

# Consumer Spending Observer Sweden

## Base effects continue to boost spending growth

- Spending in real terms was 1% below last year's level in the past week and 5% lower in the past four weeks (data until 21 Jan)
- The improvement is mainly due to base effects, as January 2022 was depressed by covid restrictions, and will likely fade during the coming weeks

### Total spending

Transaction turnover, y/y %, constant prices

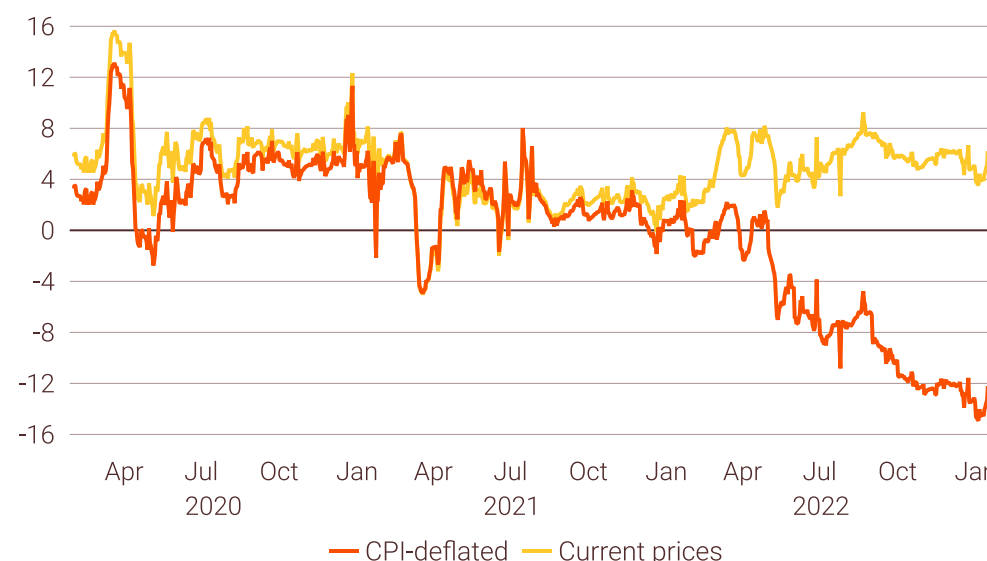


Note: Deflated using the CPIF index excl. electricity.  
January data is deflated with the Swedbank forecast.  
Sources: Swedbank Pay and Swedbank Research

**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 the 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. With a substantial change in the customer base, we have adjusted the historical data for certain sectors and this also affects the total spending.

### Mostly food and beverages

Transaction turnover, y/y %, 4wma



Note: Deflated using the CPI index for food & Non-Alcoholic Beverages.  
January data is deflated with the Swedbank forecast.  
Sources: Swedbank Pay and Swedbank Research

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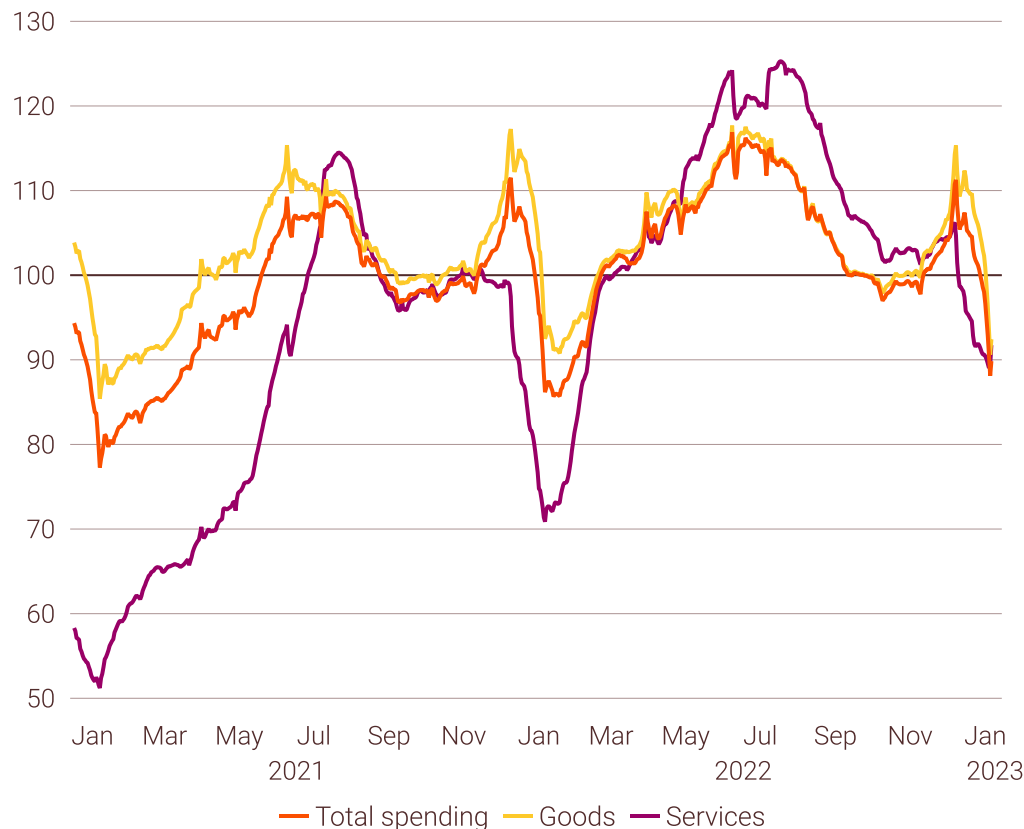
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# Daily transaction turnover

