

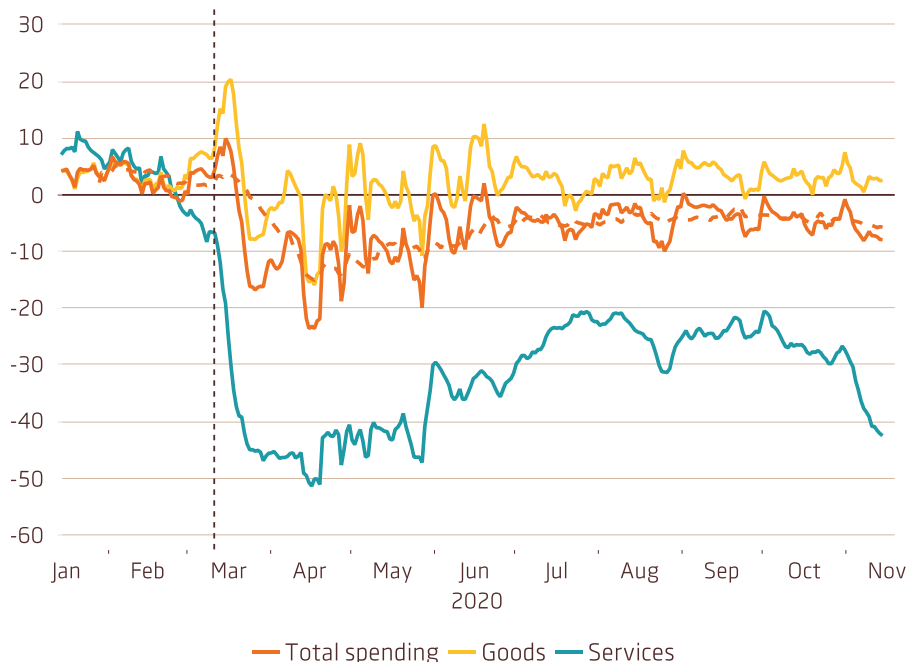
Consumer Spending Observer

Restriction-sensitive sectors fall, but goods counteract

- ▶ Spending is trending downwards, although it remained at 8% below last year's level in past week
- ▶ Restaurants and clothing drop, while spending on home electronics and durables increase

Daily spending in Sweden

Transaction turnover, y/y %, 7dma (solid lines), 4wma (dashed line)



Note: Goods include purchases of all kinds of goods, i.e. all retail trade, including alcoholic beverages and fuel, as well as purchases of vehicles. Services include all service sectors.

Sources: Swedbank Pay and Swedbank Research

Notes on data: The data shows transaction turnover based on card transactions acquired by Swedbank Pay in Sweden. Further details on data are [here](#).

- ▶ The drop in spending following the tighter corona restrictions continues in services, while spending on goods is more resistant. In total, spending was 8% lower compared to a year ago according to Swedish card transaction data up until November 14th. Excluding groceries, spending was 18% lower y/y.
- ▶ In addition to travel related services, the tighter restrictions in most regions seem to affect spending on restaurants & hotels as well as clothing & footwear. Transaction turnover is falling fast in these sectors and is about 40% below last year's level. The speed of the decrease is almost in line with the drop in March.
- ▶ Spending on recreation & culture has increased in November and been fairly resilient during the corona pandemic, which at first glance may seem a bit odd. But that's because it's a very broad category. Home electronics, boats, caravans, sporting gear, pet related spending, gardening, books are also included. However, recreational services such as museums, cinemas etc. have declined further in recent weeks and are far below last year's level (see chart on page 2). Given new restrictions on November 24th, we expect cultural services to continue to fall, however, the jumping-off point is much lower than in March.
- ▶ We expect retail sales in the coming weeks to be supported by Black Friday and Christmas shopping. Services will likely continue to drop and remain depressed as long as tighter restrictions are in place.

