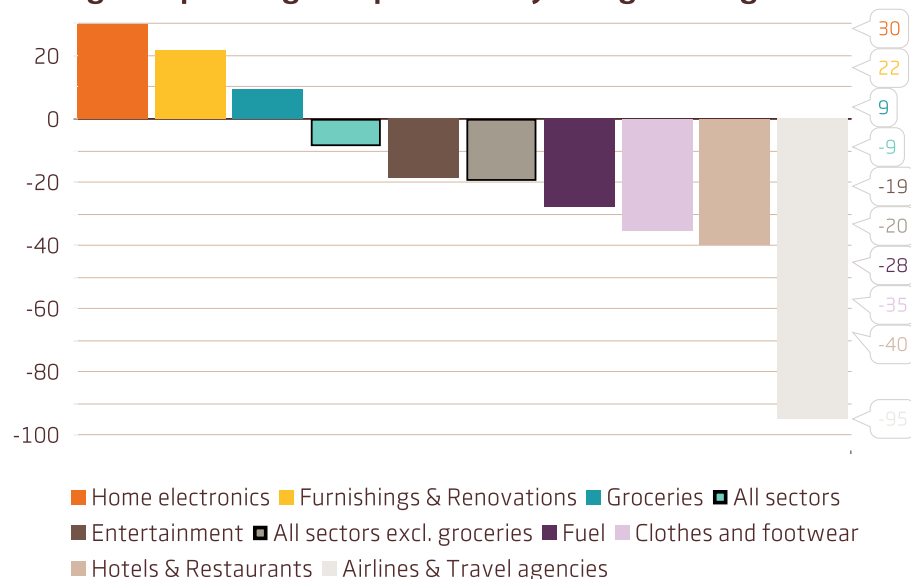


# Consumer Spending Observer

## Swedish card transaction data up until 12<sup>th</sup> of May continue to show stabilisation

- ▶ Spending has recovered since the bottom in mid-April but remains significantly lower compared to a year ago
- ▶ While travel related spending is still very muted, going-out activities show a small improvement in recent weeks

### Change in spending compared to a year ago during 6-12/5



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 5.3 million transactions per day, corresponding to an estimated market share above 50 percent. All data is anonymised and nonreferable. The graphs show transaction turnover compared to the same day of the week last year if nothing else specified. Data has been adjusted for Easter weekend, Walpurgis & May 1<sup>st</sup> effects.

- ▶ Total spending excluding groceries was down by 20% during May 6<sup>th</sup> – 12<sup>th</sup> compared to the same period last year. Including grocery store spending, it was down by 9%.
- ▶ In addition to grocery stores, spending on home electronics, furnishings and renovations continue to increase compared to last year. While home electronics have increased by 30%, spending on home furnishings and renovations is up by about 20%.
- ▶ Spending on hotels, restaurants and entertainment activities shows a small improvement in recent weeks but is still down by 20-40% compared to a year ago.
- ▶ Travel related activities remains very muted, including public transportation and taxis, spending is down by more than 75% compared to last year. Consumption on airline & travel agencies has been almost non-existent during this crisis, but has now started to pick up, albeit marginally.

