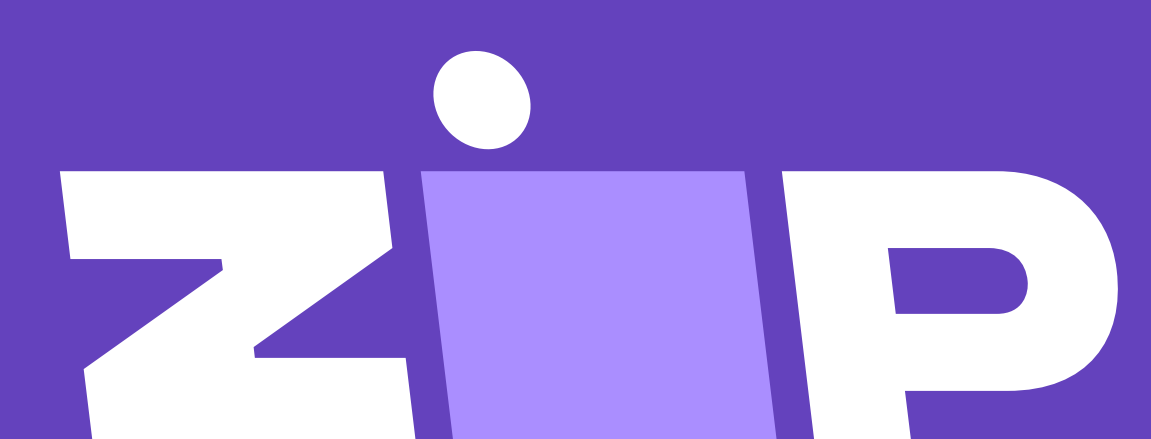


Inside the Wallet

2HFY26

Australia

All figures referenced in this document are derived from Zip internal data unless otherwise stated. YoY comparisons reference 2HFY26 (1 January 2026 – 30 June 2026) versus 2HFY25 (1 January 2025 – 30 June 2025).



Executive summary

Attributable to Soraya Alali, Zip ANZ CEO

“Australian consumers remained resilient in the second half of FY26, but ongoing cost-of-living pressures meant they continued to seek greater value and be thoughtful about where their money went. We saw our customers balancing essential household costs with the products and experiences that matter to them.

Across the six months, we saw customers using Zip across more parts of their everyday life, from utilities, health, insurance and groceries, to areas such as solar, home improvement and wellness. Engagement with Zip Plus - our no-to-low interest flexible credit option for everyday spending and larger purchases - underpinned growth, pointing to demand for flexible alternatives to traditional credit cards.

AI is also beginning to influence the path to purchase, with recent research finding that over a third of our Australian customers (36%)¹ use it to support shopping decisions, primarily to research and compare options.

We also saw differences across generations, reflecting how spending priorities shift as customers move through different stages of life. What stands out is the breadth of how Australians are using Zip. Whether it’s managing a regular household expense or planning for a bigger purchase, customers are looking for value, flexibility and control over how and when they pay.”

TL;DR

- **Bills, bills, bills:** Insurance and Utilities rose 26% YoY as customers used Zip to manage household expenses, including energy, telecommunications and recurring subscriptions, such as streaming platforms.
- **Health front of mind:** Health and Education grew 15% YoY, with dental care, IVF and schooling among the contributors, particularly for customers aged 30 and over.
- **They’ve got the power:** Household Services grew 13% YoY, with solar installation and home maintenance among the strongest growing areas, particularly among customers aged 30-50.
- **Game on:** Tech and Electronics saw transaction volume surge 50% YoY, driven by increased spending in areas such as gaming platforms.
- **More through the wallet:** Spend and transactions per customer increased 15.4% and 16.7% in FY26, demonstrating deeper engagement as customers used Zip across more areas of everyday life.

