

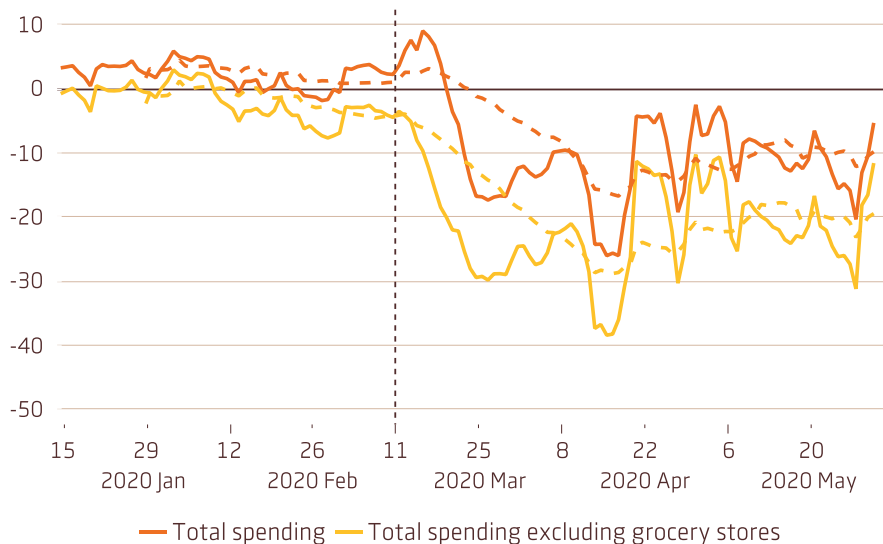
# Consumer Spending Observer

## Swedish card transaction data up until 30<sup>th</sup> of May continues to show dampened but stable spending

- ▶ Spending has recovered since the bottom in mid-April but remains lower compared to a year ago
- ▶ Total spending is mainly dragged down by hotels and restaurants, while grocery spending contributes positively

### Daily spending in Sweden, 2020

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



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 & Labour Day (May 1<sup>st</sup>) effects.

- ▶ Last week's spending data surged, but the year-over-year data is affected by misalignment of payday weeks, same as was the week before.
- ▶ The overall trend remains stable and still shows that spending excluding groceries is down by 20% compared to last year, while total spending is 10% lower.
- ▶ Although we've seen an improvement in spending on hotels and restaurants in recent weeks, the sector weighs most heavily on the annual growth as measured by contribution per sector.
- ▶ On the contrary, spending in grocery stores has the highest positive contribution. Home furnishings continues to rise and is stronger compared to last year, probably owing to people having more time at home.
- ▶ Travel related activities remains very muted. Spending on airline & travel agencies has been almost non-existent during this crisis, but the relatively small size of the sector makes the contribution to total spending less severe. The increased spending on fuel is most likely due to higher prices rather than volume.