#### Analysts:

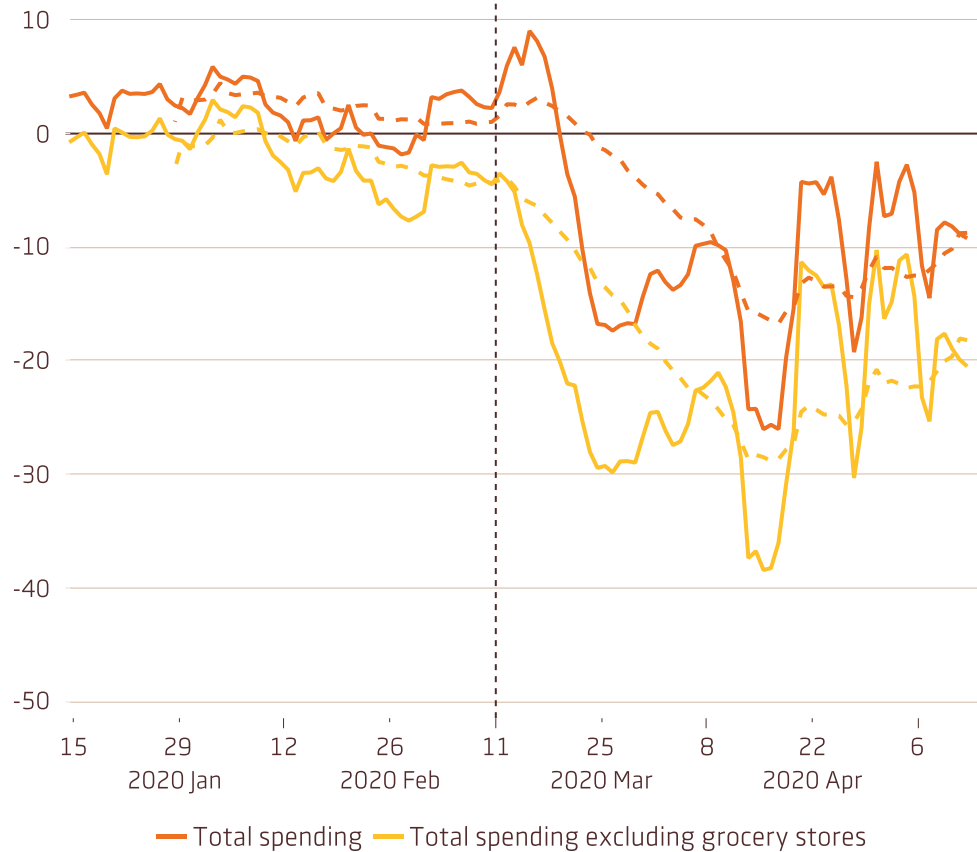
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## Daily transaction turnover in 2020: total and different sectors

7 days moving average, y/y %

### Daily spending in Sweden, 2020

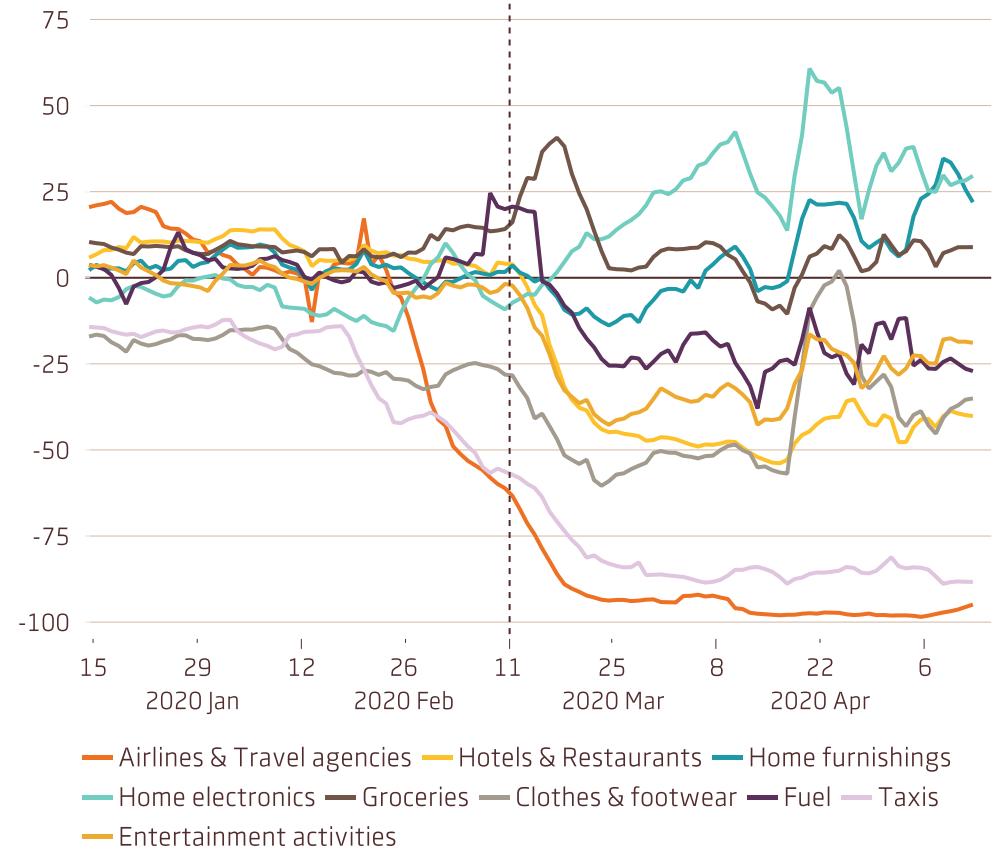
Transaction turnover, y/y %, 7dma (solid lines), 4wma (dashed lines)



