

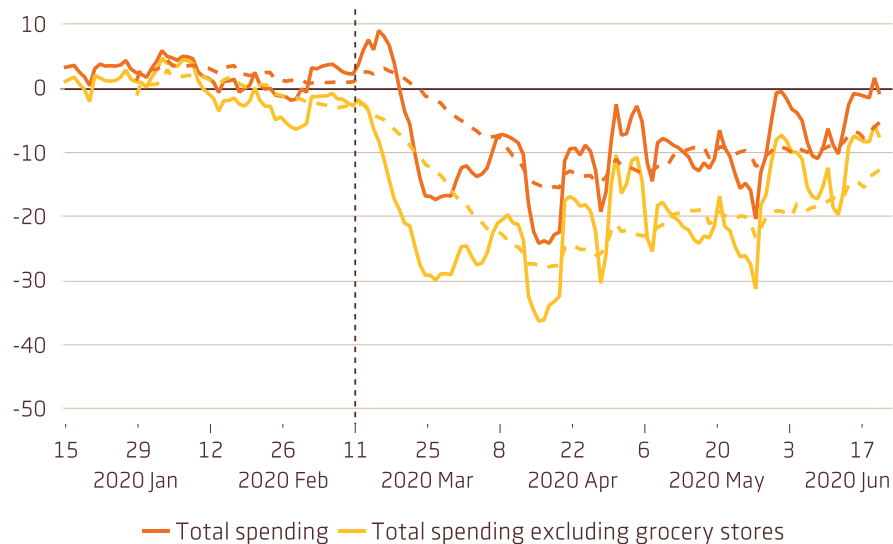
# Consumer Spending Observer

## Spending is back to last year's level

- ▶ Total spending gets back on track during Midsummer, and spending excluding grocery stores keeps improving
- ▶ Swedbank Pay's daily transaction data aligns well with the official household consumption statistics

### 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 5.7 million transactions per day (2019 average), corresponding to an estimated market share above 50 percent. All data is anonymised and non-referable. 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. Further details on data are [here](#).

- ▶ Swedish card transaction data up until 20<sup>th</sup> of June shows that spending recovered further, and total turnover is now back to last year's level, with a different composition, however. Total spending excluding grocery stores is also improving and is now down by 8% compared to a year ago.
- ▶ Spending on groceries, home electronics and home furnishing continues to show a considerably higher turnover compared to a year ago, while spending on clothes & footwear, hotels & restaurants and travelling are much lower.
- ▶ The index data shows a clear Midsummer effect with a sharp drop in almost all sectors, both in 2019 and 2020.
- ▶ The data is now available in [Macrobond](#) and Swedbank Pay's daily transaction data aligns well with the official consumption statistics (HUKO). Further analysis and description of the data and sectors are available [here](#).
- ▶ CSO will take a summer vacation and will be back in the last week of July. ☀