## Index and annual % change, current prices

### Daily spending in Sweden

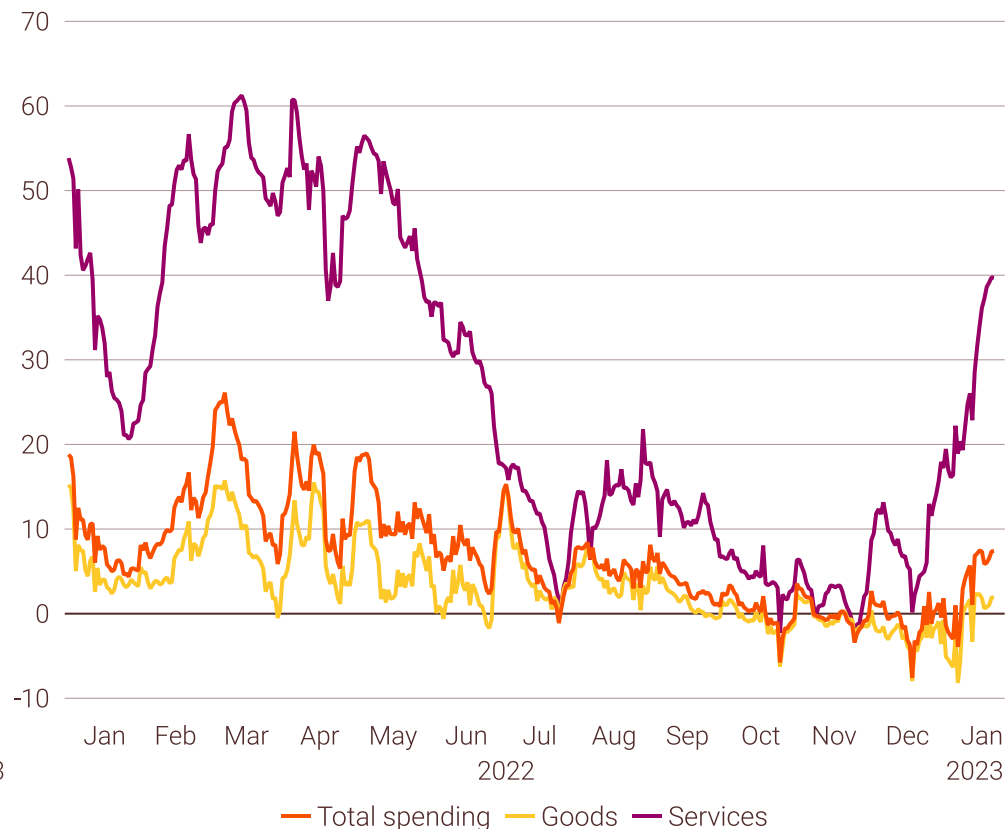
Index (13 Jan 2020=100), 4wma



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

### Daily spending in Sweden

Transaction turnover, y/y %, 7dma



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

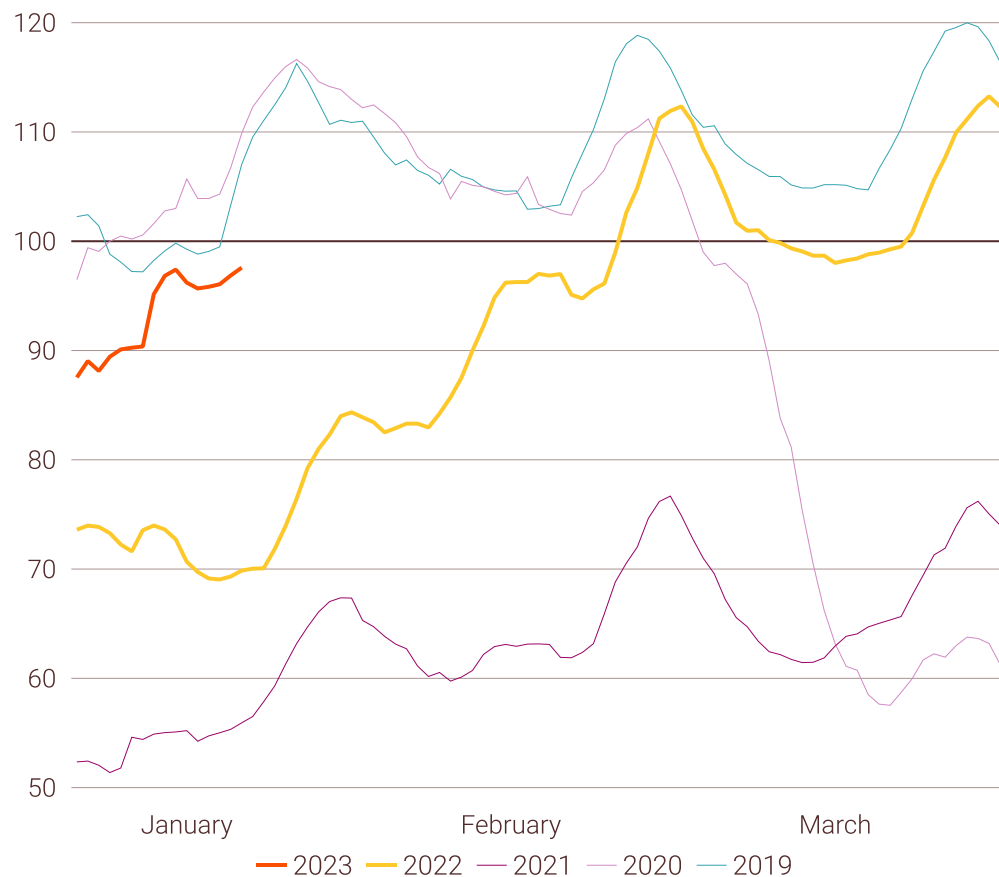
Spending in the past week (%)	2022	2021	2020	2019
Total	7	14	-5	-3
Goods	2	6	0	5
Services	40	74	-11	-9

