

# MELBOURNE ECONOMY SNAPSHOT

Number 12, March 2026

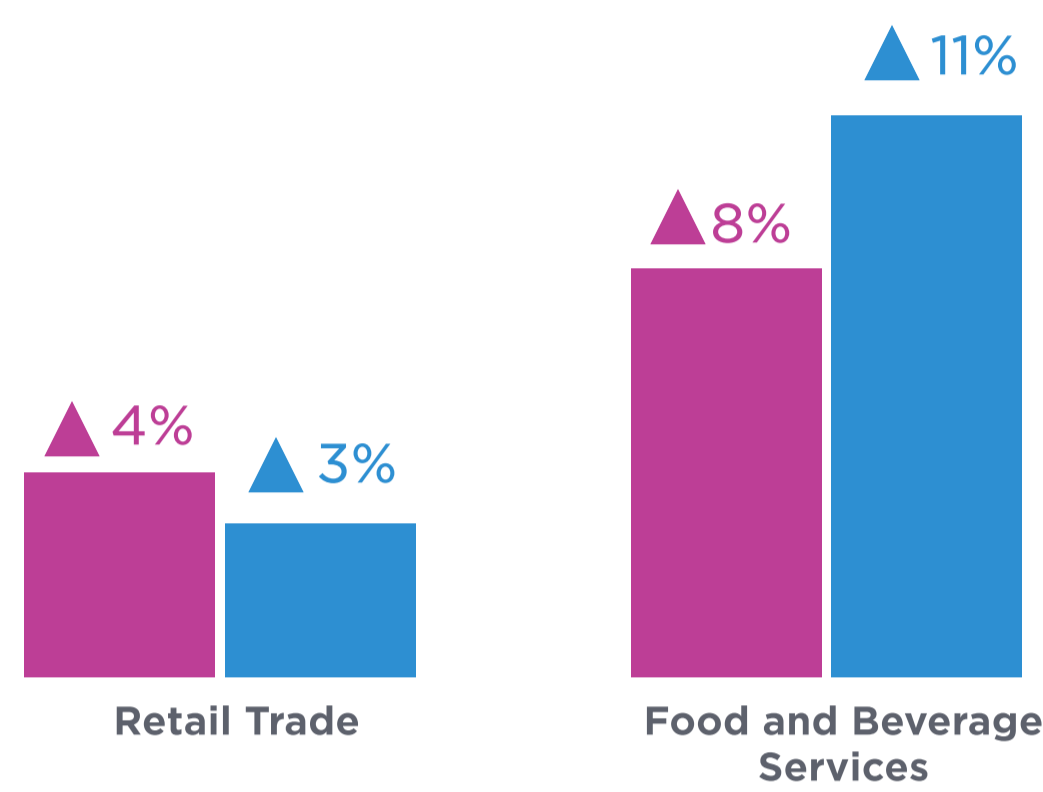
## Melbourne thrives as jobs and spending rise

Melbourne's economy is hitting its stride, powering ahead with fresh momentum and exciting opportunities for local businesses. Across Melbourne, the retail and hospitality sectors are driving a new wave of consumer energy, delivering more customers, more jobs, and more activated streets.

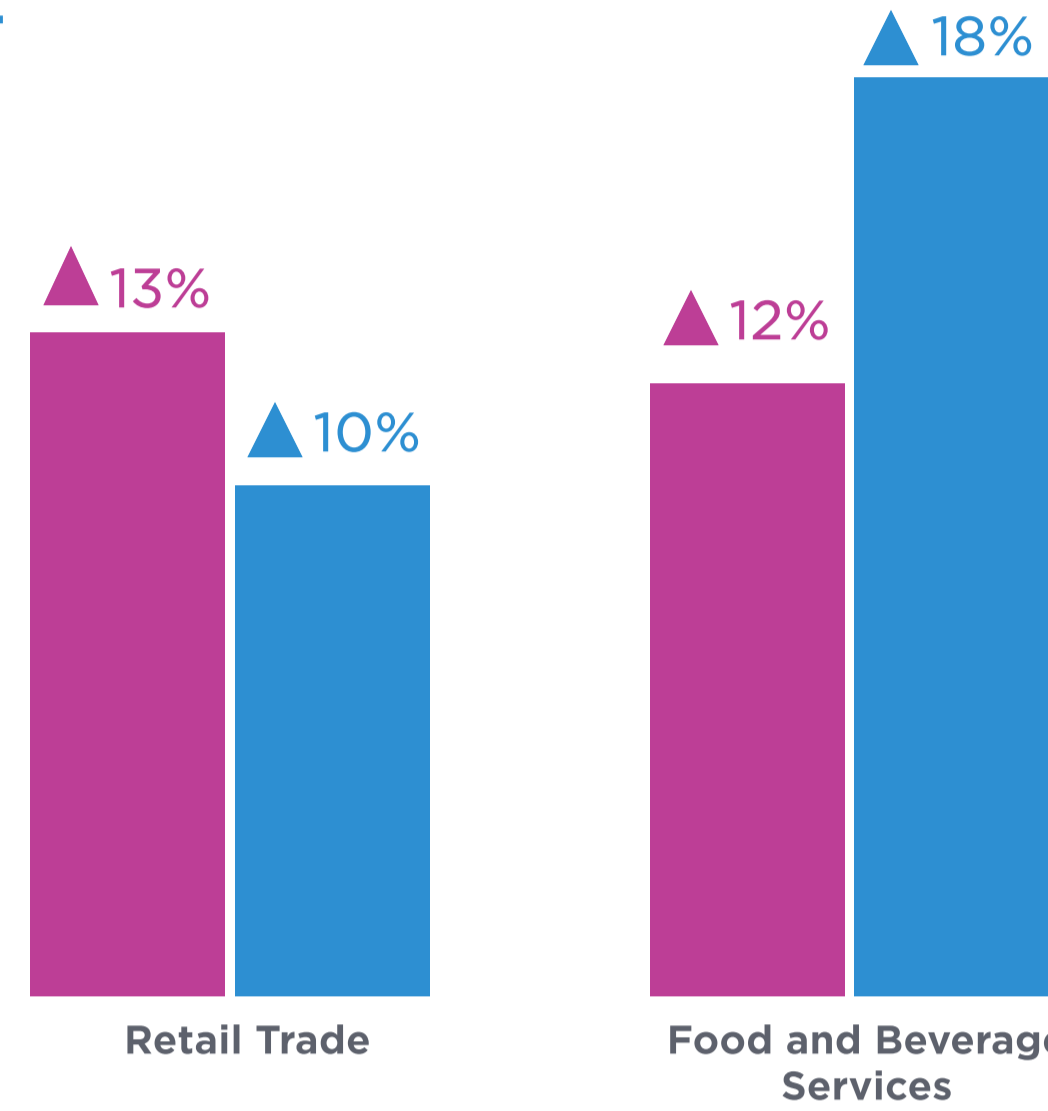
Most recent CLUE data from 2024 shows 4,570 retail and hospitality businesses were operating across the Melbourne municipality - an increase of 273 businesses (+8%) in the 2 years since 2022. Food, beverage and retail were the standout performers with 167 new cafes, bars and restaurants opening, while retail added 77 new businesses to the city. This growth is creating more jobs for local workers. Between 2022 and 2024, the food and beverage sector created nearly 4,000 new jobs and retail added almost 2,400 more.

This uplift can be seen at the street level, with shopfront activity booming. In the 6 months to November 2025, 13.5% of vacant shopfronts were reactivated across the municipality and the CBD, meaning busier and more vibrant streets.

2-year percentage of **business growth** in the **city of Melbourne** and **CBD**.



2-year percentage of **jobs growth** in the **city of Melbourne** and **CBD**.



