

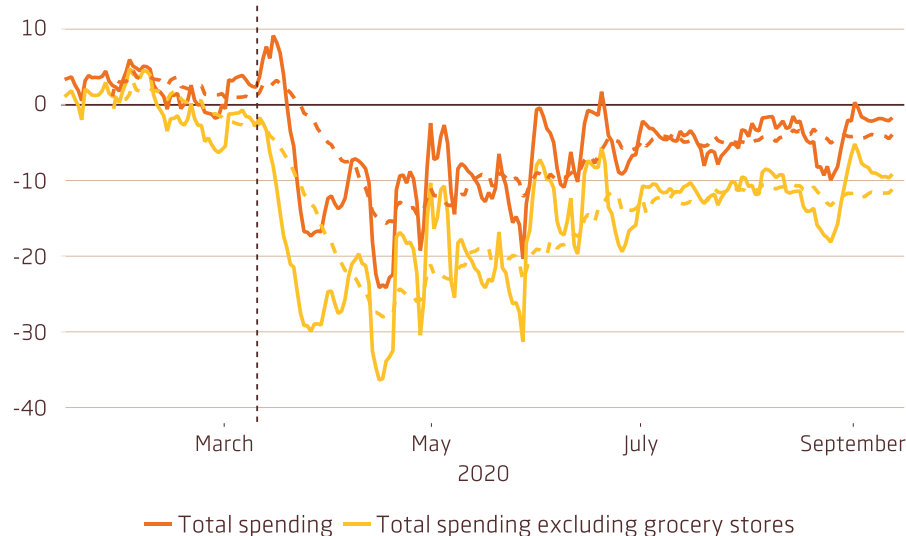
Consumer Spending Observer

A new normal?

- Continued stable spending during last week at about 2% below last year's level...
- ... and the growth rate in total spending seems to have reached a new, but temporary, normal.

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 1st) effects. Further details on data are [here](#).

- Swedish card transaction data up until September 12th confirms our view from last week: the 4-week trend remains stable at -4% y/y for total spending, and about -11% y/y for spending excluding groceries.
- With the current restrictions, unchanged since the early summer, the growth rate seems to have converged to a new normal. Changes in restrictions and behaviours due to corona could, however, tip the balance in either direction.
- Consumption patterns have changed, and sectors seem to exhibit a cluster behaviour. For groceries, home electronics, and home furnishings we notice a positive development (about 11% y/y), while clothing & footwear, restaurants & hotels, and recreation & culture are down almost as much (-9% y/y). And at the deep bottom we find travel related sectors, more than 75% short of last year's level.
- There are signs that the rebound in spending in the early summer months on hotels & restaurants has abated somewhat, while spending on recreation & culture and clothing & footwear improved from low levels in August.

Analysts:

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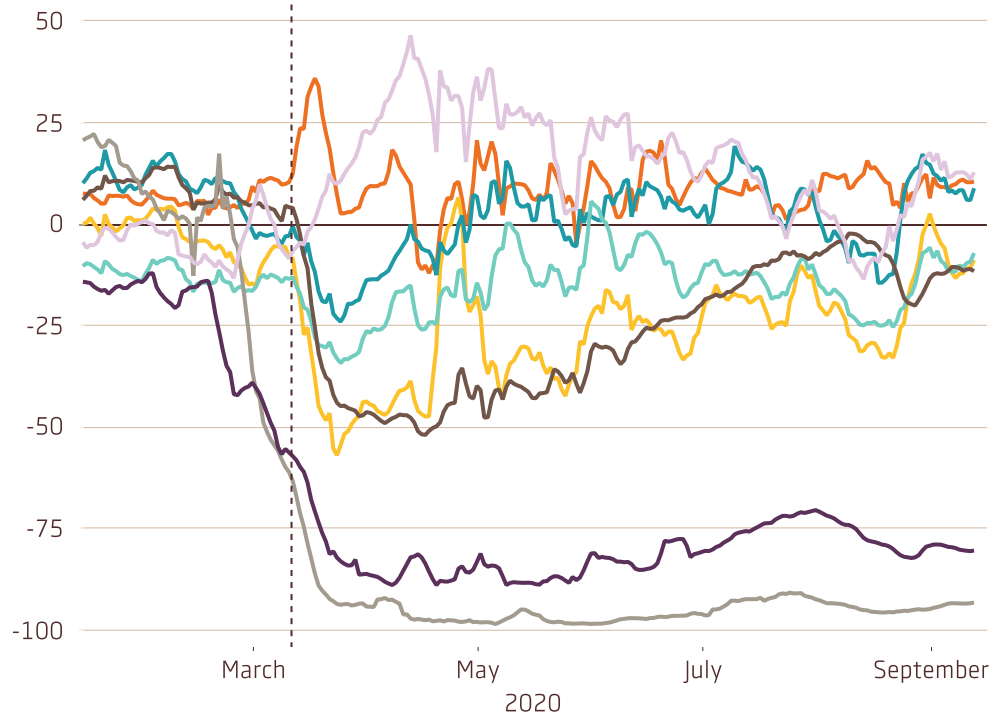
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Transaction turnover in 2020 in different sectors