# Transaction turnover in service sectors

## Index and annual % change, current prices

### Spending on services

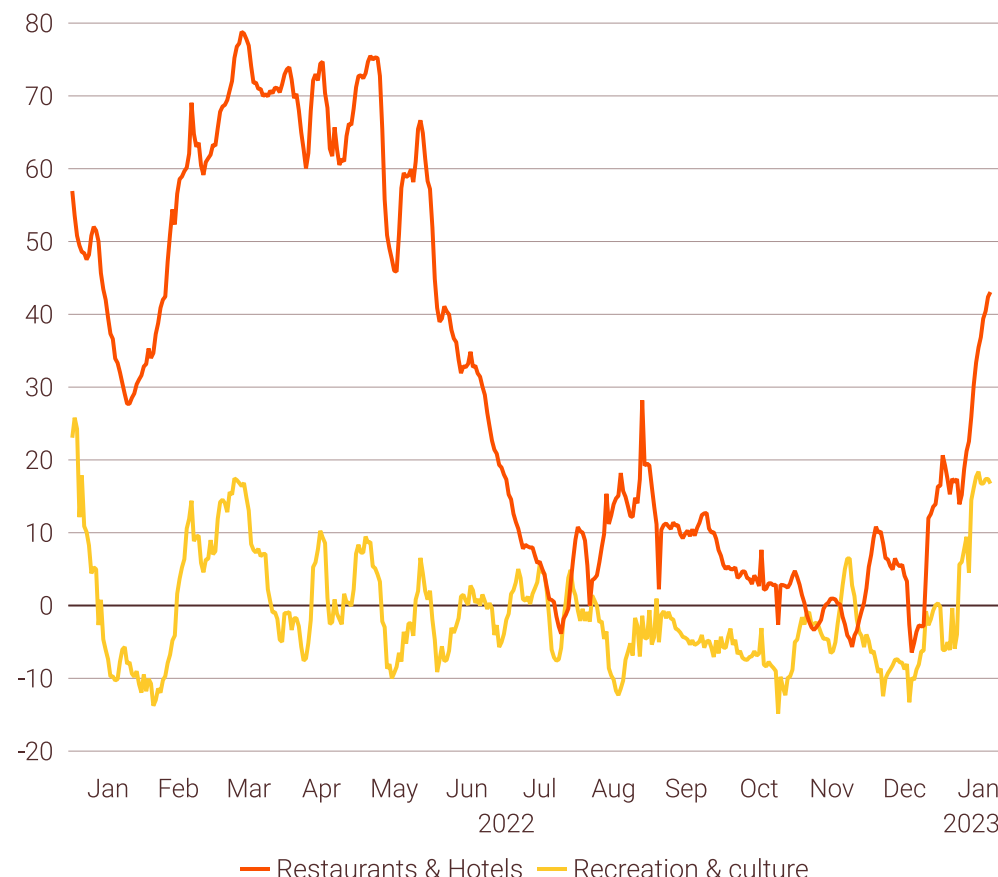
Index (13 Jan 2020=100), 7dma