▲ **84**  
(13.5%)

Shopfronts reactivated in **city of Melbourne**

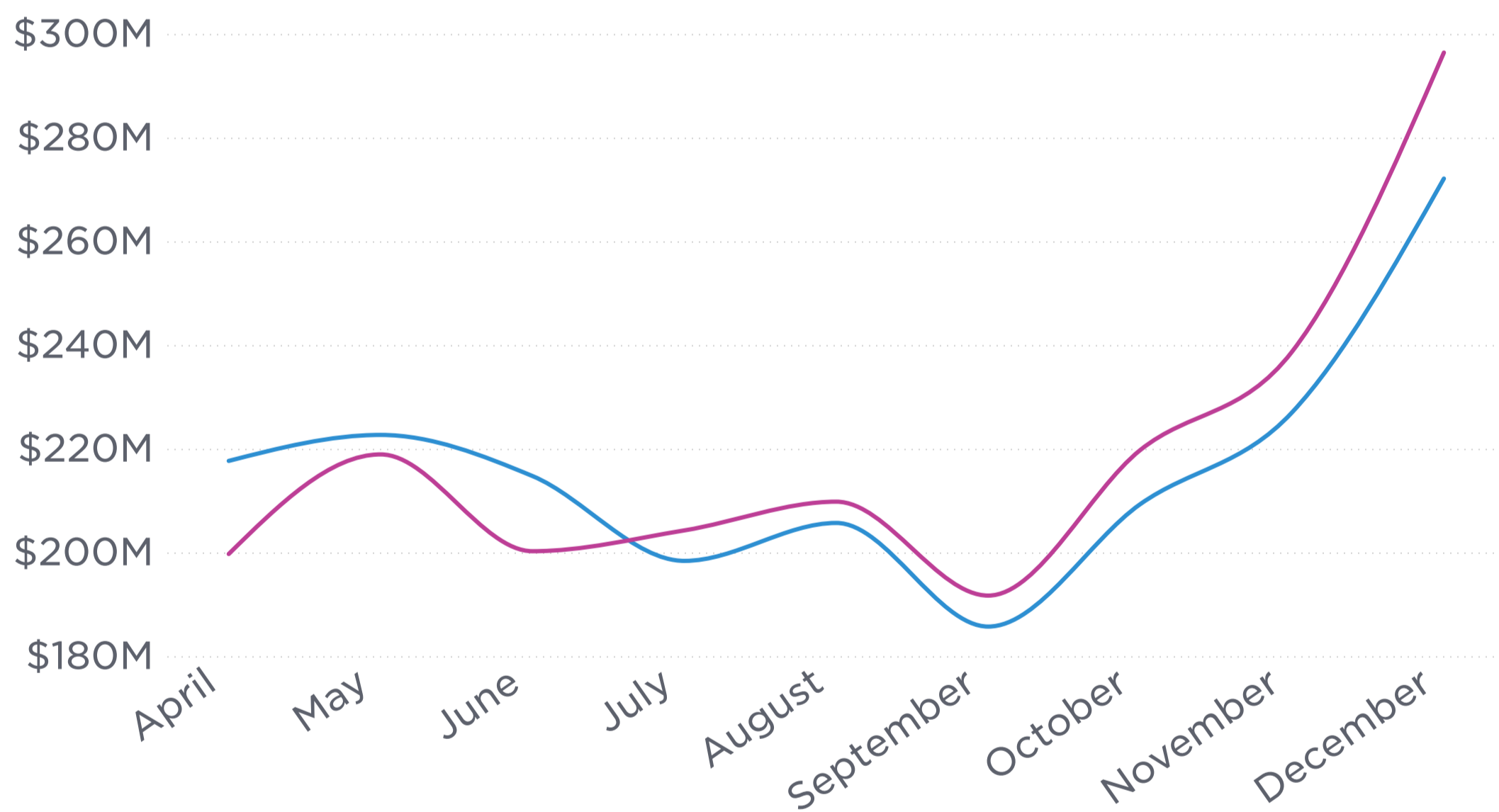
▲ **43**  
(13.5%)

Shopfronts reactivated in **CBD**

## New shops drive visitation and record spending

The opening of new shopfronts like Pop Mart and the spectacular MECCA flagship store along Bourke Street Mall has attracted more visitors to the city. This renewed energy has helped sustain strong foot traffic through the end of the year and strengthened the CBD's reputation as a premiere shopping destination.

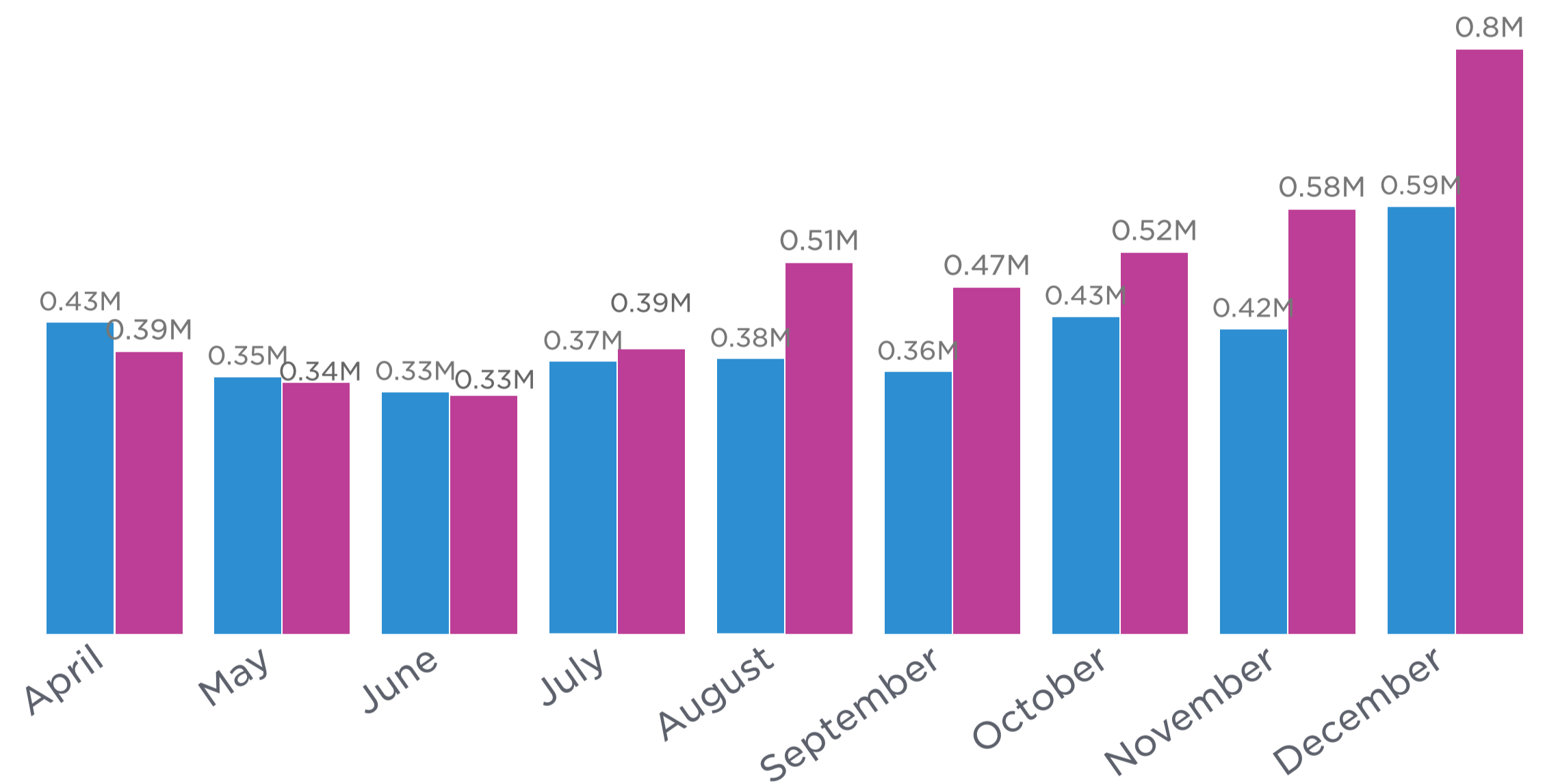
Spending by Month for **Retail and Dining** category in **Melbourne CBD East** -April - Dec 2024 vs April - Dec 2025



**Monthly % Spend Change: 2024 vs 2025**

Month	April	May	June	July	August	September	October	November	December
% Change	-8%	-2%	-7%	3%	2%	3%	5%	5%	9%

Pedestrian Count near **Bourke St, Mall (South)** Sensor, April - Dec 2024 vs April - Dec 2025



**Monthly % Pedestrian Count Change: 2024 vs 2025**

Month	April	May	June	July	August	September	October	November	December
% Change	-9%	-2%	-1%	5%	35%	32%	20%	39%	37%

Melbourne's spending success continued through the end of 2025, with December recording the highest spend levels ever recorded by the City of Melbourne - even when adjusting for inflation in 2025 dollars. This points to a bright year ahead for local businesses, with bustling streets, active shopfronts and rising spending.