Analysts:

Pernilla Johansson, Senior Economist, pernila.johansson@swedbank.se

Jana Eklund, Senior Econometrician, jana.eklund@swedbank.se

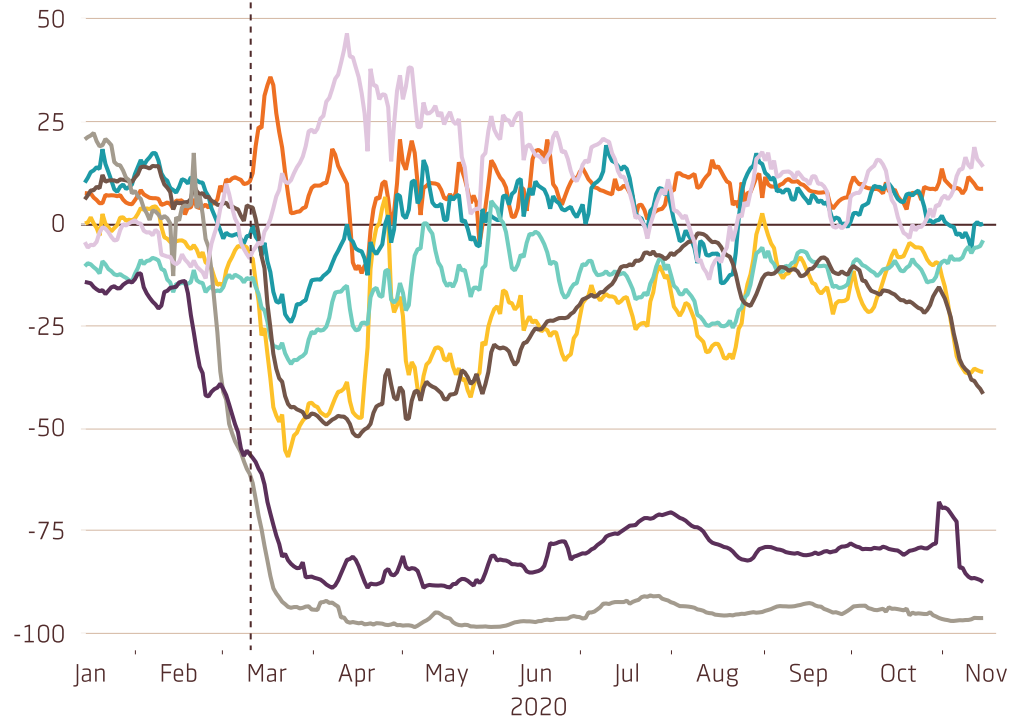
Robin Ahlén, Economist, robin.ahlen@swedbank.se