Sources: Swedbank Pay and Swedbank Research

### Daily spending in different sectors, 2020

Transaction turnover, 7dma, y/y %

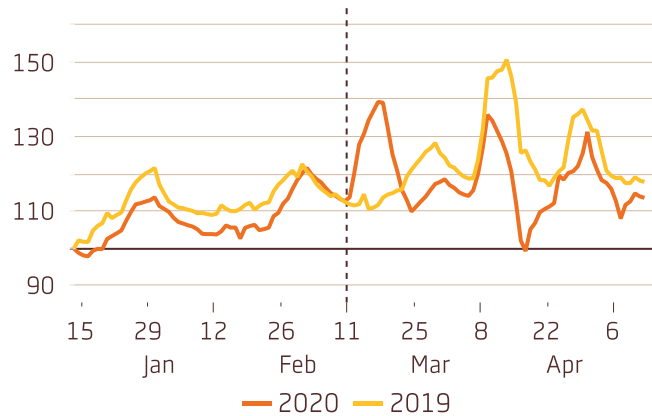


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

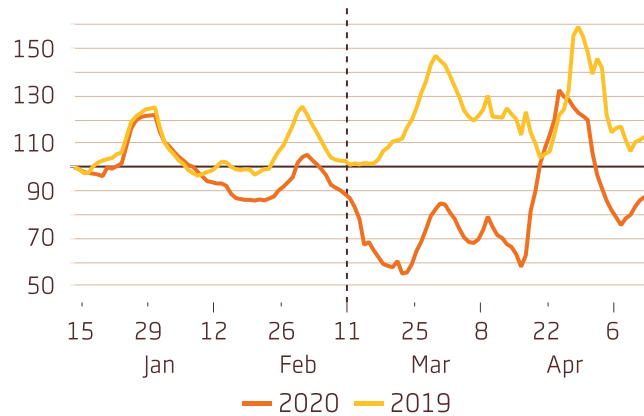
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Groceries



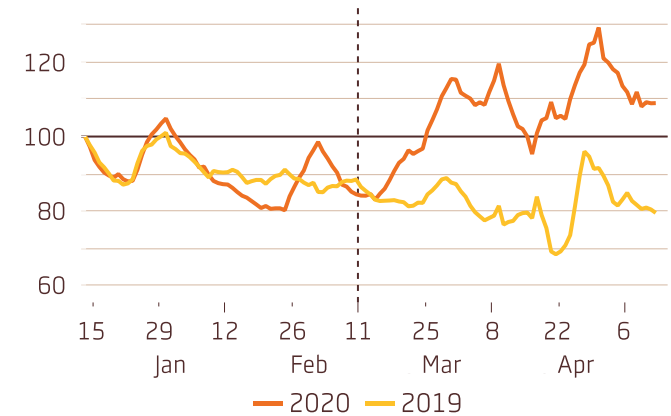
Sources: Swedbank Pay and Swedbank Research

### Clothes and footwear



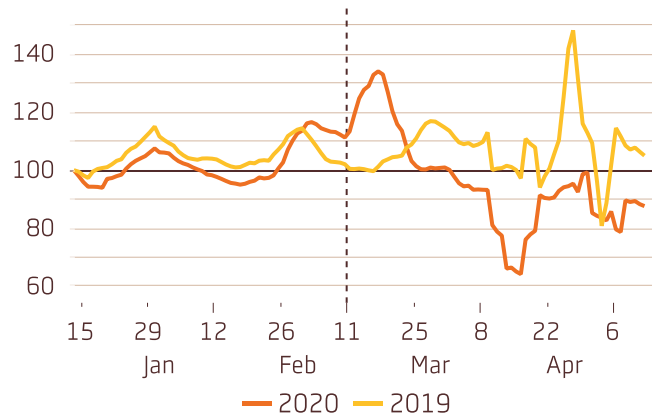
Sources: Swedbank Pay and Swedbank Research

