

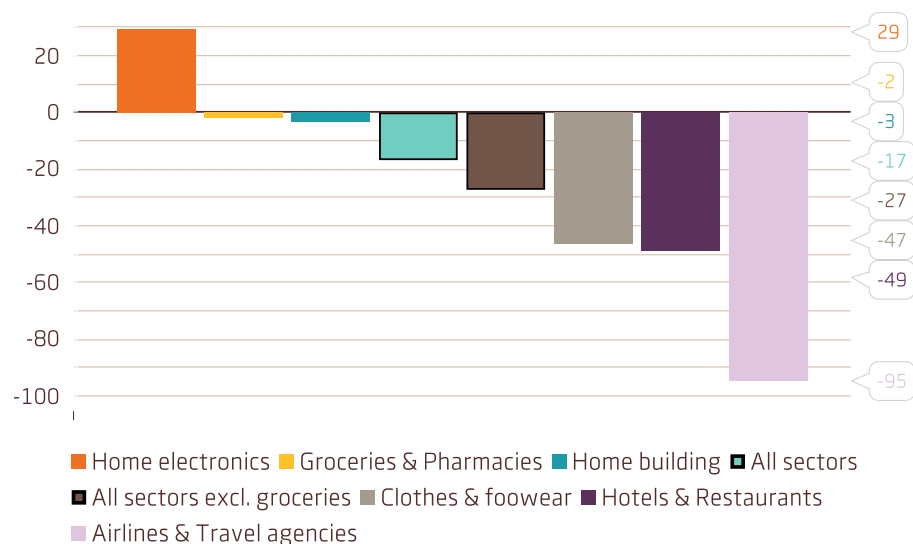
Consumer Spending Observer

Swedish card transaction data shows further decline in spending

- During the period of April 6th –19th, overall spending declined by 17% and excluding grocery stores by 27% annually
- Spending on clothing, hotels & restaurants are down by almost 50% compared to a year ago

Swedish spending down in April

Transaction turnover April 6-19 2020, 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 if nothing else specified.

- Spending plummeted during week 16 compared to the same week last year, but Easter distorts the picture. Thus, it is more relevant to merge weeks 15 and 16 and review the period of April 6th to 19th instead.
- During this period, total spending excluding groceries was down by 27% compared to the same period last year. Including grocery store spending, it was down by 17%. This is in line with previous development, and thus we do not yet see any improvement in the transaction data.
- Spending on travel agencies & airlines remains almost non-existent and spending on hotels & restaurants is still about half of what it was a year ago.
- Clothes and footwear shopping have improved slightly, which is probably due to the Easter calendar effect and it's too early to view this as a new trend.
- Spending on home electronics continues to be much higher compared to last year as people work and spend more time at home.

Analysts:

Pernilla Johansson, Senior Economist, pernilla.johansson@swedbank.se

Jana Eklund, Senior Econometrician, jana.eklund@swedbank.se

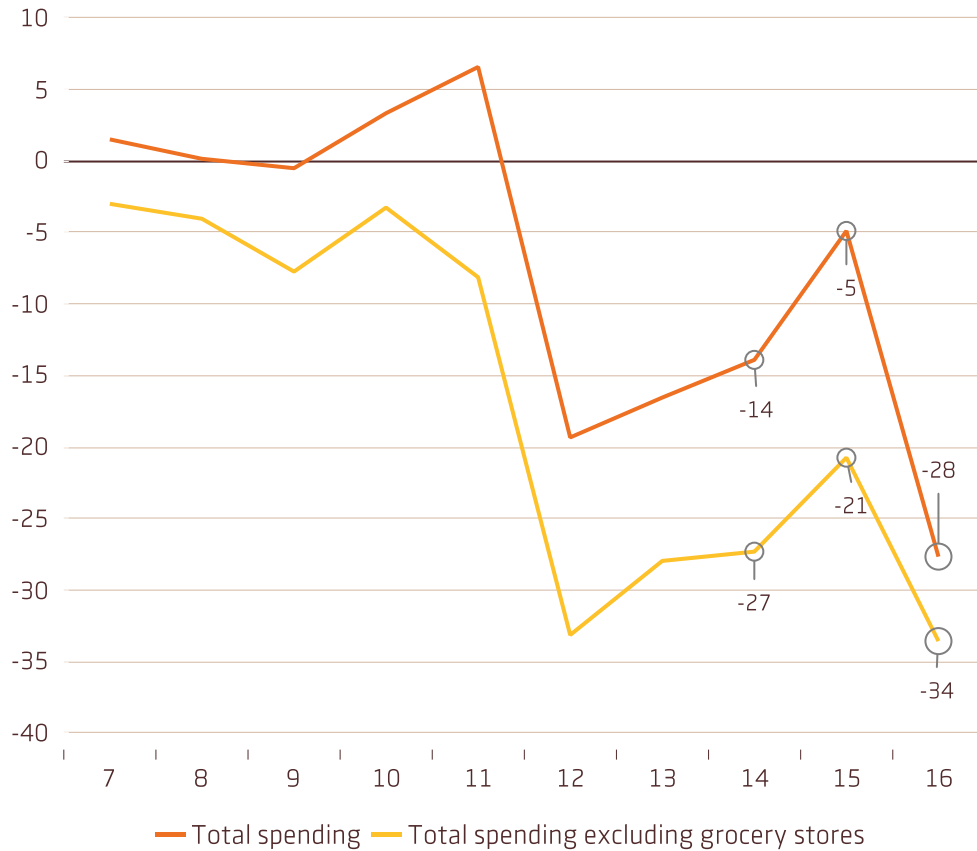
Robin Ahlén, Economist, robin.ahlen@swedbank.se

