

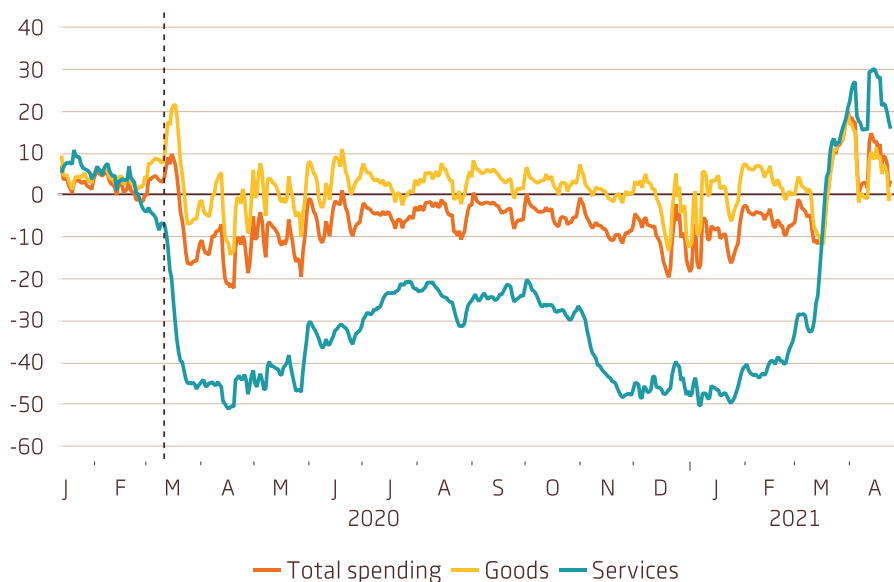
Consumer Spending Observer Sweden

The spending trend remains decent, despite a lower annual rate

- Overall spending 3.5% higher than during the corresponding week in 2020
- The trend in the service sector stays positive, mainly driven by increased spending in restaurants & hotels

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 corresponding 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. The data has also been adjusted so that Easter is compared with the corresponding Easter period in previous years.

- Total spending was up 3.5% in the recent week compared to the same period last year (data until 24th of April). Compared to the pre-pandemic levels, spending remains in the negative territory. Last week, total consumption was 8% below the corresponding week in 2019.
- The data continues to show that turnover in the service sector is less subdued compared to a year ago, but with large differences across sectors. Spending on hotel & restaurants was 28% higher in the recent four weeks compared to the same period in 2020, and the trend in the sector continues to be positive. Yet, spending on hotel & restaurants remains well below pre-pandemic levels.
- Spending on clothes & shoes and recreation & culture have weakened recently and were about the same level as 2020 in the recent weeks (see a graph on next page).

