

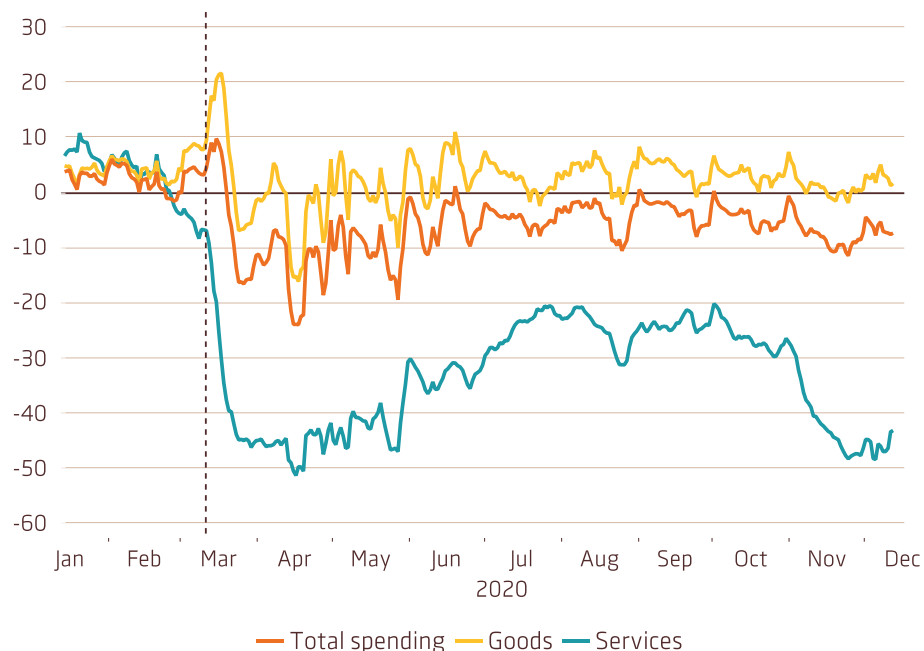
Consumer Spending Observer Sweden

Slight rebound in services spending

- Restaurants and hotels spending improved and seems to have left the bottom behind
- Home electronics, clothes and shoes spending suggest an early start to Christmas shopping

Daily spending in Sweden

Transaction turnover, y/y %, 7dma



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](#).

- Swedish card transaction data between 6th and 12th of December shows that total spending was 7% lower than during the corresponding week in 2019. Overall a rather stable development, but some encouraging signs in the services sector.
- Restaurants and hotels spending increased by 16% compared to the previous week, and the yearly drop in turnover seems to have left the bottom and is now 46%. The improvement is evident for restaurants with mainly table service. However, we can't tell from the data if it is the take-away or the table service that contributed to the improvement.
- Spending on clothes and shoes has increased since mid-November but is still 26% below last year's level. Also, spending on home electronics rose during the week. This could be a sign that the Christmas shopping has started a little bit earlier this year.
- In 2019, total spending increased by 34% in the week before Christmas. Clothes & shoes, furnishings & household equipment and other goods such as cosmetics, jewellery, toys, with major part of their sales concentrated in December, saw increases by more than 40% in the pre-Christmas period. It remains to be seen if such a boost will take place this year.