Sources: Swedbank Pay and Swedbank Research

### Daily spending in Sweden

Transaction turnover, y/y %, 7dma, current prices



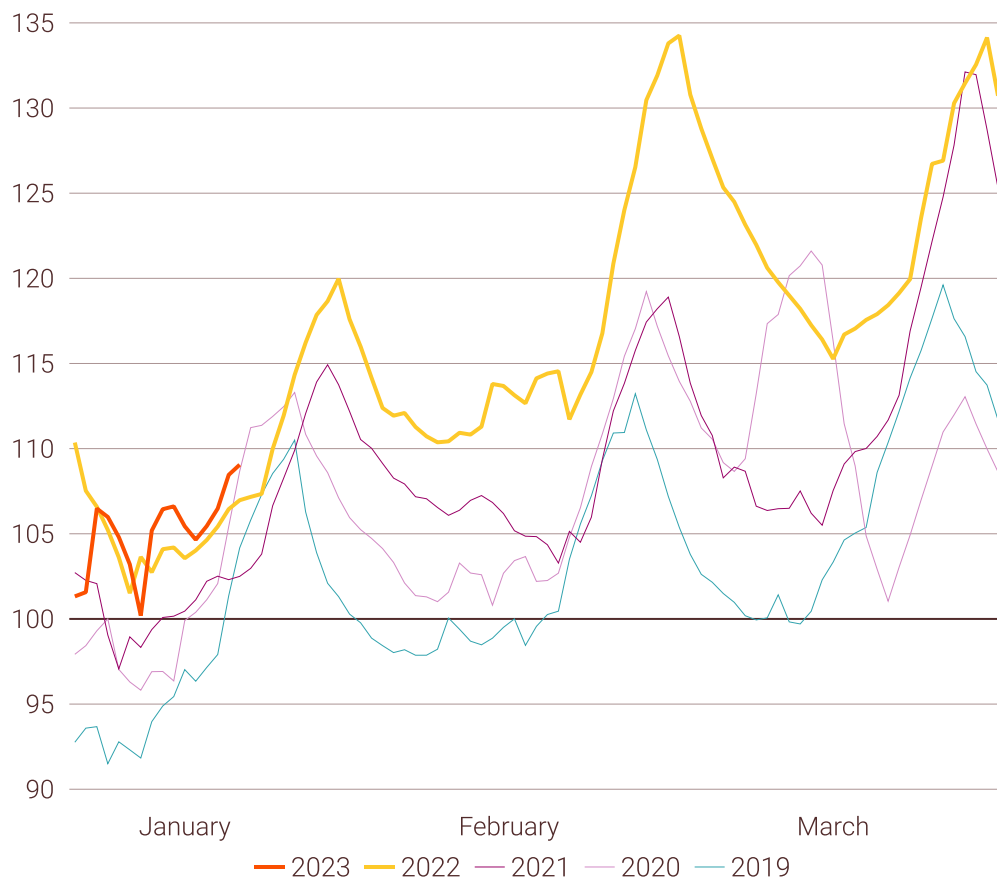
Sources: Swedbank Pay and Swedbank Research

