



1 May 2025

# CONSUMER PANEL UPDATE Q1 2025

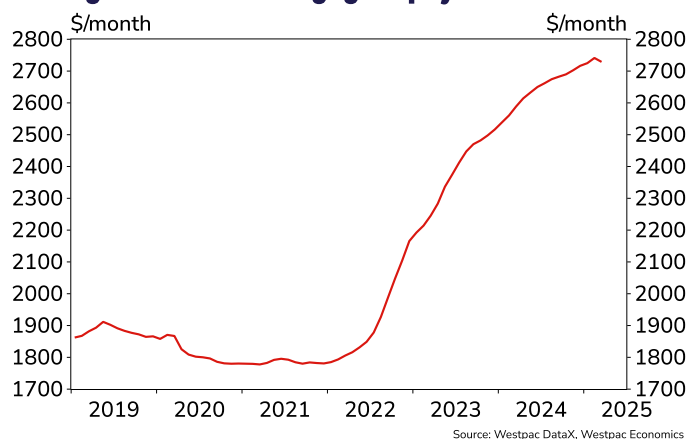
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## Mortgage repayments dropped in Q1 for the first time in 3+ years.

- Households breathed a sigh of relief when interest rates were cut in February. Early insights from our Westpac–DataX Consumer Panel suggests the move is already easing pressure, albeit very slightly, saving the average mortgage holder around \$12 a month.
- Most cohorts continue to build financial resilience by increasing savings, though for lower-income groups this also includes reducing spend on food and groceries. In contrast, the highest income group are still drawing down on savings to support discretionary spend.
- The saving rate slowed into the new year. While this supports a more positive consumption outlook, buffers remain below previous highs and with global uncertainty elevated and widespread, a shift back to more aggressive saving attitudes cannot be ruled out.

### Average minimum mortgage repayment



### Westpac-DataX Consumer Panel

The Westpac-DataX Consumer Panel is a large dataset that gives a timely and detailed picture of Australian consumer finances and behaviour. Developed by DataX, Westpac's data analytics team, the dataset links transaction activity with balance sheet information to give a complete view of income, spending, saving and borrowing flows.

All data is de-identified and aggregated to ensure privacy. The resulting sample of over 1 million customers gives an accurate representation of trends across the wider Australian consumer and is perfectly suited to quickly tracing the impact and responses to events like the stage 3 tax cuts.

Past performance is not a reliable indicator of future performance. The forecasts given above are predictive in character. Whilst every effort has been taken to ensure that the assumptions on which the forecasts are based are reasonable, the forecasts may be affected by incorrect assumptions or by known or unknown risks and uncertainties. The results ultimately achieved may differ substantially from these forecasts.

# Spending growth up slightly; savings rate eases



Neha Sharma  
Economist

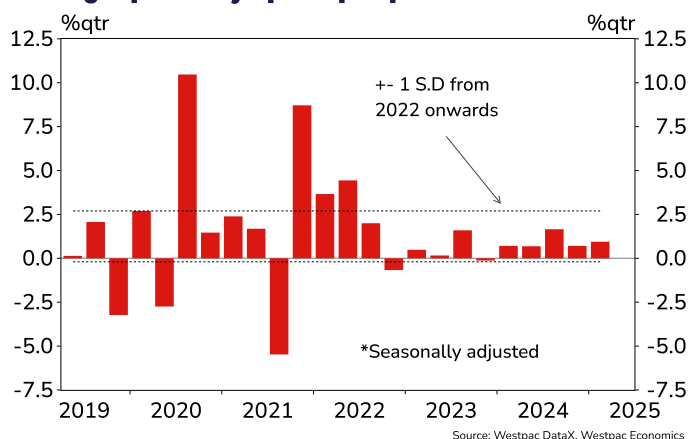
This update from the Westpac–DataX Consumer Panel unpacks spending, debt, and savings trends across Westpac’s broad customer base. Aggregates can mask important shifts in behaviour across different cohorts. In a climate of uneven economic pressures, disaggregated data is key to understanding who’s spending, who’s saving and who’s feeling the strain.