Annual growth and its contributions during selected weeks

Daily spending in different sectors, 2020

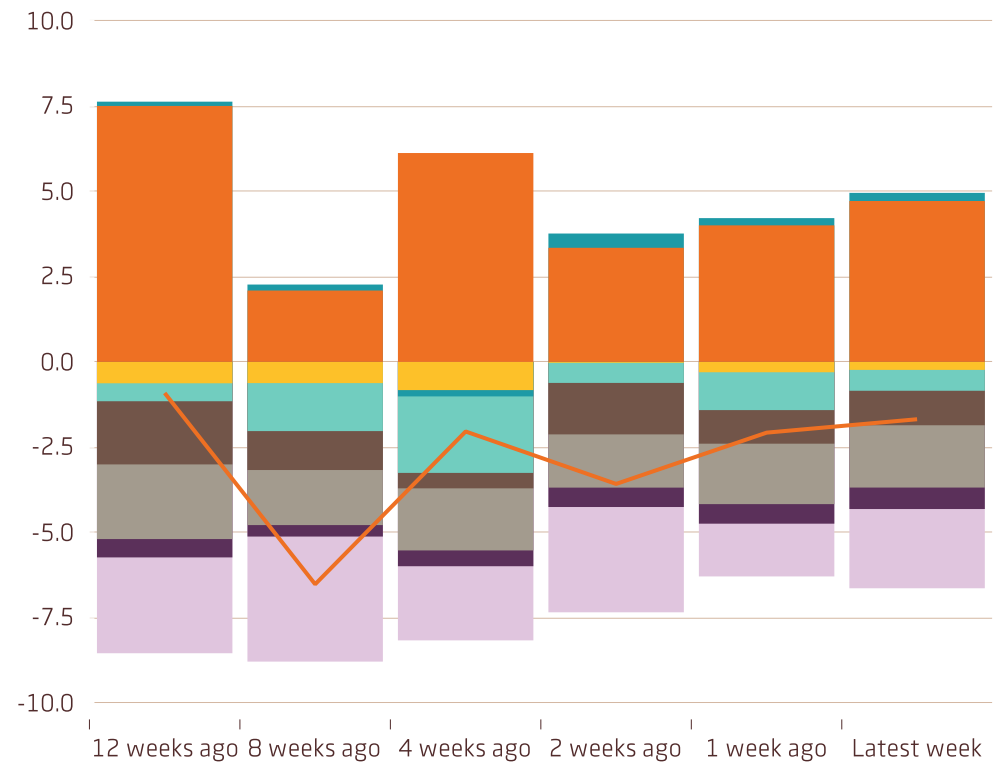
Transaction turnover, y/y %, 7dma



- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- Home electronics

Sources: Swedbank Pay and Swedbank Research

Contributions to yearly growth, selected sectors



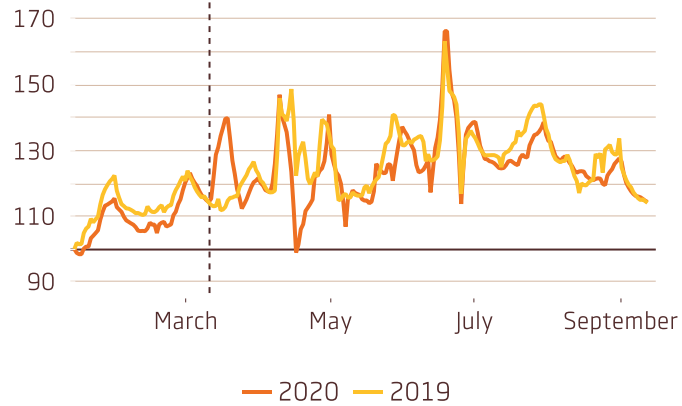
- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- All other sectors
