

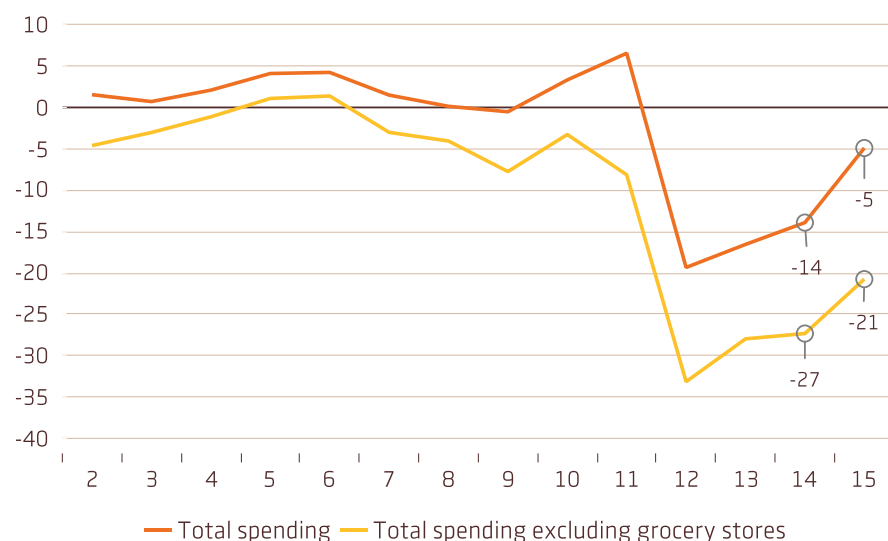
# Consumer Spending Observer

## Swedish card transaction data shows a sharp decline in spending in recent weeks

- ▶ Spending decreased by 24% annually in the first two weeks of April excluding grocery stores
- ▶ Travel related spending is almost completely gone and going-out activities are down by nearly half
- ▶ On the other hand, spending related to staying at home more has increased

### Weekly spending in Sweden, 2020

Transaction turnover, y/y %



Sources: Swedbank Pay and Swedbank Research

#### Notes on data

The data shows transaction turnover based on card transactions acquired by Swedbank Pay in Sweden, both in stores and online. It includes about 38 million transactions per week, corresponding to an estimated market share above 50 percent. All data is anonymised and nonreferable. The graphs show transaction turnover compared to the same week last year to correct for seasonal differences.

- ▶ Spending data until 12<sup>th</sup> April shows a significant shift in consumption behaviour from mid-March when containment measures were implemented in Sweden.
- ▶ In the first two weeks of April, total spending excluding groceries was down by 24% compared to the same period last year. Including grocery store spending, it was down by 9%. A small improvement in week 15 is probably due to Easter being one week earlier in 2020, and we expect spending to fall back again in week 16.
- ▶ Spending on travel agencies & airlines is 94% lower y/y, while spending on hotels & restaurants is 48% lower, with no improvement yet in sight.
- ▶ Spending on clothes and footwear is down by 52% y/y. Since e-commerce is included in the data, this likely means that store sales are down even more.
- ▶ In addition to groceries and pharmacies, spending on home electronics and home building rose during the last weeks when people work and spend more time at home.

#### Analysts:

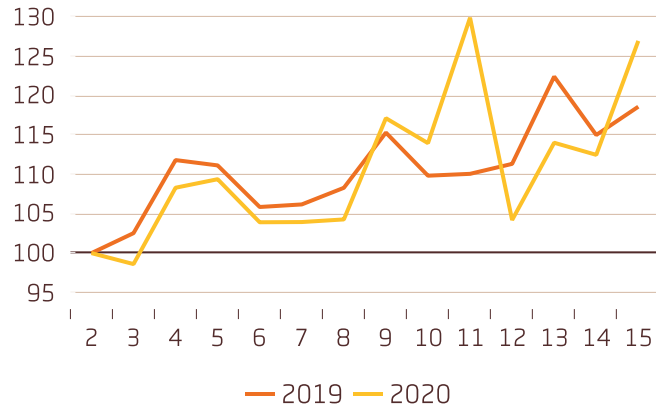
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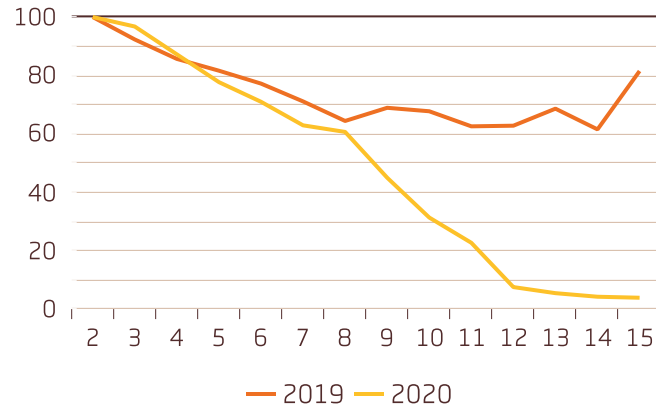
## Transaction turnover per week in different sectors Index (week 2=100), 2020 compared to 2019