# Transaction turnover in goods sectors

## Index and annual % change, current prices

### Spending on goods

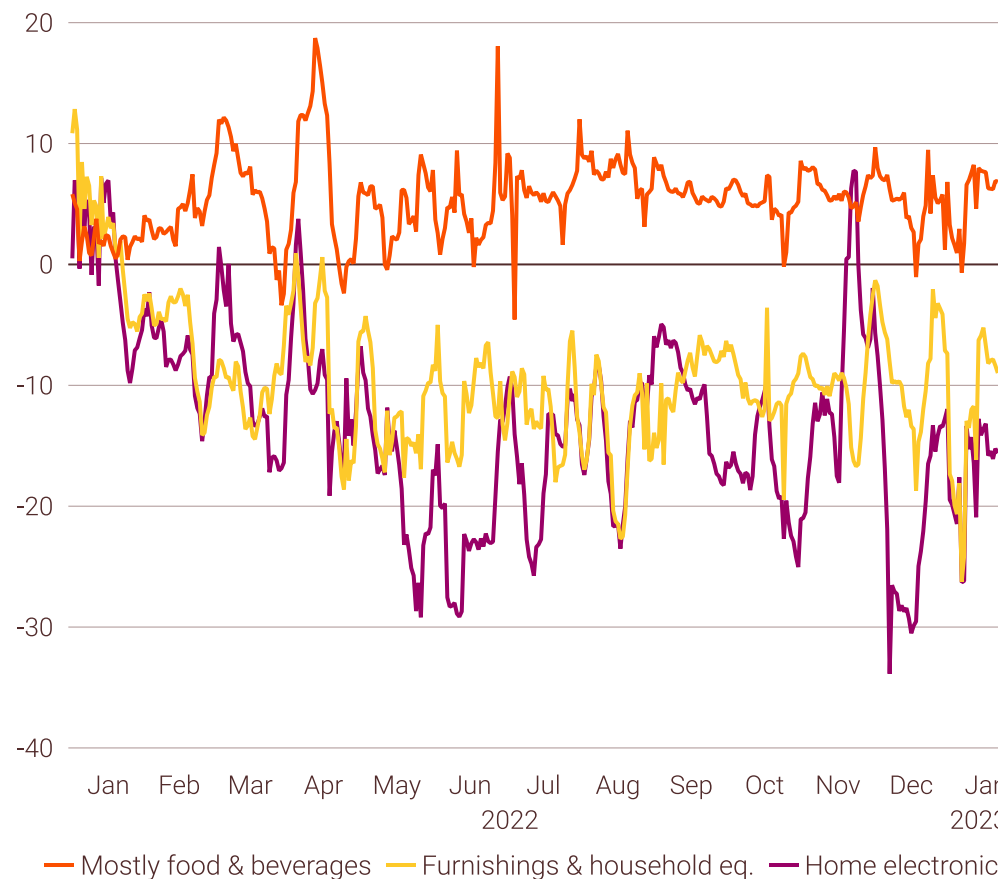
Index (13 Jan 2020=100), 7dma



Sources: Swedbank Pay and Swedbank Research

### Daily spending in Sweden

Transaction turnover, y/y %, 7dma, current prices

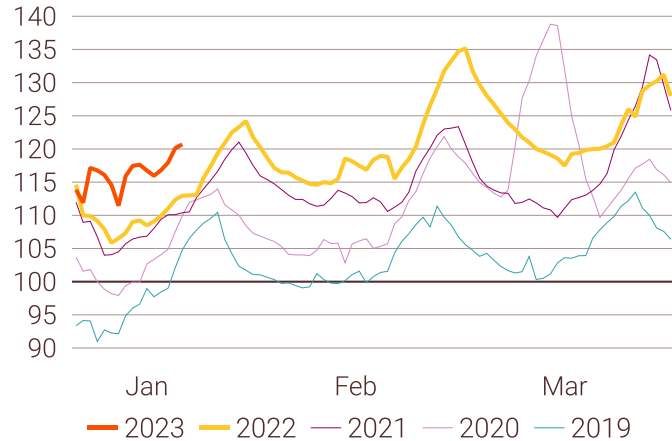


Sources: Swedbank Pay and Swedbank Research

