

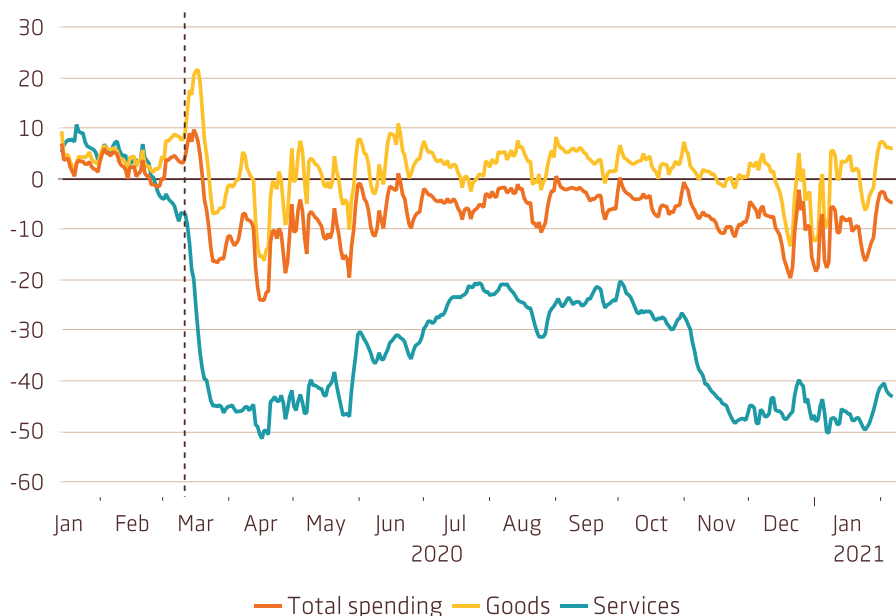
# Consumer Spending Observer Sweden

## Spending kicked off on a stronger footing in February

- ▶ Spending on recreation and culture above pre-crisis levels
- ▶ Services spending still muted albeit a bit higher

### 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 shows that spending kicked off on a stronger footing in February compared to the previous months. Spending between 31<sup>st</sup> of January and 6<sup>th</sup> of February was only 5% lower than during the corresponding week 2020. The average decline in the previous three months was 10%.
- ▶ Spending on recreation & culture has recovered and is now back at pre-crisis level. It's mainly driven by spending on sport equipment that probably benefited from the winter weather and peoples' preference to socialise outside. This category also includes home electronics, which continues to perform well. On the other hand, spending on recreational services as well as restaurants & hotels remain muted. The alcohol-serving ban after 8pm was prolonged and therefore spending on services is expected to remain subdued until the conditions improve.
- ▶ Spending on clothes & shoes has increased and it's probably also supported by the winter weather. Last winter was considerably warmer with substantial winter sales, depressing the turnover in the sector.
- ▶ After a downtime over Christmas, spending on furnishing & household equipment seems to be back on track again for another season of fixer-uppers!

