

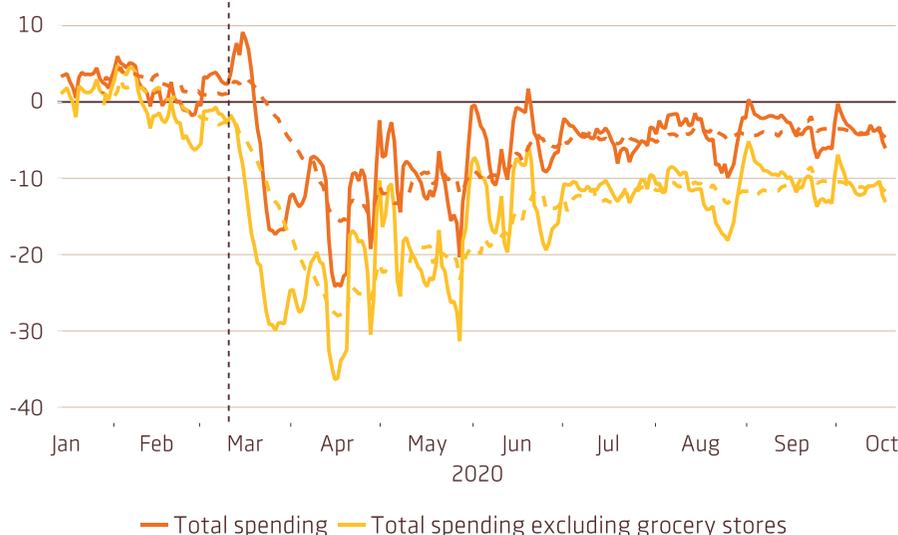
Consumer Spending Observer

Holding on to the trend. Just.

- ▶ Consumer spending still fairly stable, just below last year's level
- ▶ Significant regional differences in restaurant spending

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 17th continues to show a fairly stable development. Total spending has decreased in recent days, as it usually does prior to the pay out day on the 25th. The 4-week trend edged down slightly to -5% y/y for total spending, and about -12% y/y for spending excluding groceries.
- ▶ Spending on home electronics and restaurants & hotels in y/y-terms have turned lower compared to two weeks ago, while spending on furnishing & household equipment and clothes & shoes are slightly higher.
- ▶ Spending on restaurants & hotels peaked in August and the 4-week trend has gradually decreased and not been this low since July, -15% y/y.
- ▶ We have examined the restaurant consumption during this pandemic on a local basis. You can find it [here](#) (only in Swedish). Restaurant sales decreased in all areas of Sweden, but the regional differences are significant. During the summer the "staycation" effect contributed to higher sales in several tourist regions and sales were even higher in some regions compared to a year ago (for example Gotland, Österlen and Strömstad) during this period. However, this effect has diminished after the summer and most tourist regions have experienced a drop in sales on the year as a whole. On a national level, restaurant spending is 25% lower YTD compared to a year ago up until September, and in the larger cities it's around 25-35% lower.

Analysts:

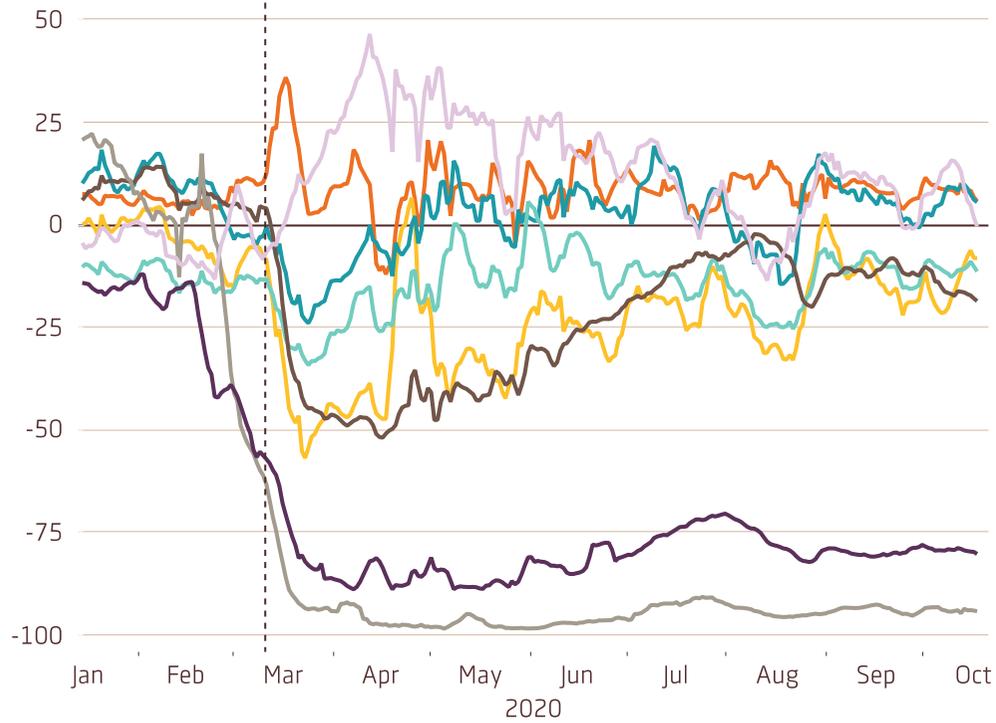
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Transaction turnover in 2020 in different sectors and monthly figures