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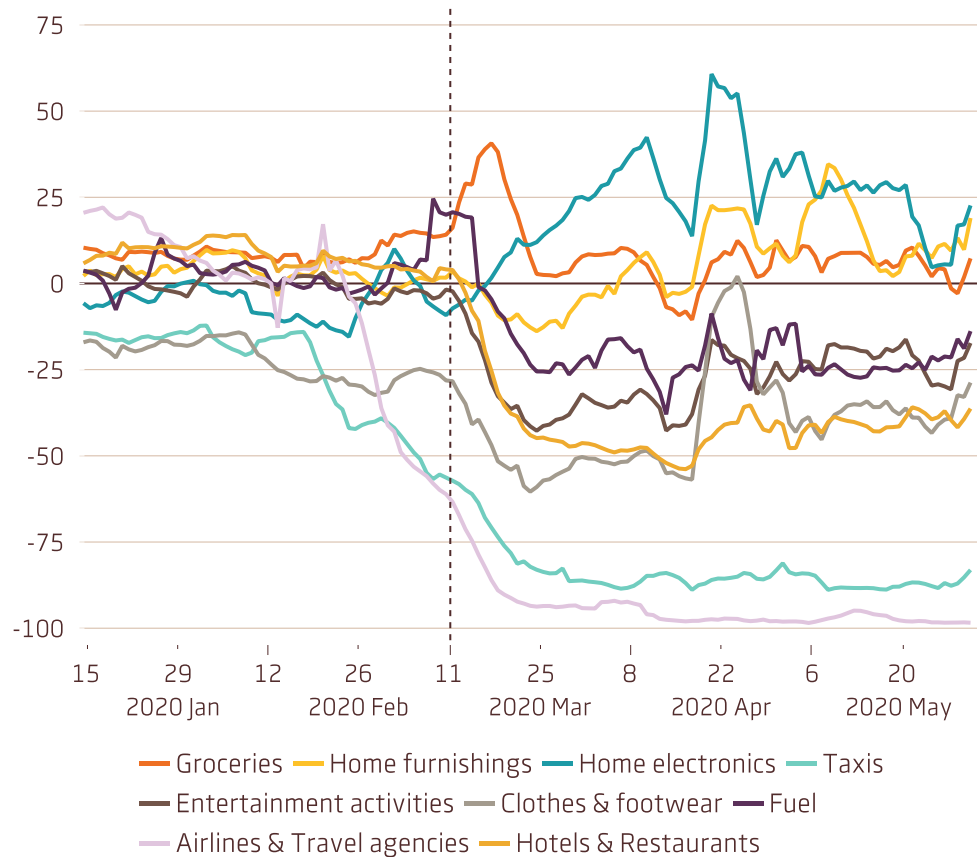
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## Daily transaction turnover in 2020 in different sectors

### Annual growth and contributions to last week's growth

#### Daily spending in different sectors, 2020

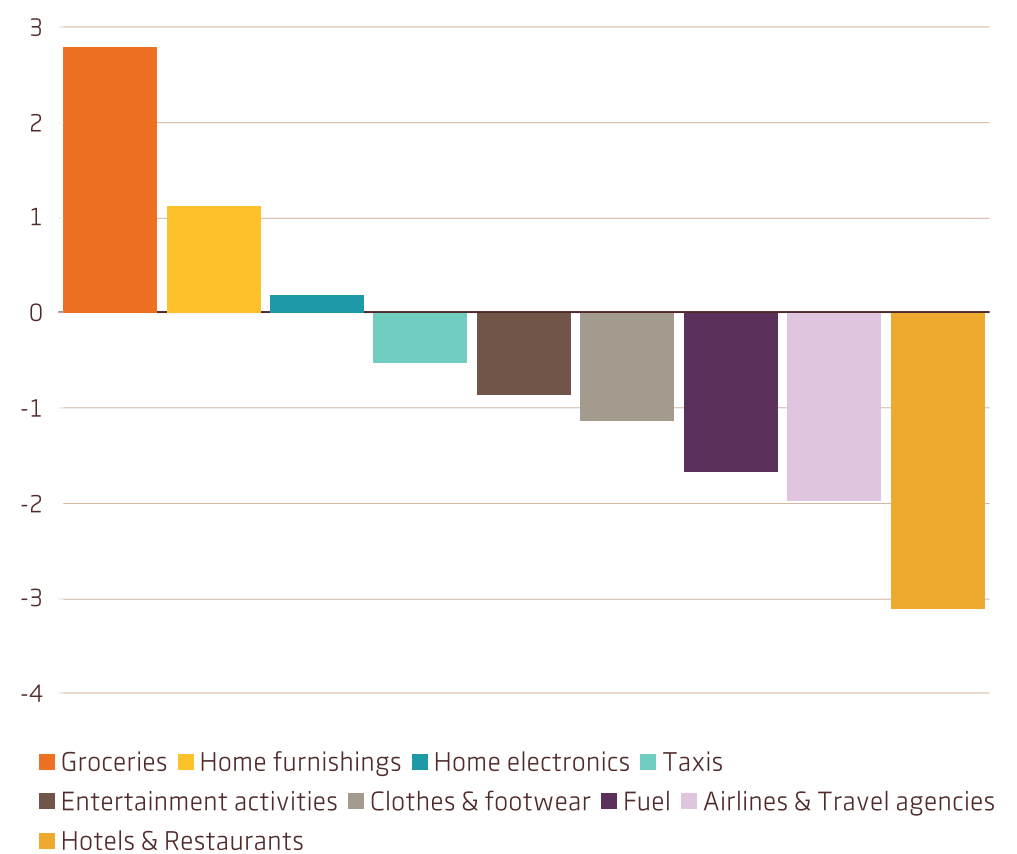
Transaction turnover, 7dma, y/y %



Sources: Swedbank Pay and Swedbank Research

#### Contribution to yearly growth during 24-30/5

p.p.

