

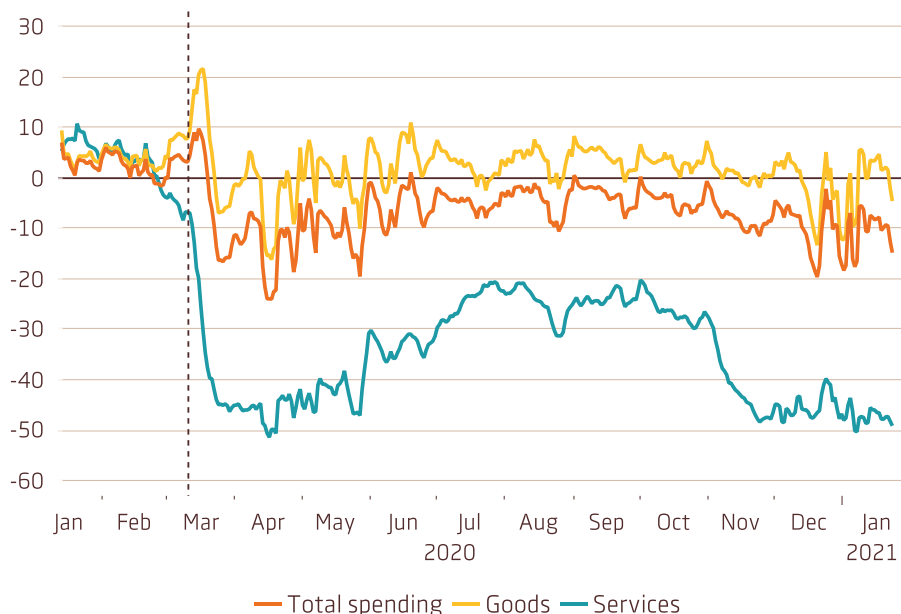
# Consumer Spending Observer Sweden

## Spending drops 15% during the poorest week of the year

- Spending on services remain muted but no obvious effects from alcohol-ban at restaurants
- Regional data suggests not a lot of traveling during the holidays

### 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. Daily data is compared with the same day of the week in previous year, except for 22/12-2/1 where we align data to the specific date to deal with the seasonal pattern during Christmas and New Year.

- Swedish card transaction data between 17th and 23rd of January shows that total spending was 15% lower than during the corresponding week 2020. It's a downturn compared to the week before, but as was the case many times during 2020, spending drops before the payday. This week is normally also referred to as the poorest week of the year after Christmas.
- Spending on services remains very downbeat following the tougher restrictions. However, spending on restaurants & hotels as well as on taxis experienced a slight boost during the holidays but have since then dampened and are close to the previous lows. Spending on goods remains more upbeat, especially home electronics.
- Turnover in the restaurant sector, although at a very low level already from the beginning of November, does not seem to have dropped further when a ban to sell alcohol after 10pm were implemented (20/11) nor when it was constricted to after 8pm (24/12).
- Looking at spending data on a regional level it's a fairly similar picture among most cities in Sweden with a slight bump, indicating that people have generally stayed indoors and/or that travel has been low. However, in the Vemdalen and Jokkmokk regions, restaurant spending was higher in January this year compared to 2020.

