

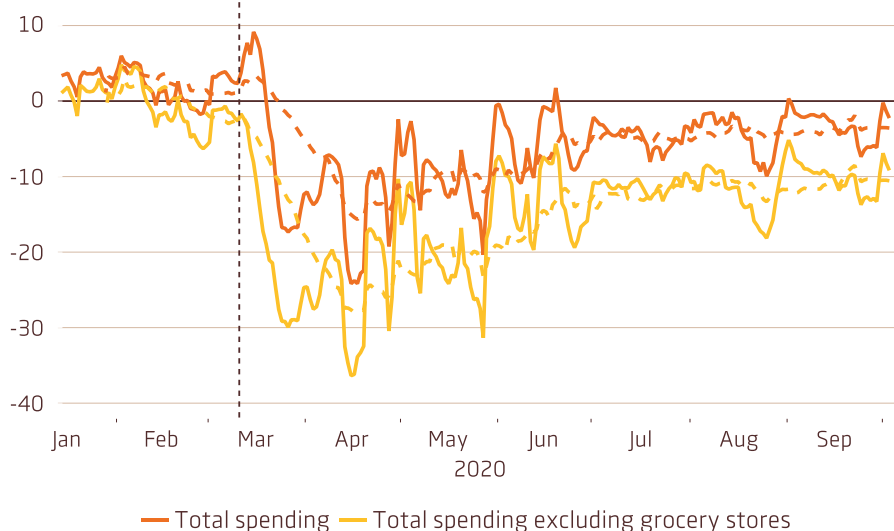
# Consumer Spending Observer

## Swedish consumption remains stable

- ▶ Consumer spending steady, just below last year's level
- ▶ The near-term development remains fragile and depends on the corona evolution

### 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 October 3<sup>rd</sup> continues to show a remarkably stable development. The 4-week trend edged down slightly to -4% y/y for total spending, and about -11% y/y for spending excluding groceries.
- ▶ Spending in different sectors in y/y-terms remain roughly around the same levels as two weeks ago. Spending on food is slightly higher, while spending on furnishing & households' equipment and restaurants & hotels are slightly lower.
- ▶ The Swedish economy developed better than anticipated early in the spring, but the stabilisation of consumption in recent months is slightly disappointing. Given the current developments of the corona situation and if major restrictions will not be lifted soon, consumption may start to decline again. Especially, if spending on home electronics and home refurbishing become saturated, while spending on restaurants dampens as we move toward the chillier parts of the year. On the other hand, troubadours etc. will be allowed at restaurants as of this week and the government will decide tomorrow if even larger groups of people will be allowed to attend events, which would be supportive.
- ▶ Transaction data suggests that total household consumption as measured by Statistics Sweden (HUKO), which will be released on Friday, was weaker in August than in July. We estimate that household consumption in calendar adjusted terms and fixed prices was about 3% lower than in August 2019.