## Who’s spending: recently, low-income cohorts

Average consumer spending (nominal) has grown steadily. Consumers on average spent \$9479 in the March quarter – up 0.9% from the December quarter, and 4.0% from a year ago. However, with prices growing 0.9%qtr in the March quarter, average real, inflation-adjusted spend is closer to flat. Westpac expects household consumption to grow by 0.3%qtr in the March quarter national accounts (due June 4).

Spending was balanced between discretionary-leaning and non-discretionary-leaning segments. Food & groceries remains the top spending category since 2019, accounting for a little under 20% of total spend, followed by transport & travel and retail shopping. Together, the three categories make up nearly half of all consumer spending. More broadly, category shares have remained largely stable post-pandemic.

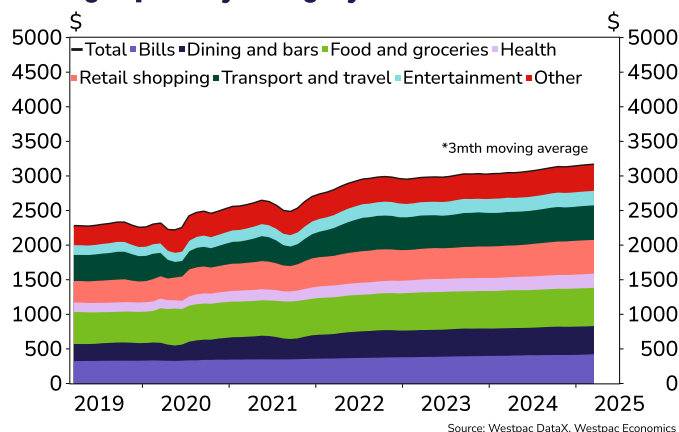
## Average quarterly spend per person



Spending across different segments mainly reflects income dynamics. High-income groups, such as those aged 45–54, males, WA residents and mortgage holders, spend more, while lower-income groups, like those aged 65+, spend less. However, when looking at spending growth over the last quarter, it has been higher among the 18–24

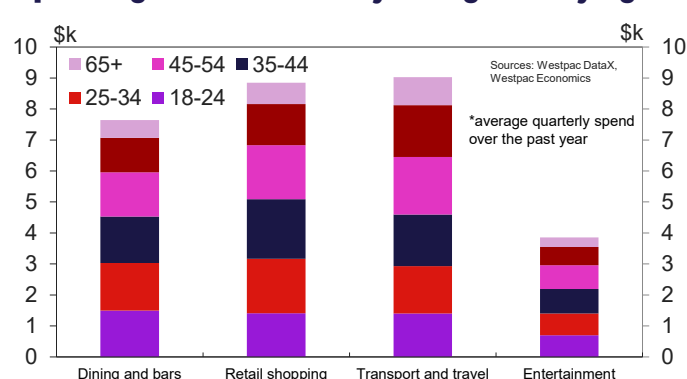
and 65+ cohorts, lower-income groups and females.

## Average spend by category



Interestingly, all cohorts aged 18–54 have roughly spent the same amount on discretionary-leaning categories such as dining & bars, retail shopping, and entertainment, with there being a discernible drop-off at the 55+ mark. This is also despite younger cohorts spending less overall. More generally, the share of spending allocated to discretionary-leaning categories declines with age: the 18–24 group allocates a little over two-thirds of their spending, compared to two-fifths for those aged 65+.

## Spending on discretionary categories by age



Food & groceries was the top spend category across most segments. In Queensland, food spending rose 0.9% in March, likely reflecting the impact of Cyclone Alfred. However, the increase was more muted than seen in the **Westpac Card Tracker** (see [here](#)), with weekly fluctuations likely smoothing out the overall effect.