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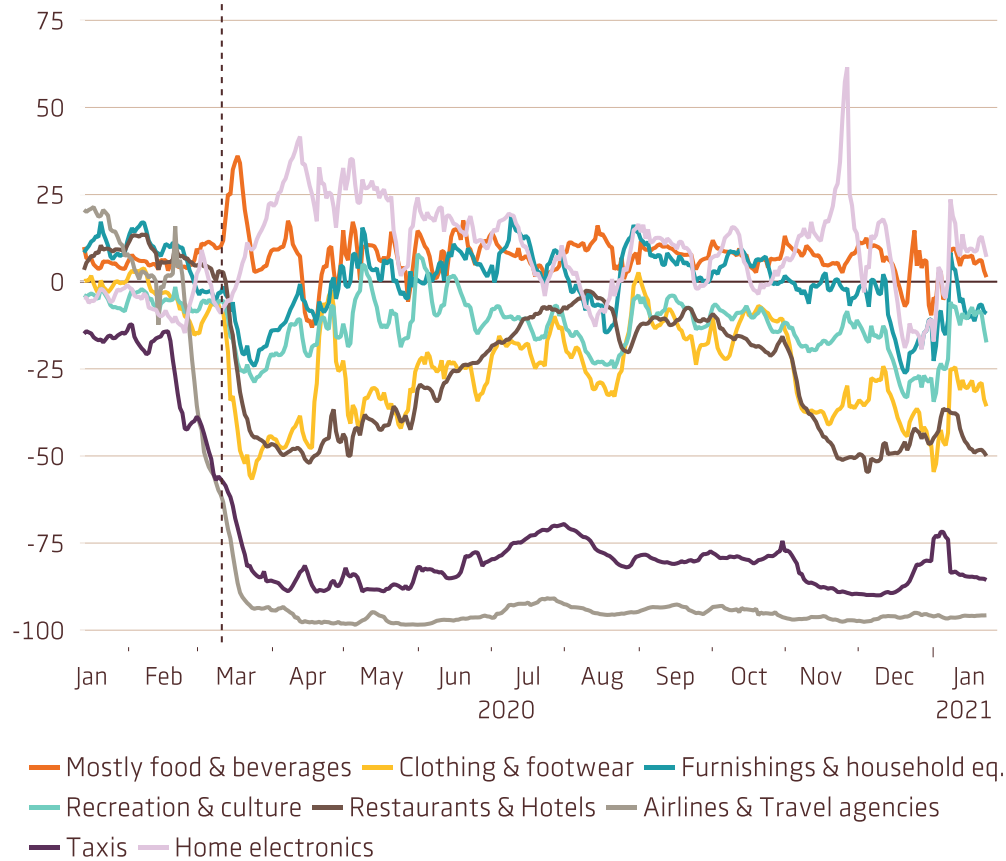
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# Transaction turnover in 2021 in different sectors and the restaurant sector