#### Analysts:

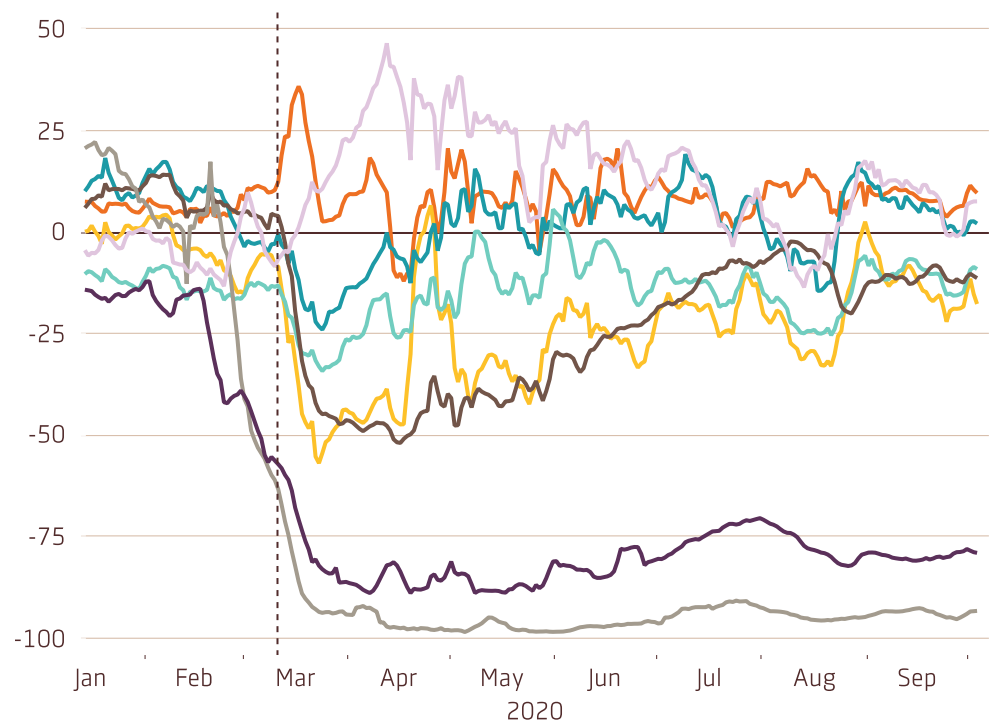
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# Transaction turnover in 2020 in different sectors and monthly figures

