

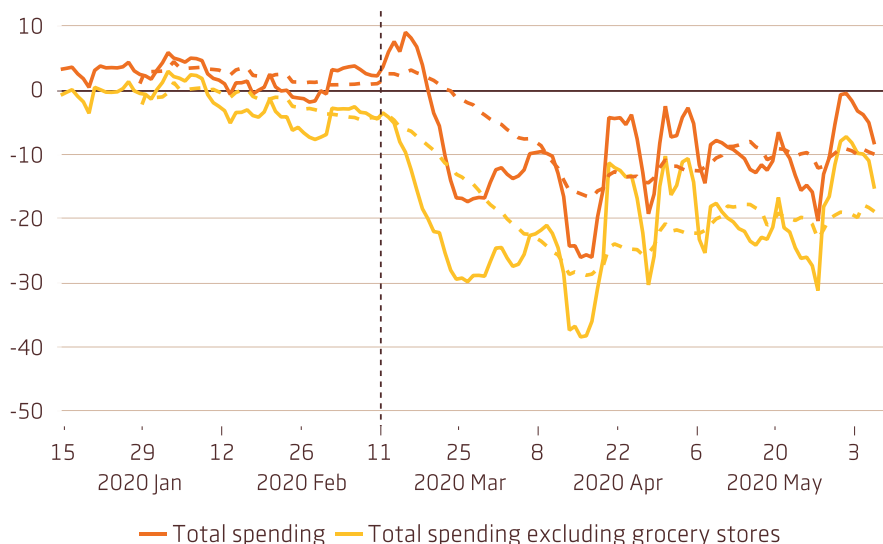
# Consumer Spending Observer

## Swedish card transaction data up until 6<sup>th</sup> of June shows some stabilisation of spending

- ▶ Spending has been stable in recent weeks, but summer is approaching, and some restrictions will be relaxed
- ▶ Total spending is mainly dragged down by hotels and restaurants; however, spending on it continues to improve every week

### 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 showed a decline; however, the year-on-year comparison may have been affected by one extra holiday day last year as this year's national day was on a Saturday.
- ▶ The overall trend remains remarkably stable: spending excluding groceries is down by 19% compared to last year, while total spending is 10% lower.
- ▶ The overall trend development for clothes and shoes have improved, but remains 25 percent lower compared to a year ago.
- ▶ Travel restrictions within Sweden are being eased on June 13<sup>th</sup> and therefore hotels and restaurants may gain additional momentum, as could be seen in other countries, albeit those are starting from tougher lockdown restrictions.
- ▶ Airlines are about to increase the number of destinations in June and European countries are starting to open up for tourists to varying degrees. This will probably increase spending on travel related activities going forward, although it depends on whether people will remain cautious or not.