### Groceries and Pharmacies



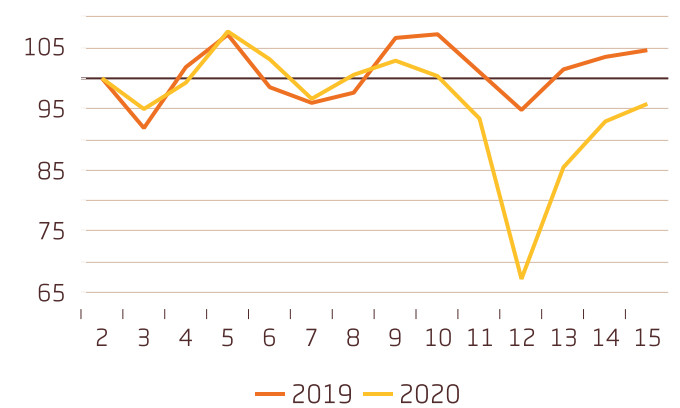
Sources: Swedbank Pay and Swedbank Research

### Airlines and Travel agencies



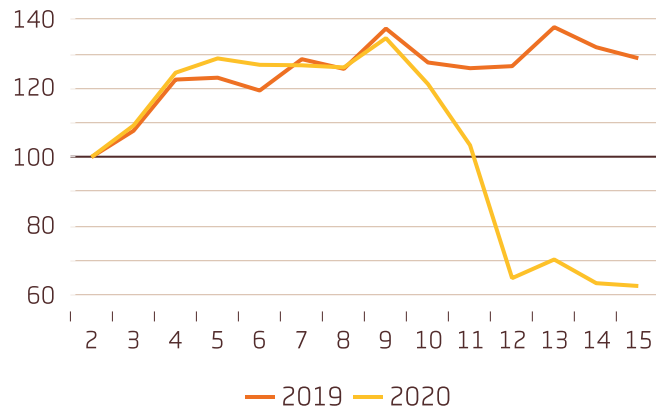
Sources: Swedbank Pay and Swedbank Research

### Home building



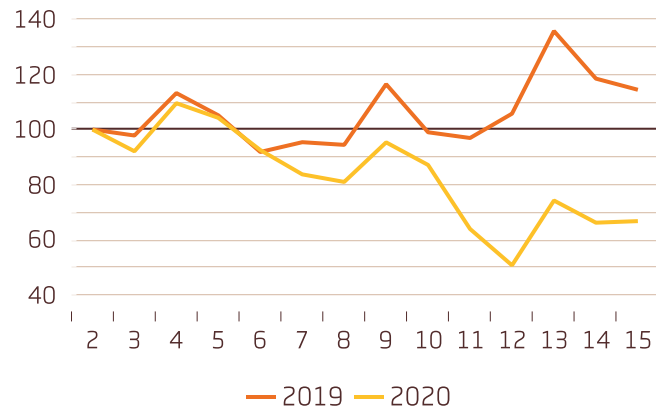
Sources: Swedbank Pay and Swedbank Research

### Hotels and Restaurants



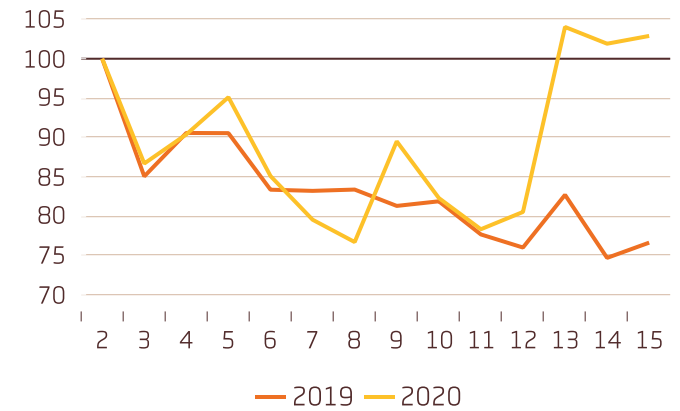
Sources: Swedbank Pay and Swedbank Research

### Clothes and footwear



Sources: Swedbank Pay and Swedbank Research

### Home electronics



Sources: Swedbank Pay and Swedbank Research

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