## Annual growth

### Daily spending in different sectors, 2020

Transaction turnover, y/y %, 7dma

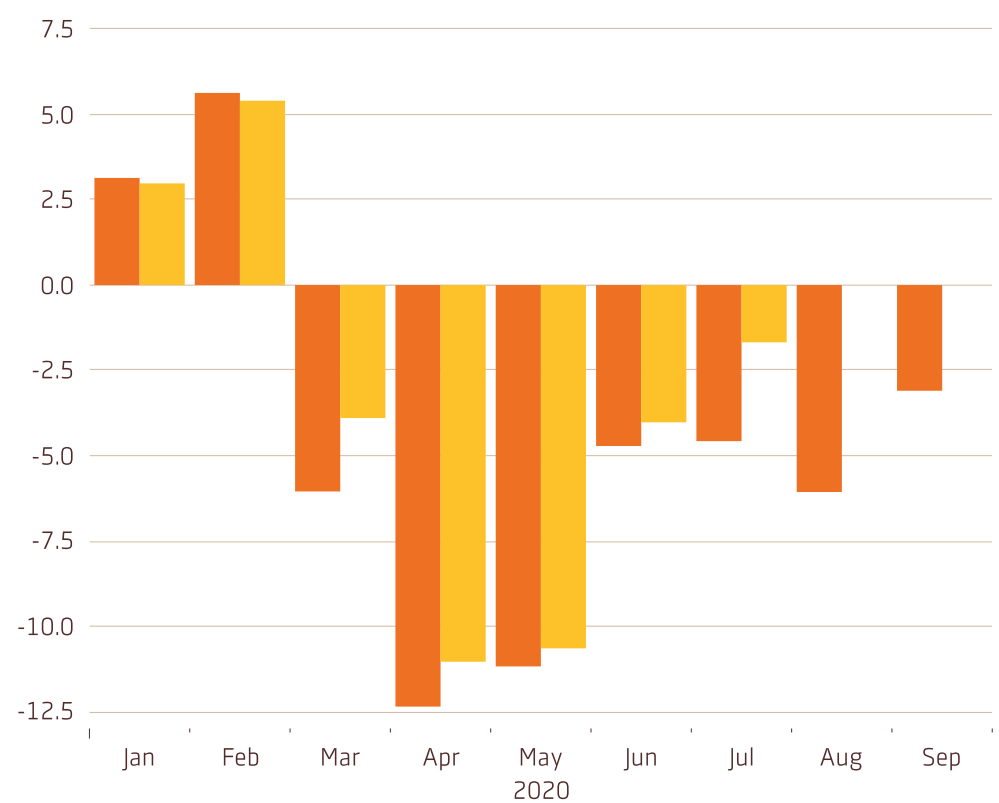


- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- Home electronics

Sources: Swedbank Pay and Swedbank Research

### Monthly household consumption

y/y %, current prices, not working day adjusted



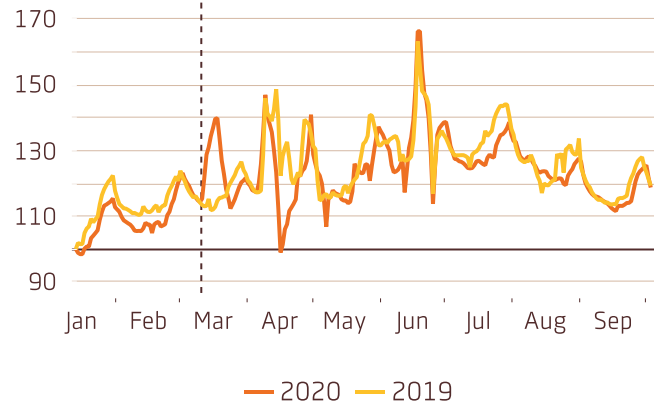
- Swedbank Pay transaction data
- SCB Household consumption indicator

Sources: Swedbank Research & Macrobond

## Daily transaction turnover in different sectors

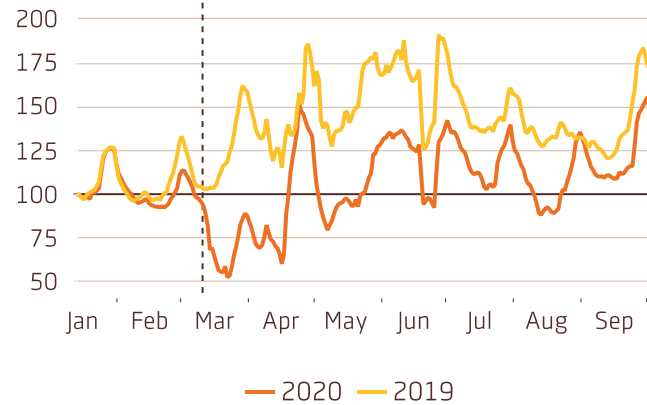
7 days moving average, index (Jan 13<sup>th</sup> = 100 for each year), 2020 compared to 2019, HUKO sectors

### Mostly food and beverages



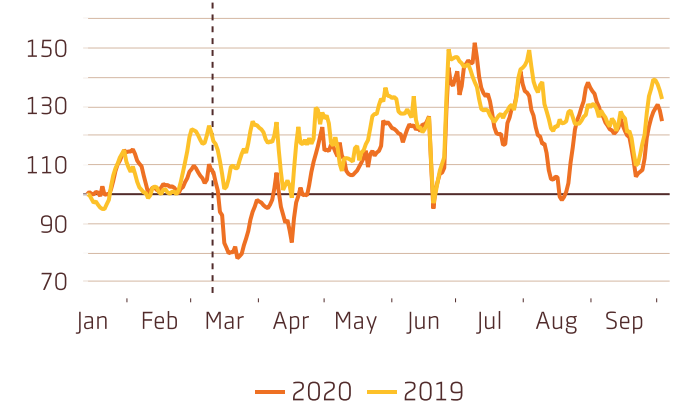
Sources: Swedbank Pay and Swedbank Research

### Clothing and footwear



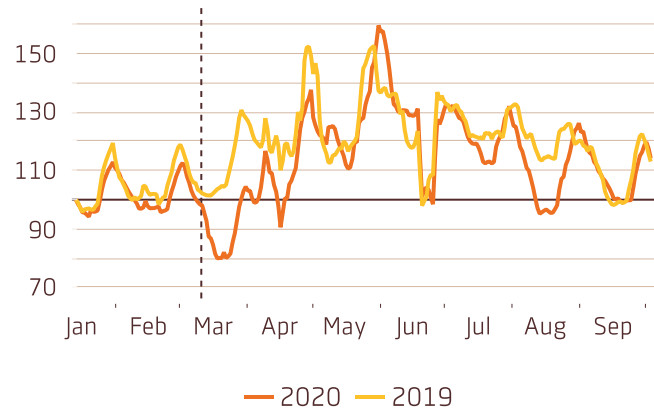
Sources: Swedbank Pay and Swedbank Research

