

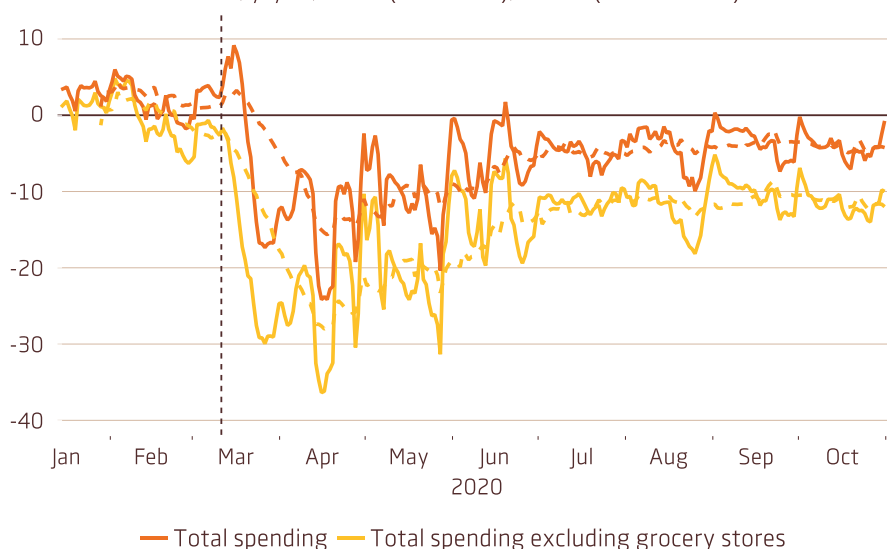
Consumer Spending Observer

New restrictions are not visible in the spending data - yet.

- ▶ Spending has increased markedly in recent days; probably due to payday, staycations and Halloween
- ▶ Spending trend remains stable, but expected to decline due to new restrictions

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 October 31st continues to show a stable trend. Total spending has increased substantially in recent days, but this has been a normal pattern after the payday on the 25th during this crisis. Spending is probably also supported by the autumn vacation. The 4-week trend edged up slightly to -4% y/y for total spending, while spending excluding groceries remained unchanged at -12% y/y.
- ▶ Spending on food increased substantially supported by Halloween and the staycation effect as schools were closed due to the autumn break. This also seem to have supported spending on restaurants & hotels. Perhaps some people also started stockpiling goods (mostly food) due to the worsening coronavirus situation. Travel spending (airline) usually goes up during the autumn break, but now it remained flat pushing down the yearly rate. On the contrary, spending on Taxis usually drops substantially, but spending remained unchanged last week pushing up the annual rate significantly (see charts on page 4).
- ▶ Considering the stricter restrictions in several regions across Sweden we expect spending to decline going forward. It's the most populated regions that are affected by the tighter restrictions such as Stockholm, Skåne and Västra Götaland. However, this was implemented recently and thus not yet visible in the data.
- ▶ We will publish the Consumer Spending Observer every Wednesday from now on to be able to monitor the effects from increased infectivity and tighter restrictions regularly.