#### Analysts:

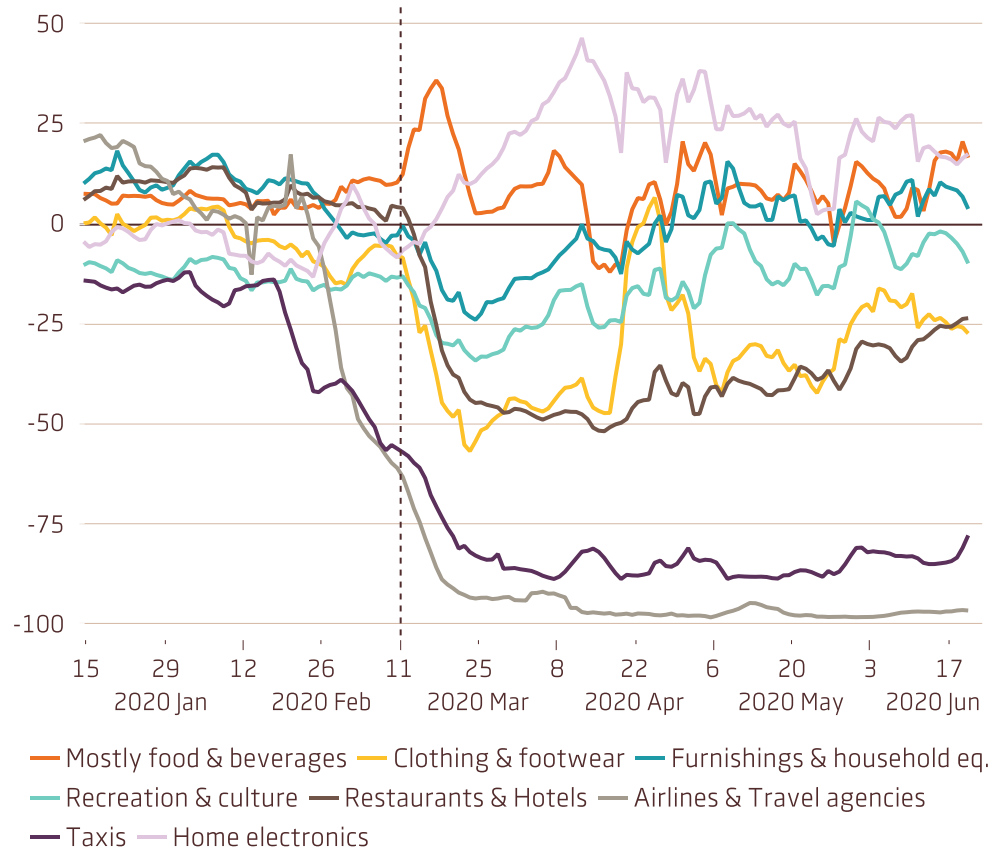
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# Daily transaction turnover in 2020 in different sectors

## Annual growth and its contributions during selected weeks

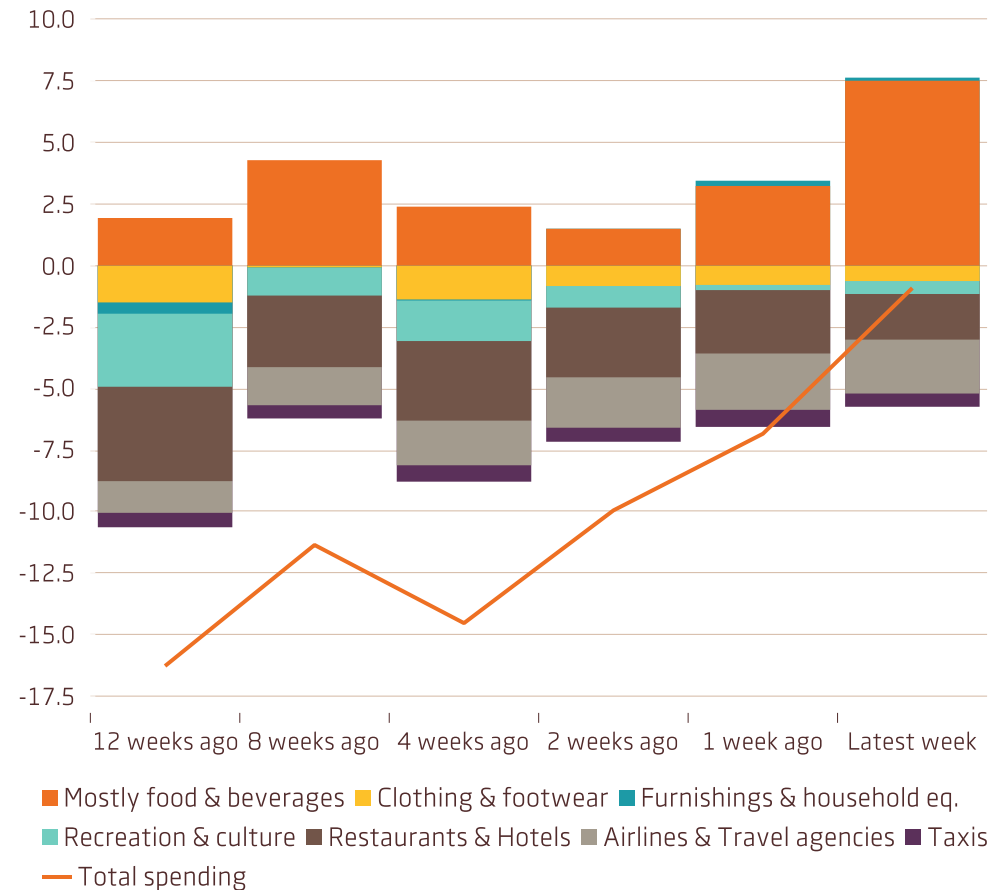
### Daily spending in different sectors, 2020