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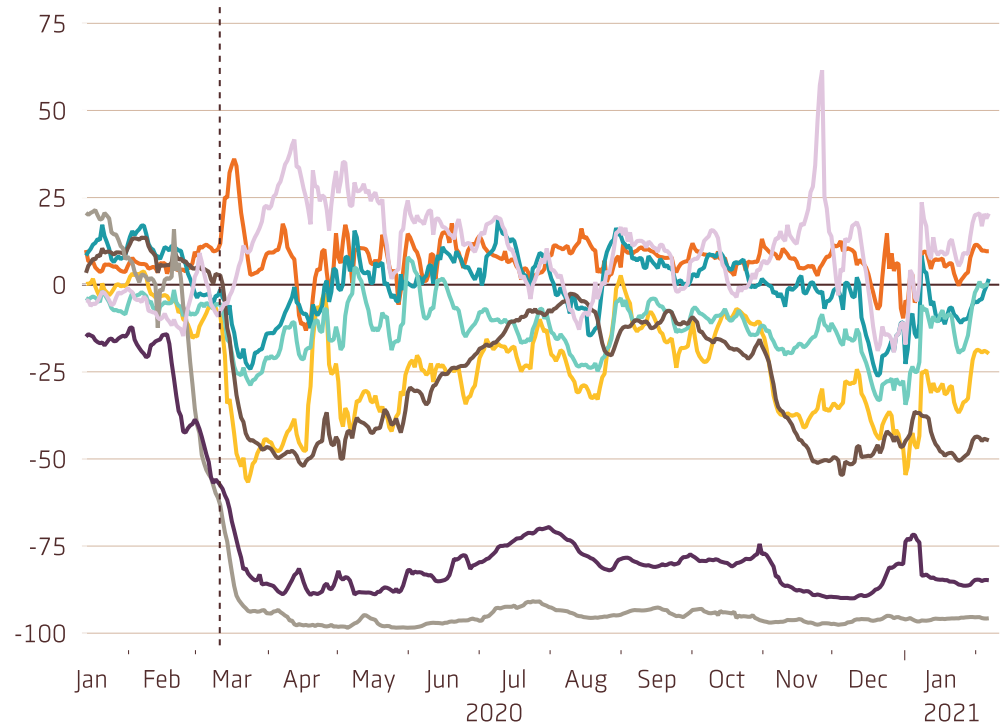
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# Transaction turnover in different sectors and recreational goods and services

## Annual growth

### Daily spending in different sectors

Transaction turnover, y/y %, 7dma

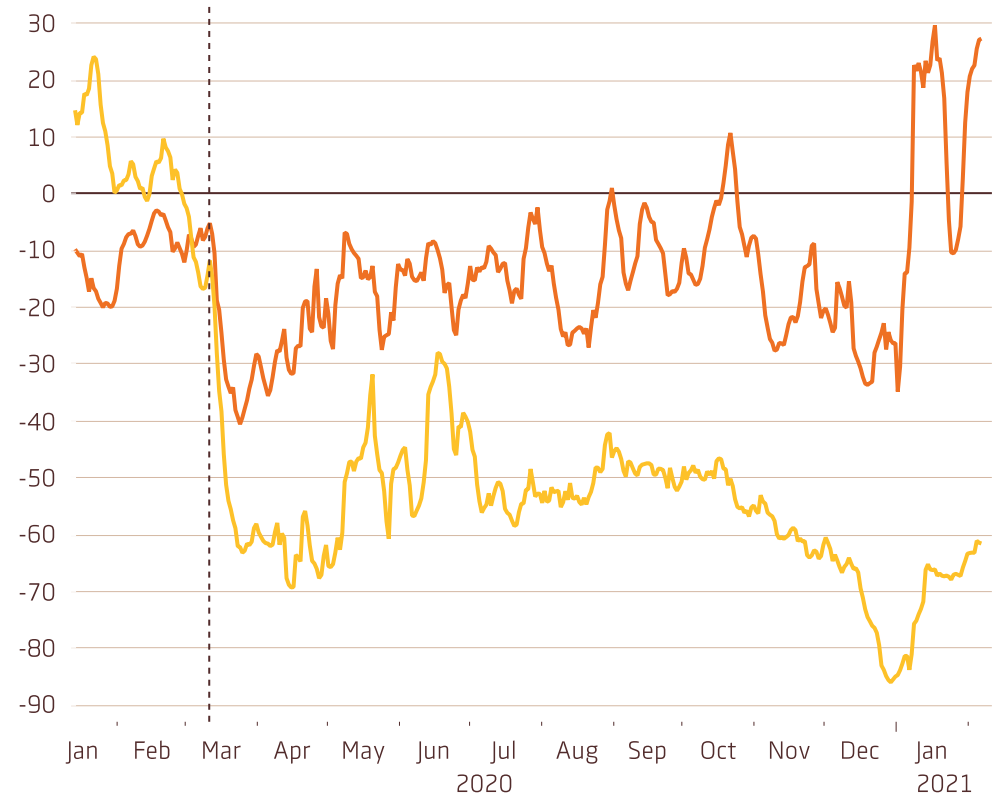


- Mostly food & beverages — Clothing & footwear — Furnishings & household eq.
- Recreation & culture — Restaurants & Hotels — Airlines & Travel agencies
- Taxis — Home electronics