In our **last update**, we estimated the average MPC from tax cuts at 0.25. Incorporating the Q1 data, the average MPC across our 10 specifications now sits just below 0.20 – suggesting households are spending roughly 20c for every \$1 income boost from tax cuts. Even with the rate cut in play the lower MPC points to general reluctance to spend.

## Spotlight: Debt and mortgage repayments

Since 2021, consumer housing debt has risen significantly, with average mortgage balances up 9.5% to just over \$360k by March 2025. State trends show mortgage balances ranging from \$300k in WA to \$416k in NSW, with consumers in the larger eastern states holding larger mortgages, commensurate with generally higher housing prices and incomes.

Over the past year, average mortgage balances nationally rose 3.7%, broadly in line with the 3.5% increase in national housing prices. State-level trends reveal wider divergences: in Qld, SA and WA, housing prices rose 8.9–12.4%yr, while mortgage balances grew more modestly at 4.4–5.1%yr. The 25–34 age cohort – the most common age cohort for first home purchases – saw average mortgage balances rise 5.2%yr.

Average mortgage repayments have surged since 2022. Over the two years to January 2024, the average minimum repayment increased by 42.2%, or about \$754, while average incomes grew just 8.5% (or \$641). Since then, repayment growth has slowed, peaking at \$2,741 in February 2025 at 31.3% of income, with this share being higher for lower-income groups.

On 19 February 2025, the RBA began easing monetary policy with a 25bp rate cut. Early signs from our Panel show this starting to filter through: in March 2025, average mortgage repayments fell 0.5mth (around \$12), equivalent to around 0.1% of income. This marked the first decline in minimum repayments since December 2021. A more complete picture will be provided in April's data.

The mid-2019 rate cuts prompted a similar change in repayments (~0.4–0.5% mth decline). However, the spend response differed: following the first rate cut in June 2019, spending rose 0.7% mth, comparable to the 0.6% mth lift seen after this year's cut. But, the second cut in July 2019 triggered a stronger 2.1% mth rise. Westpac expects three additional rate cuts in 2025, which could see a stronger boost in spending, just as we saw in 2019.

## Who's saving: All but one

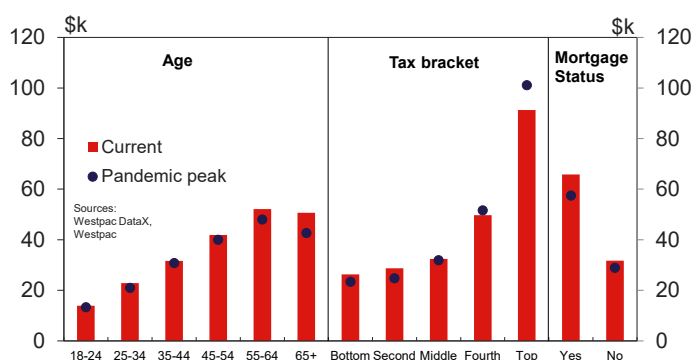
Our Panel shows that average savings balances have continued to grow strongly post-pandemic, surpassing

**Table 1: Spending patterns**

		Quarterly spend (Q1 2025, \$k)	%qtr	Top spend category*
total		9.47	0.9	Food and groceries
age group:	18–24	7.51	1.1	Dining and bars
	25–34	9.74	0.8	Retail shopping
	35–44	11.50	0.7	Food and groceries
	45–54	11.90	0.5	Food and groceries
	55–64	10.06	1.0	Food and groceries
	65+	6.43	1.3	Food and groceries
gender:	male	9.87	0.6	Transport and travel
	female	9.12	1.0	Food and groceries
state:	NSW	9.33	1.1	Food and groceries
	VIC	9.49	1.0	Food and groceries
	QLD	9.58	0.0	Food and groceries
	SA	8.91	0.7	Food and groceries
	WA	10.20	1.0	Food and groceries
	TAS	8.85	0.9	Food and groceries
income band:	bottom	6.08	1.2	Food and groceries
	second	6.51	1.2	Food and groceries
	middle	9.77	0.7	Food and groceries
	fourth	12.8	0.9	Transport and travel
	top	16.68	1.1	Transport and travel
mortgage:	yes	12.56	0.8	Transport and travel
	no	8.75	0.8	Food and groceries