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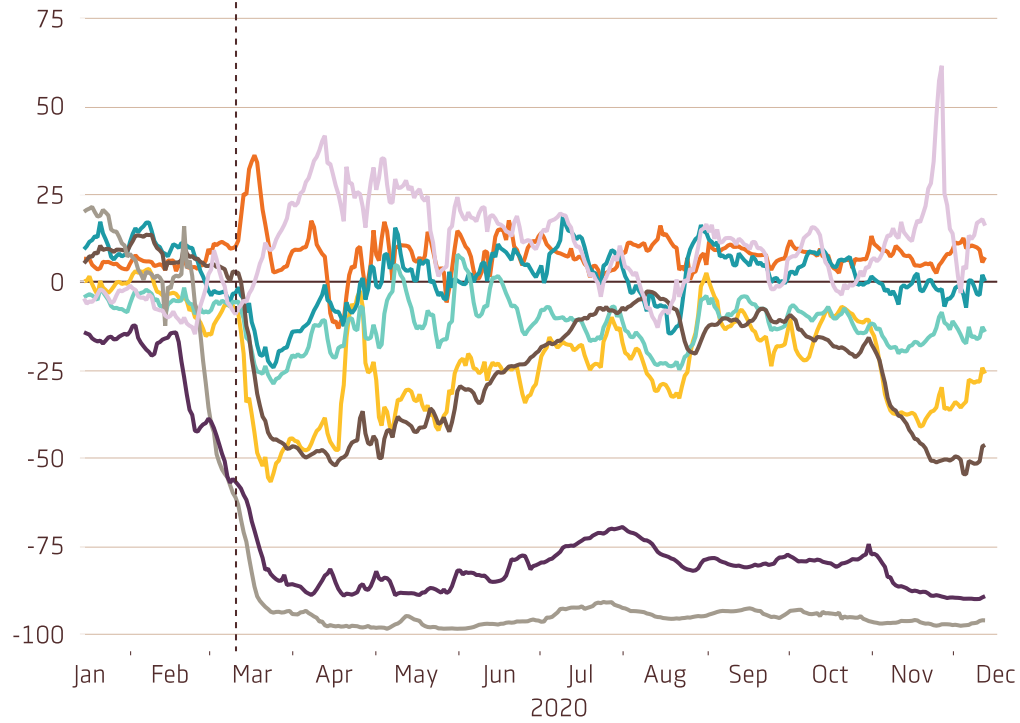
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Transaction turnover in 2020 in different sectors

Annual growth

Daily spending in different sectors

Transaction turnover, y/y %, 7dma

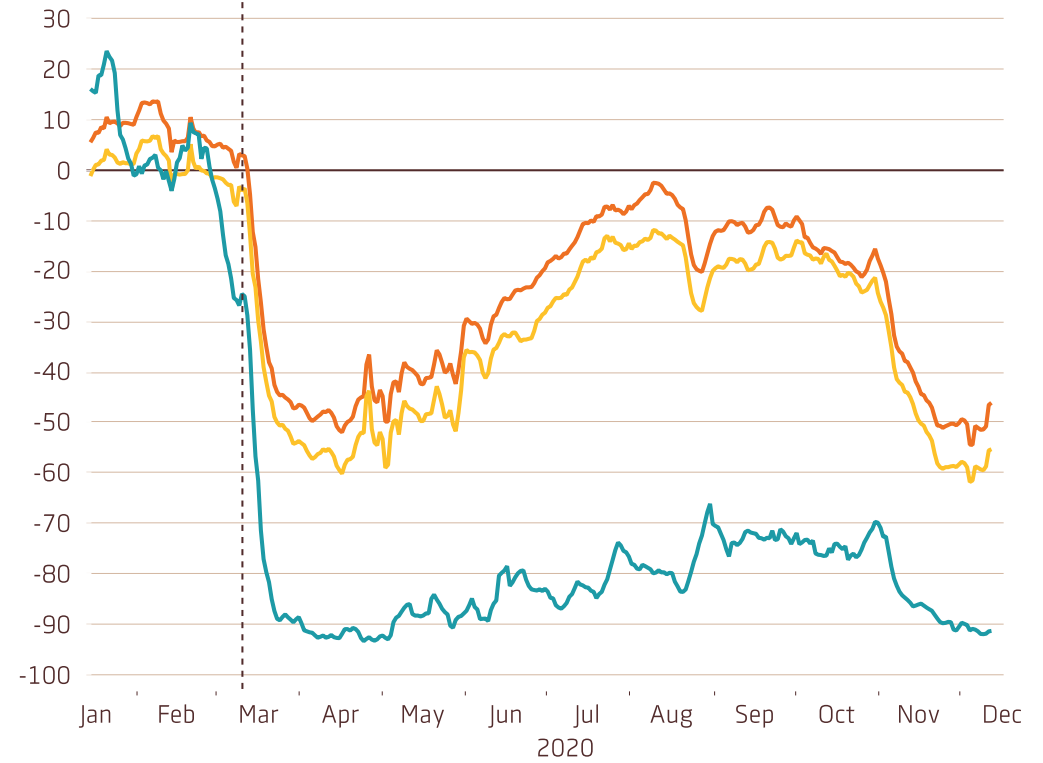


- Mostly food & beverages — Clothing & footwear — Furnishings & household eq.
- Recreation & culture — Restaurants & Hotels — Airlines & Travel agencies
- Taxis — Home electronics