Sources: Swedbank Pay and Swedbank Research

### Daily spending on recreational goods and services

Transaction turnover, y/y %, 7dma



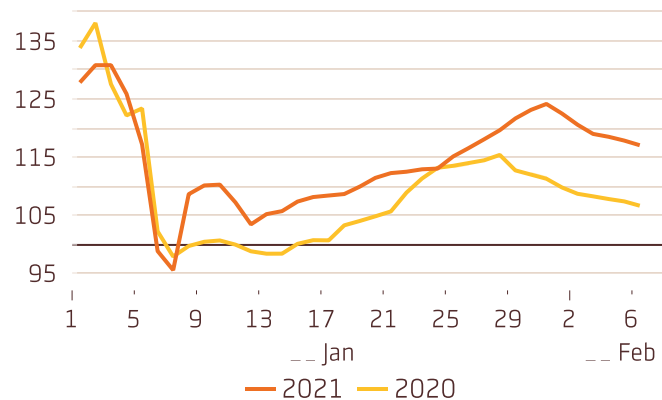
- Goods — Services

Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in different sectors

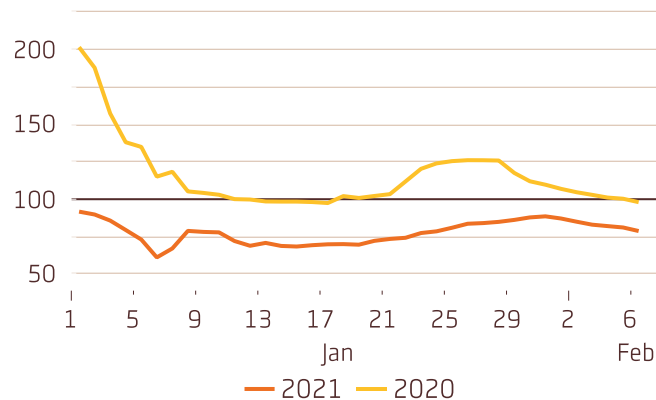
7 days moving average, index (Jan 13<sup>th</sup>, 2020=100), 2021 compared to 2020, HUKO sectors

### Mostly food and beverages



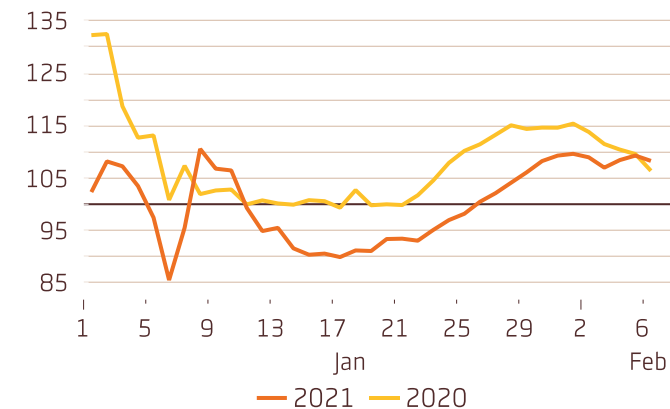
Sources: Swedbank Pay and Swedbank Research

### Clothing and footwear



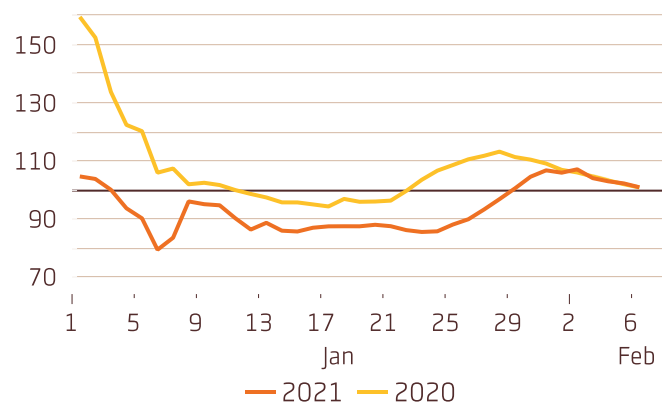
Sources: Swedbank Pay and Swedbank Research