On the move

Category movements
2HFY26 vs 2HFY25

Utilities &
Insurance

↑ 26%

Health &
Education

↑ 15%

Household
Services

↑ 13%

Entertainment

↑ 6%

Food &
Beverage

↑ 5%

Four key callouts

Everyday essentials front and centre

Insurance and Utilities grew 26% YoY, with customers using Zip across regular household costs including electricity and telecommunications services, highlighting the role flexible payments can play in helping customers manage recurring expenses and maintain flexibility across household budgets. This is supported by Zip-commissioned research showing 86% of Australians have changed their financial behaviour to better manage household bills.²

Health and wellbeing maintain momentum

Health and Education spending grew 15% YoY, driven by dental care and general pharmacy, with fertility services including IVF also recording increased activity. Spending on schooling and related costs also rose, highlighting customers' use of Zip to invest in education and personal development. Growth across the category was particularly strong among customers aged 30 and over, as customers used Zip to support access to essential health and personal development services across key life stages.

Aussies continue to invest in their households

Household Services grew 13% YoY, with solar installation and home maintenance standing out during the period, particularly for customers aged 30–50. Together, these trends point to continued customer focus on investing in their homes, spanning both maintenance, longer-term upgrades and investment in future cost savings.

Different ages, different wallets

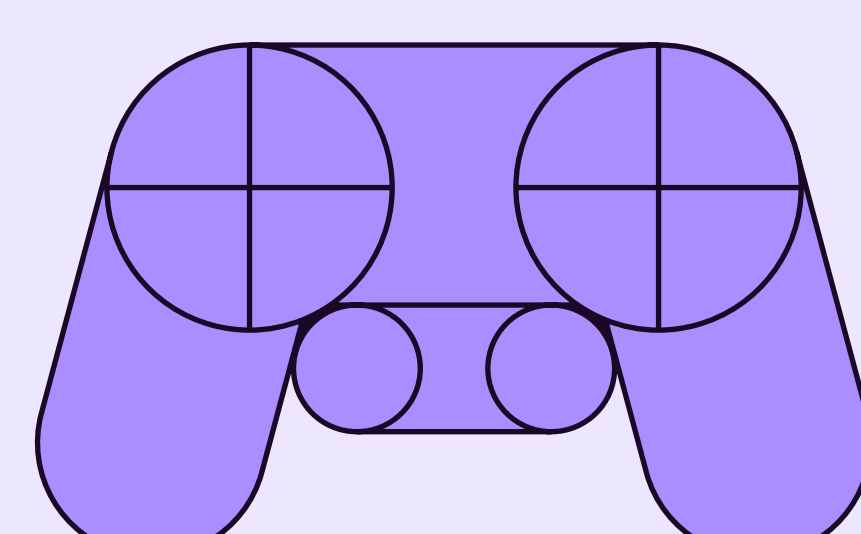
Distinct spending preferences emerged across age groups. Older customers recorded stronger growth in discretionary spending, with home décor particularly popular among those aged 50+. Customers aged 30–49 featured prominently in utilities spending, while groceries were more prevalent among those aged 30+. Younger customers showed a stronger preference for restaurants and fast food. Overall, the mix highlights Zip's relevance across different ages, lifestyles and spending priorities.

Categories to watch



Plugged in and powered up

Technology-related spend across home and entertainment recorded a 50% year-on-year increase, driven by purchases of home technology equipment and subscriptions, particularly for AI tools. This highlights how customers are using Zip for recurring digital services and practical household technology, while also adopting emerging AI tools.



Gaming levels up

Gaming-related technology spend grew 39% year-on-year, with platforms helping drive growth. Spending spanned digital gaming and hardware, with customers under 40 the most engaged in the category. This reflects the strength of gaming within younger consumers' digital lifestyles.

¹Zip research of 1,323 Australian customers conducted in 2HFY26, <https://zip.co/investors/newsroom/zip-au-agentic-commerce-research-2026>

²Zip research of 1,507 Australians in May 2026, <https://zip.co/investors/newsroom/au-intentional-spending-research-2026>

All figures referenced in this document are derived from Zip internal data unless otherwise stated. YoY comparisons reference 2HFY26 (1 January 2026 – 30 June 2026) versus 2HFY25 (1 January 2025 – 30 June 2025).