# Daily transaction turnover in different sectors

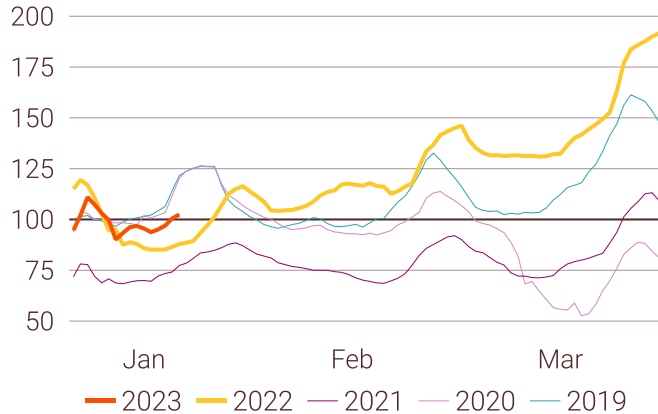
7-day moving average, index (13 January 2020=100), HUKO sectors, current prices

## Mostly food and beverages



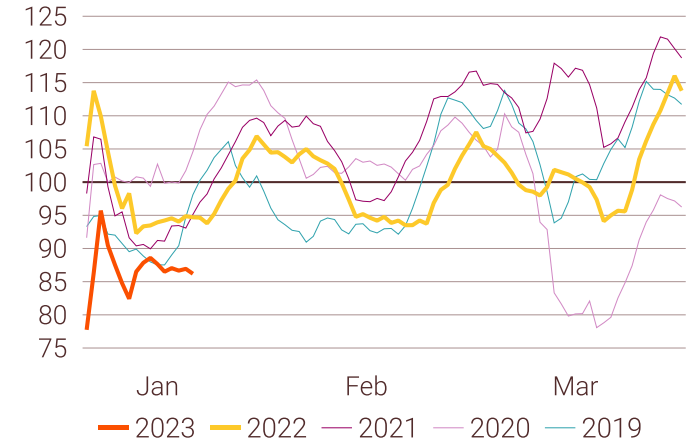
Sources: Swedbank Pay and Swedbank Research

## Clothing and footwear\*



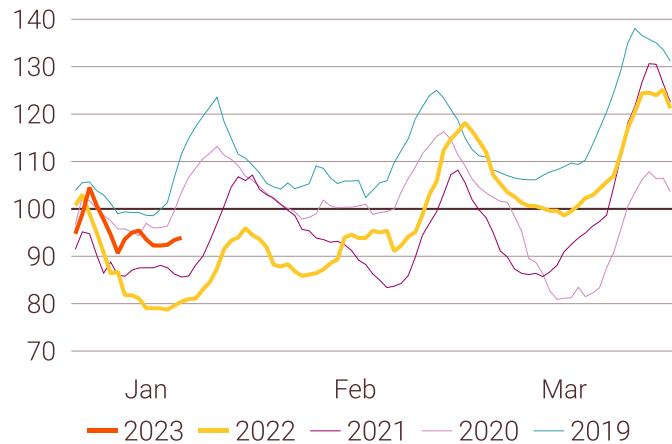
\* Change in customer base in September 2021  
Sources: Swedbank Pay and Swedbank Research