## Annual growth

### Daily spending in different sectors

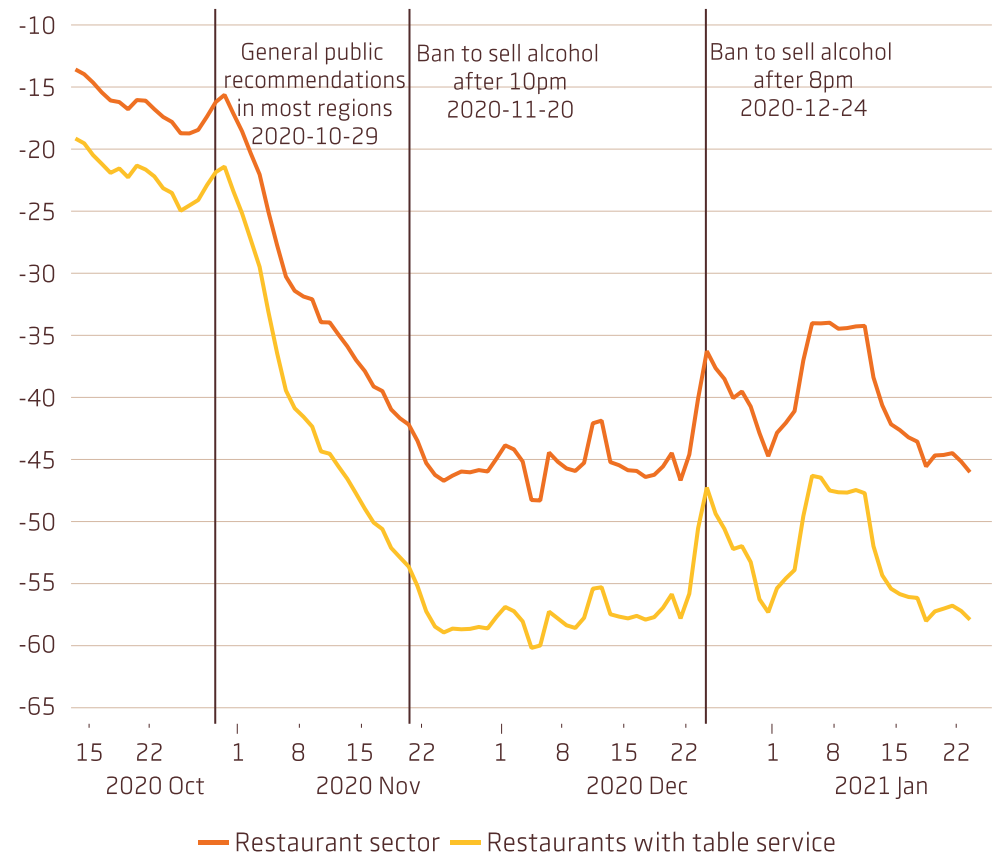
Transaction turnover, y/y %, 7dma



Sources: Swedbank Pay and Swedbank Research

### Turnover in the restaurant sector

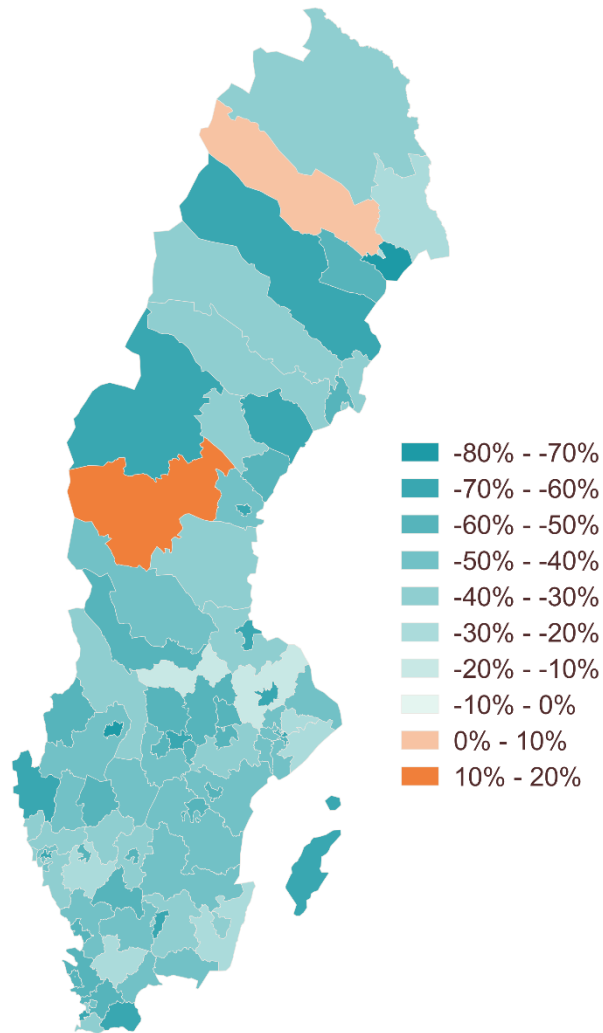
y/y %



Sources: Swedbank Pay and Swedbank Research

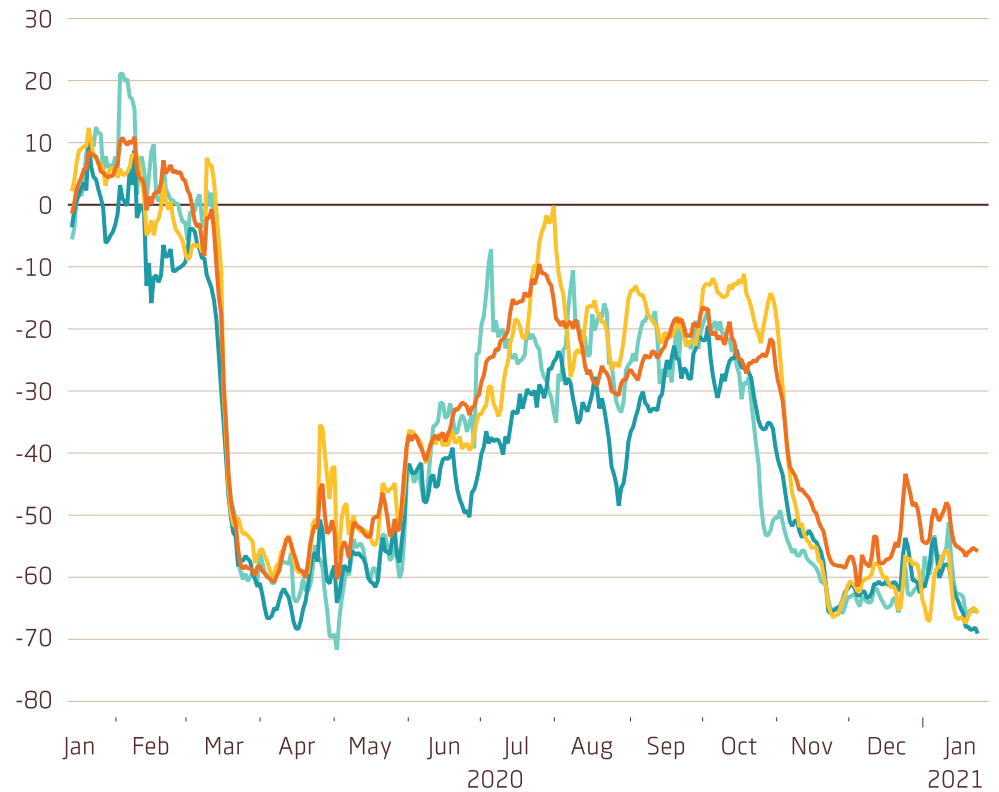
## Transaction turnover in the restaurant sector in different regions