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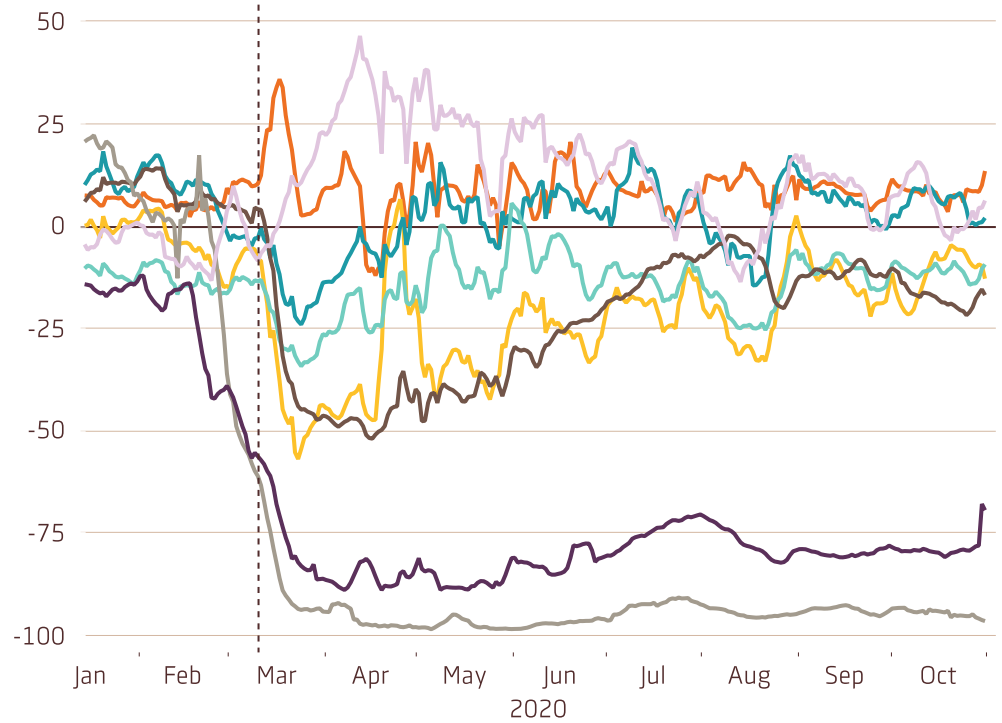
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Transaction turnover in 2020 in different sectors