Transaction turnover in 2020 in different sectors

Annual growth

Daily spending in different sectors

Transaction turnover, y/y %, 7dma

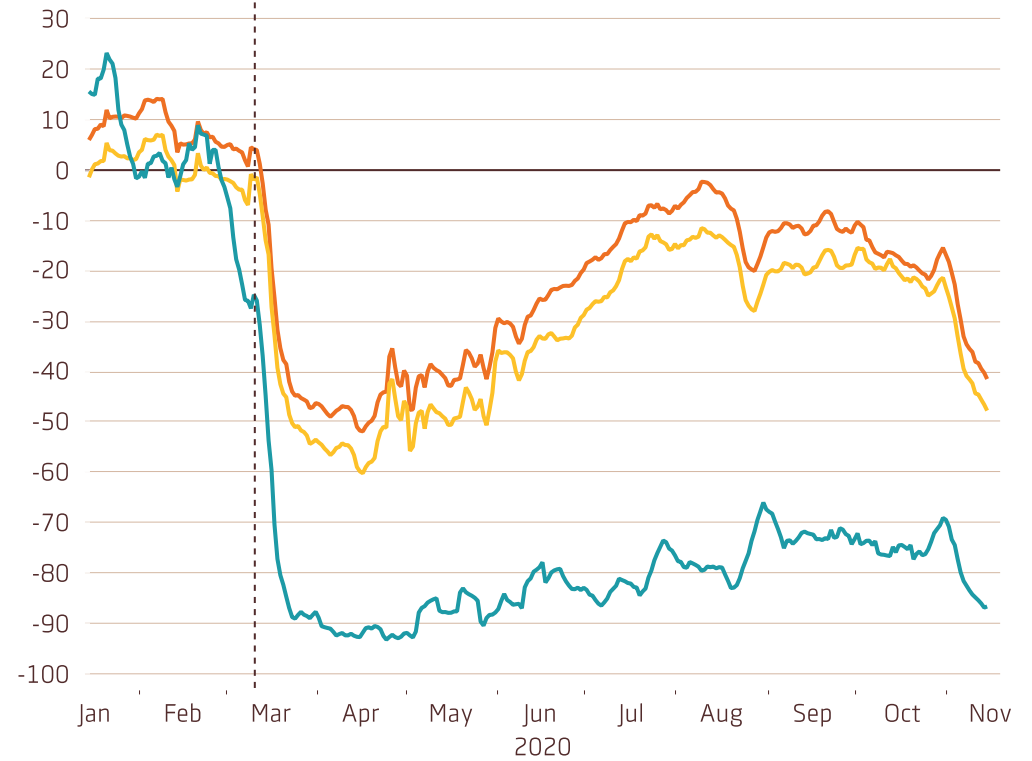


- Mostly food & beverages
- Clothing & footwear
- Furnishings & household eq.
- Recreation & culture
- Restaurants & Hotels
- Airlines & Travel agencies
- Taxis
- Home electronics

Sources: Swedbank Pay and Swedbank Research

Daily spending in selected service sectors

Transaction turnover, y/y %, 7dma



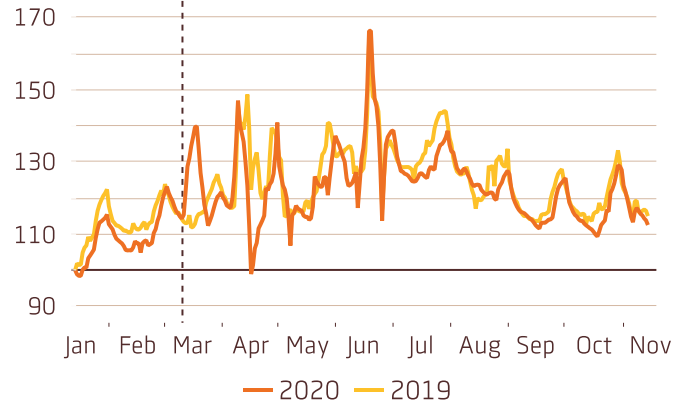
- Restaurants & Hotels
- Restaurants with mainly table service
- Culture (cinemas, concerts and theaters)

Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

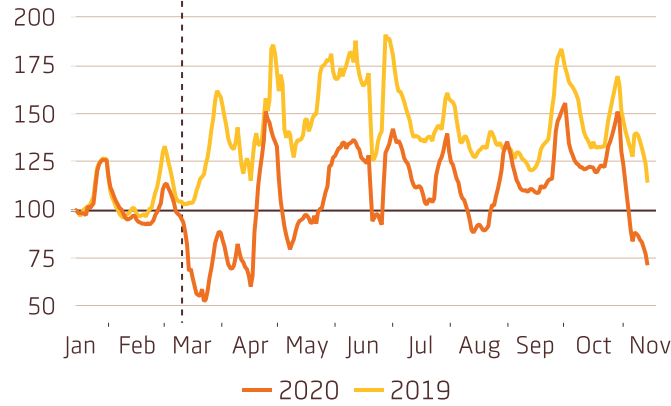
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019, HUKO sectors

Mostly food and beverages



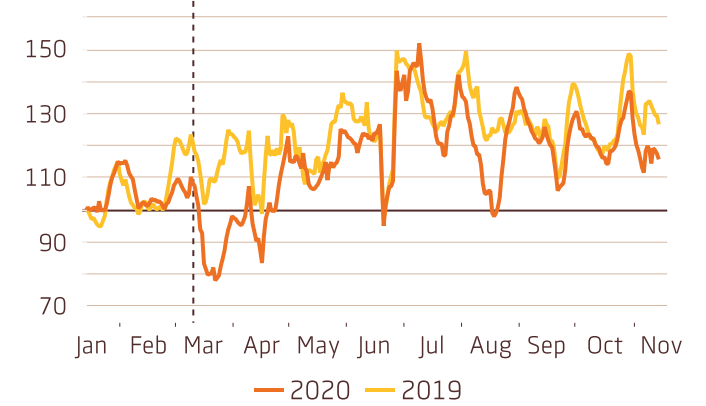
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