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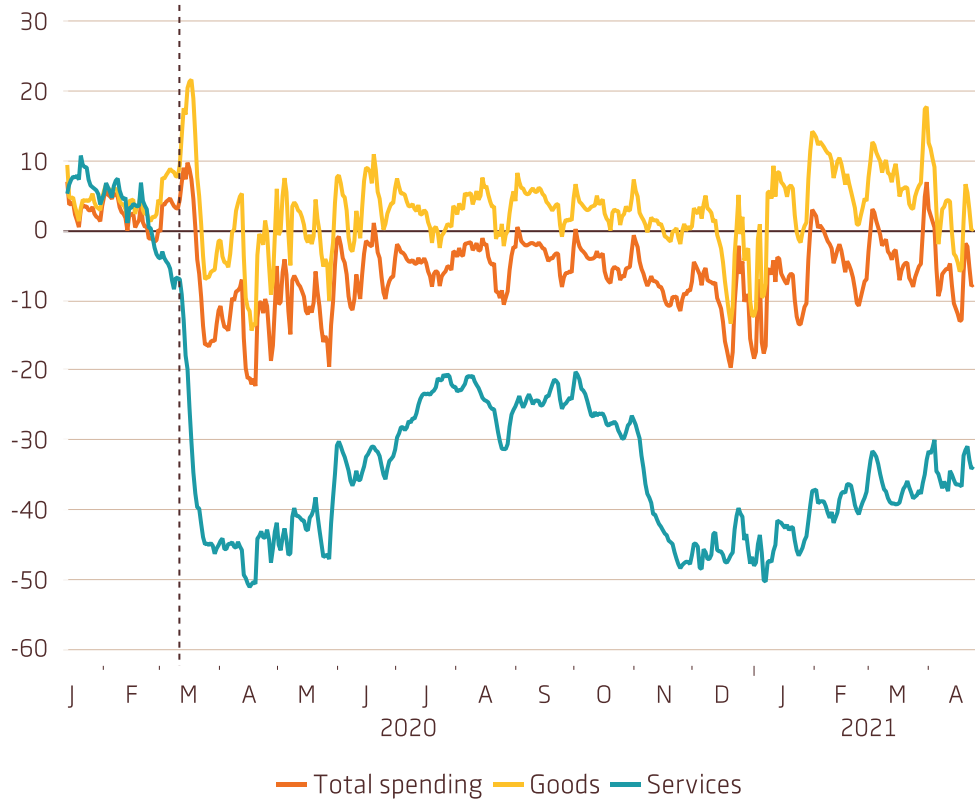
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Transaction turnover in different sectors

Annual growth and % change compared to 2019

Daily spending compared to 2019

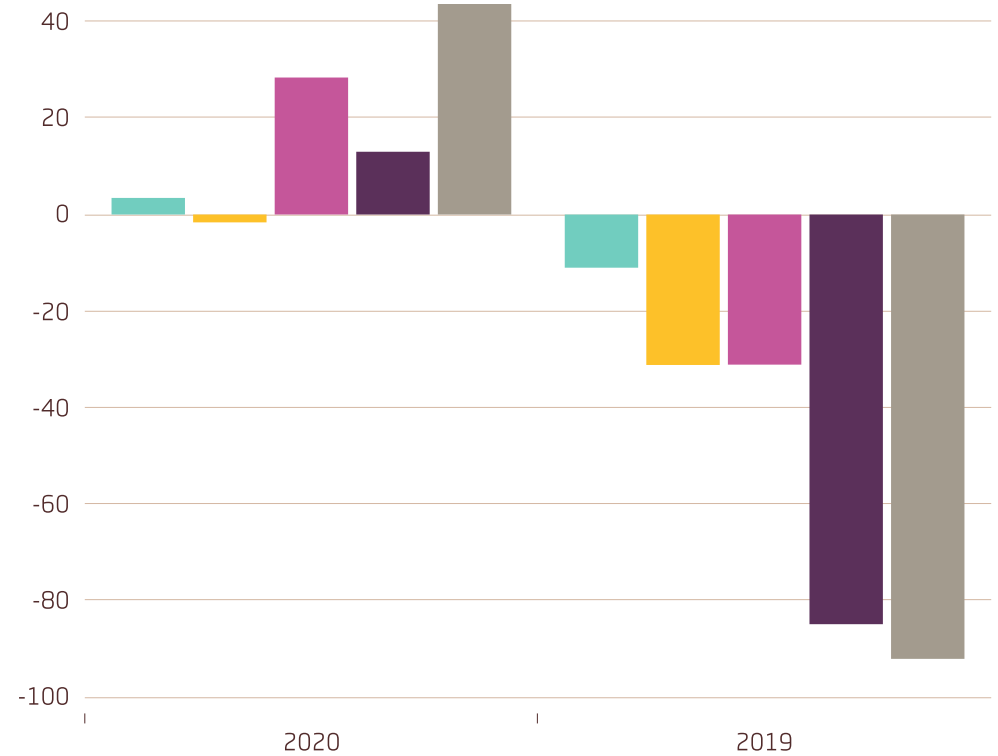
Transaction turnover, % change compared to a corresponding day in 2019, 7dma