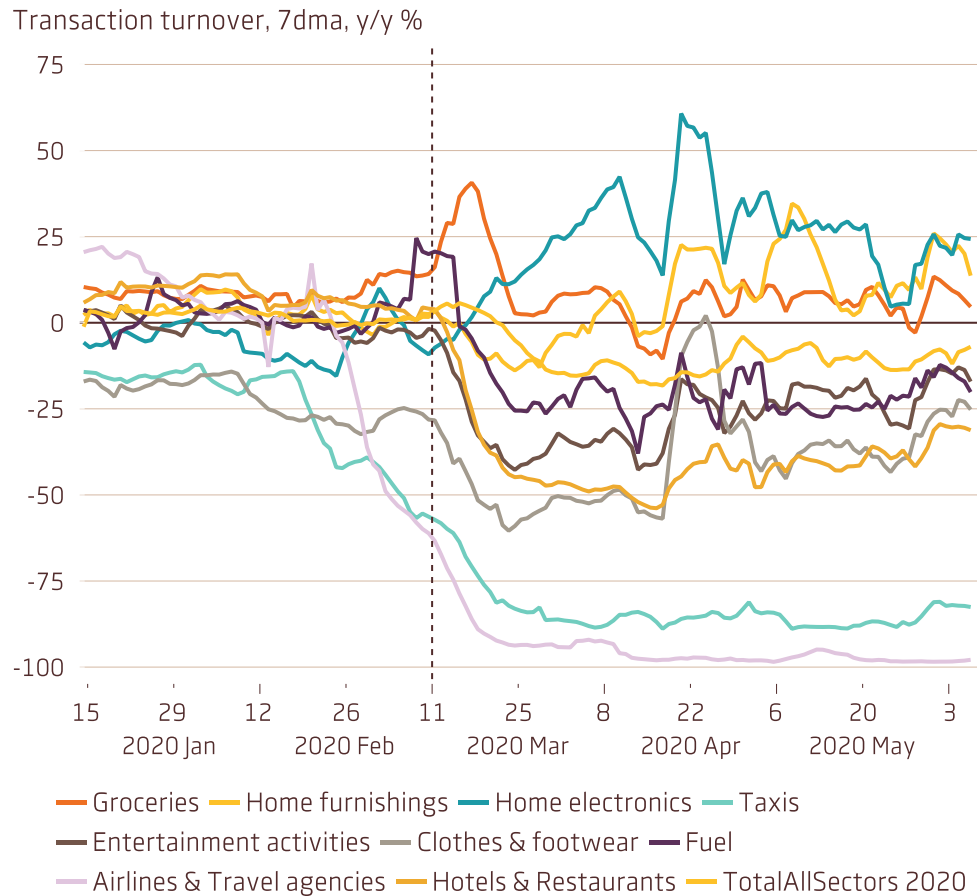
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# Daily transaction turnover in 2020 in different sectors

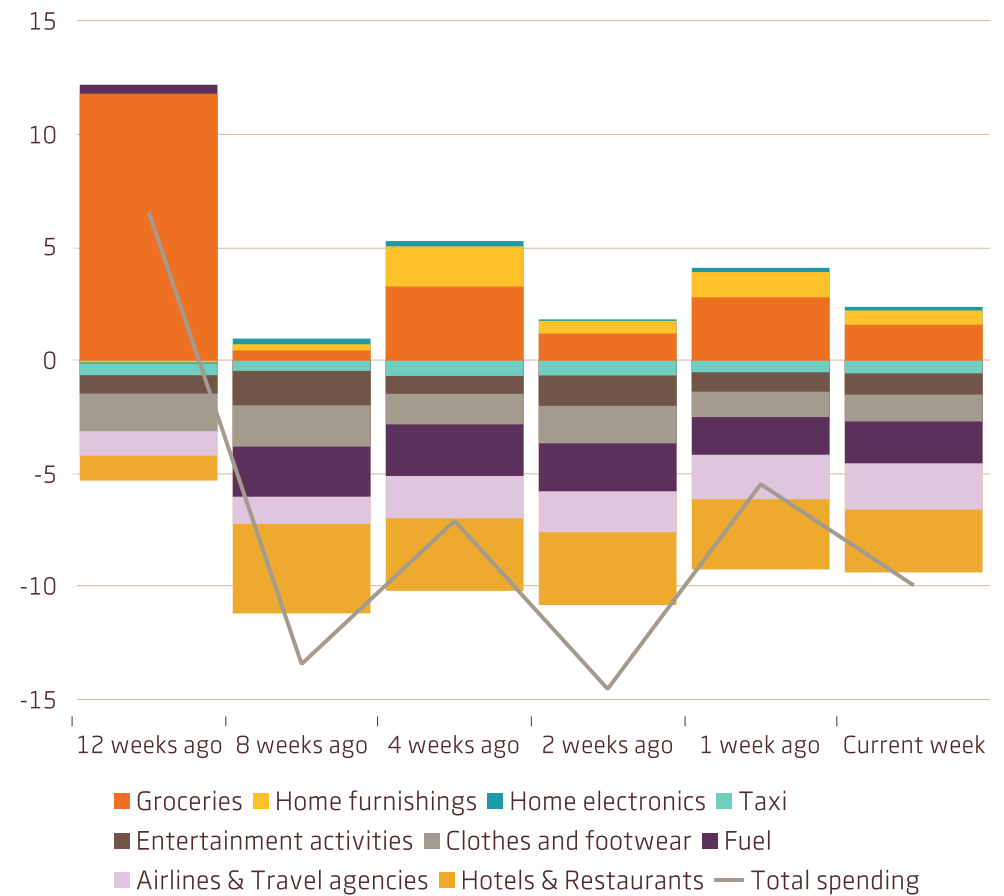
## Annual growth and its contributions during selected weeks