Transaction turnover week 7 to 16 in 2020, total and different sectors

y/y %

Weekly spending in Sweden, 2020

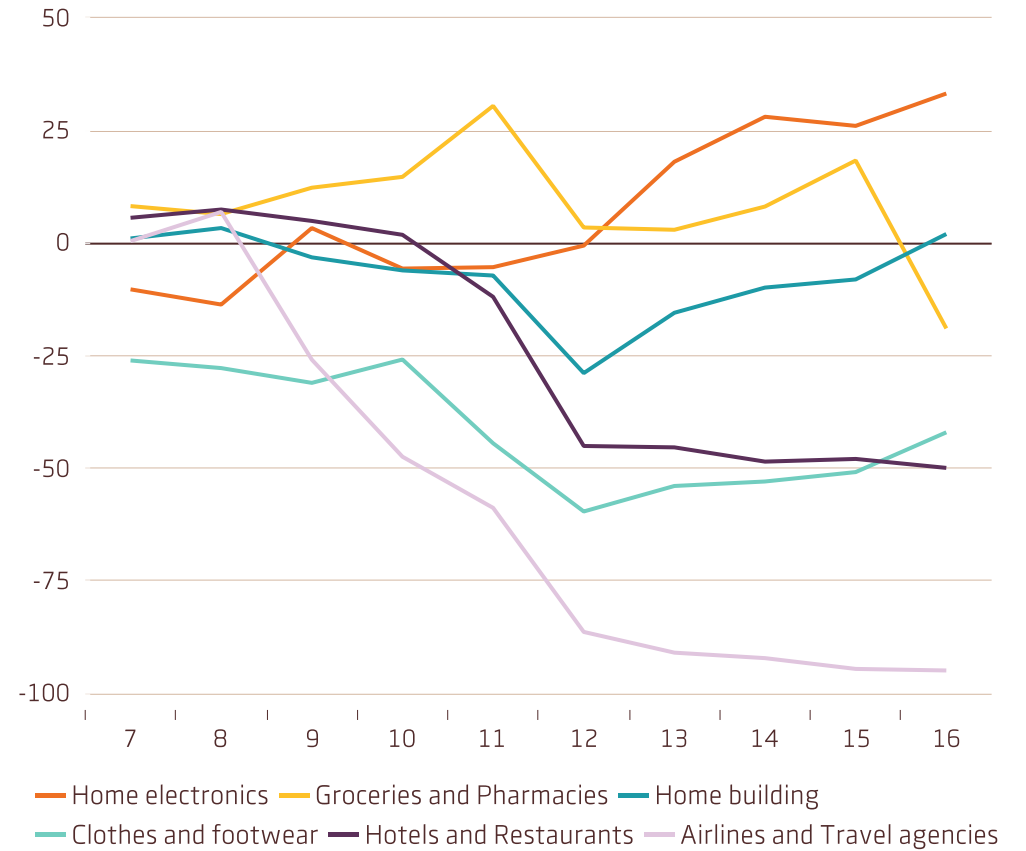
Transaction turnover, y/y %



Sources: Swedbank Pay and Swedbank Research

Weekly spending in different sectors, 2020

Transaction turnover, y/y %

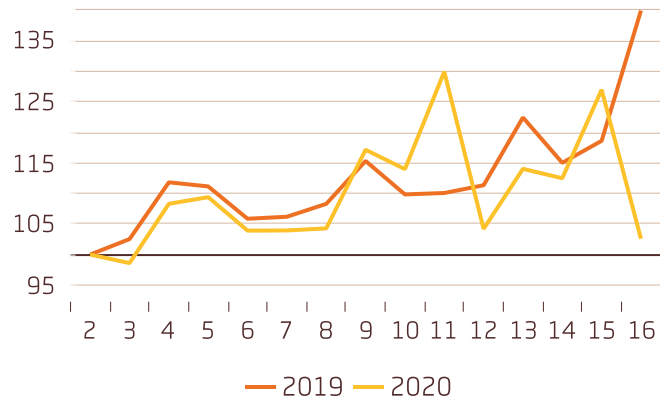


Sources: Swedbank Pay and Swedbank Research

Transaction turnover per week in different sectors

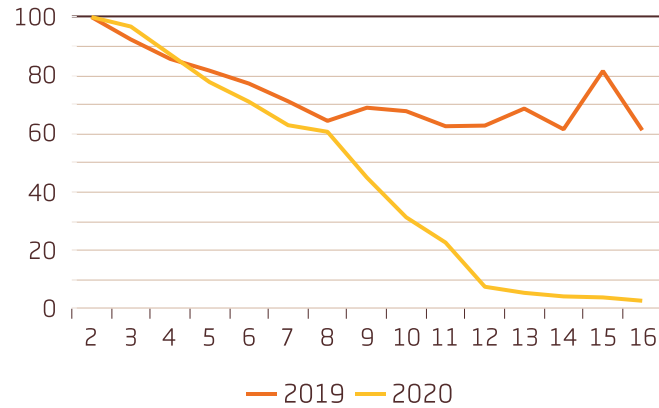
Index (week 2=100), 2020 compared to 2019