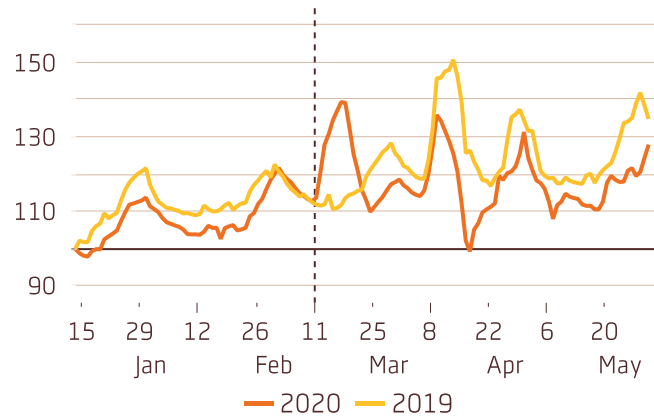


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

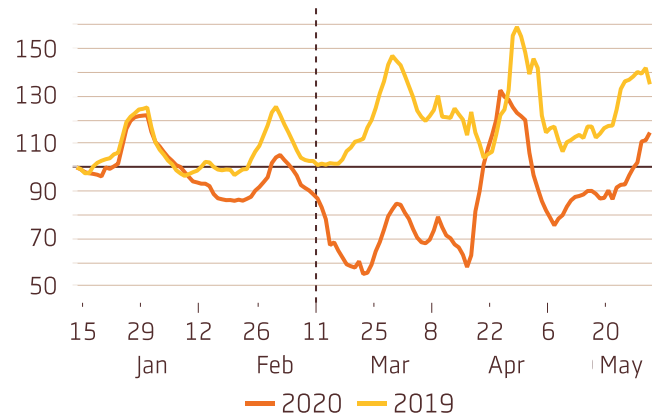
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Groceries



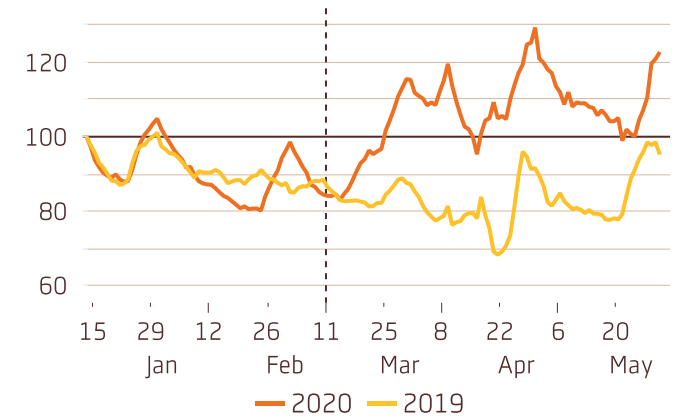
Sources: Swedbank Pay and Swedbank Research

### Clothes and footwear



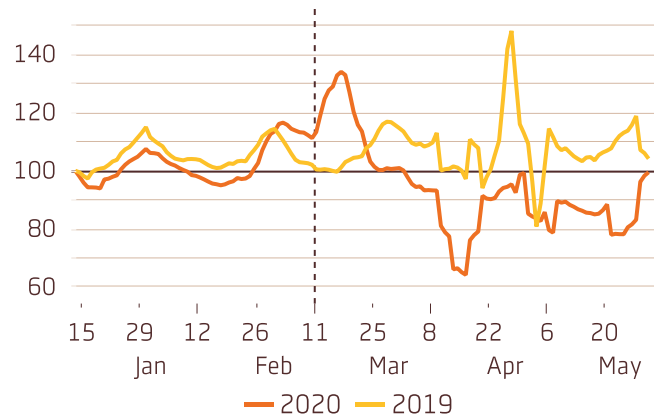
Sources: Swedbank Pay and Swedbank Research