### Furnishings and household equipment



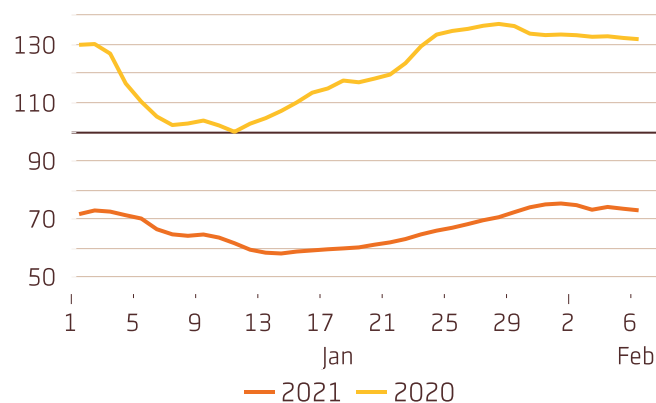
Sources: Swedbank Pay and Swedbank Research

### Recreation and culture



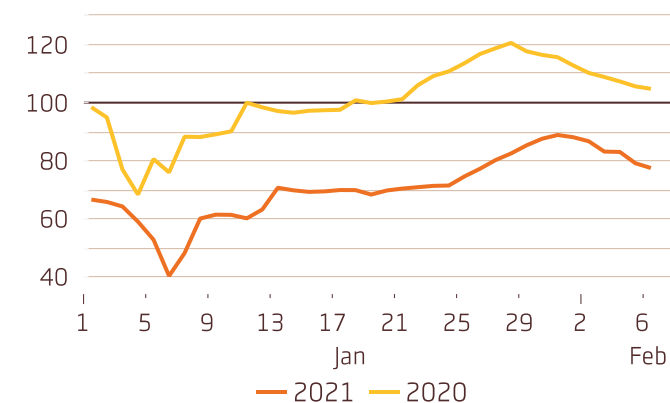
Sources: Swedbank Pay and Swedbank Research

### Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

### Other goods and services

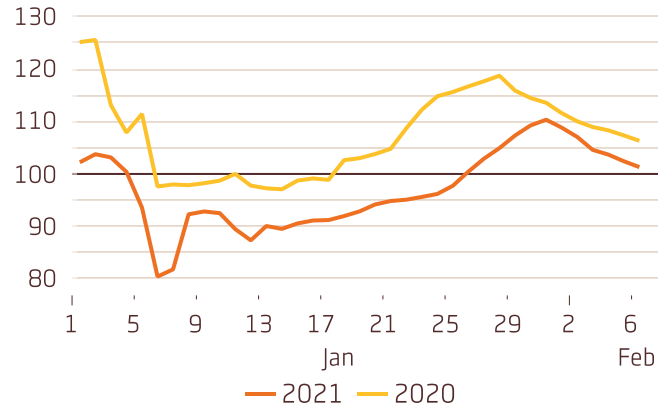


Sources: Swedbank Pay and Swedbank Research

## Daily transaction turnover in total spending and other sectors

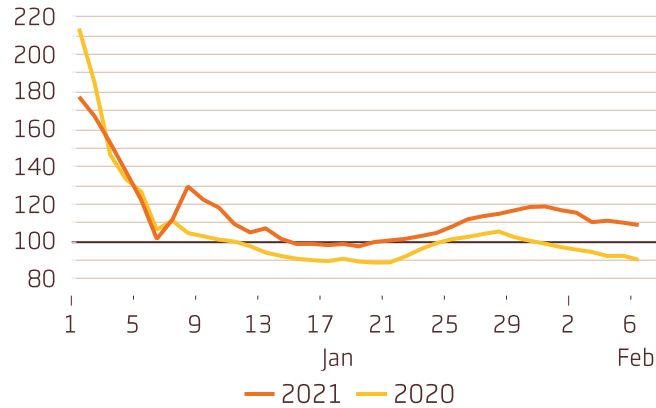
7 days moving average, index (Jan 13<sup>th</sup>, 2020=100), 2021 compared to 2020