January 1-23 in 2021 compared to the same period 2020 (map) and annual growth (chart)



### Turnover in restaurants in larger cities

y/y %, 7dma



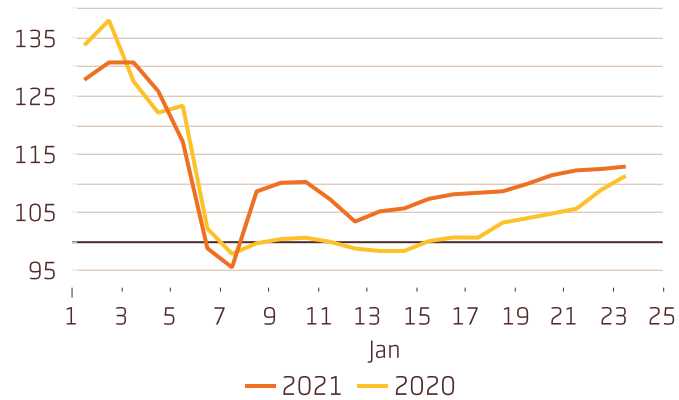
— Stockholm — Gothenburg — Malmö — Uppsala

Sources: Swedbank Research & Swedbank Pay

## Daily transaction turnover in different sectors

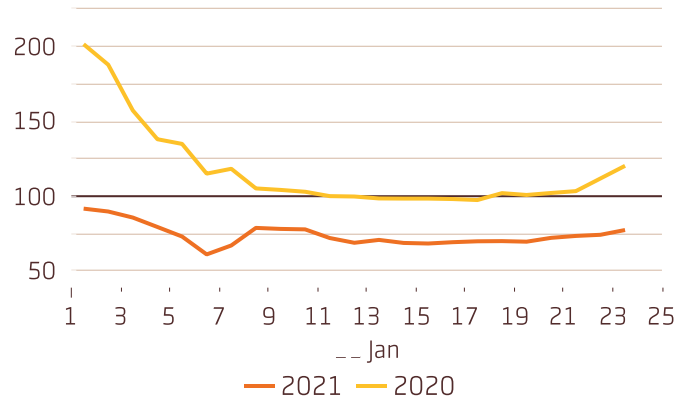
7 days moving average, index (Jan 13<sup>th</sup>, 2020=100), 2021 compared to 2020, HUKO sectors

### Mostly food and beverages



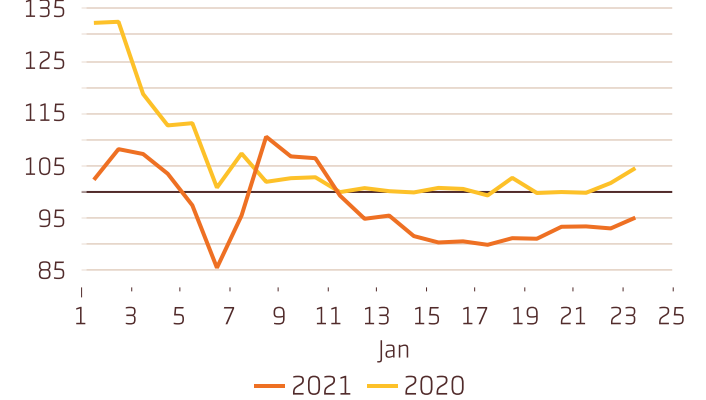
Sources: Swedbank Pay and Swedbank Research

### Clothing and footwear



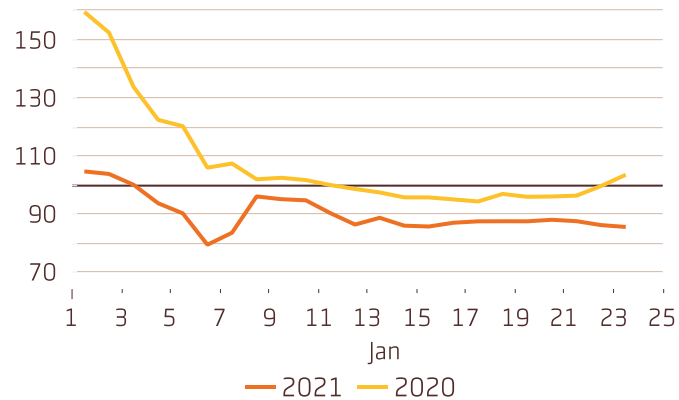
Sources: Swedbank Pay and Swedbank Research