Annual growth and its contributions during selected weeks

Daily spending in different sectors, 2020

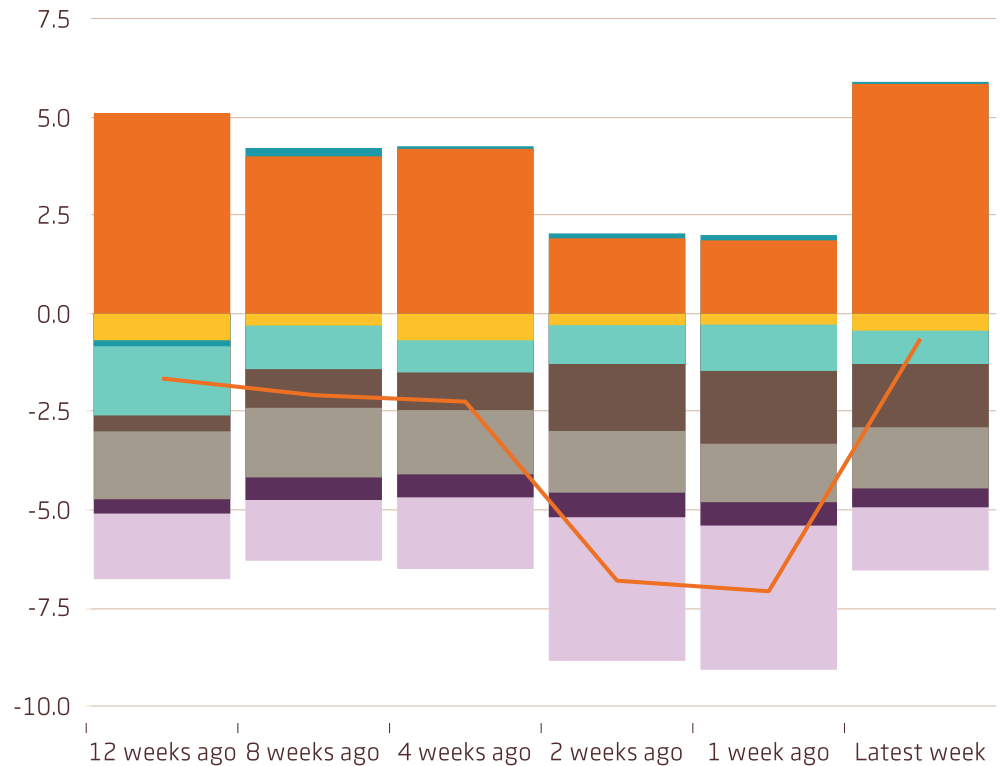
Transaction turnover, y/y %, 7dma



- 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



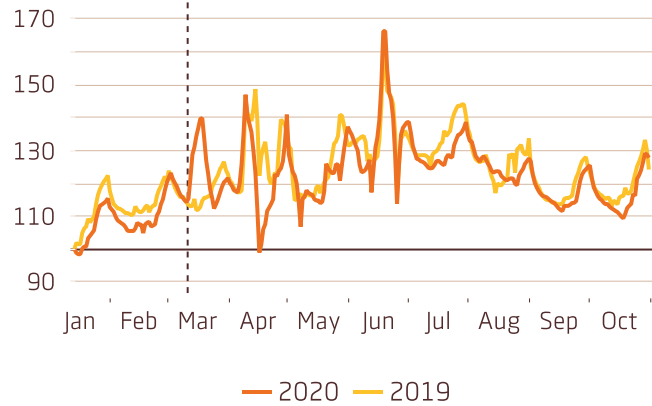
- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- All other sectors
- Total spending

Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

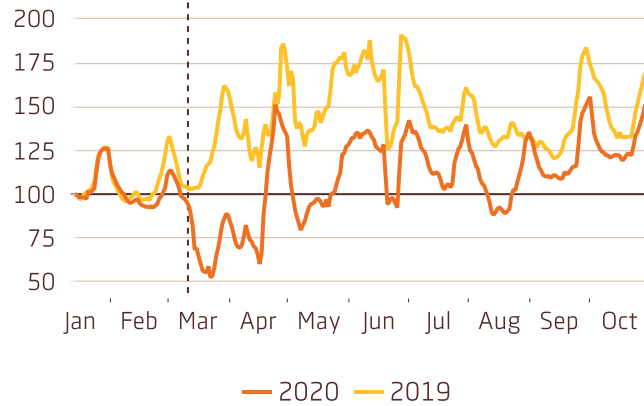
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019, HUKO sectors

Mostly food and beverages



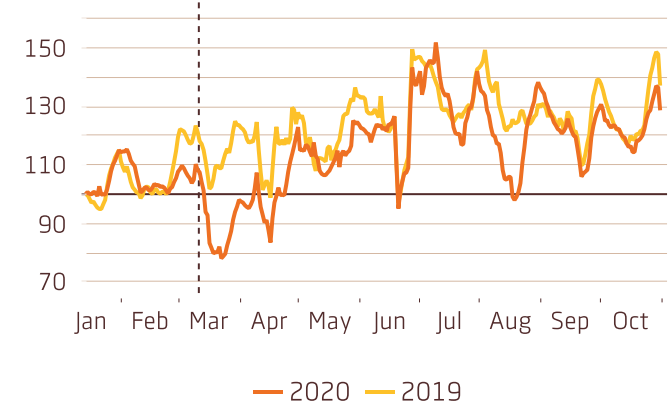
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



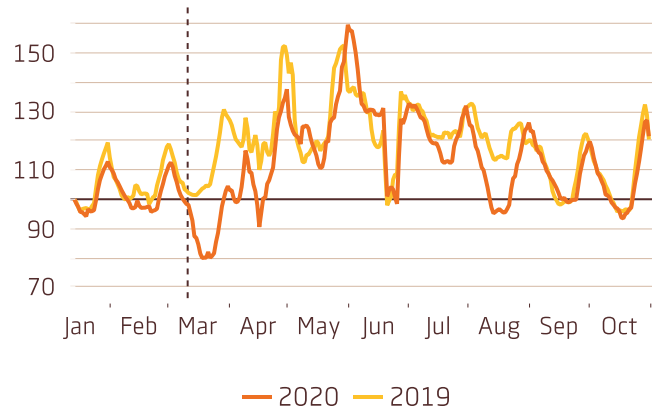
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