## Furnishings and household equipment



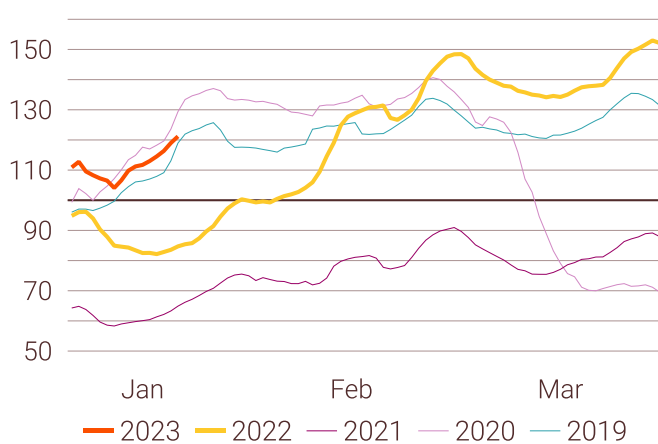
Sources: Swedbank Pay and Swedbank Research

## Recreation and culture



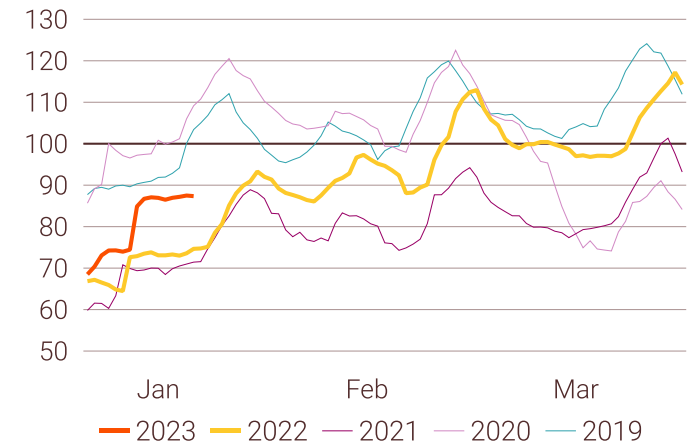
Sources: Swedbank Pay and Swedbank Research

## Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

## Other goods and services

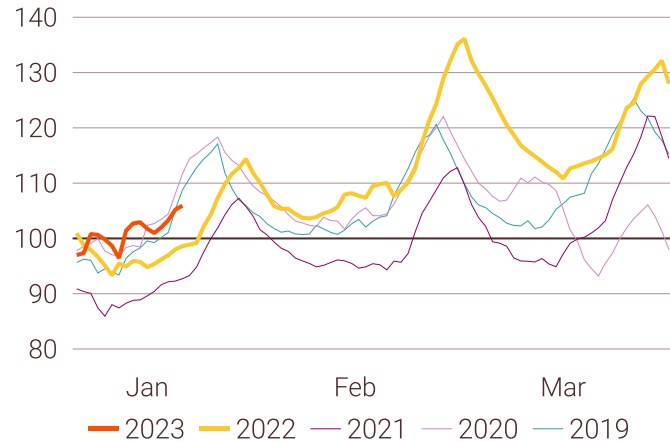


Sources: Swedbank Pay and Swedbank Research

# Daily transaction turnover in total spending and other sectors

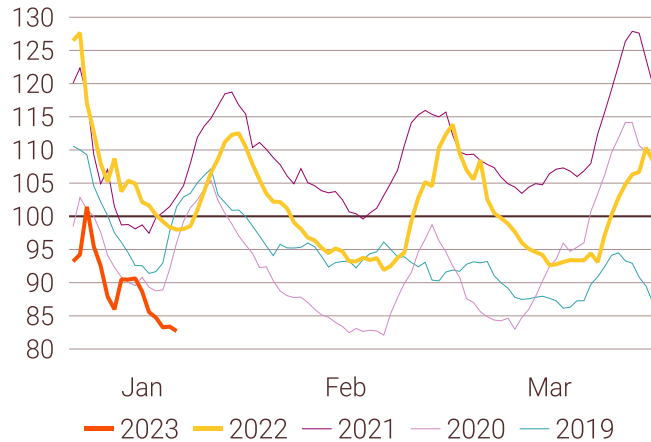
## 7-day moving average, index (13 January 2020=100), current prices

