youth.

New analysis of UK ticket sales from Lloyds, reveals a sharp spike in spending when Take That tickets went on sale last September for the band's 2026 Circus Live tour, which opens this weekend in Southampton. The release of tickets sent total sales to £28,848,419 in September alone, 53% higher than the average over the past 12 months, showing nostalgia still drives real spending among millennials, and those early fandom habits may have shaped how a generation thinks about money.

Early lessons in budgeting and saving

Back when boybands ruled their playlists, 97% of millennial women spent their money on band fandoms - from CDs and posters to concert tickets and merch. But more than just a teenage obsession, this passion may have played an unexpected role in shaping financial habits for adulthood.

A quarter of fans (25%) even took on extra hours in their first jobs or negotiated more pocket money, all to support their favourite band – be it posters, concert tickets, or merch. While it may not have felt like **'budgeting' at the time, this kind of planning, prioritising, and saving for something they wanted** may have laid the groundwork for a more confident financial future.

But the behaviours stuck.

Millennials' money confidence today

That early financial literacy may still be paying off. Today, 43% say they feel more financially confident and in control than they did in their teens, suggesting the money skills they picked up in their boyband years may have had a lasting impact. And many continue the habits they built in their bedroom years: 48% now have an ISA, 66% have an instant access or savings account and 35% hold a Cash ISA.

Millennials' saving habits in 2026

As millennials continue to apply the lessons they've learned about saving and planning for the future, 30% are currently putting money aside for a rainy day through a range of savings options and financial products, according to Lloyds data.

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Today, the same ‘save now, enjoy later’ mindset that drove them to buy posters, merch, and concert tickets in their youth is helping many to plan ahead and build for the future.

Whether it’s a first home, a holiday, or simply feeling more secure, the data suggests that those early saving behaviours may have translated into greater financial confidence today.

Jenny Novotny, Savings at Lloyds Bank explains: *“Many millennials learnt good saving habits early on: setting a goal, contributing regularly, staying patient and enjoying the reward at the end. Those same principles apply today. What you save now can help create your own future reunion moment- whether that’s a first home, a long-awaited trip or greater comfort later in life.*

Just as each member plays a vital part in a pop band, different financial products can work together to help people reach their goals, from everyday accounts and savings options to pensions and investments. And, unlike the 90s, it can all be managed easily all on your banking app.”

Ends

Notes to editors

This information is for the sole use of journalists and media professionals.

This press release is based on data by Lloyds Banking Group and research conducted by Find Out Now and YouGov on behalf of Lloyds Banking Group.

Ticket data sales by Lloyds Banking Group based on debit card payments to major ticket sale platforms. Data analysed over April 2025 to March 2026.

Research conducted by Find Out Now in January 2026, comprising of:

- A survey of over 1000 adults, aged 30-45, based in the UK.

Research conducted by YouGov in August 2025

- Total sample size was 2577 adults. Fieldwork was undertaken between 8th - 22nd August 2025. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18 - 50).

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