\*3 month spend total, average over past year  
Source: Westpac DataX, Westpac Economics

## Average savings balance



their pandemic peak by 9.2%. As of March 2025, the average Consumer Panel member holds around \$38.1k in savings. However, momentum has slowed. Net savings (total inflow less outflow from savings and offset accounts) averaged just 1.1% of income in Q1 2025, down from 5.1% in Q4 2024 and down from an average of 2.9% across 2024.

Across our different cohorts, savings balances show a similar pattern: a slight dip between 2022 and 2023, followed by solid growth. The 65+ cohort has led the recovery with savings up 24.7% from a late-2022 trough.

People in the top two tax brackets buck this trend. Those in the second-highest bracket have average savings 3.6% below the pandemic peak, though balances have been steadily rebuilding. In contrast, those in the highest bracket continue to draw down, with average savings 9.7% below the pandemic peak and trending lower. That said, this group has an average balance of \$91.3k as of March 2025. Mortgage holders also maintain a healthy savings pool, averaging around \$65k – up 14.7% since mid-2022.

## Who's feeling the strain: the young & low-income

While savings have grown post-pandemic, this period has also coincided with a surge in inflation and accompanying interest rate rises. So, a natural question is 'how has household financial resilience evolved over this period?'. Financial resilience is a key determinant of consumer behaviour, influencing not just how much consumers spend, but their willingness to spend in the face of uncertainty.

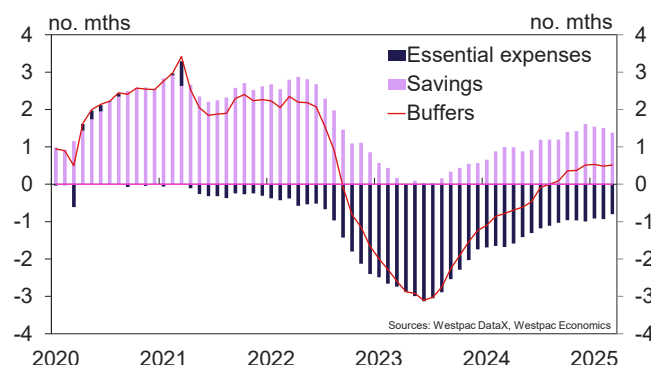
The analysis in this section is limited to mortgage holders only. There are some challenges with replicating this analysis for other households, including identifying renting households. We will leave this for a later update.

Savings buffers for mortgagors peaked in 2022. At that time, the average borrower could cover essential expenses (food, bills and mortgage repayments) for around 19 months. By March 2025, this had declined to 16 months. For mortgage repayments alone, buffers have declined from 31 to 24 months. Despite this decline, with around 1.5 years of essential expenses covered, mortgagors remain in a relatively strong position.

Higher-income mortgagors tend to have larger buffers, with those in the top tax bracket holding around 18 months of buffer reserve – 29.7% more than the next highest group. At the lower end, households in the lowest tax bracket have buffers of around 10 months, down slightly from a peak of 12 months. While the decline has largely stabilised across income groups, there has been little recovery, with all cohorts adding less than a month to their buffers over the past year. Note that some of these shifts could also be due to changes in the composition of the mortgage cohort.

In aggregate, the decline in buffers has primarily been due to rising essential expenses – particularly mortgage costs – only partly offset by increased savings. A closer look across income groups reveals two key insights: lower-income households have trimmed spending on food and groceries, helping preserve buffers, while the highest income cohort appears to be drawing down on savings to fund discretionary spending, eroding their buffers.