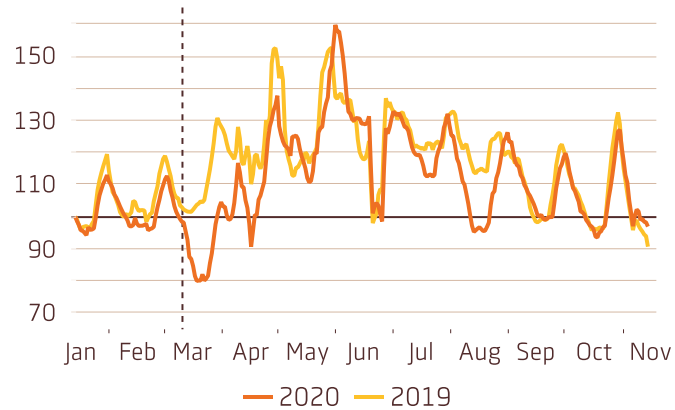
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



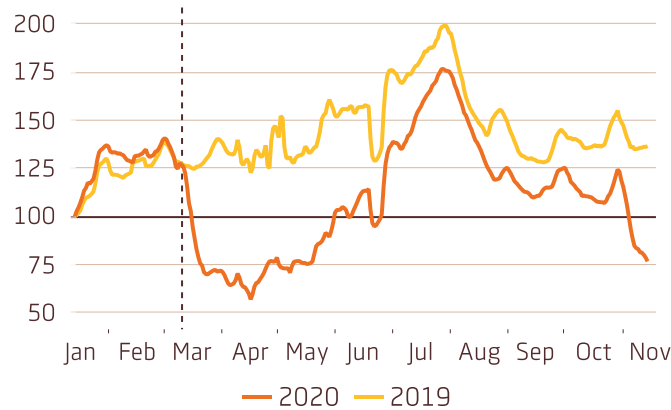
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



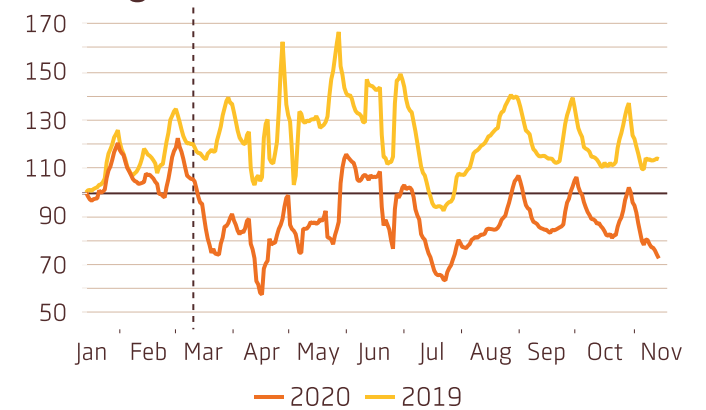
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

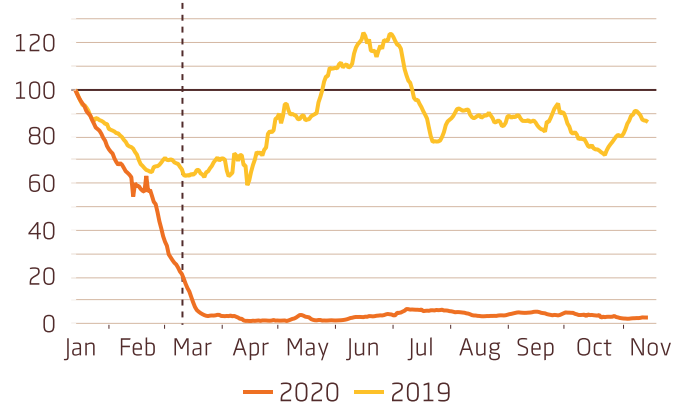


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in other sectors

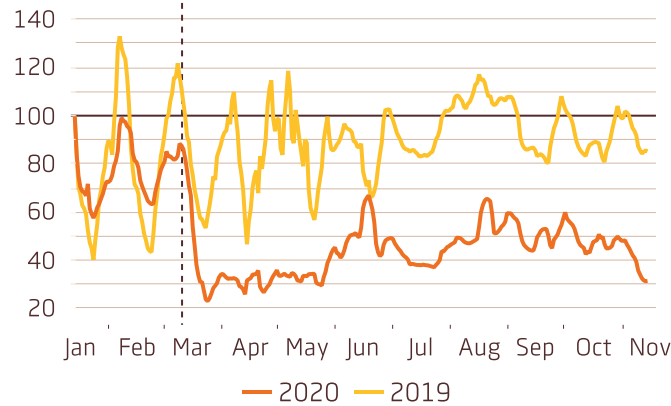
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Airlines and Travel agencies