### Home electronics



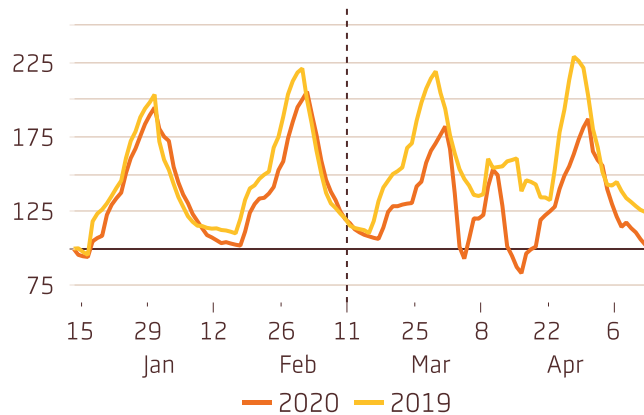
Sources: Swedbank Pay and Swedbank Research

### Healthcare



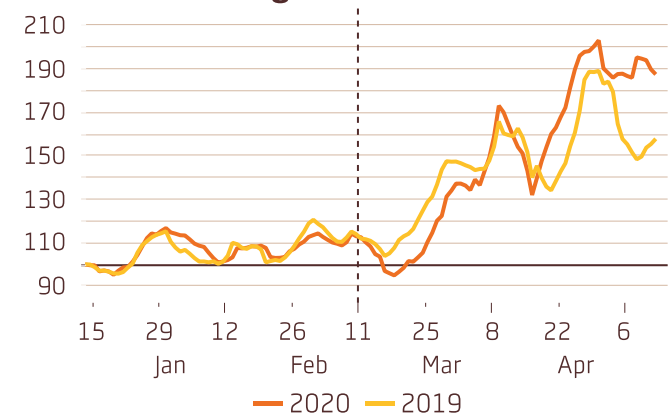
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

### Home furnishing and renovations

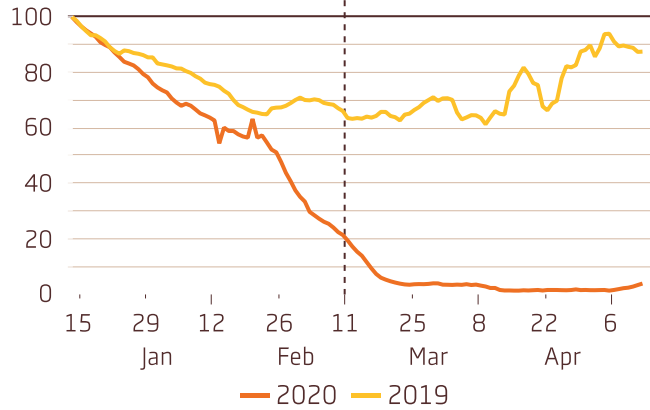


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

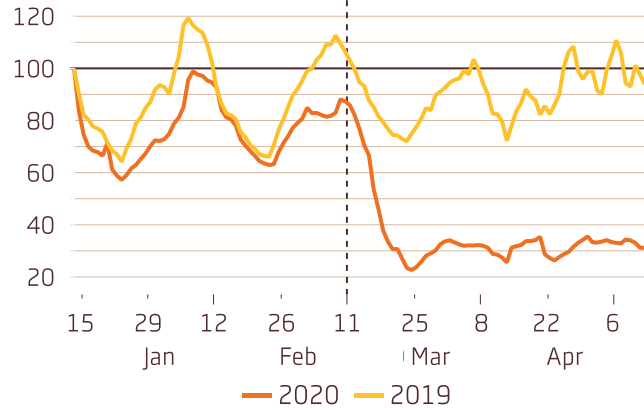
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Airlines and Travel agencies