- Total spending

Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different HUKO sectors

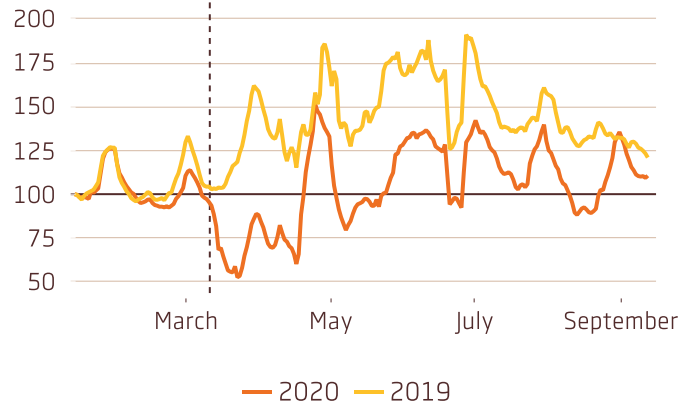
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Mostly food and beverages



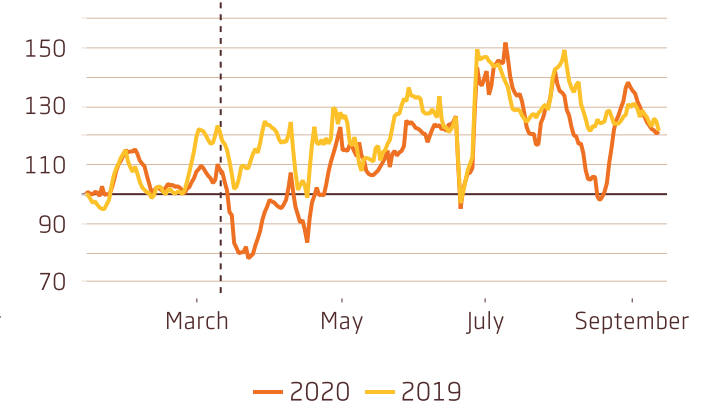
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



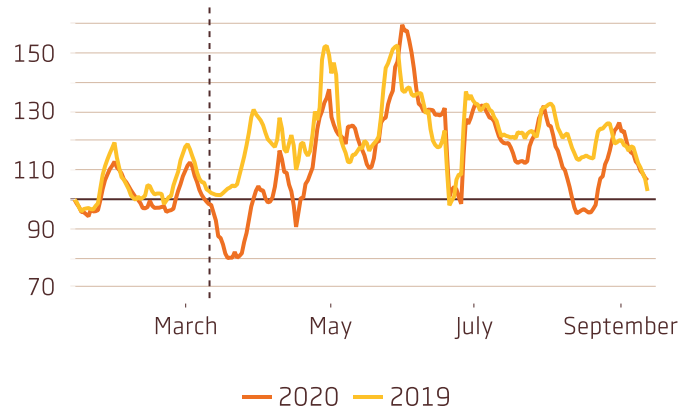
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