Annual growth

Daily spending in different sectors, 2020

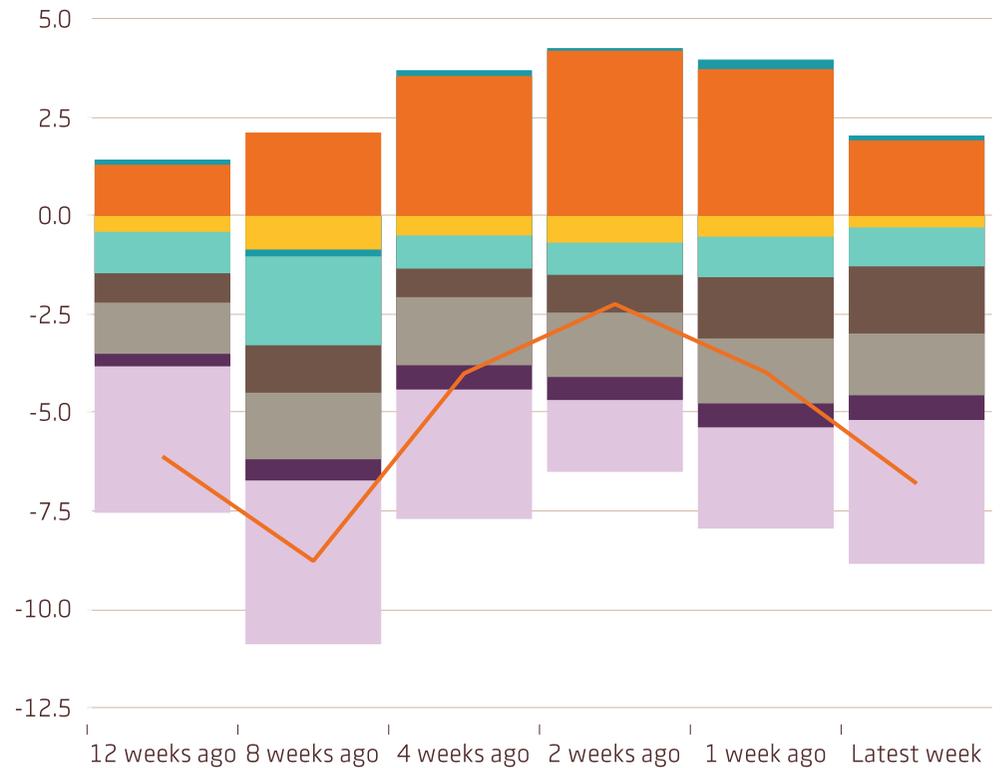
Transaction turnover, y/y %, 7dma



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

Sources: Swedbank Pay and Swedbank Research

Contributions to yearly growth, selected sectors



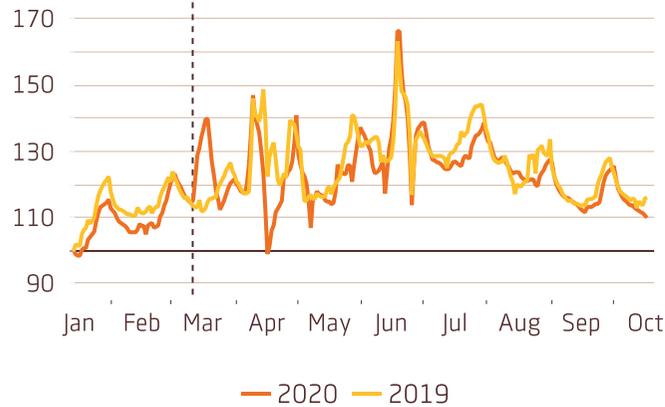
- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- All other sectors
- Total spending

Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

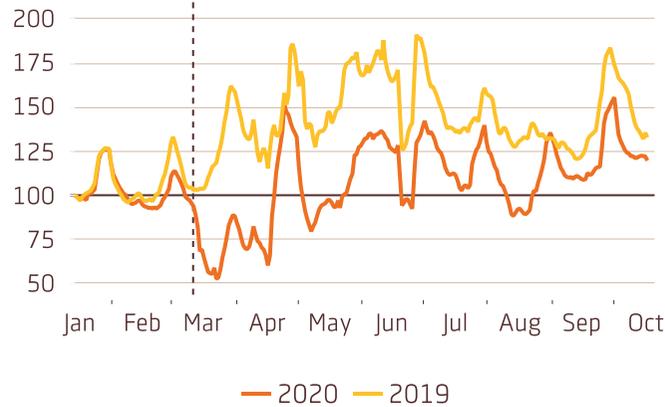
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019, HUKO sectors

Mostly food and beverages



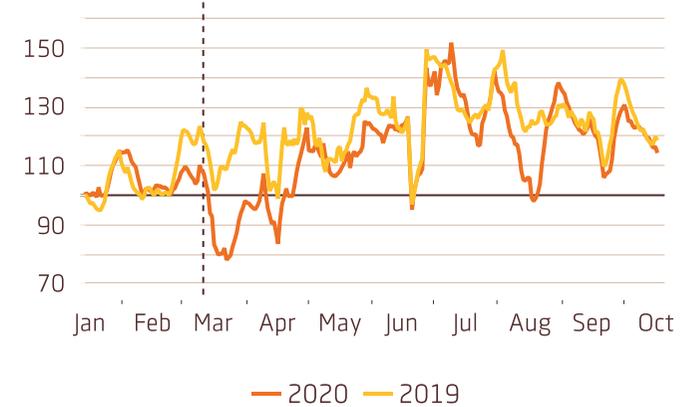
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



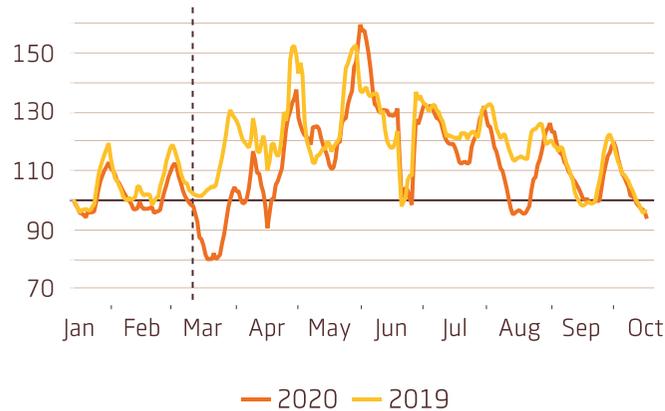
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



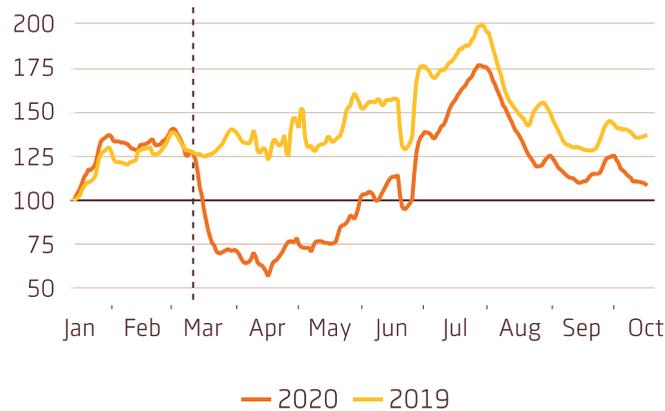
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