Spending in **All Category** in **December** - Melbourne municipality



Sources: Spendmapp by Geografia, Pedestrian Counting System, CLUE (Census of Land Use and Employment)

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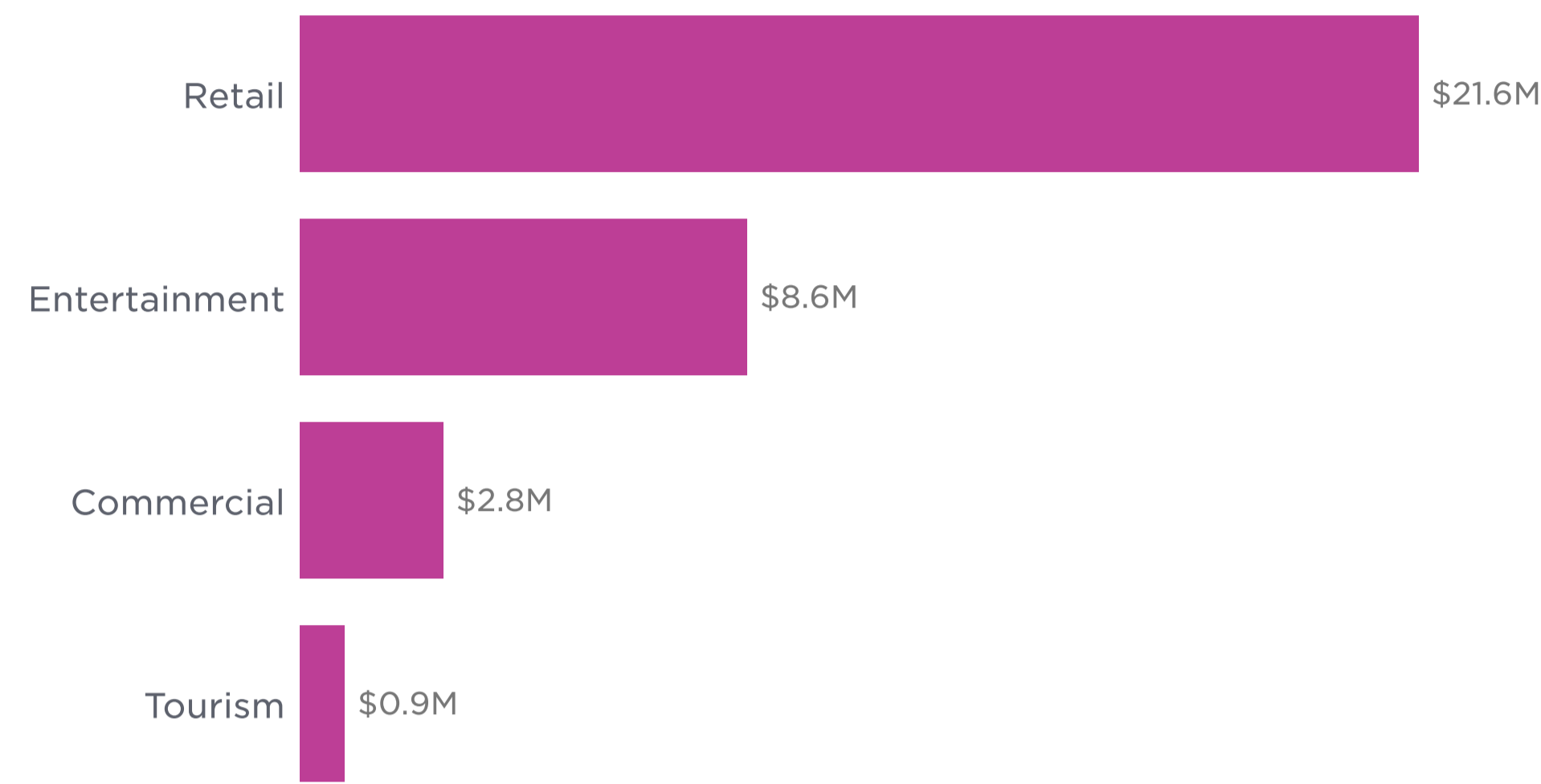
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## NEIGHBOURHOOD SPEND TRENDS

Explore your unique neighbourhood with our Neighbourhood Spend Trends. Understanding when people spend, what they're buying, and where they're coming from can help you work smarter and tailor your offering to boost your business.