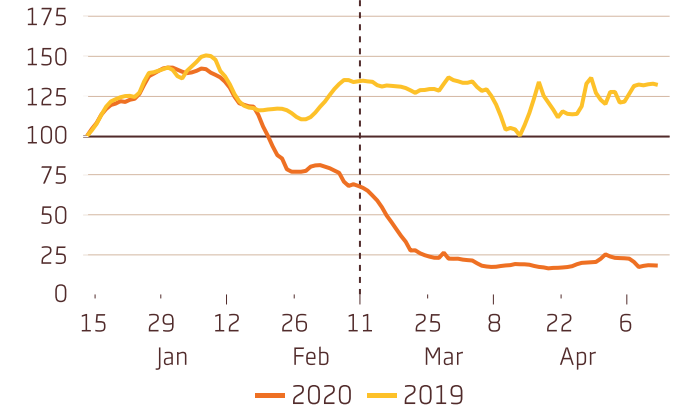
Sources: Swedbank Pay and Swedbank Research

### Public transport



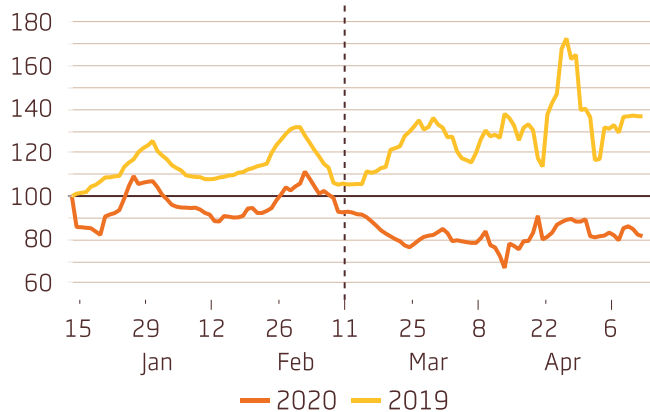
Sources: Swedbank Pay and Swedbank Research

### Taxis



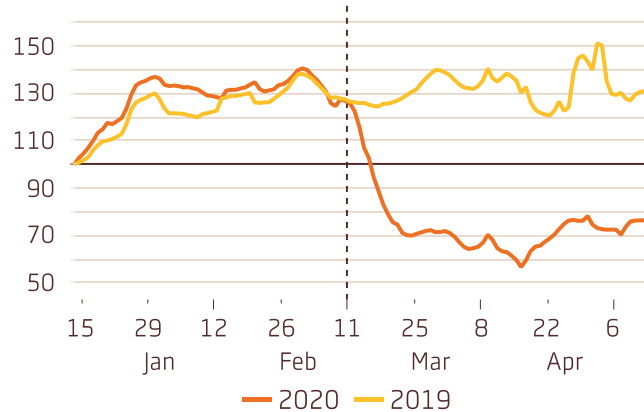
Sources: Swedbank Pay and Swedbank Research

### Fuel



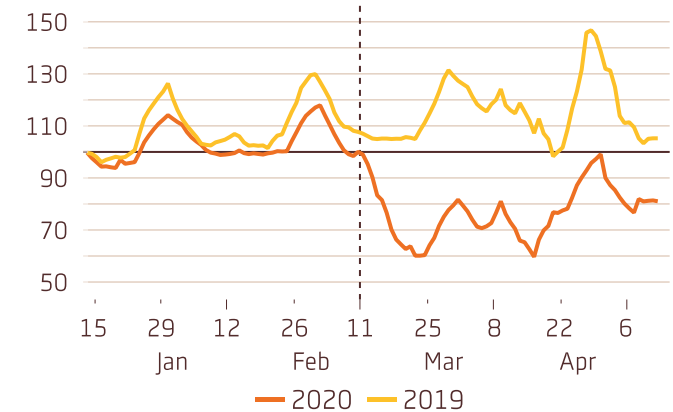
Sources: Swedbank Pay and Swedbank Research

### Hotels and Restaurants



Sources: Swedbank Pay and Swedbank Research

### Entertainment, hobbies and activities



Sources: Swedbank Pay and Swedbank Research

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