Sources: Swedbank Pay and Swedbank Research

Daily spending in selected service sectors

Transaction turnover, y/y %, 7dma



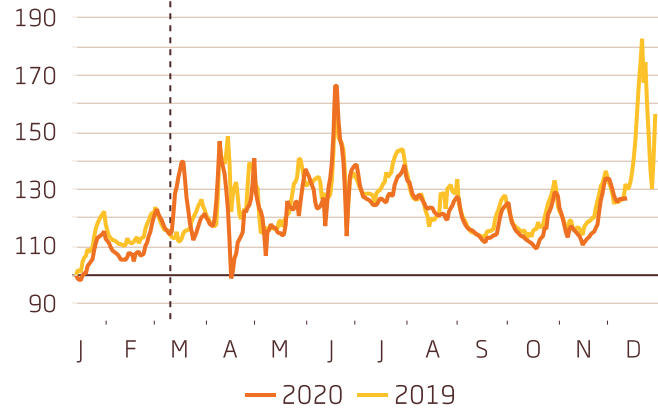
- Restaurants & Hotels — Restaurants with mainly table service
- Culture (cinemas, concerts and theaters)

Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

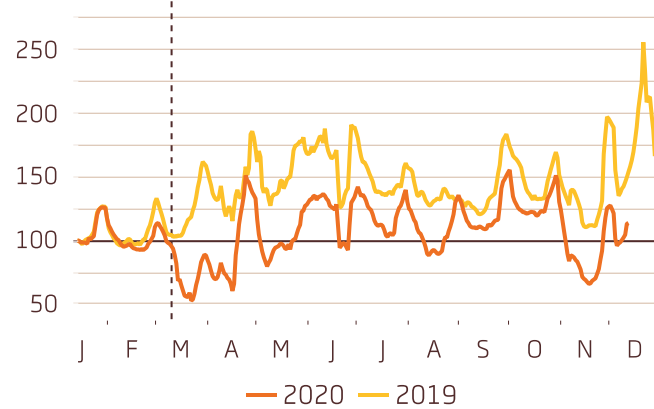
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019, HUKO sectors

Mostly food and beverages



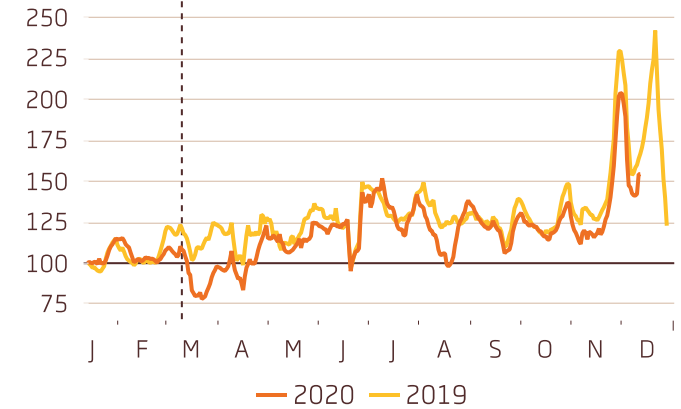
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



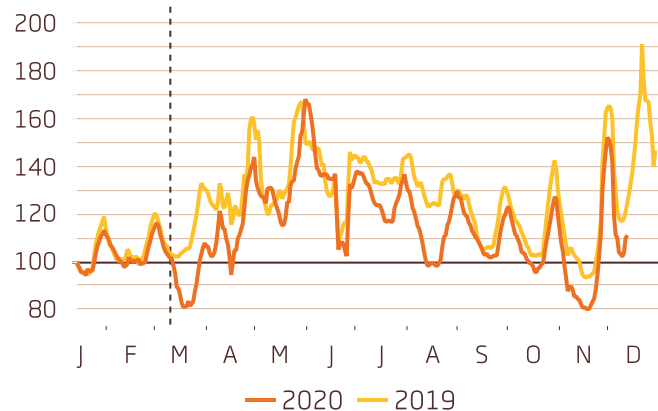
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