Daily spending in different sectors, 2020



Sources: Swedbank Pay and Swedbank Research

Contributions to yearly growth, selected sectors

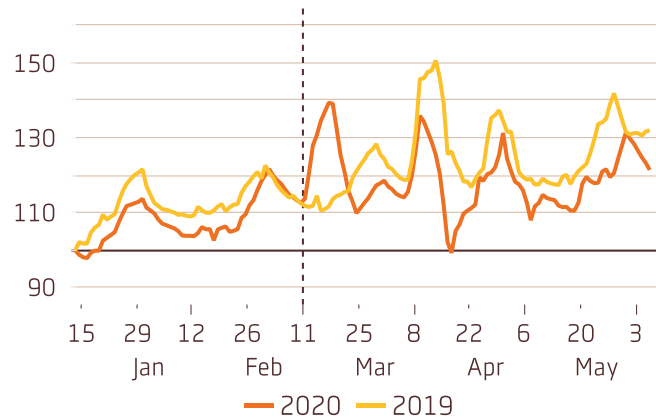


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

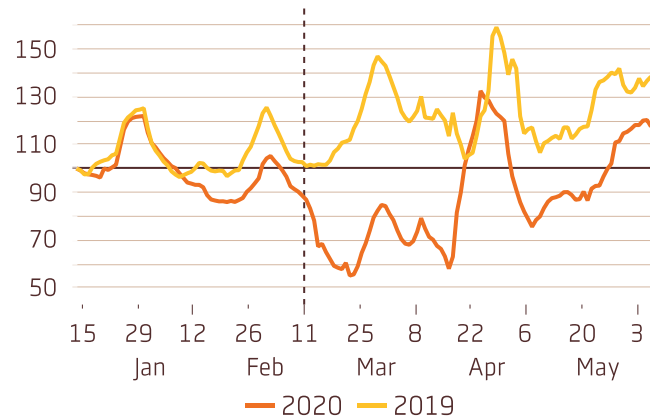
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Groceries



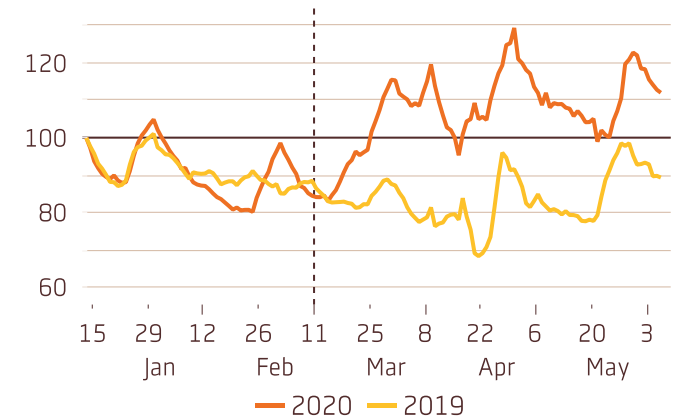
Sources: Swedbank Pay and Swedbank Research

### Clothes and footwear



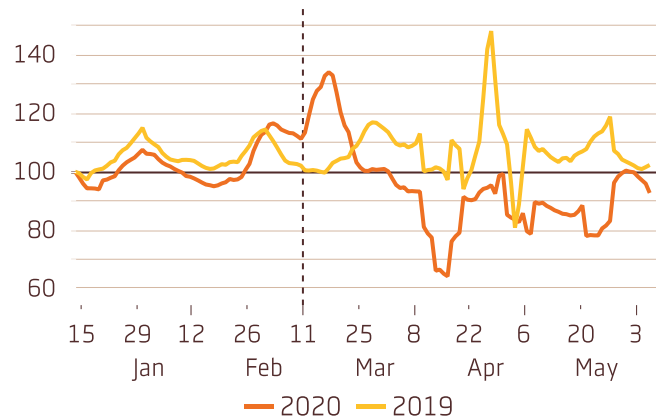
Sources: Swedbank Pay and Swedbank Research