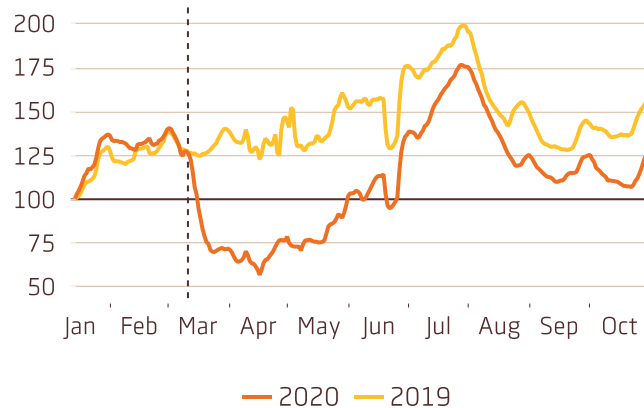
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



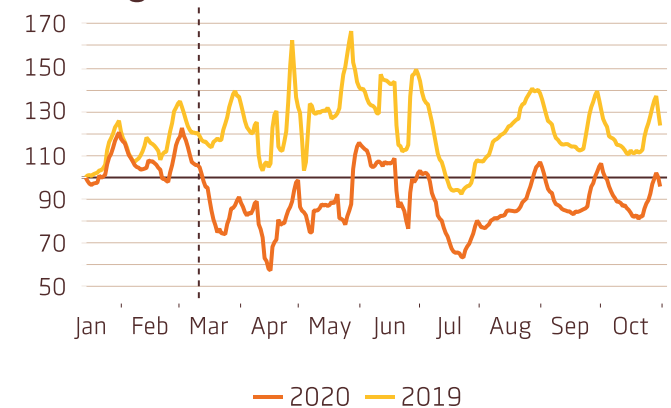
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

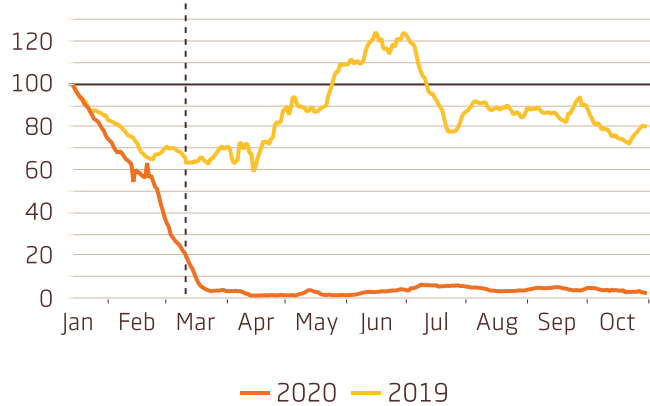


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in other sectors

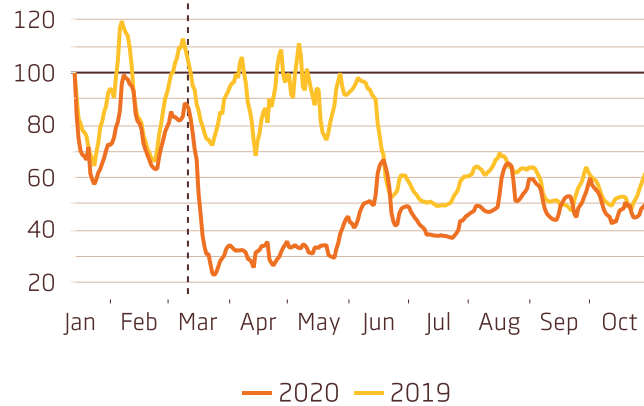
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Airlines and Travel agencies