### Furnishings and household equipment



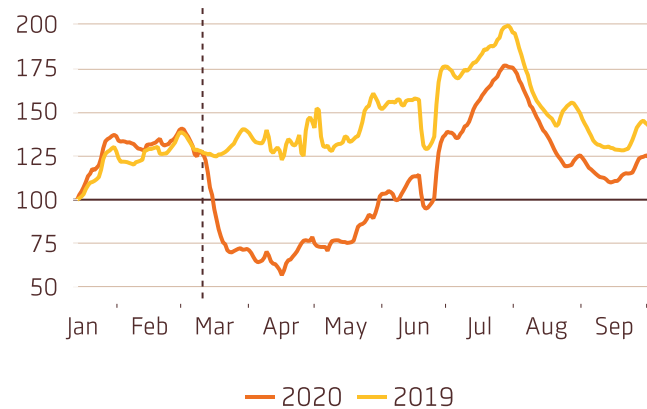
Sources: Swedbank Pay and Swedbank Research

### Recreation and culture



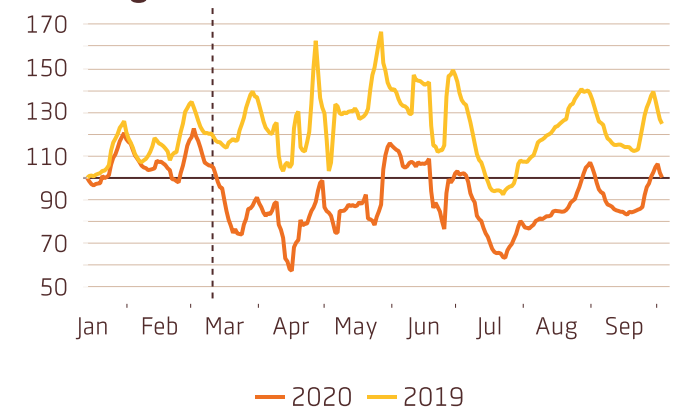
Sources: Swedbank Pay and Swedbank Research

### Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

### Other goods and services

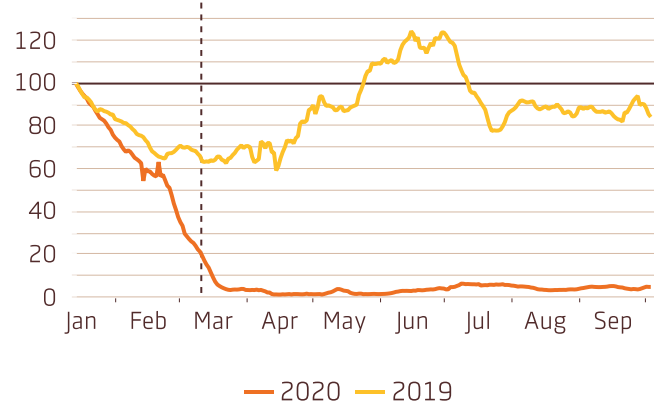


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in other sectors

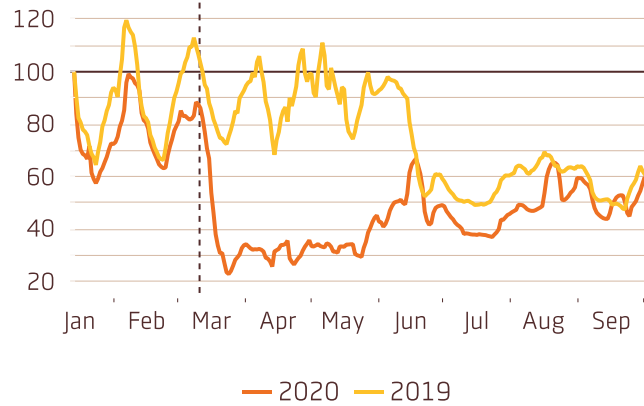
7 days moving average, index (Jan 13<sup>th</sup> = 100 for each year), 2020 compared to 2019