### Home electronics



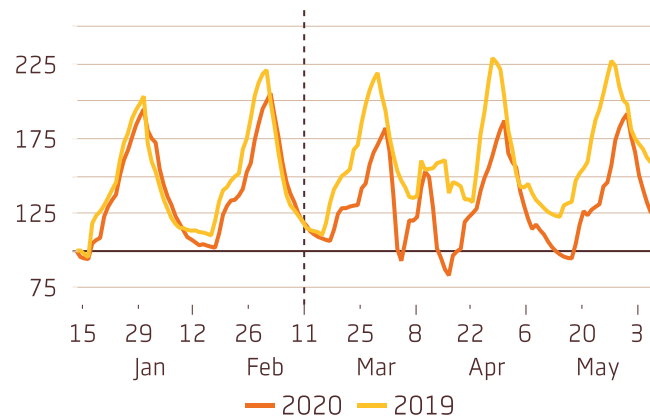
Sources: Swedbank Pay and Swedbank Research

### Healthcare



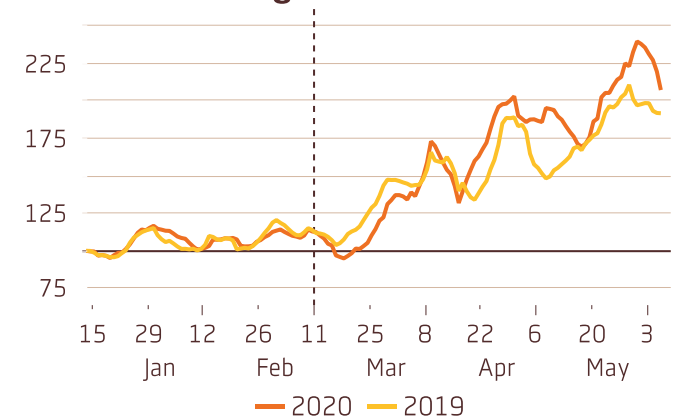
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

### Home furnishing and renovations

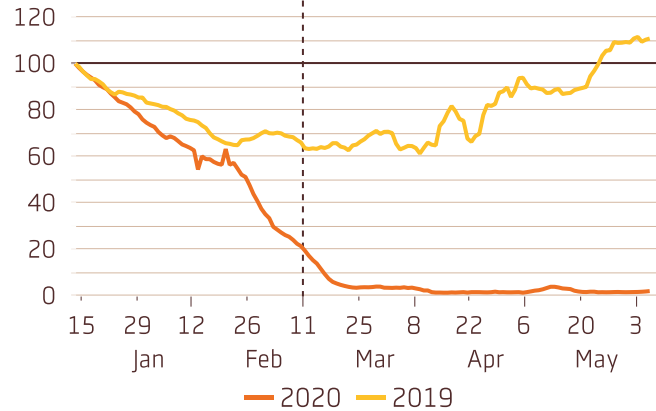


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

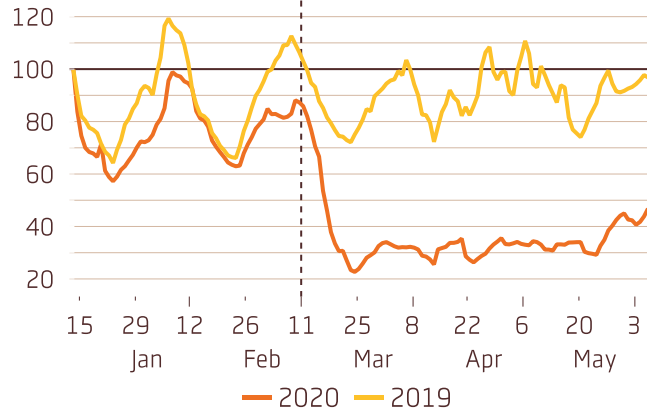
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Airlines and Travel agencies