Transaction turnover, 7dma, y/y %



Sources: Swedbank Pay and Swedbank Research

### Contributions to yearly growth, selected sectors

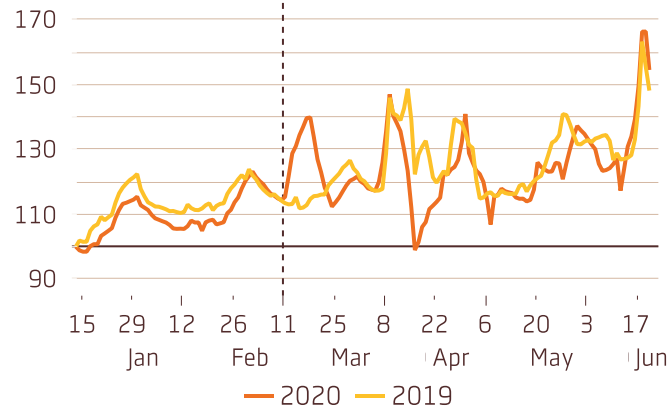


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different HUKO sectors

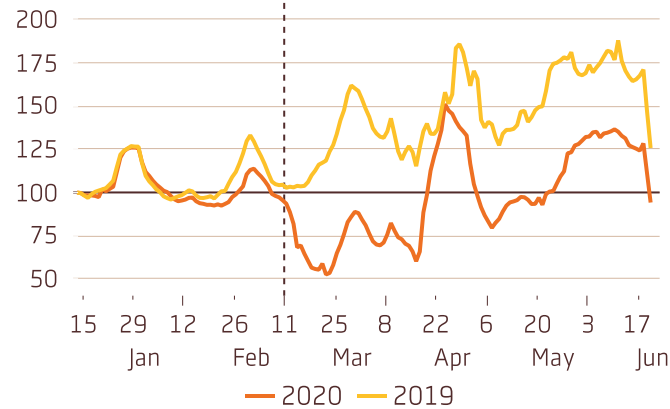
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Mostly food and beverages



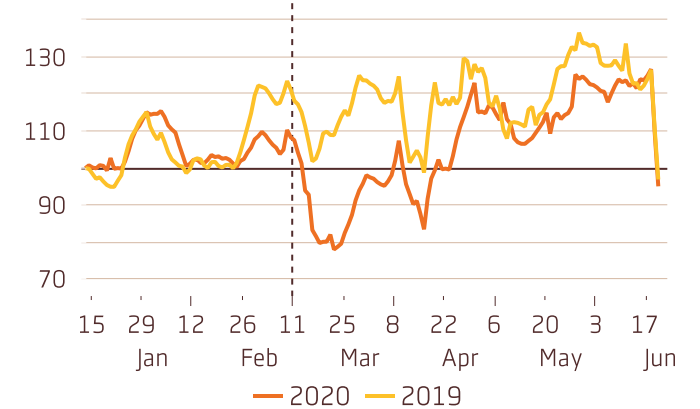
Sources: Swedbank Pay and Swedbank Research

### Clothing and footwear



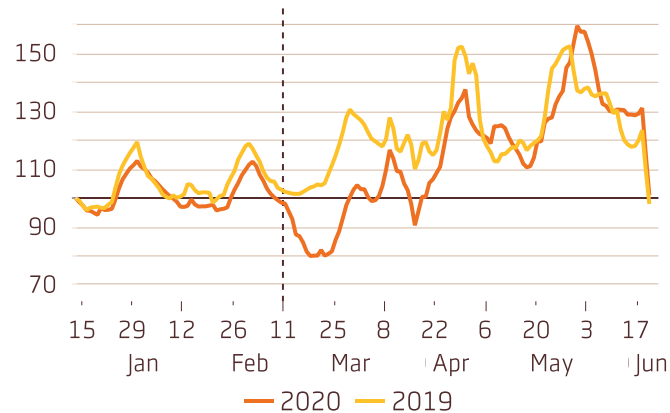
Sources: Swedbank Pay and Swedbank Research