### Total spending



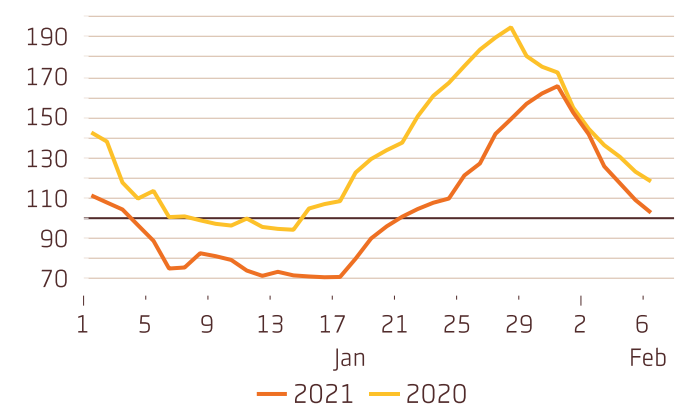
Sources: Swedbank Pay and Swedbank Research

### Home electronics



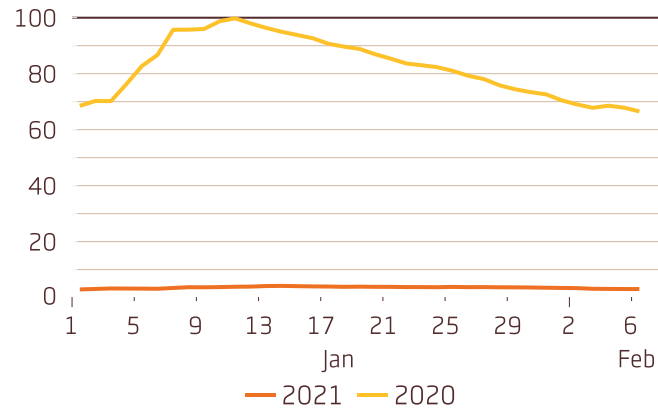
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



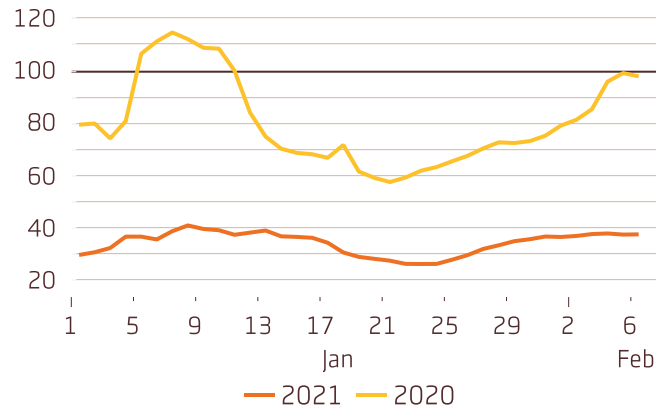
Sources: Swedbank Pay and Swedbank Research

### Airlines and Travel agencies



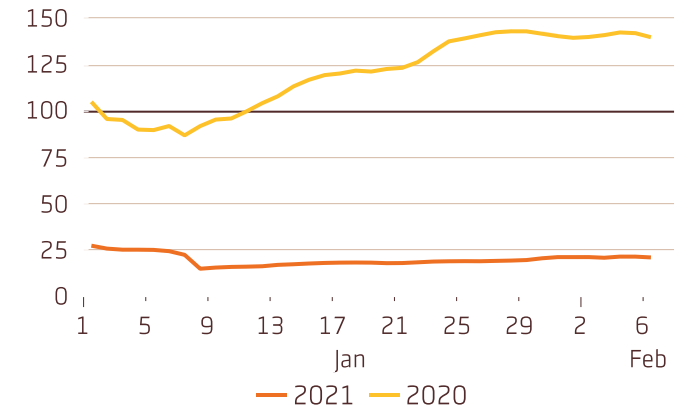
Sources: Swedbank Pay and Swedbank Research

### Public transport



Sources: Swedbank Pay and Swedbank Research

### Taxis



Sources: Swedbank Pay and Swedbank Research

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