### Total spending



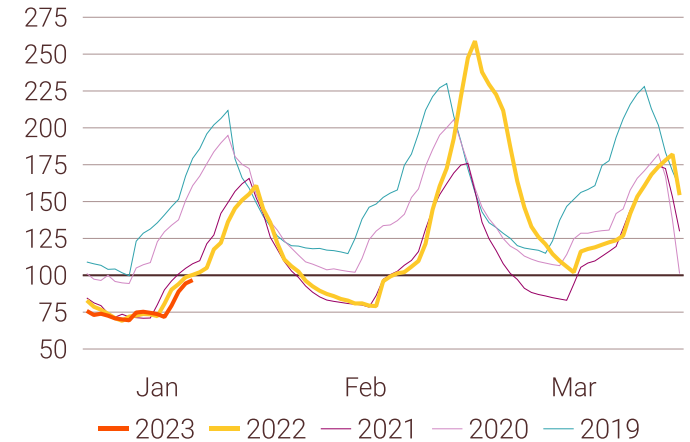
Sources: Swedbank Pay and Swedbank Research

### Home electronics



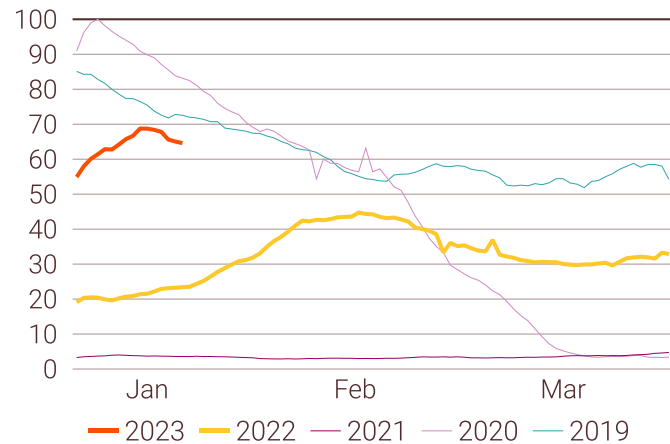
Sources: Swedbank Pay and Swedbank Research

### Cash withdrawal



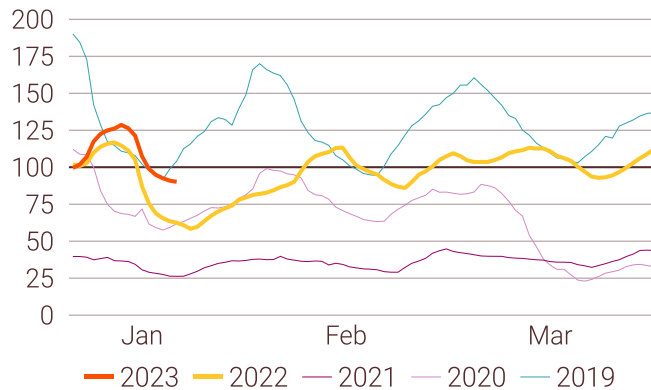
Sources: Swedbank Pay and Swedbank Research

### Travel agencies



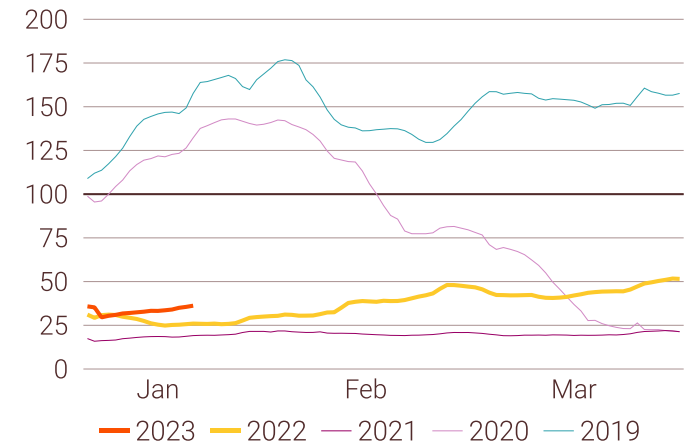
Sources: Swedbank Pay and Swedbank Research

### Public transport\*



\* Different customer base during July 2019 - June 2021 and the data should be interpreted carefully  
Sources: Swedbank Pay and Swedbank Research

### Taxis



Sources: Swedbank Pay and Swedbank Research

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