### WEST MELBOURNE

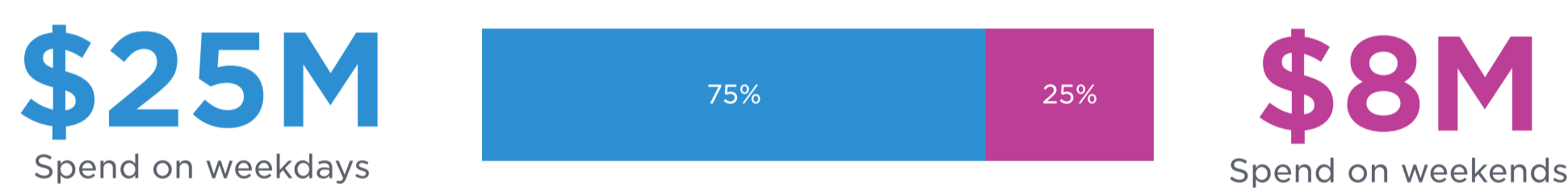
Spending by Category, Q4 2025



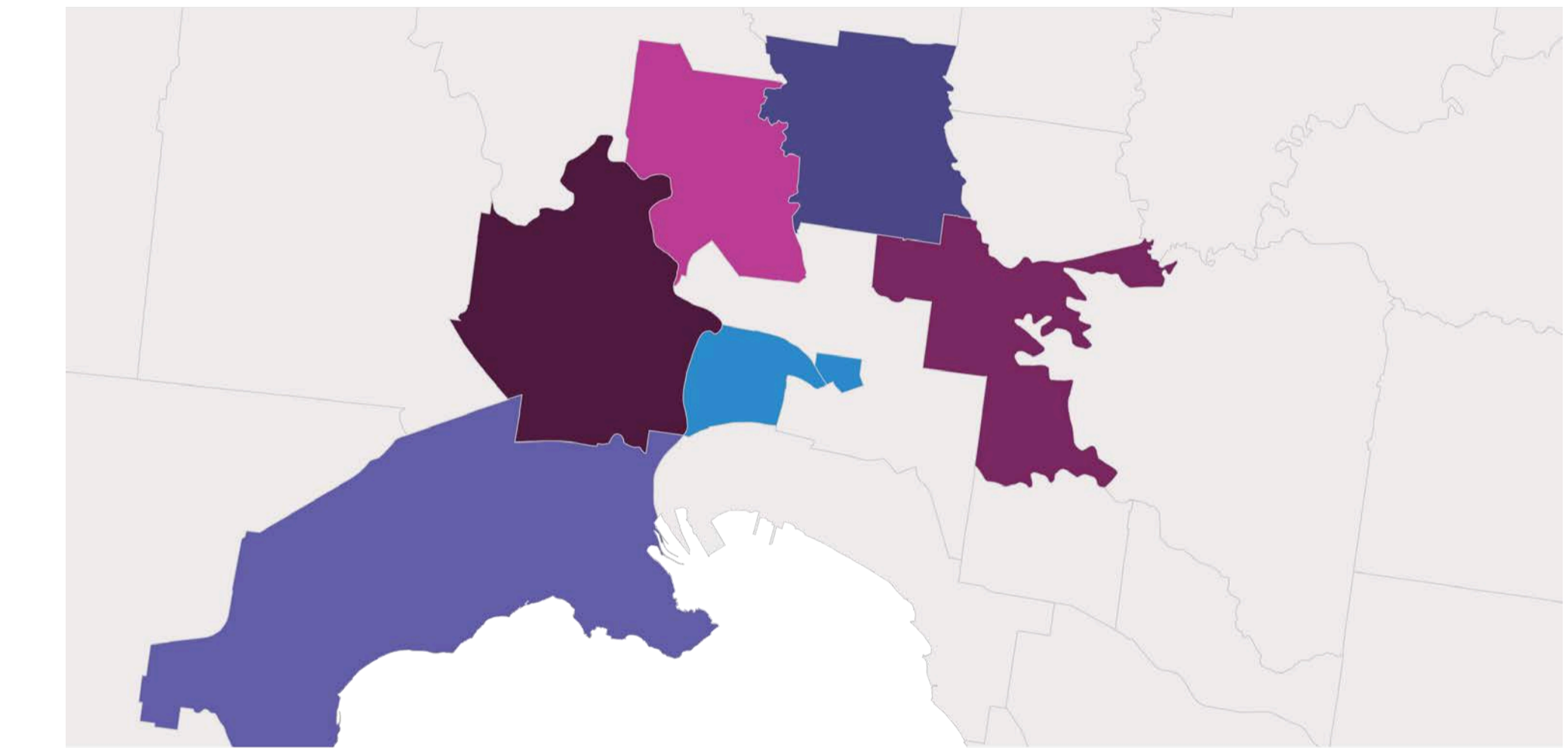
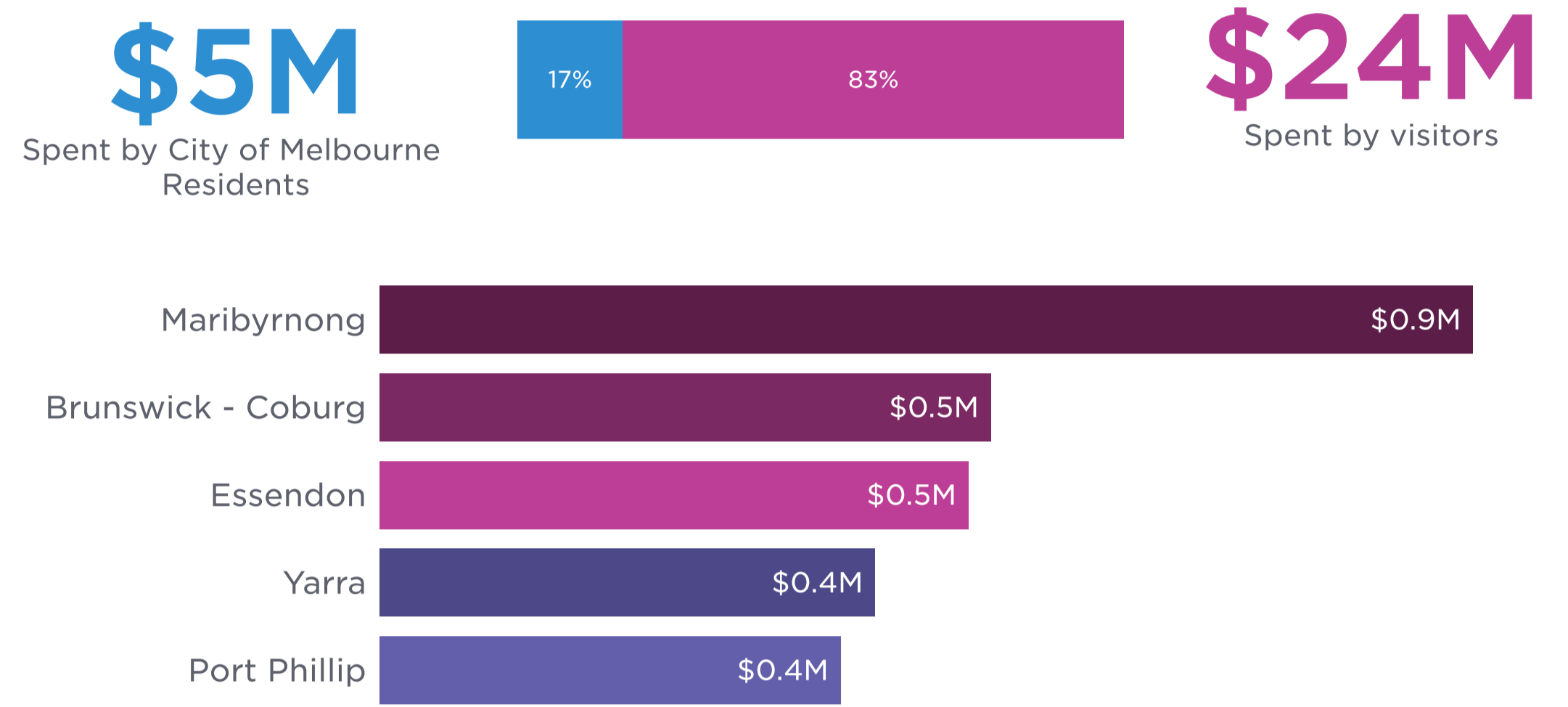
Work hours\* and non-work hours spending in West Melbourne, Q4 2025



