# Oasis launches UK merch stores ahead of reunion tour set to break records



The iconic Britpop band Oasis is poised to reignite its legacy and fan fervour with the launch of official merchandise stores across the UK and Ireland, ahead of their first live performance together in 16 years. The inaugural store opens in Manchester’s Spinningfields this Friday, closely preceding their much-anticipated reunion show at Cardiff’s Principality Stadium. This initiative marks a significant expansion of the band’s commercial activities surrounding their return, reflecting a modern shift in how music fandom is being monetised and experienced.

The new stores will offer fans a diverse range of products, priced for different tastes and budgets—from £40 bucket hats and baby grows to cutlery sets, shot glasses, jigsaw puzzles, and tote bags. These outlets will be located not only in Manchester but also in Cardiff, London, Edinburgh, Birmingham, and Dublin, aligning geographically with the band's tour schedule. Acting both as retail points and experiential spaces, fans will have the unique opportunity to use green screens to recreate the renowned front covers of the band’s debut album, *Definitely Maybe*, and the follow-up, *(What’s the Story) Morning Glory?* This merchandising drive is emblematic of a new era in live music where the event itself is supplemented by immersive and collectible experiences for fans—a phenomenon highlighted by Dr Matt Grimes, course director for music business at Birmingham City University.

Financially, the Oasis reunion is shaping up to be one of the most lucrative in British music history. Estimates suggest that the Gallagher brothers could each earn upwards of £50 million from the initial UK shows, with speculation placing total revenues potentially as high as £400 million from the full 41-date world tour. Ticket prices, which have drawn some criticism for reaching as high as £337.50, represent just one part of a wider economic bonanza expected around the reunion. Alongside merchandise sales—which reportedly include a discreet £20 million deal—the tour will stimulate ancillary spending on travel, accommodation, and hospitality, with fans projected to spend as much as £1 billion in total. The local economic impact is already evident; for example, Manchester alone could see an injection of over £7 million from the five shows scheduled at Heaton Park, including increased business for local hotels and transport services.

Beyond direct earnings, the reunion is reinvigorating Oasis’s cultural footprint. The band’s 21 million monthly Spotify listeners testify to their enduring popularity, cutting across generations and borders. Unlike their 2009 breakup following a public falling out before a Paris gig, this reunion eschews new music releases in favour of celebrating the enduring appeal of their classic catalogue, coinciding with the 30th anniversary of their seminal debut album *Definitely Maybe*. This nostalgia, coupled with contemporary political and social resonance reminiscent of the 1990s Britpop era, solidifies the event’s significance in the global music landscape.

The broader music industry context underscores the importance of live performances as a dominant revenue stream in the streaming era, where recorded music sales have diminished. Legends like Taylor Swift and Beyoncé have set new financial benchmarks with their tours, and Oasis is well-positioned to join this elite group of legacy acts capitalising on concert income. According to analysis from financial experts, as global live music revenues edge towards an estimated $50 billion by 2030, these large-scale reunions highlight a sharp contrast with newer artists who face fragmented audiences and shorter career spans, making similar megatours increasingly rare.

As the Gallagher brothers prepare to take the stage on 4 July in Cardiff and embark on a globe-spanning tour through North America, Japan, Australia, and South America, the question remains: will the fragile truce forged between Liam and Noel endure? Fans are optimistic, buoyed by Liam’s defiant dismissal of doubters on social media and the palpable excitement surrounding the tour. Whether this reunion will transcend commercial triumph to achieve lasting cultural relevance is yet to be seen. However, its immediate impact—financial, social, and symbolic—is already reshaping the landscape of British rock reunions.

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* Paragraph 1 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[2]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin)
* Paragraph 2 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[2]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[4]](https://www.reuters.com/world/uk/oasis-reunion-drums-up-multi-million-pound-boost-uk-hospitality-industry-2024-08-27/)
* Paragraph 3 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[3]](https://www.ft.com/content/4876faf8-3841-4759-b059-8cb6a1ee4bc7), [[5]](https://www.scotsman.com/whats-on/oasis-local-ecnomy-boost-manchester-financial-estimates-4772234)
* Paragraph 4 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[3]](https://www.ft.com/content/4876faf8-3841-4759-b059-8cb6a1ee4bc7), [[4]](https://www.reuters.com/world/uk/oasis-reunion-drums-up-multi-million-pound-boost-uk-hospitality-industry-2024-08-27/)
* Paragraph 5 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[3]](https://www.ft.com/content/4876faf8-3841-4759-b059-8cb6a1ee4bc7), [[6]](https://www.reuters.com/breakingviews/oasis-style-mega-gigs-may-increasingly-slide-away-2024-08-30/)
* Paragraph 6 – [[1]](https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin), [[3]](https://www.ft.com/content/4876faf8-3841-4759-b059-8cb6a1ee4bc7)