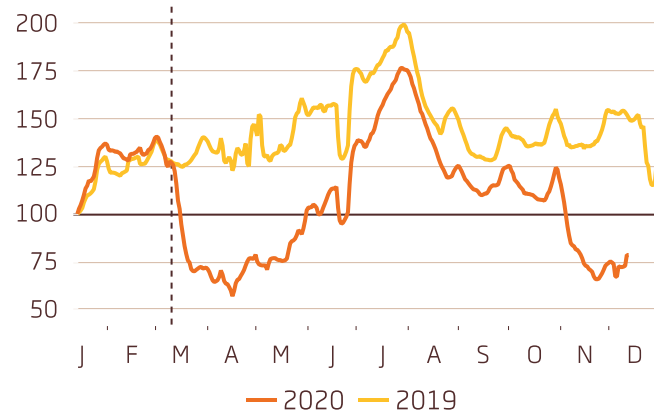
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



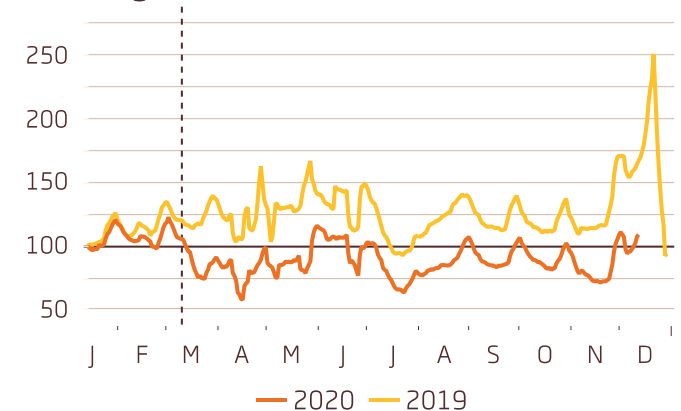
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

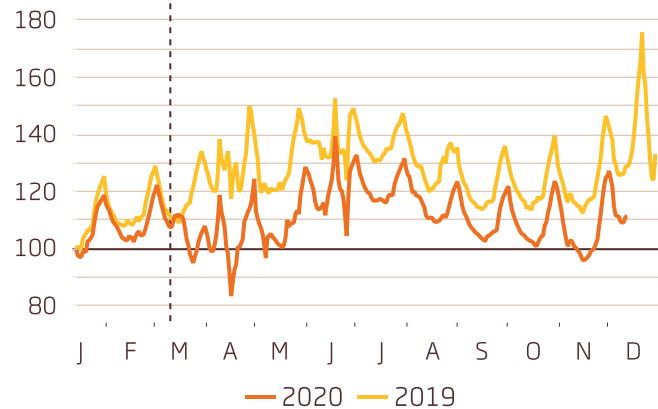


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in total spending and other sectors

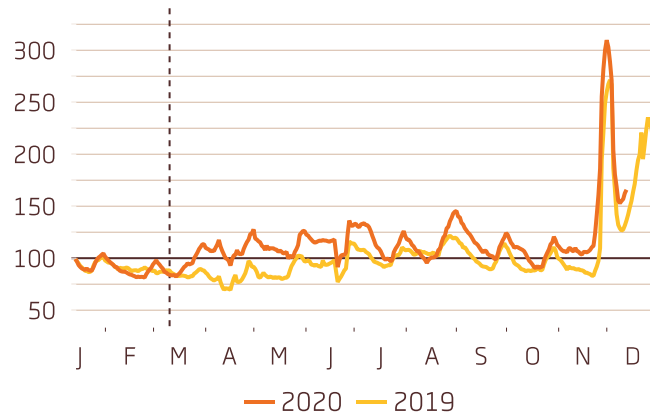
7 days moving average, index (Jan 13th = 100 for each year), 2020 compared to 2019