Weekday and weekend spending in West Melbourne, Q4 2025

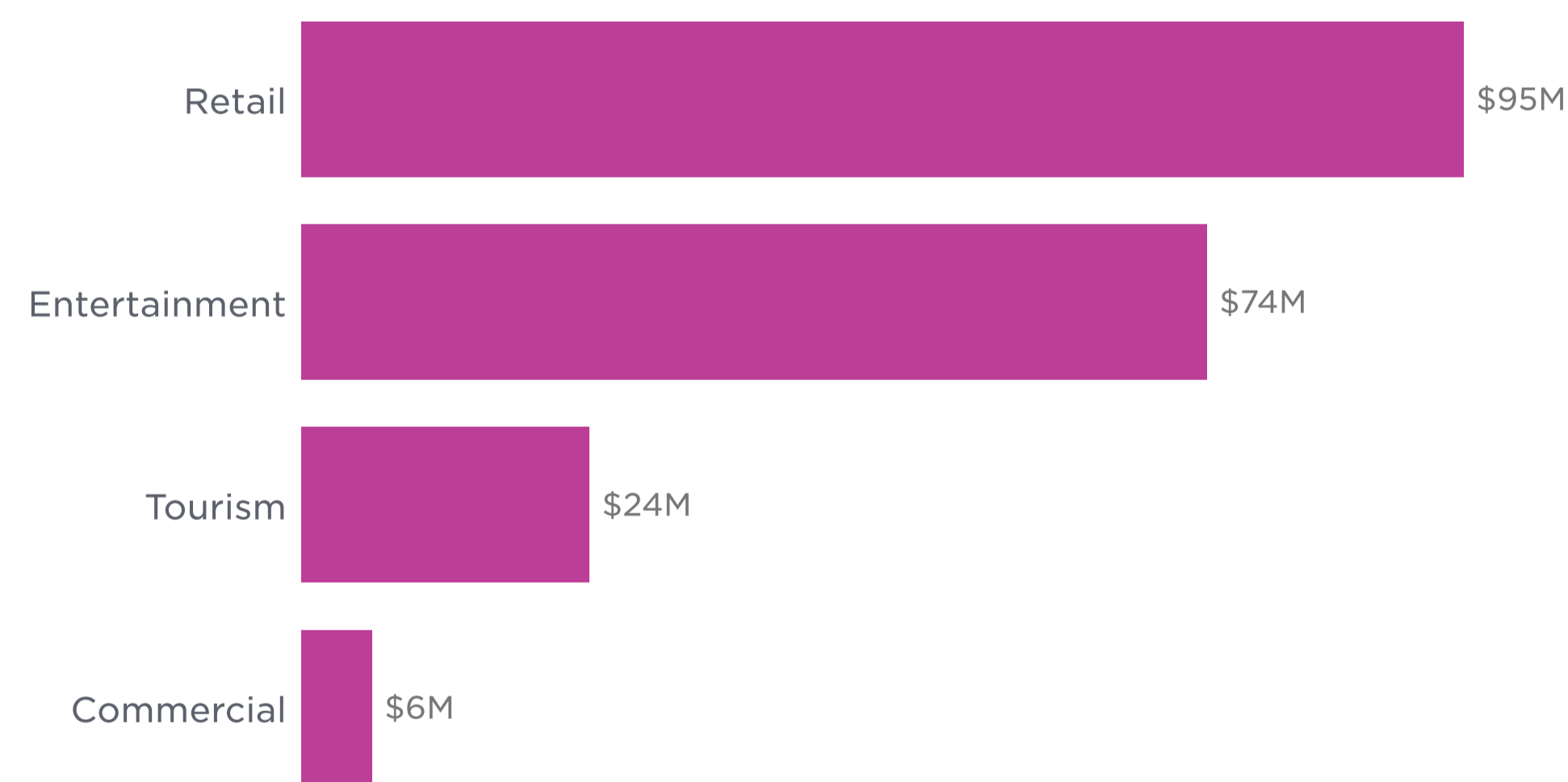


Where spending in West Melbourne came from, Q4 2025



### DOCKLANDS

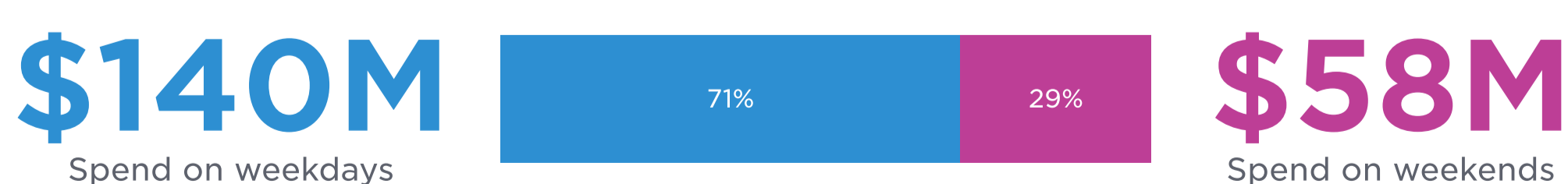
Spending by Category, Q4, 2025



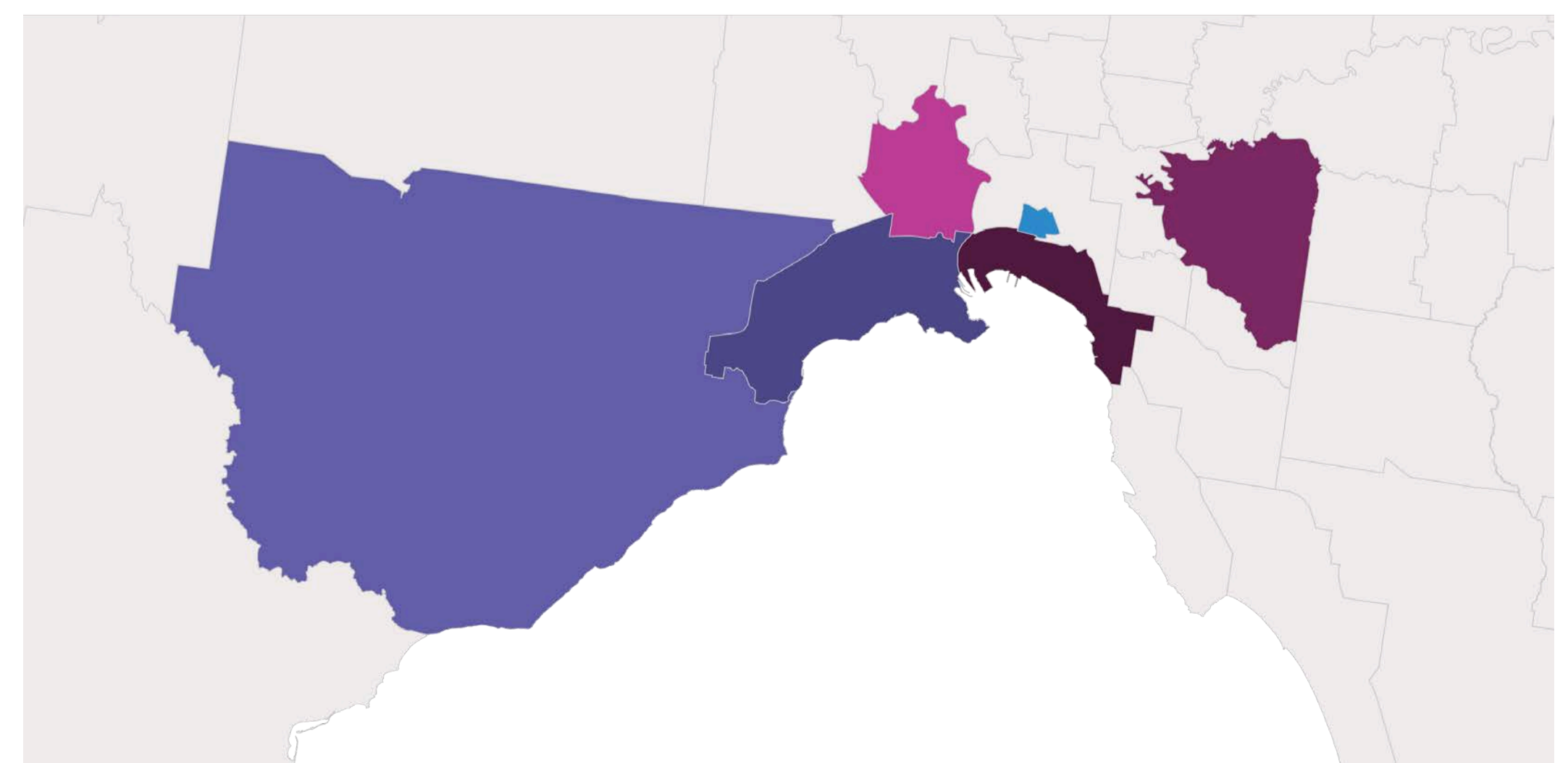
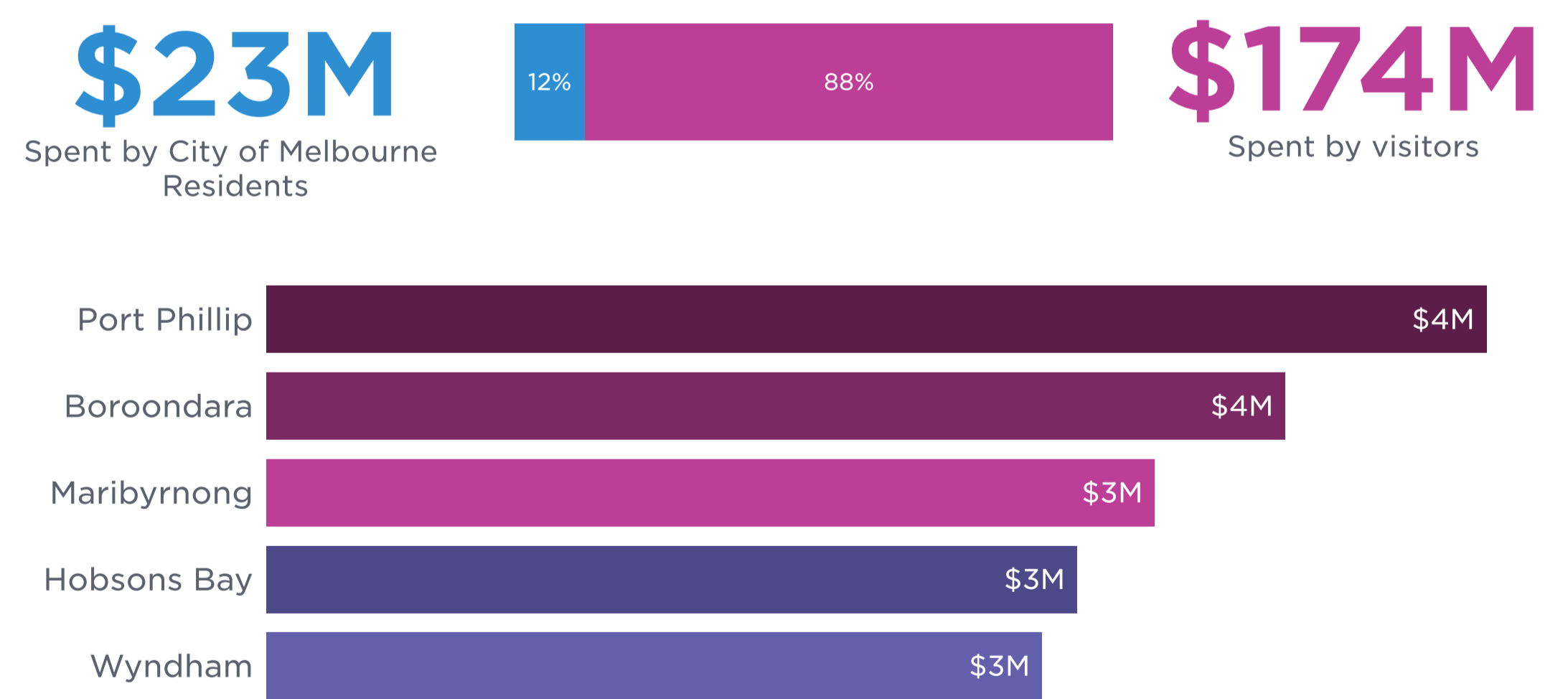
Work hours\* and non-work hours spending in Docklands, Q4 2025



Weekday and weekend spending in Docklands, Q4, 2025



Where spending in Docklands came from, Q4 2025



Sources: Spendmapp by Geografia. Nominal Figures. Map borders defined by ABS statistical areas.  
\*Work hours are 8am to 6pm, Monday to Friday.