### Furnishings and household equipment



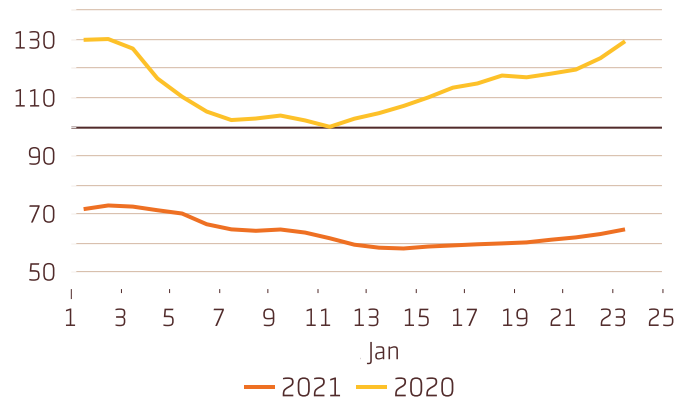
Sources: Swedbank Pay and Swedbank Research

### Recreation and culture



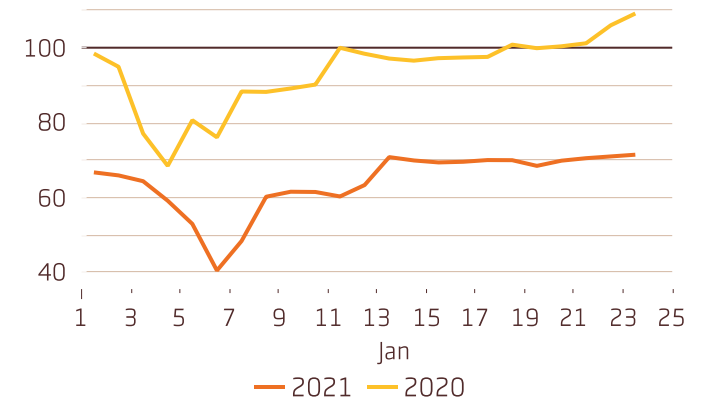
Sources: Swedbank Pay and Swedbank Research

### Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

### Other goods and services

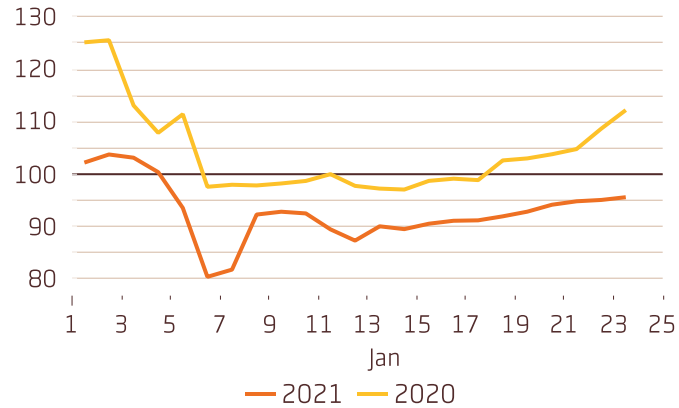


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in total spending and other sectors

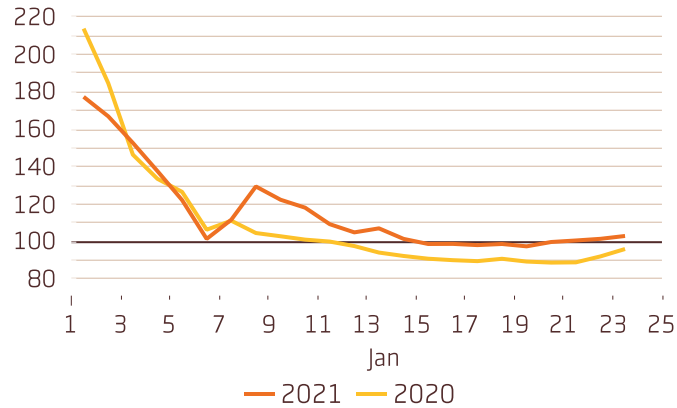
7 days moving average, index (Jan 13<sup>th</sup>, 2020=100), 2021 compared to 2020