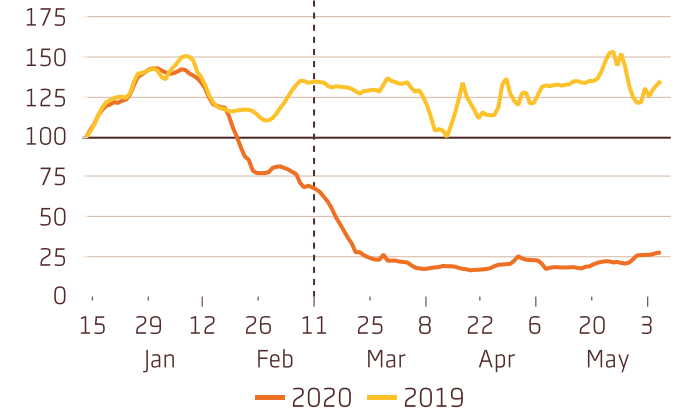
Sources: Swedbank Pay and Swedbank Research

### Public transport



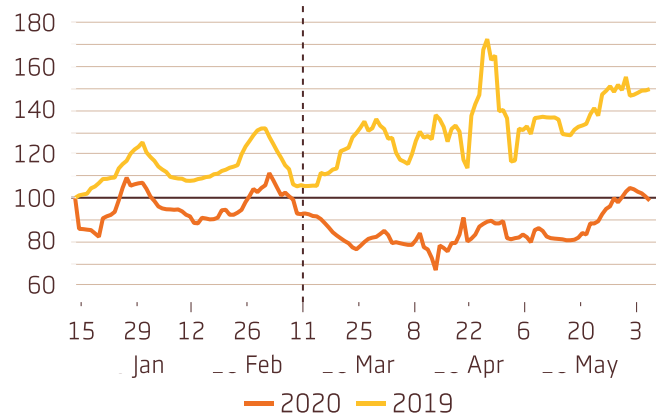
Sources: Swedbank Pay and Swedbank Research

### Taxis



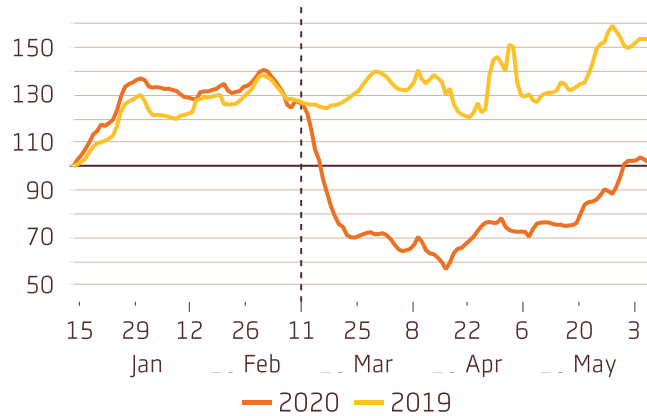
Sources: Swedbank Pay and Swedbank Research

### Fuel



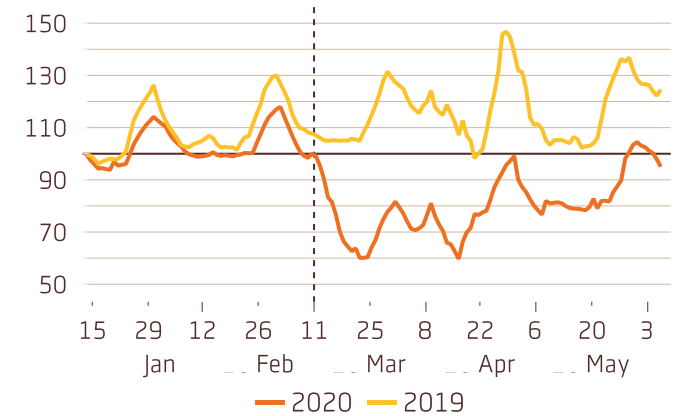
Sources: Swedbank Pay and Swedbank Research

### Hotels and Restaurants



Sources: Swedbank Pay and Swedbank Research

### Entertainment, hobbies and activities



Sources: Swedbank Pay and Swedbank Research

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