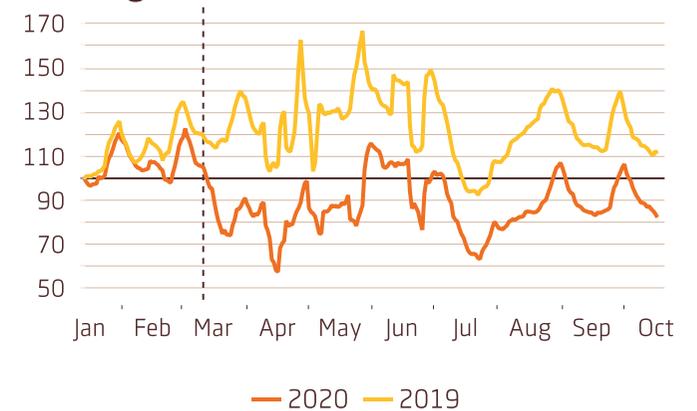
Sources: Swedbank Pay and Swedbank Research

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

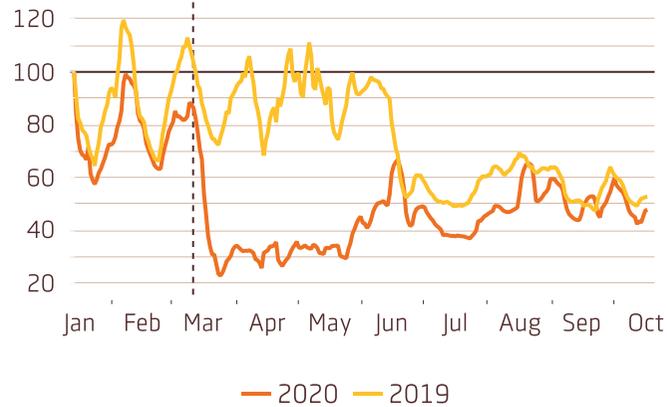
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Airlines and Travel agencies



Sources: Swedbank Pay and Swedbank Research

Public transport



Sources: Swedbank Pay and Swedbank Research

Taxis



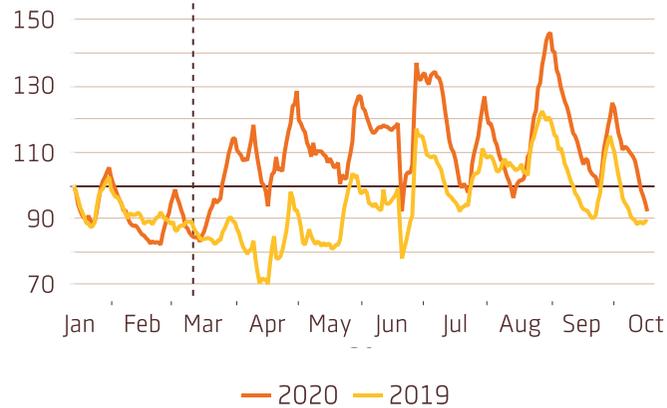
Sources: Swedbank Pay and Swedbank Research

Home furnishings and renovations



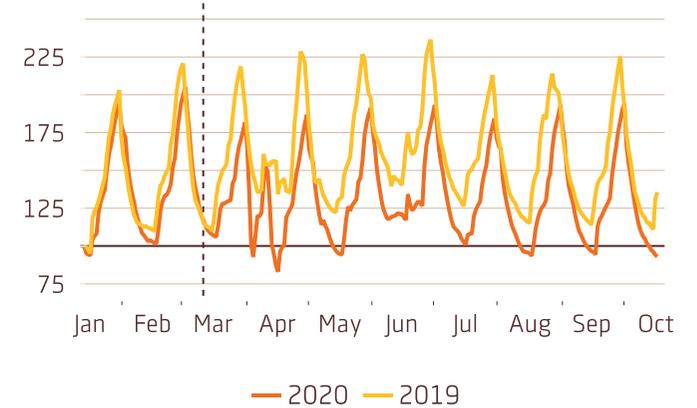
Sources: Swedbank Pay and Swedbank Research

Home electronics



Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

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