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

Spending in different sectors

Transaction turnover, % change compared to 2020 & 2019, 4wma



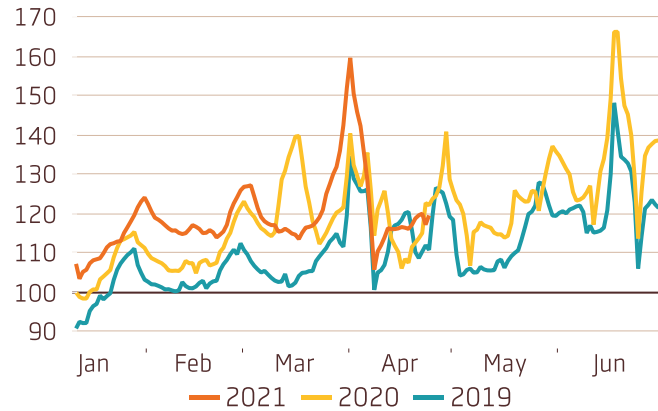
Recreation & culture Clothing & footwear Restaurants & Hotels Taxi
Airlines & Travel agencies

Sources: Swedbank Research & Macrobond

Daily transaction turnover in different sectors

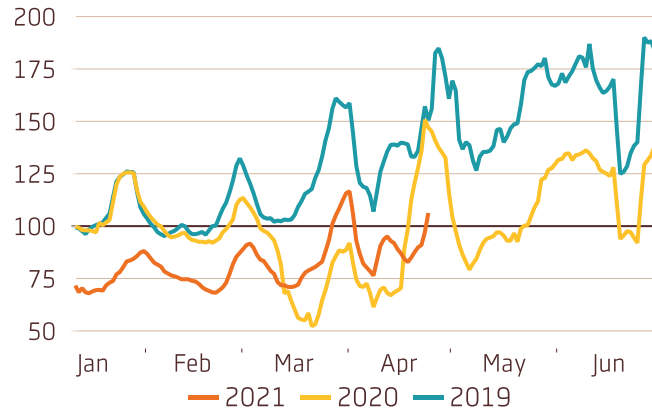
7 days moving average, index (Jan 13th, 2020=100), HUKO sectors

Mostly food and beverages



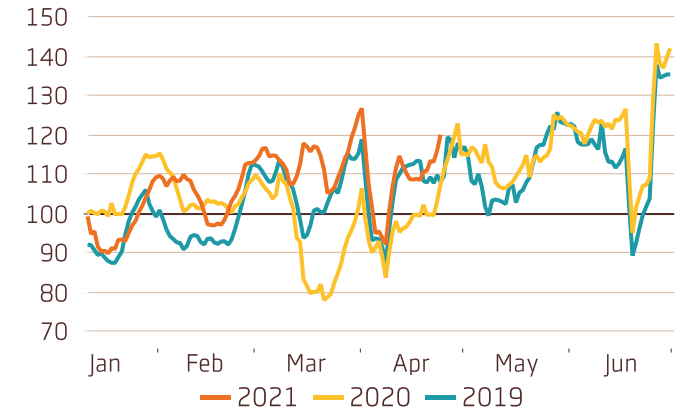
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear



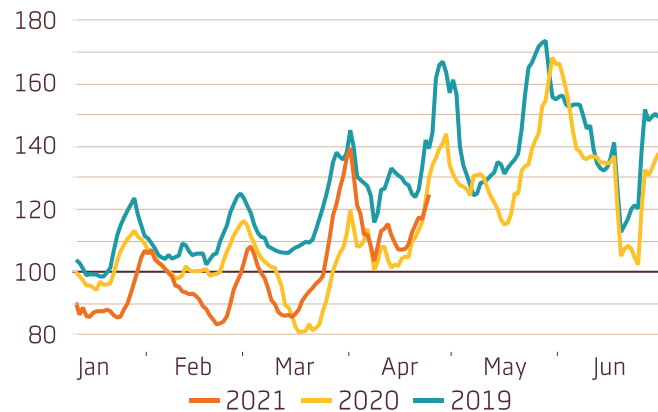
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