### Airlines and Travel agencies



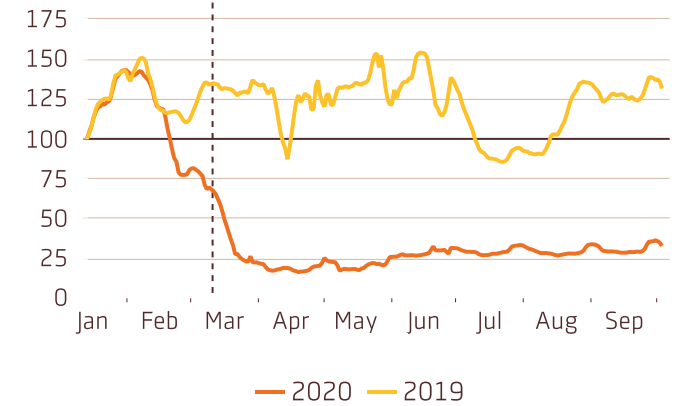
Sources: Swedbank Pay and Swedbank Research

### Public transport



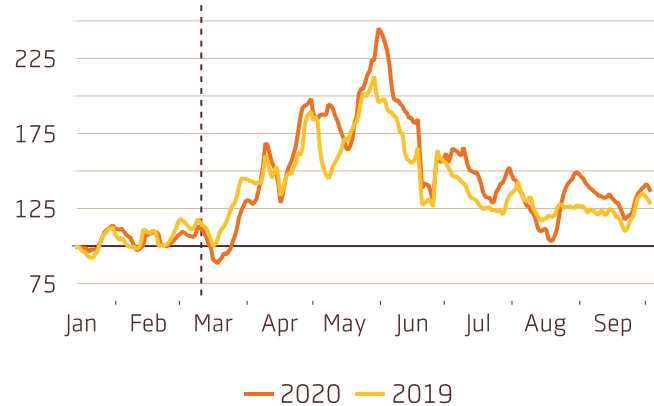
Sources: Swedbank Pay and Swedbank Research

### Taxis



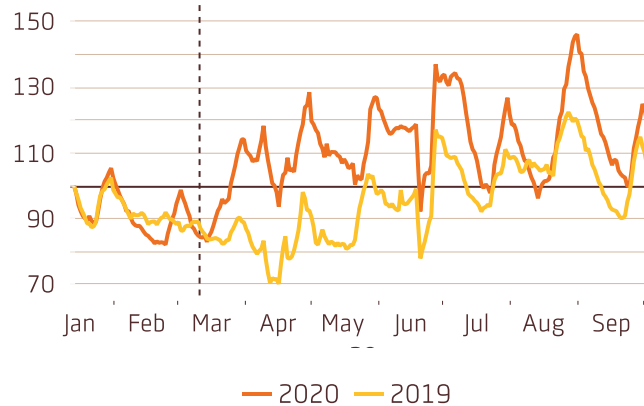
Sources: Swedbank Pay and Swedbank Research

### Home furnishings and renovations



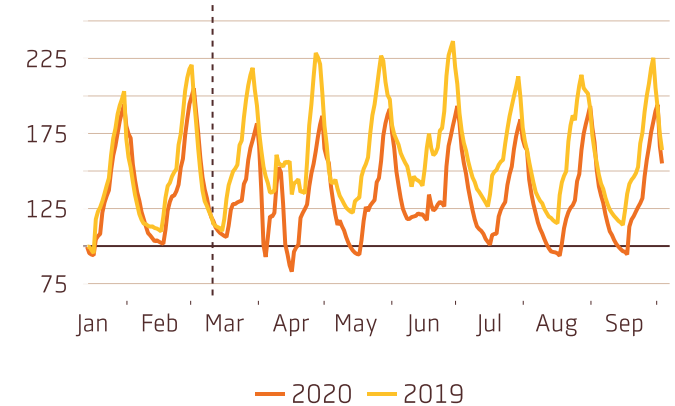
Sources: Swedbank Pay and Swedbank Research

### Home electronics



Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

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