Total spending



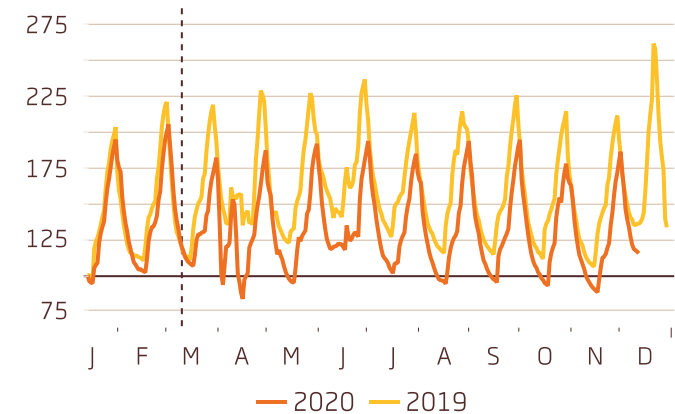
Sources: Swedbank Pay and Swedbank Research

Home electronics



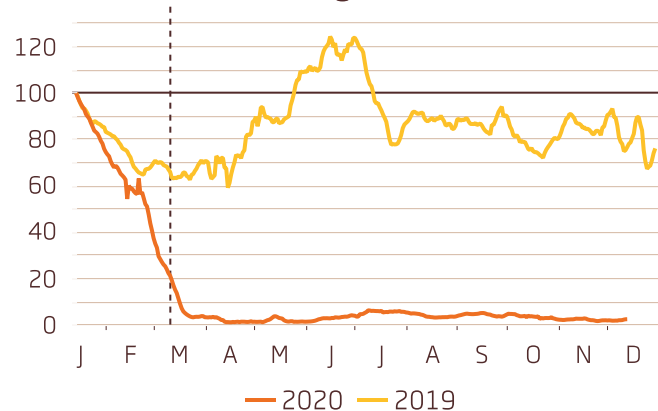
Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



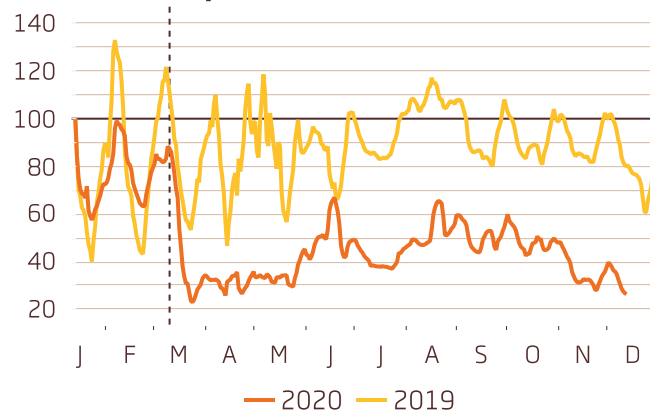
Sources: Swedbank Pay and Swedbank Research

Airlines and Travel agencies



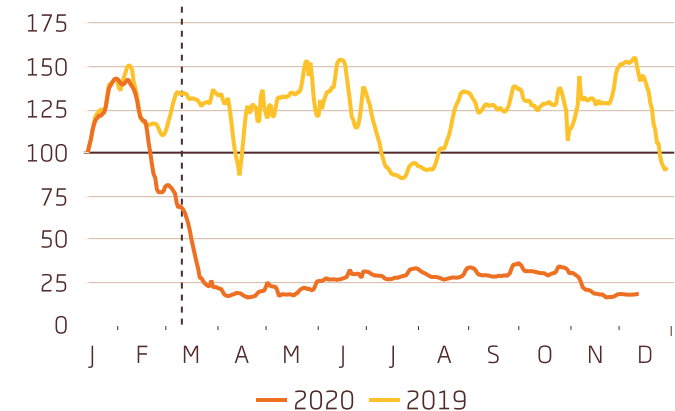
Sources: Swedbank Pay and Swedbank Research

Public transport



Sources: Swedbank Pay and Swedbank Research

Taxis



Sources: Swedbank Pay and Swedbank Research

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