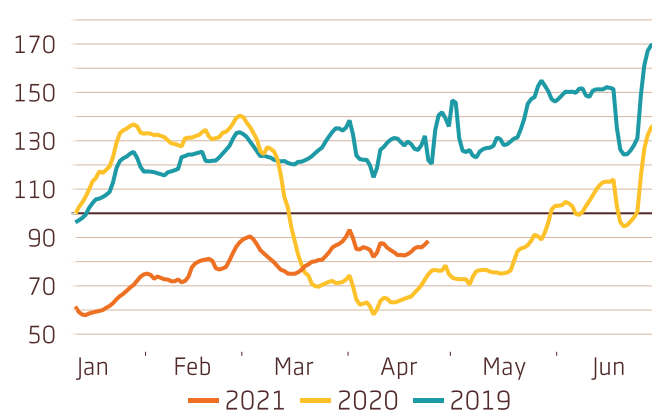
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



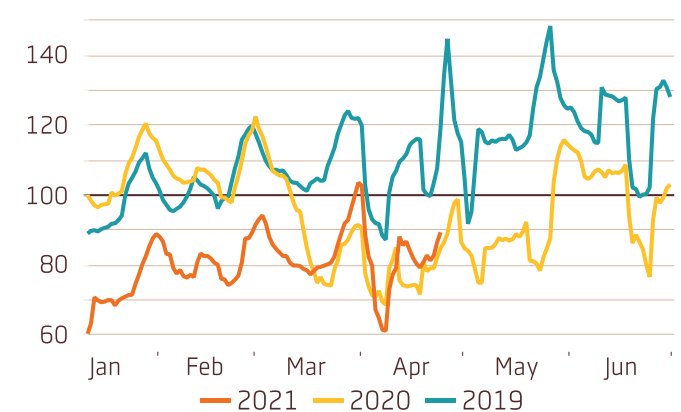
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

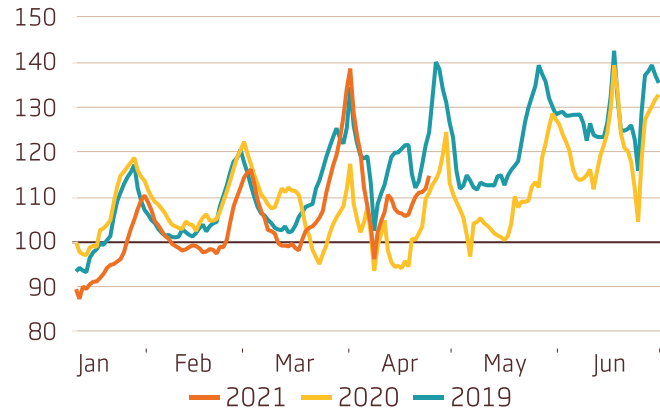


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in total spending and other sectors

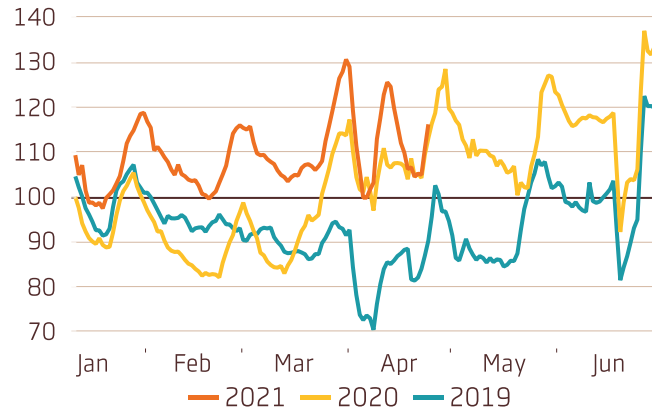
7 days moving average, index (Jan 13th, 2020=100)