### Furnishings and household equipment



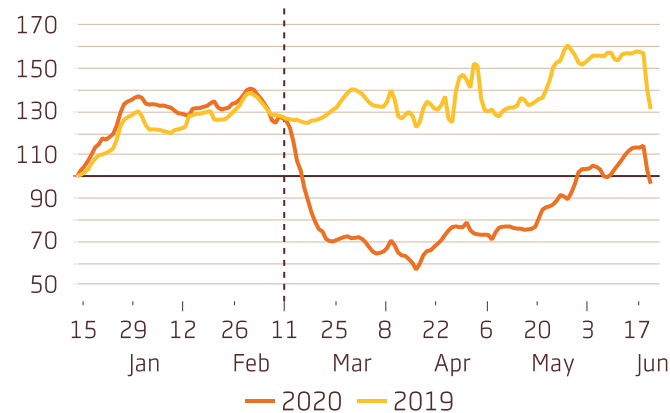
Sources: Swedbank Pay and Swedbank Research

### Recreation and culture



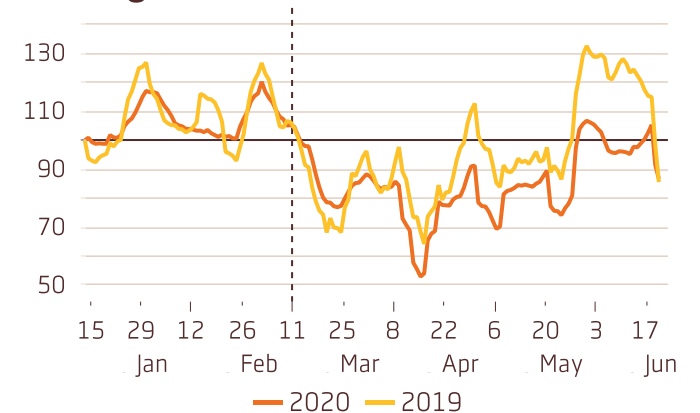
Sources: Swedbank Pay and Swedbank Research

### Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

### Other goods and services

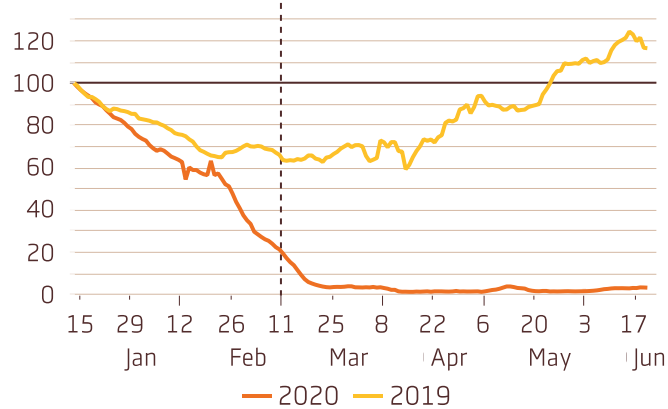


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in other sectors

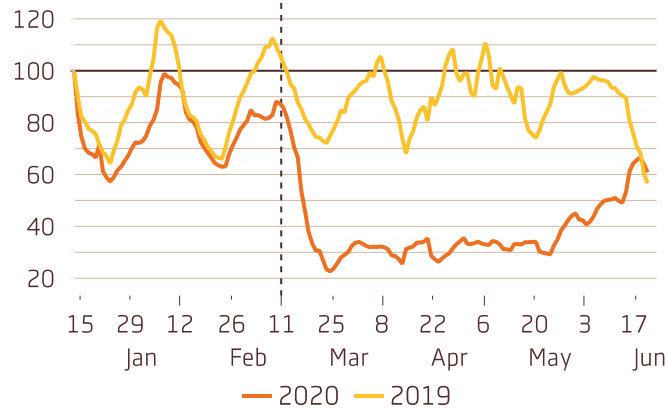
7 days moving average, index (Jan 13<sup>th</sup> = 100), 2020 compared to 2019