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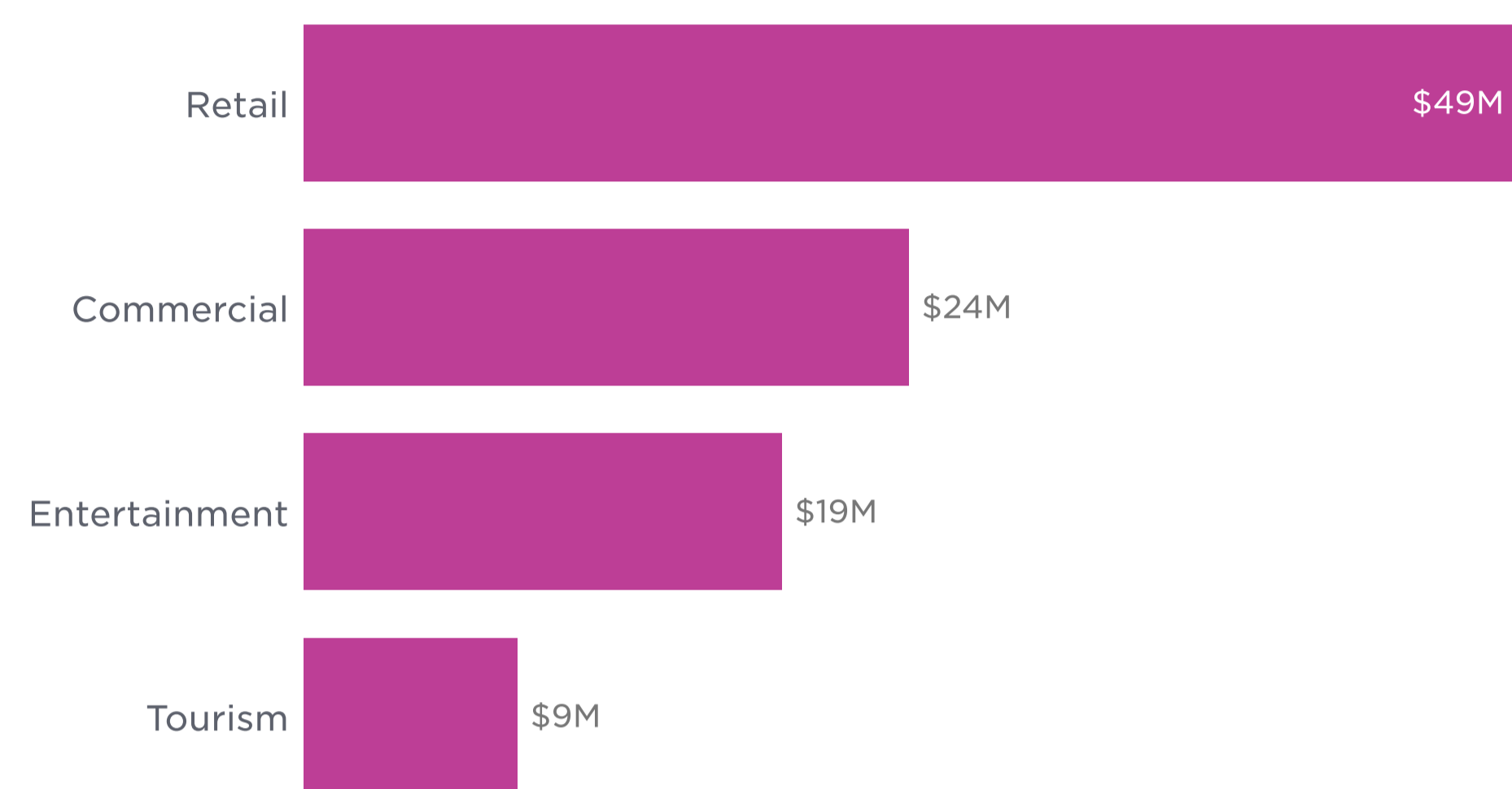
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### NORTH MELBOURNE