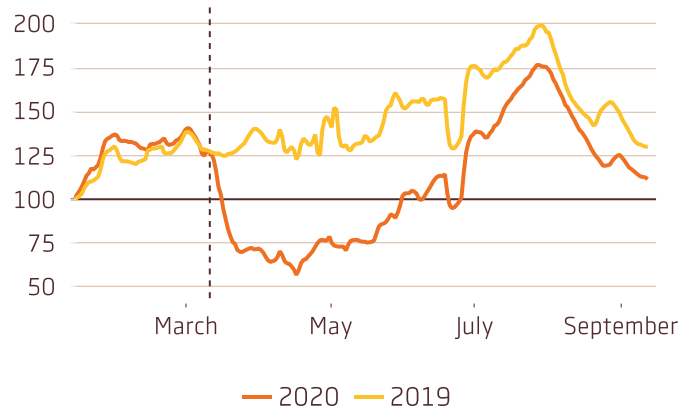
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



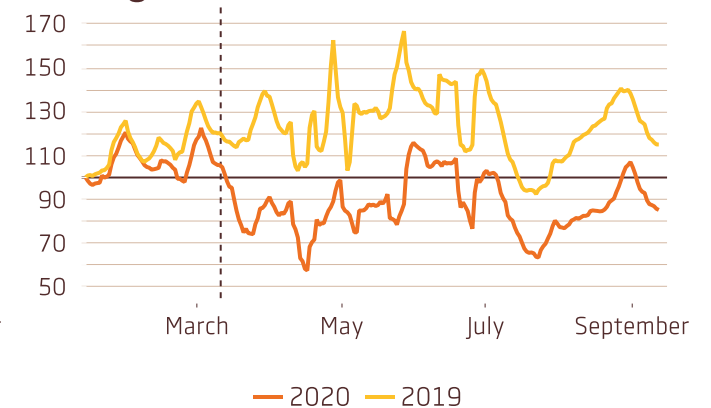
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

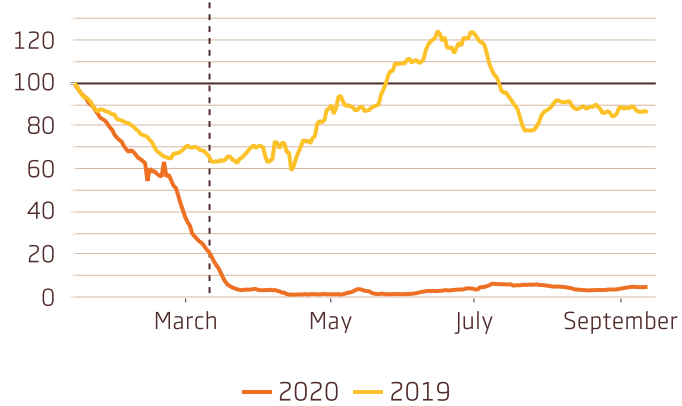


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in other sectors

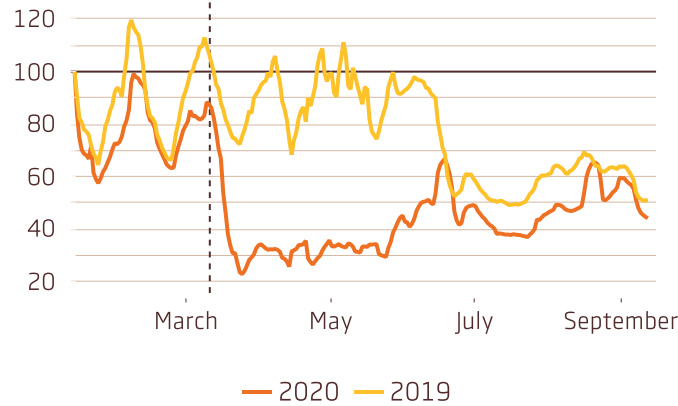
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Airlines and Travel agencies