### Home electronics



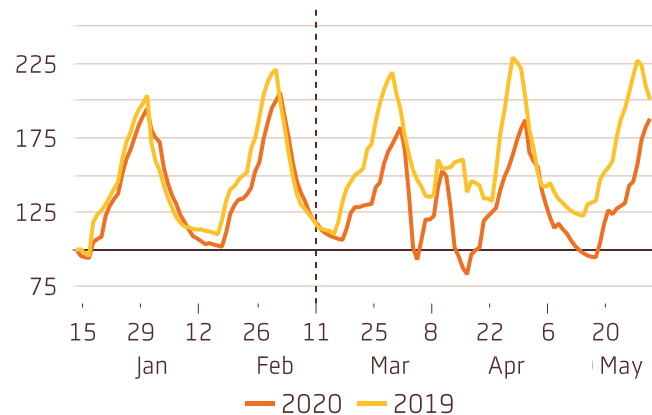
Sources: Swedbank Pay and Swedbank Research

### Healthcare



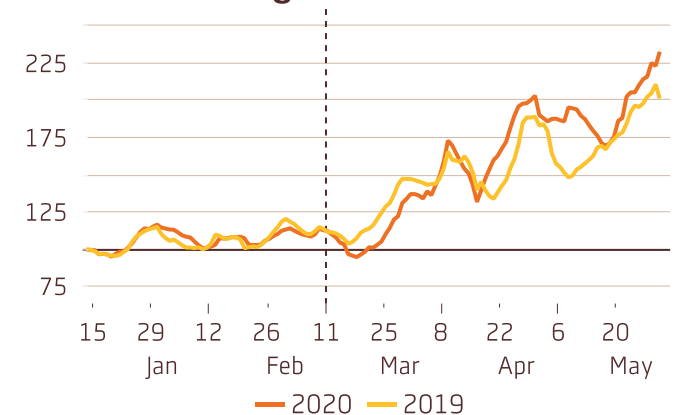
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

### Home furnishing and renovations

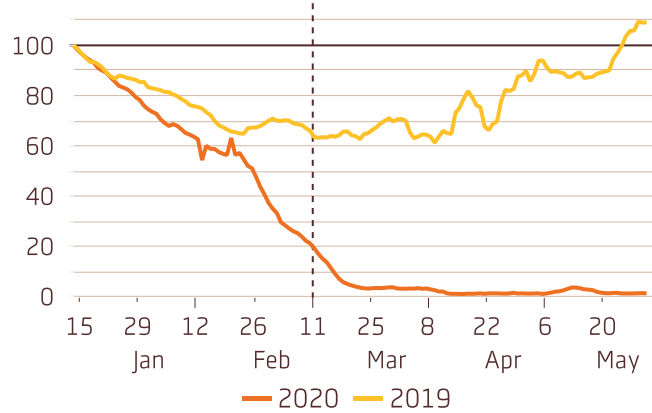


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

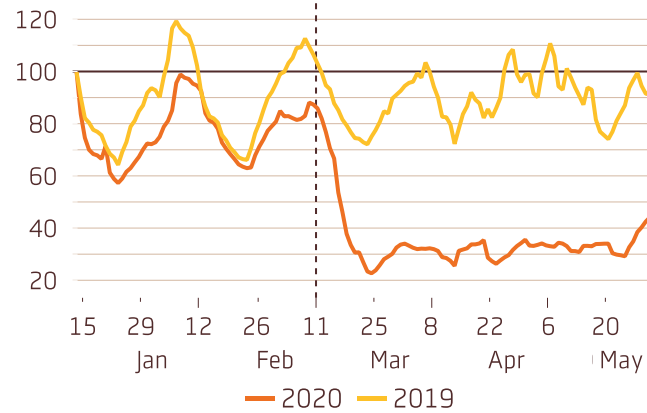
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Airlines and Travel agencies