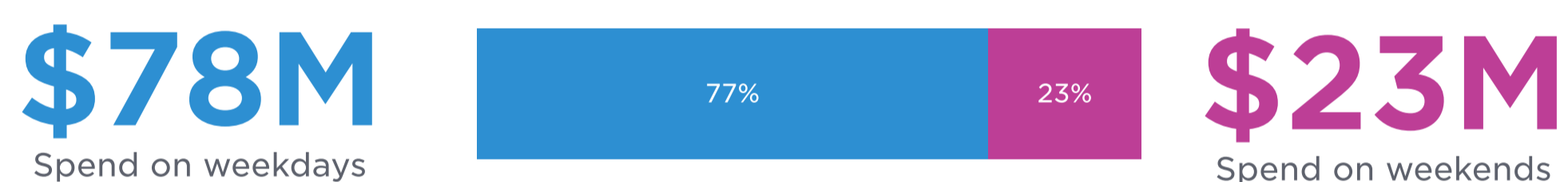
Spending by Category, Q4 2025



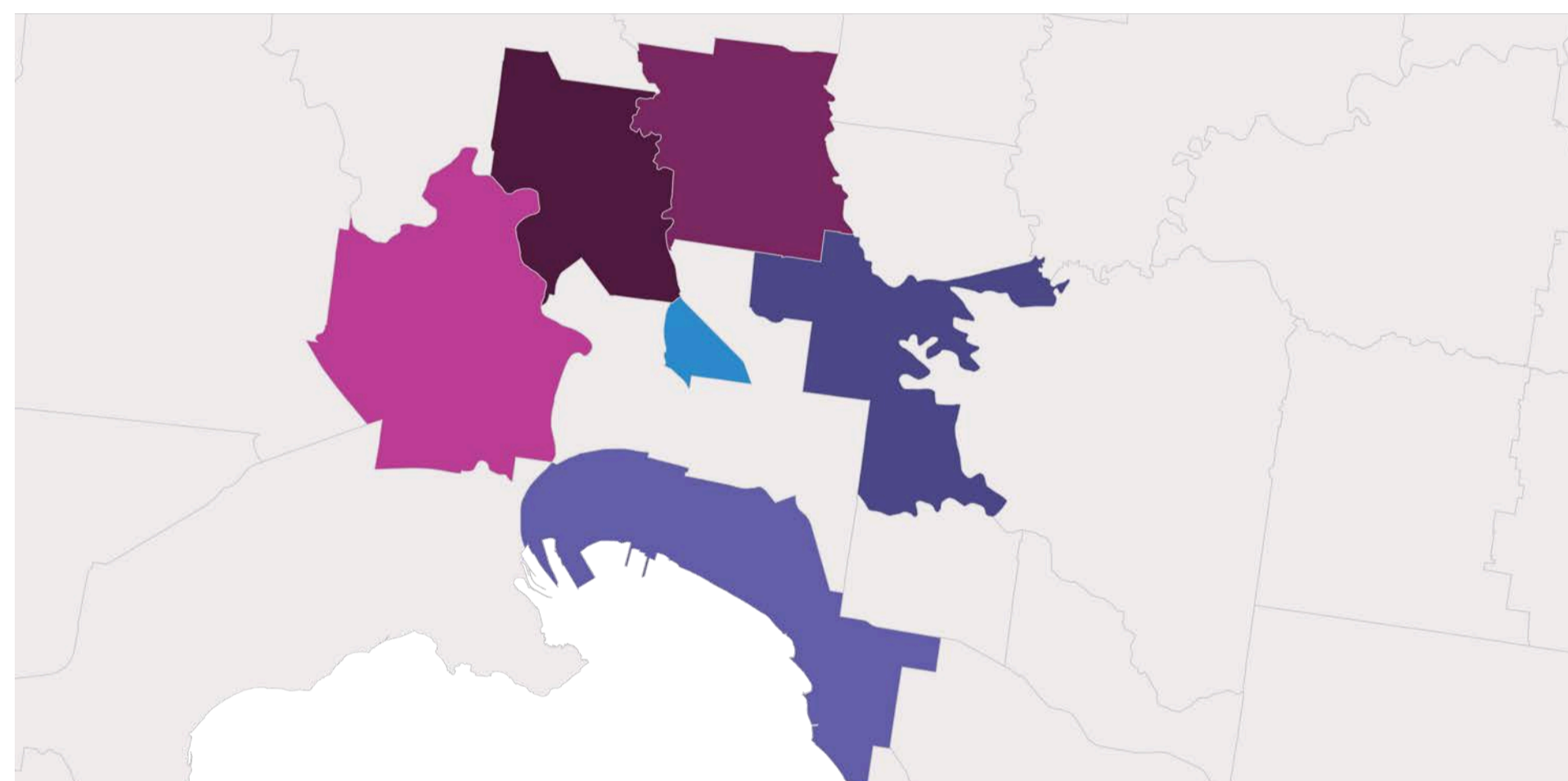
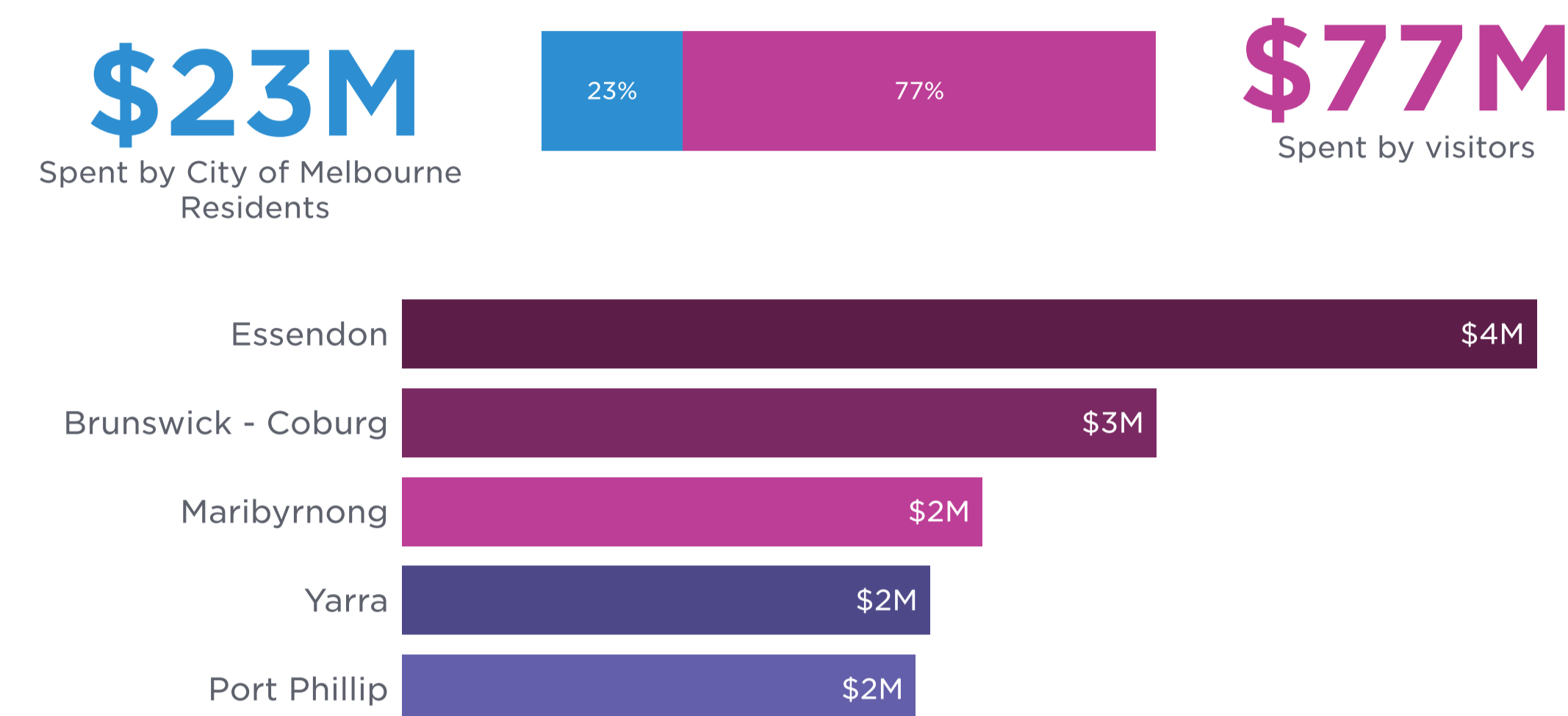
Work hours\* and non-work hours spending in North Melbourne, Q4 2025