### Airlines and Travel agencies



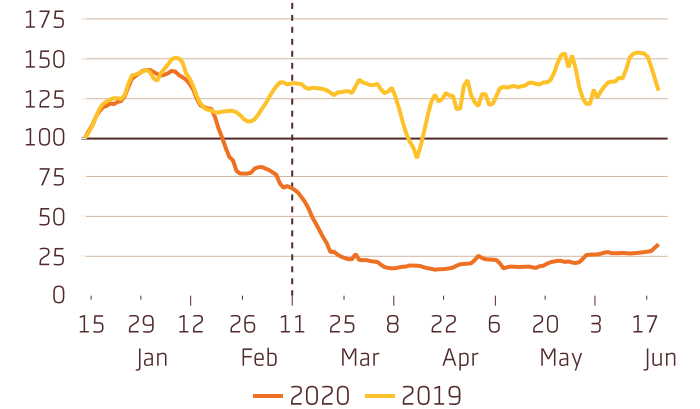
Sources: Swedbank Pay and Swedbank Research

### Public transport



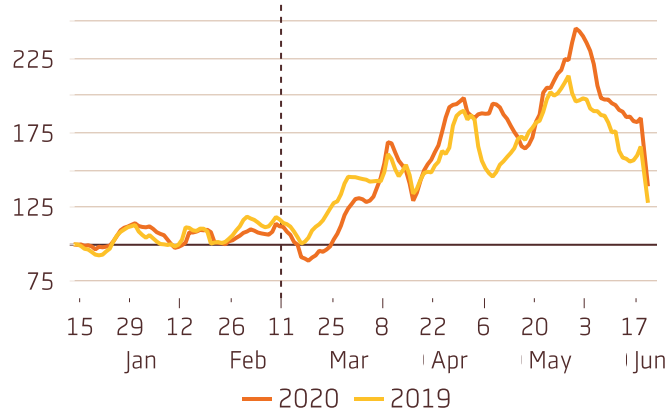
Sources: Swedbank Pay and Swedbank Research

### Taxis



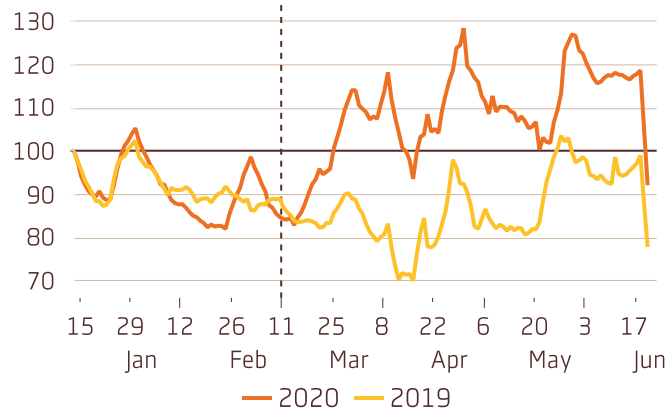
Sources: Swedbank Pay and Swedbank Research

### Home furnishings and renovations



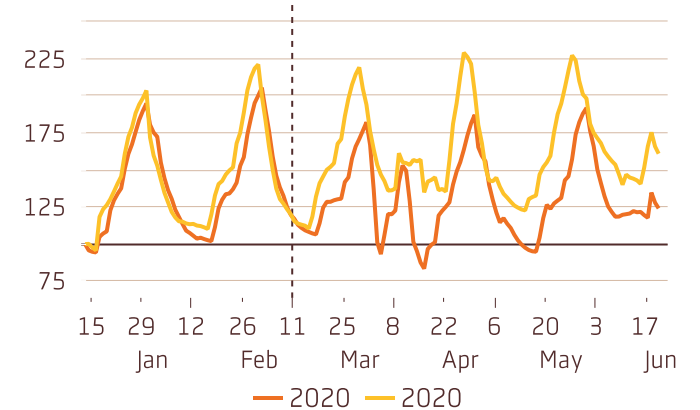
Sources: Swedbank Pay and Swedbank Research

### Home electronics



Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

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