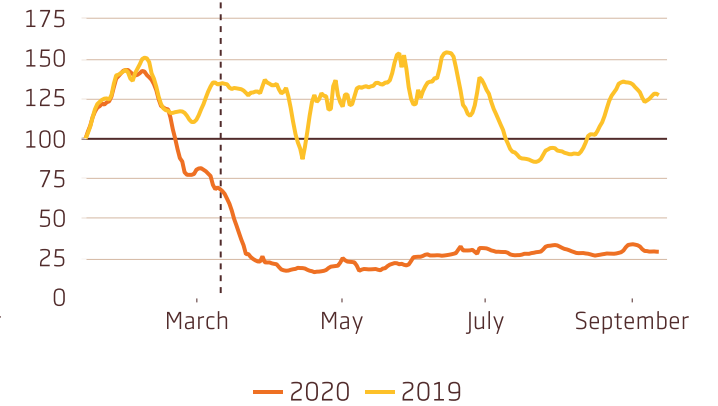
Sources: Swedbank Pay and Swedbank Research

Public transport



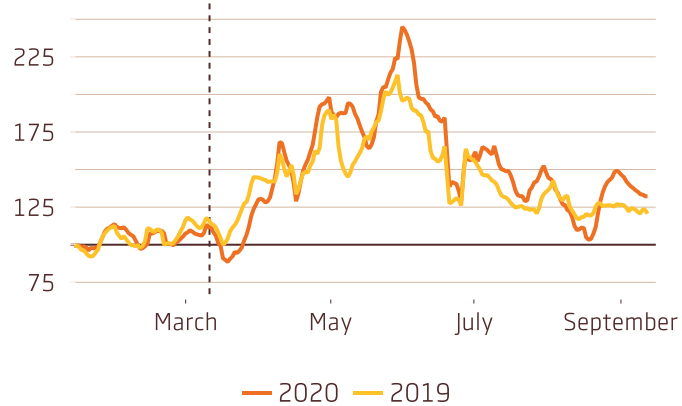
Sources: Swedbank Pay and Swedbank Research

Taxis



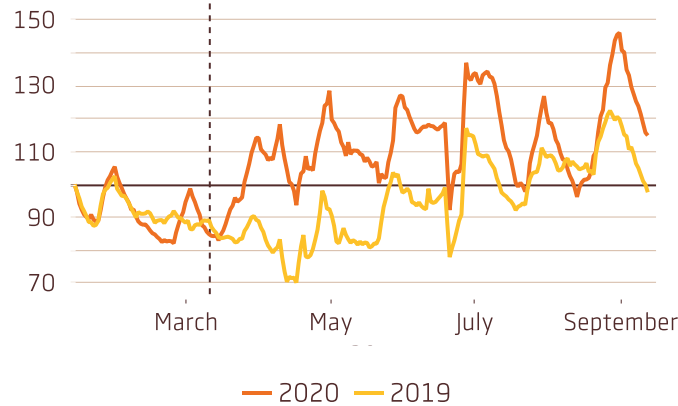
Sources: Swedbank Pay and Swedbank Research

Home furnishings and renovations



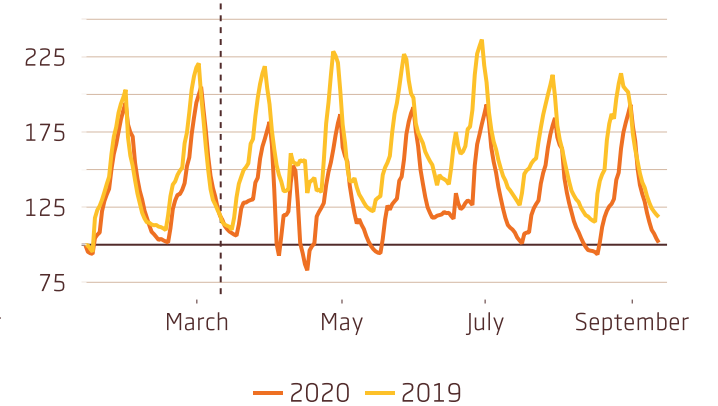
Sources: Swedbank Pay and Swedbank Research

Home electronics



Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

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