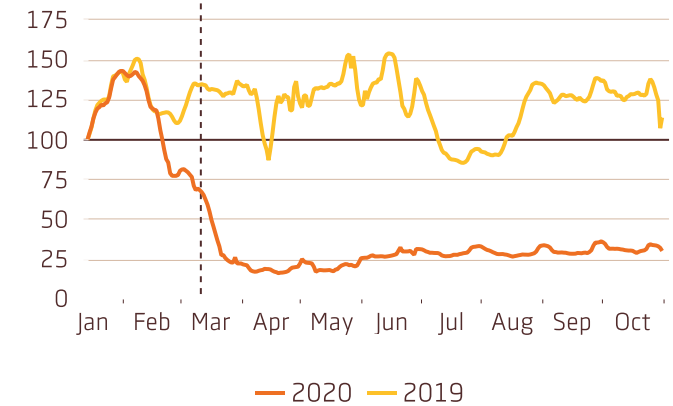
Sources: Swedbank Pay and Swedbank Research

Public transport



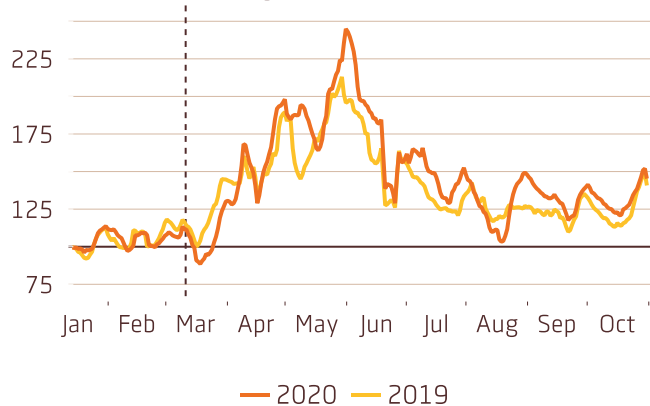
Sources: Swedbank Pay and Swedbank Research

Taxis



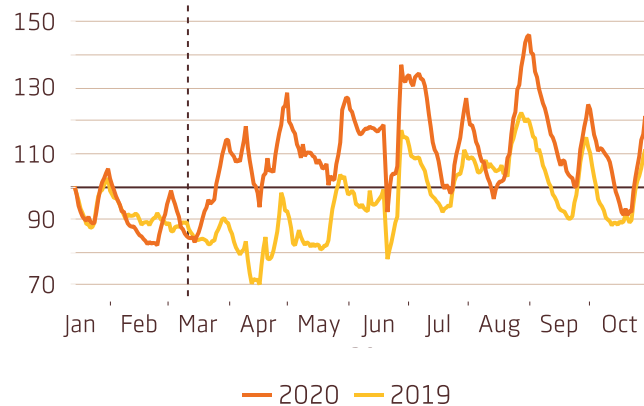
Sources: Swedbank Pay and Swedbank Research

Home furnishings and renovations



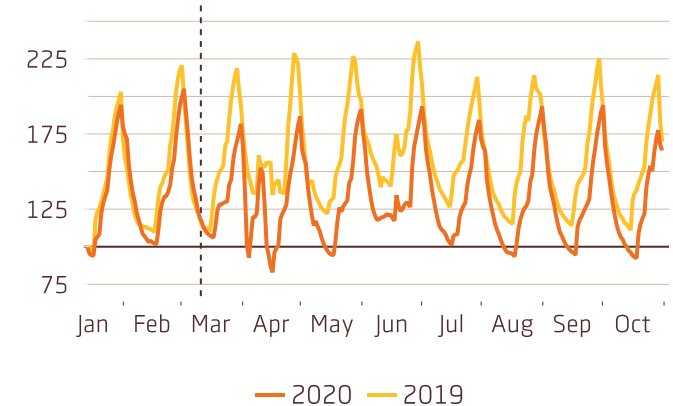
Sources: Swedbank Pay and Swedbank Research

Home electronics



Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

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