Weekday and weekend spending in North Melbourne, Q4 2025

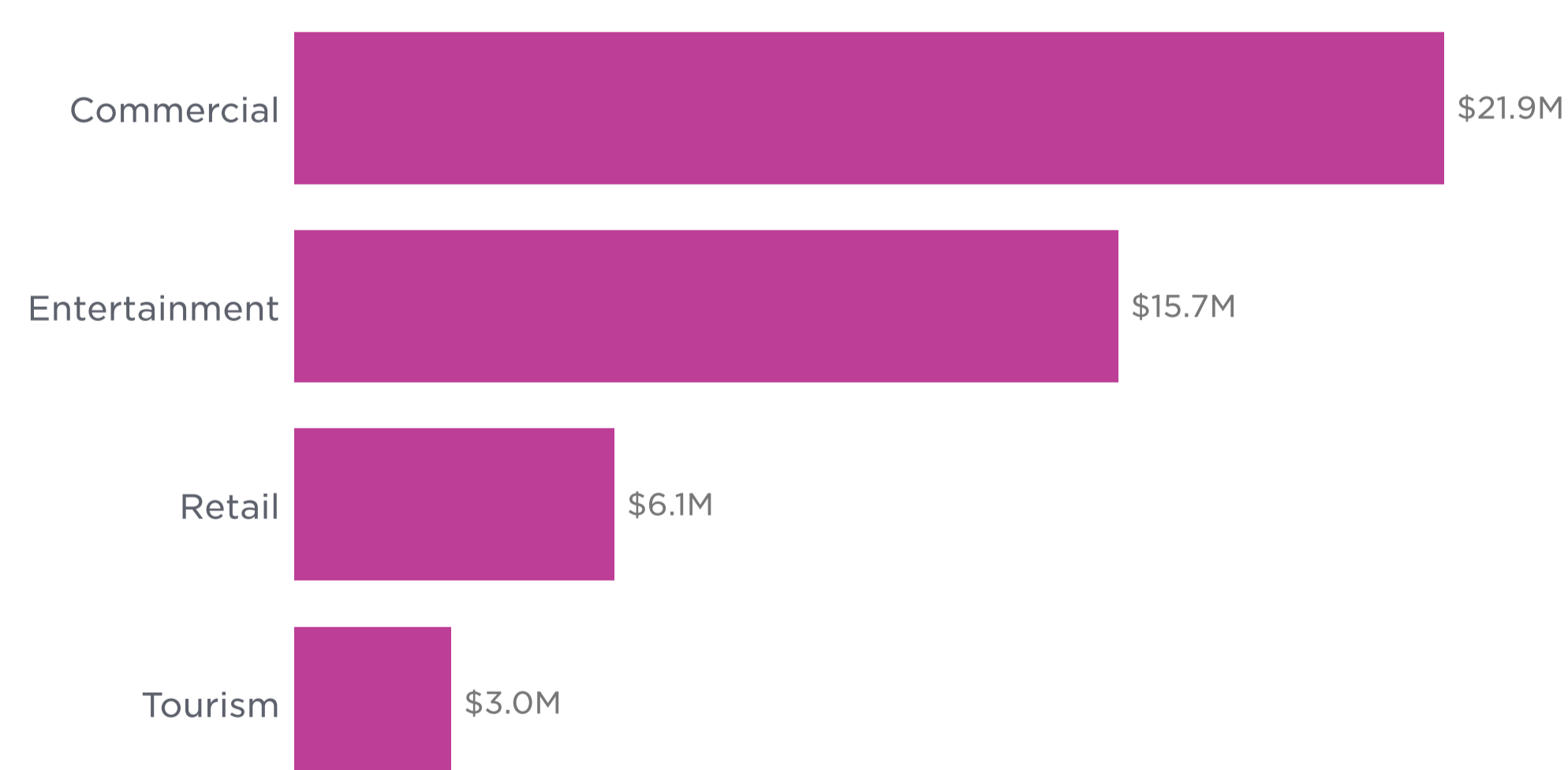


Where spending in North Melbourne came from, Q4 2025



### PARKVILLE

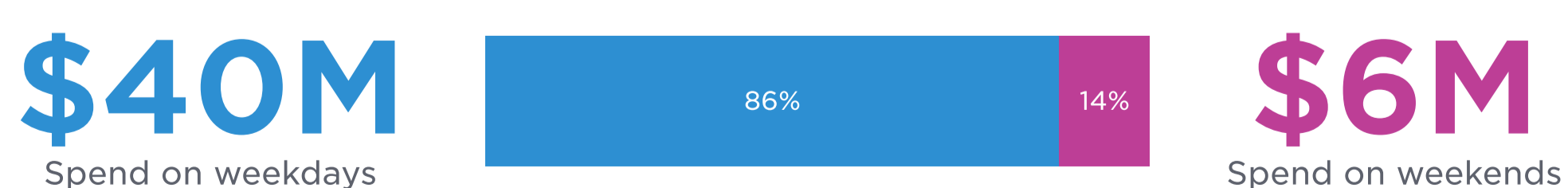
Spending by Category, Q4, 2025



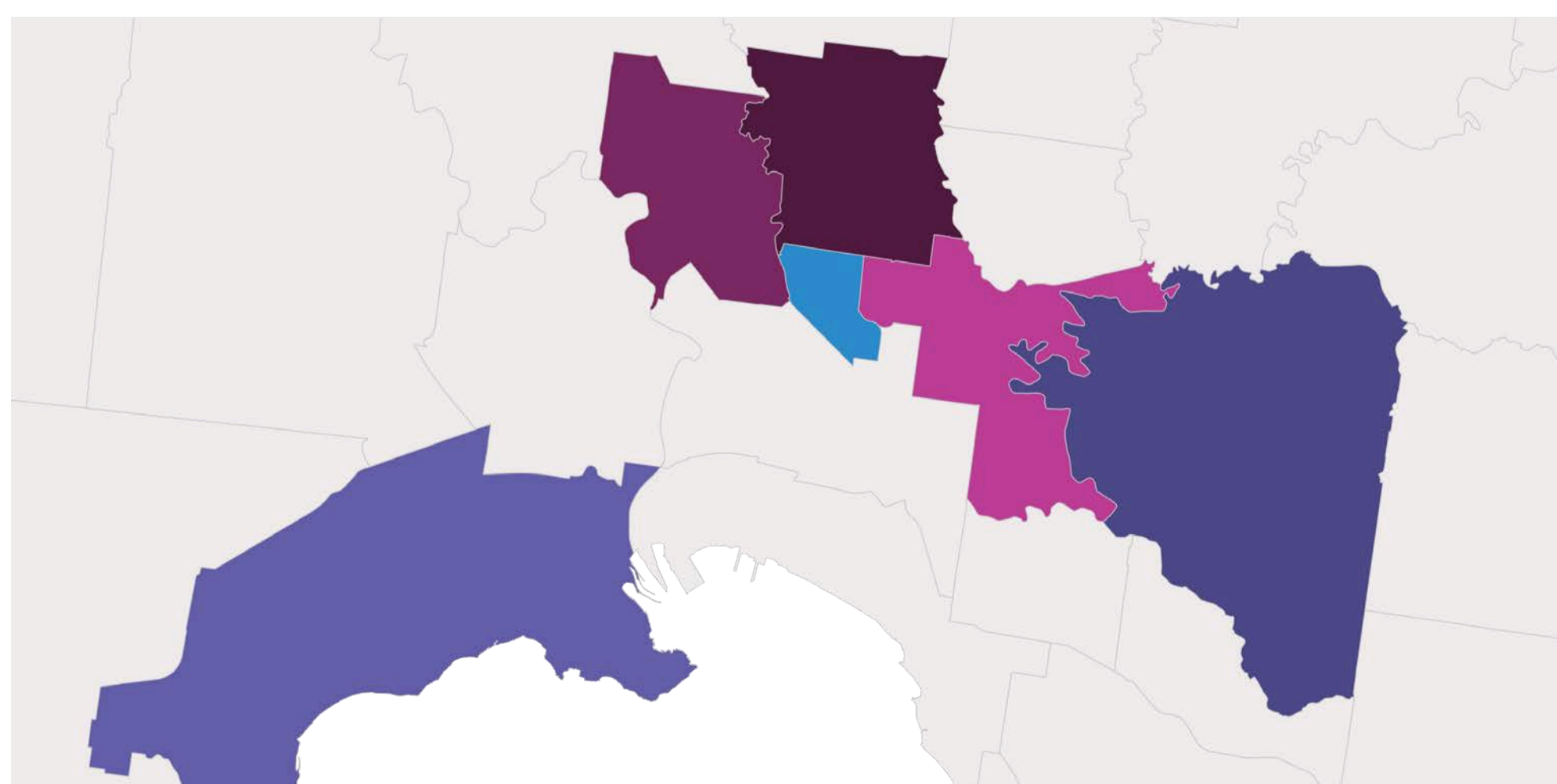
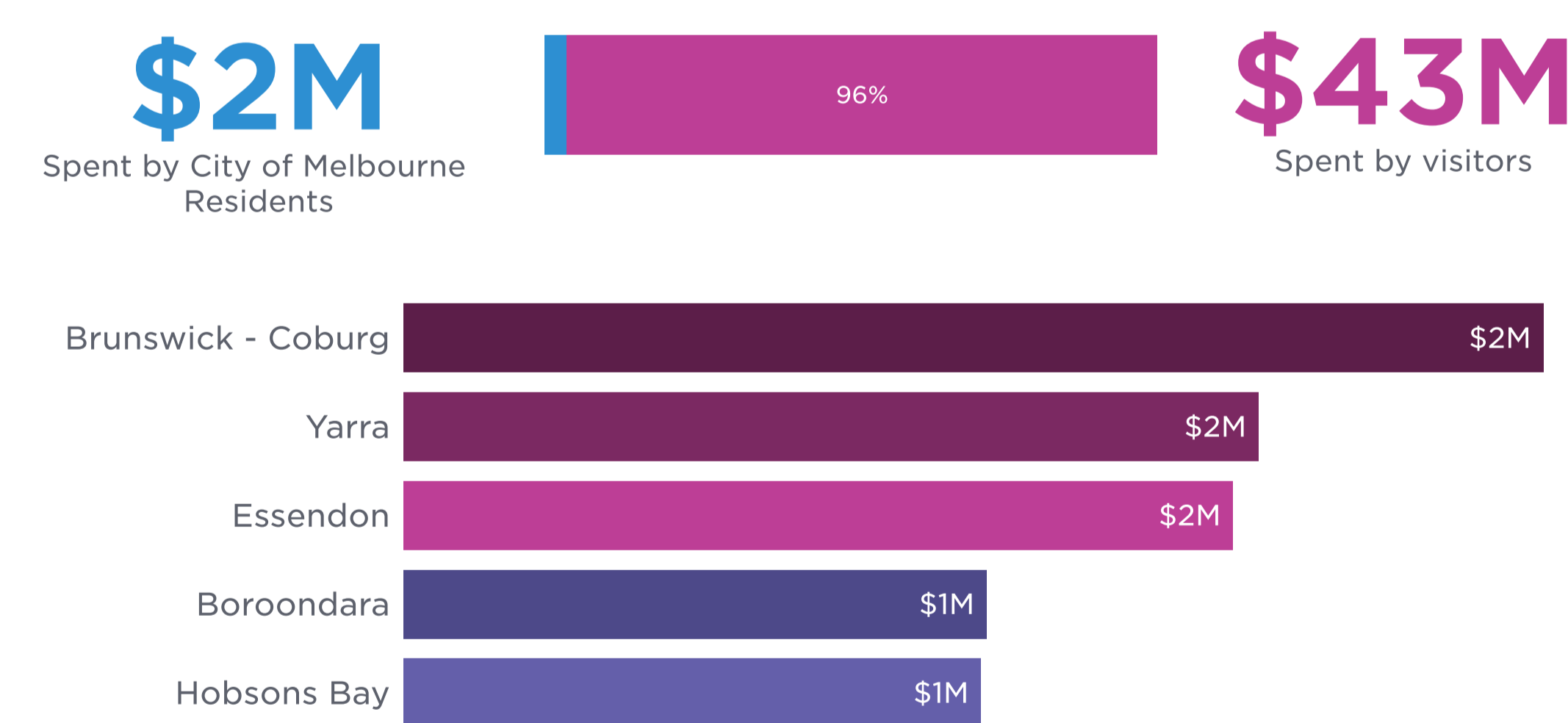
Work hours\* and non-work hours spending in Parkville, Q4 2025



Weekday and weekend spending in Parkville, Q4 2025



Where spending in Parkville came from, Q4, 2025



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