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## Bibliography

1. <https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin> - Please view link - unable to able to access data
2. <https://www.theguardian.com/music/2025/jun/20/oasis-merch-stores-spinningfields-manchester-london-cardiff-edinburgh-birmingham-dublin> - The Guardian reports that Oasis is opening a series of merchandise stores across the UK and Ireland, starting in Manchester's Spinningfields area. These stores will offer a range of items, including £40 bucket hats, baby grows, cutlery sets, shot glasses, jigsaw puzzles, and tote bags. The stores are set to open in Manchester, Cardiff, London, Edinburgh, Birmingham, and Dublin, coinciding with the band's first gig in 16 years at Cardiff's Principality Stadium. Fans can also recreate the front covers of the band's debut album, 'Definitely Maybe', and its follow-up, '(What's the Story) Morning Glory?', using green screens in the store.
3. <https://www.ft.com/content/4876faf8-3841-4759-b059-8cb6a1ee4bc7> - The Financial Times reports that Oasis is set to reunite for a 14-date tour across the UK and Ireland in 2025, ending a 16-year feud between brothers Liam and Noel Gallagher. This marks their first stage appearance since 2009. With over 21 million Spotify listeners, Oasis remains popular among both original fans and younger generations. The reunion is expected to be financially lucrative, potentially generating hundreds of millions of pounds, though a significant portion will go toward costs. Unlike past competitor Blur's recent comeback, Oasis will not release new music for the tour. The reunion coincides with the 30th anniversary of their debut album, 'Definitely Maybe', embedding a sense of nostalgia, especially with the current political climate echoing the Britpop era of the late 1990s.
4. <https://www.reuters.com/world/uk/oasis-reunion-drums-up-multi-million-pound-boost-uk-hospitality-industry-2024-08-27/> - Reuters reports that the British hospitality industry anticipates a significant financial boost following the announcement that Oasis will reunite for a tour next year. This series of concerts is expected to rival recent record-setting shows by artists like Taylor Swift, Harry Styles, and Beyoncé. The band's 1990s Britpop success continues to resonate, with 21 million monthly listeners on Spotify. Planned performances in Cardiff, Manchester, London, Edinburgh, and Dublin have already sparked a rush for tickets and hotel bookings, with some accommodations doubling their prices. The tour is also expected to stimulate local economies, benefiting hospitality, retail, and transport sectors. The reunion coincides with the 30th anniversary of their debut album 'Definitely Maybe' and their second album '(What's the Story) Morning Glory?'. The hospitality industry anticipates substantial demand from both domestic and international fans, projecting a multi-million-pound boost for the sector.
5. <https://www.scotsman.com/whats-on/oasis-local-ecnomy-boost-manchester-financial-estimates-4772234> - The Scotsman reports that Oasis' reunion shows could net Manchester's local economy over £7 million across the five nights at Heaton Park. A combined total of 1.4 million tickets were sold for the 17 Oasis shows in 2025, leading to a huge increase in people using local facilities and businesses in and around the Manchester area. Tickets for the Manchester shows were priced between £148 for Standing and £268 for Hospitality tickets, but as we all found out, the shows sold out rapidly. With six dates confirmed for Heaton Park for July 11, 12, 16, 19, 20, that’s an estimated 400,000 fans attending the Manchester run of gigs.
6. <https://www.reuters.com/breakingviews/oasis-style-mega-gigs-may-increasingly-slide-away-2024-08-30/> - Reuters reports that Noel and Liam Gallagher's anticipated reunion as Oasis in 2025 is perfectly timed to capitalize on the growing importance of live performances in the music industry. As revenues from recorded music have declined, legendary acts have turned to concerts to generate significant income, such as Taylor Swift's tour grossing over $1 billion. Oasis is expected to join this profitable trend, potentially earning £400 million from their UK tour. While streaming services like Spotify have reduced record sales, live music revenues are booming, predicted to surpass $50 billion globally by 2030 according to Goldman Sachs. However, this success is largely confined to pre-streaming era celebrities. Newer artists find it increasingly difficult to attain this level of fame and financial success due to audience fragmentation and shorter hit lifespans. As a result, future megastars will face a challenging landscape, potentially diminishing the prevalence of large-scale concerts.