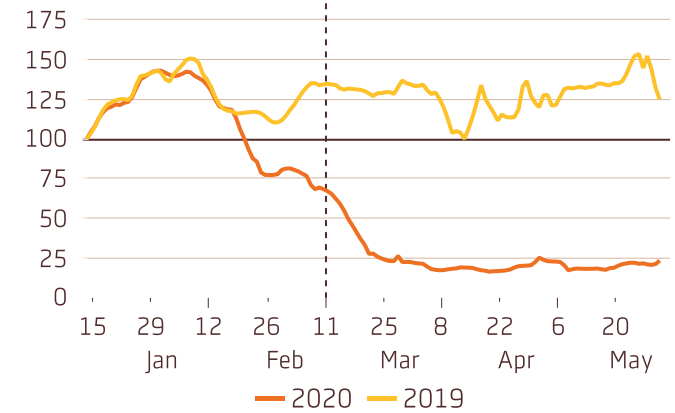
Sources: Swedbank Pay and Swedbank Research

### Public transport



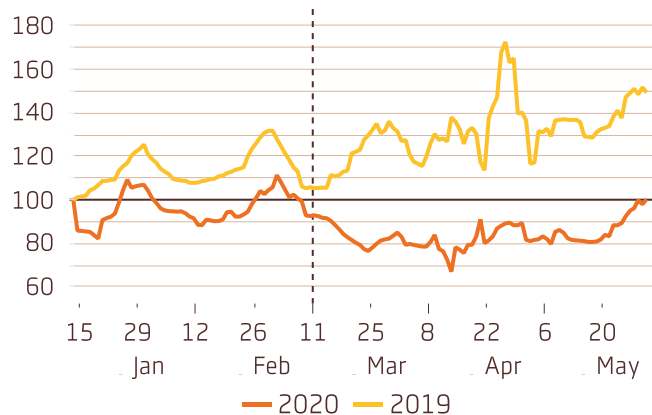
Sources: Swedbank Pay and Swedbank Research

### Taxis



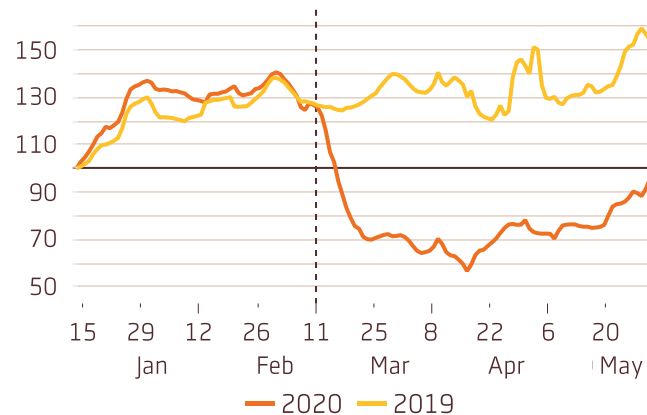
Sources: Swedbank Pay and Swedbank Research

### Fuel



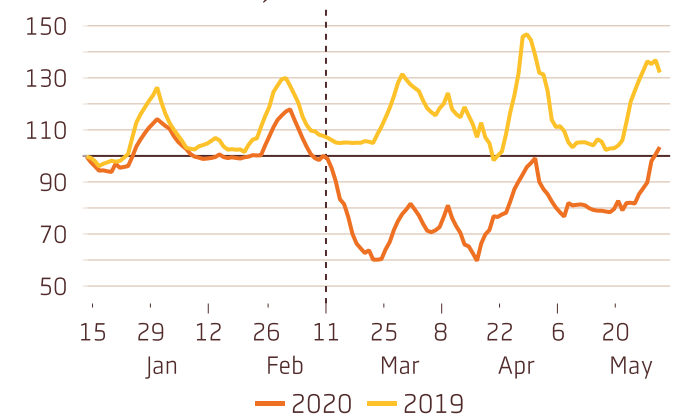
Sources: Swedbank Pay and Swedbank Research

### Hotels and Restaurants



Sources: Swedbank Pay and Swedbank Research

### Entertainment, hobbies and activities



Sources: Swedbank Pay and Swedbank Research

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