### Total spending



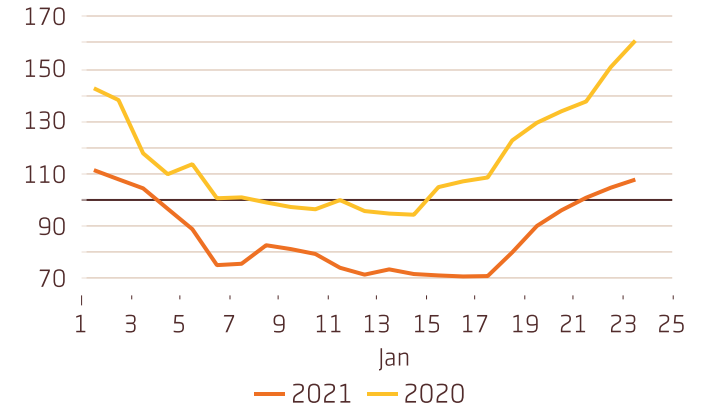
Sources: Swedbank Pay and Swedbank Research

### Home electronics



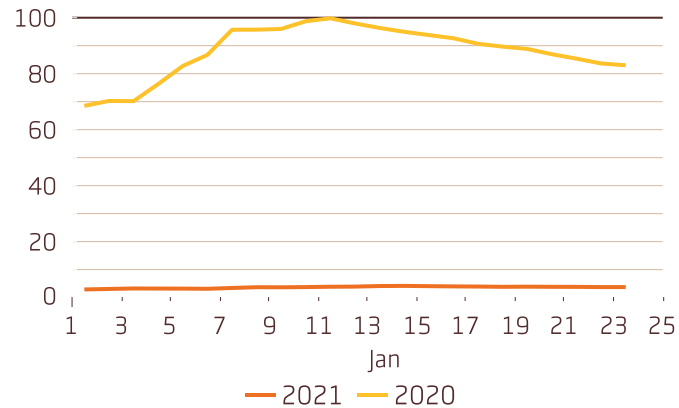
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



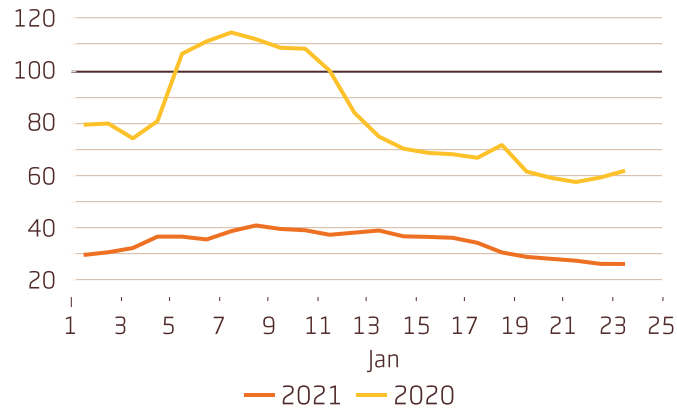
Sources: Swedbank Pay and Swedbank Research

### Airlines and Travel agencies



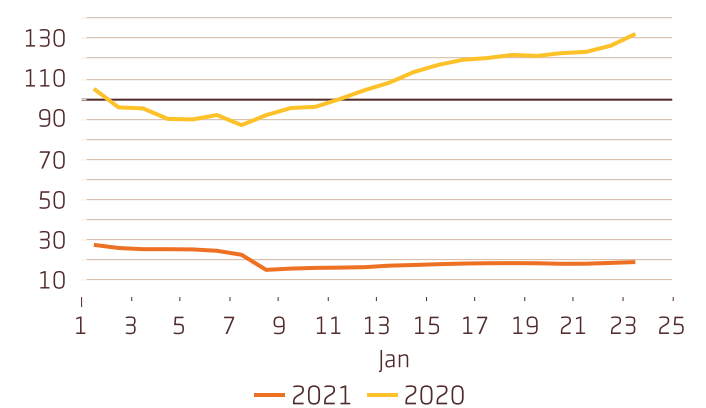
Sources: Swedbank Pay and Swedbank Research

### Public transport



Sources: Swedbank Pay and Swedbank Research

### Taxis



Sources: Swedbank Pay and Swedbank Research

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