Groceries and Pharmacies



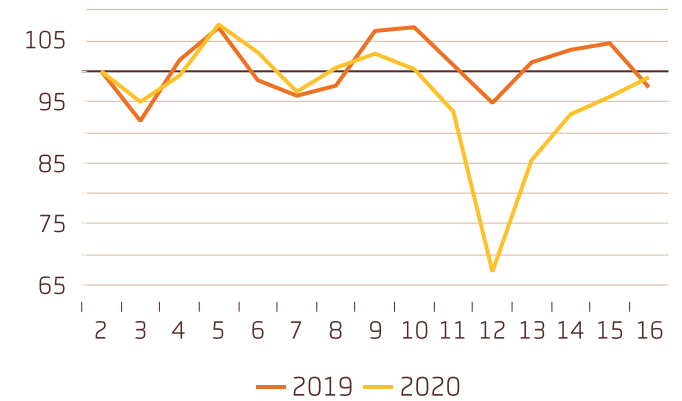
Sources: Swedbank Pay and Swedbank Research

Airlines and Travel agencies



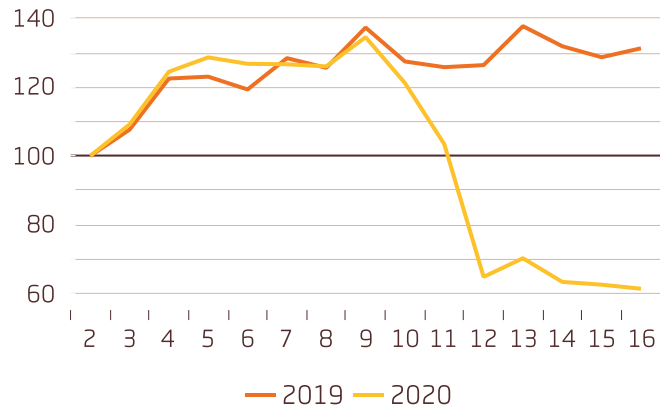
Sources: Swedbank Pay and Swedbank Research

Home building



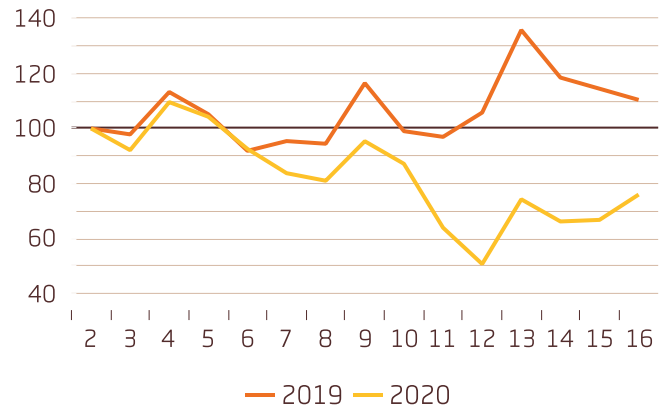
Sources: Swedbank Pay and Swedbank Research

Hotels and Restaurants



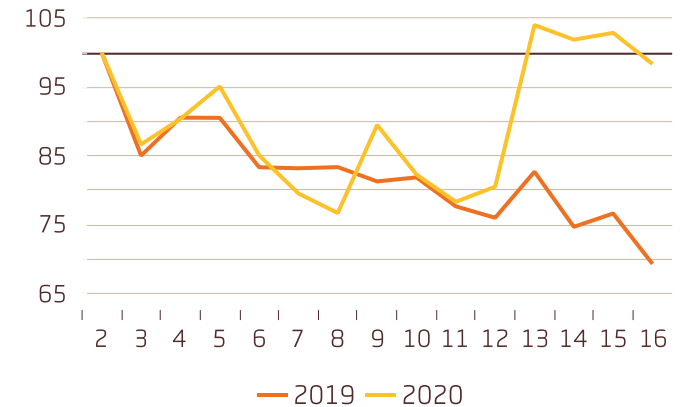
Sources: Swedbank Pay and Swedbank Research

Clothes and footwear



Sources: Swedbank Pay and Swedbank Research

Home electronics



Sources: Swedbank Pay and Swedbank Research

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Address

Swedbank LC&I, Swedbank AB (publ), SE-105 34 Stockholm.

Visiting address: Malmkillnadsgatan 23, 111 57 Stockholm