## Contribution to annual change in buffers



By age group, cohorts aged 25+ have buffers of around 1–1.5 years. In contrast, the youngest cohort (18–24) holds just 7 months, leaving them more vulnerable to an income shock (e.g. job loss, sickness etc.). This is expected, given their shorter savings history and higher allocation of income to essential expenses. That said, this cohort has seen a 38.9% increase in buffers over the past year, the strongest of the lot.

Updating our previous state-based analysis (see [here](#)) to include essential expenses in the mix, we land on largely the same conclusion. Savings buffers are down between 9.3–21.2% from their respective peaks, with Victorian mortgage holders facing the largest decline. Mortgage holders in almost all states have over a 12-month buffer, with NSW leading the way at 19 months. Tasmania falls short of this with buffers of around 8 months on average.

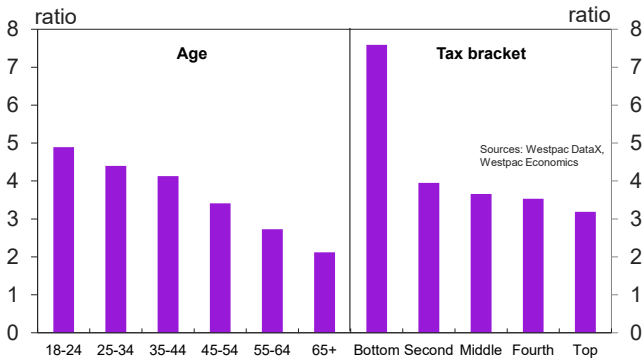
**Table 2: Savings buffers**

		Current (mths)	Peak (mths)	Change from peak (%)	Growth in the last year (%)
total		16.2	19.1	-15.4	3.3
age group:	18–24	7.2	8.9	-19.5	38.9
	25–34	11.8	13.8	-14.5	5.3
	35–44	14.8	18.3	-19.3	2.1
	45–54	15.6	18.7	-16.4	2.3
	55–64	17.6	20.3	-13.4	4.5
	65+	18.0	18.2	-1.0	4.3
state:	NSW	19.1	22.6	-15.7	2.1
	VIC	16.2	22.5	-21.2	2.5
	QLD	13.4	15.4	-13.0	2.7
	SA	13.7	15.2	-10.1	8.9
	WA	13.6	15.0	-9.3	6.0
	TAS	7.9	9.5	-16.7	4.2
income band:	bottom	10.5	11.8	-11.5	8.2
	second	13.0	13.6	-4.7	6.7
	middle	13.1	15.2	-13.7	5.9
	fourth	14.1	17.1	-17.8	2.3
	top	18.2	24.1	-24.4	-0.3

Source: Westpac DataX, Westpac Economics

Household debt-to-income ratios are generally lower among older and higher-income groups, and remain below 5 across most segments. The one exception are mortgagors in the lowest income group, where the average debt-to-income ratio is around 7.6.

### Debt to income ratio by age and income



Overall, while household financial resilience has weakened since 2022, most households remain well-positioned to meet their essential expenses, including mortgage repayments. Looking ahead, financial resilience should strengthen as real household disposable incomes recover and interest rates decline further. While some deterioration in the labour market is anticipated, mortgage holders have historically weathered periods of rising unemployment relatively well.

### About the Westpac–DataX Consumer Panel

Developed by DataX, Westpac’s data analytics service for institutional and business banking customers, the dataset links transaction activity with balance sheet information to give a complete view of income, spending, saving and borrowing flows.

The data is de-identified and aggregated to ensure the privacy of our customers.

To gain the most accurate picture of consumer activity, the panel is restricted to only include connection observations where we have the most visibility of income, spending, saving and borrowing activity.

The resulting sample of over 1 million customers provides an accurate representation of trends across the wider Australian consumer.

Monthly observations are available back to July 2019 with timely updates provided a few weeks after the end of each month.

As such, it is perfectly suited to quickly tracing the impact and responses to events like the stage 3 tax cuts.



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