Total spending



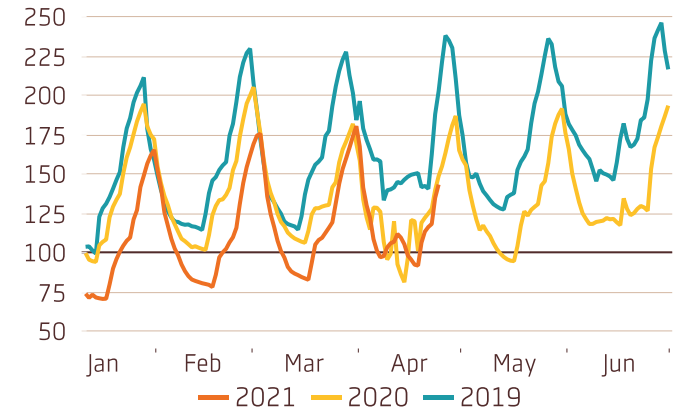
Sources: Swedbank Pay and Swedbank Research

Home electronics



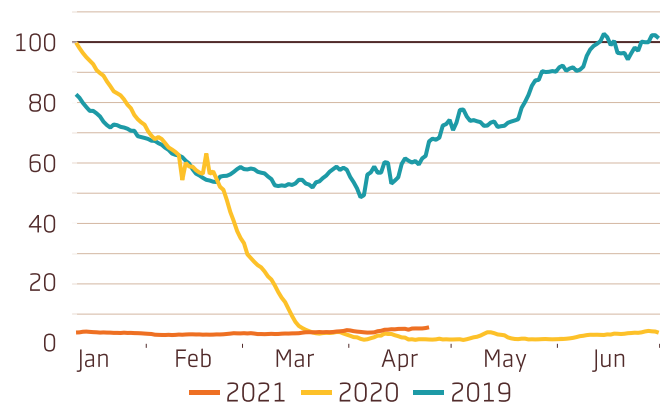
Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



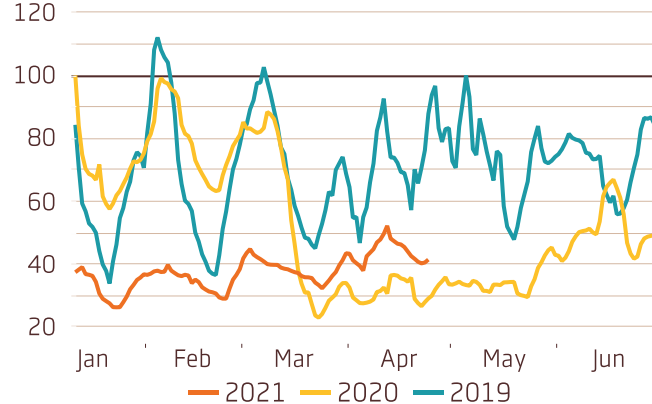
Sources: Swedbank Pay and Swedbank Research

Airlines and Travel agencies



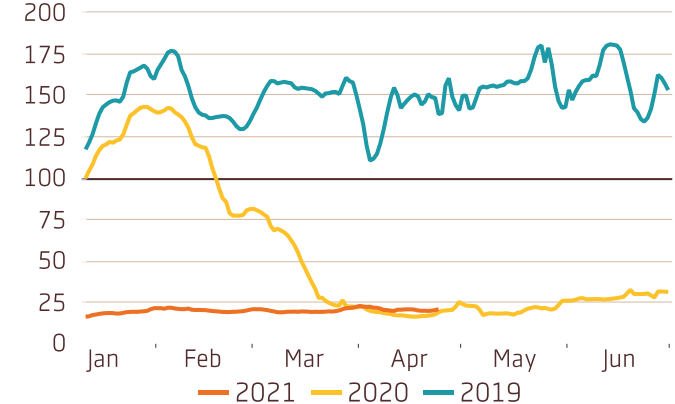
Sources: Swedbank Pay and Swedbank Research

Public transport



Sources: Swedbank Pay and Swedbank Research

Taxis



Sources: Swedbank Pay and Swedbank Research

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