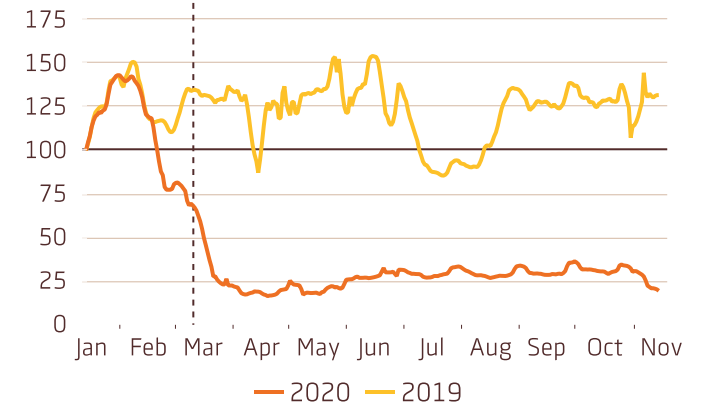
Sources: Swedbank Pay and Swedbank Research

Public transport*



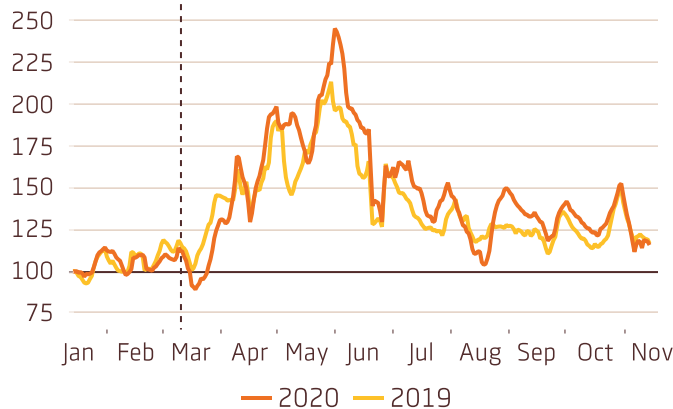
Sources: Swedbank Pay and Swedbank Research

Taxis



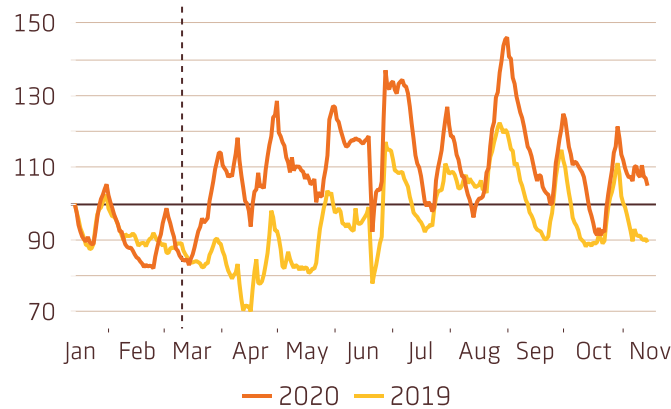
Sources: Swedbank Pay and Swedbank Research

Home furnishings and renovations



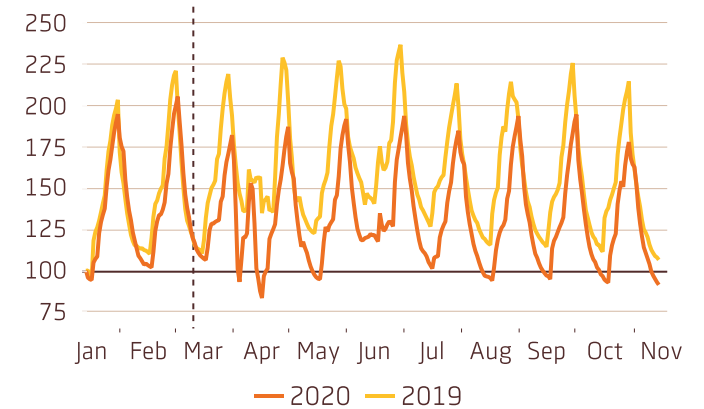
Sources: Swedbank Pay and Swedbank Research

Home electronics



Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

* Note on this week's data: Public transport has been adjusted to control for changes in the customer base. This change also affects total spending marginally.

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Address

Swedbank LC&I, Swedbank AB (publ), SE-105 34 Stockholm.

Visiting address: Malmkillnadsgatan 23, 111 57 Stockholm