

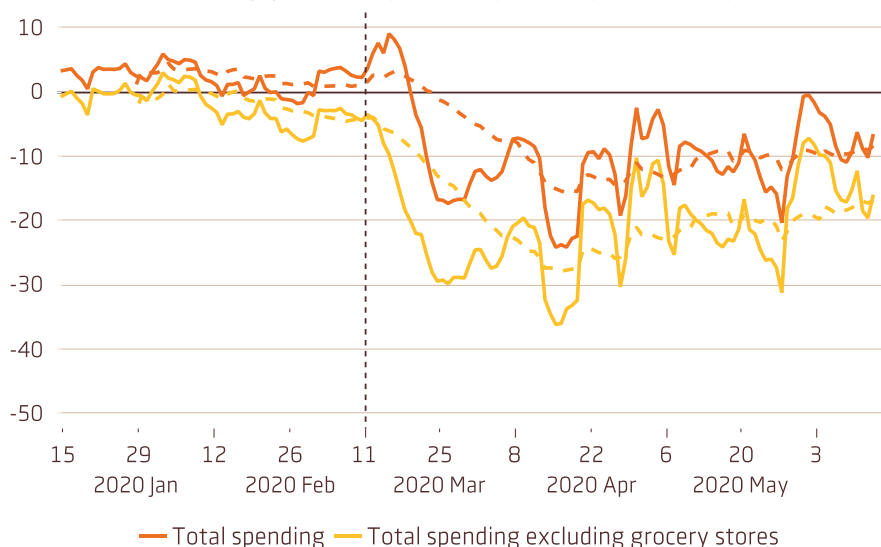
Consumer Spending Observer

Swedish card transaction spending below normal levels, but improvement underway

- Swedish card transaction data up until 13th of June continues to show lower spending compared to a year ago
- Underlying trend in spending seems to be picking up slightly

Daily spending in Sweden, 2020

Transaction turnover, y/y %, 7dma (solid lines), 4wma (dashed lines)



Sources: Swedbank Pay and Swedbank Research

Notes on data

The data shows transaction turnover based on card transactions acquired by Swedbank Pay in Sweden, both in stores and online. It includes about 5.3 million transactions per day, corresponding to an estimated market share above 50 percent. All data is anonymised and nonreferable. The graphs show transaction turnover compared to the same day of the week last year if nothing else specified. Data has been adjusted for Easter weekend, Walpurgis & Labour Day (May 1st) effects.

- The overall trend is remarkably stable but show signs of a small improvement: spending excluding groceries is down by 17% compared to last year, while total spending is 8% lower according to the 4-week moving average.
- The data confirms three different spending patterns: (i) spending on groceries, home electronics, and home furnishing exhibit a higher turnover compared to a year ago, (ii) spending on clothes and footwear, hotels and restaurants show much lower turnover compared to a year ago but improving, and (iii) spending on airlines, travel agencies, and taxis demonstrate even lower spending compared to a year ago with no improvement, yet, in sight.
- The improvement in hotels and restaurants in contrast to airlines and travel agencies implies that the sectors now weigh equally heavy on total spending, as measured by contributions to yearly growth.

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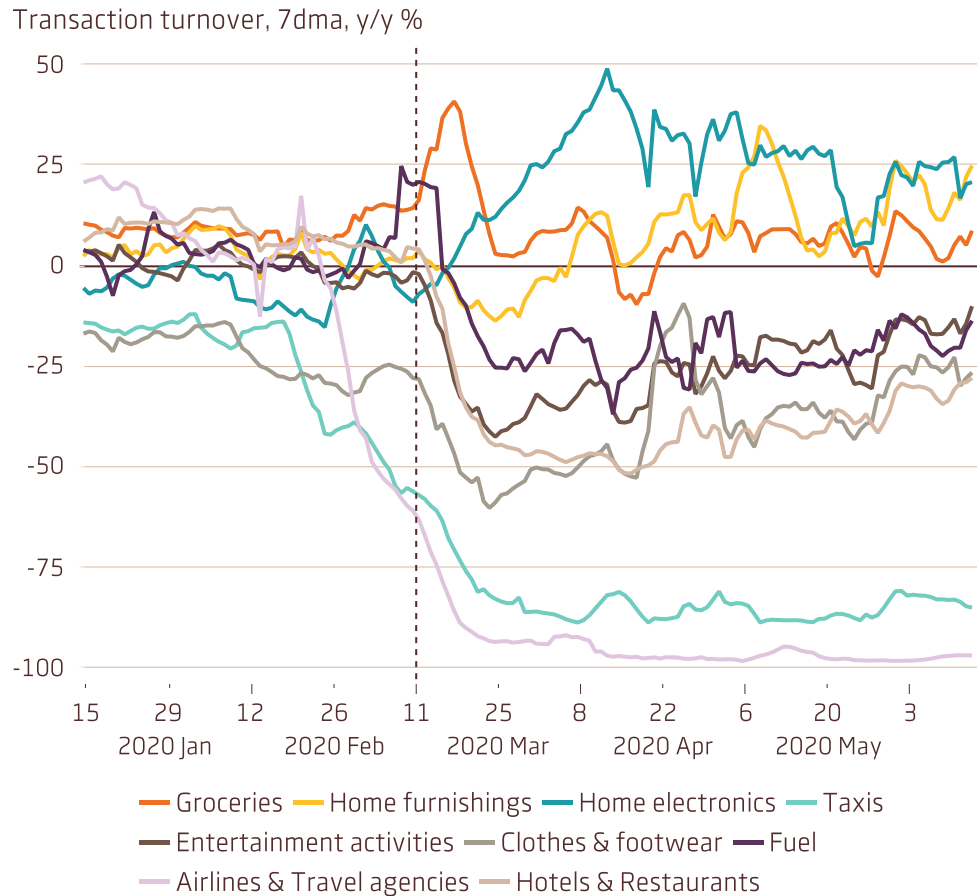
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Daily transaction turnover in 2020 in different sectors

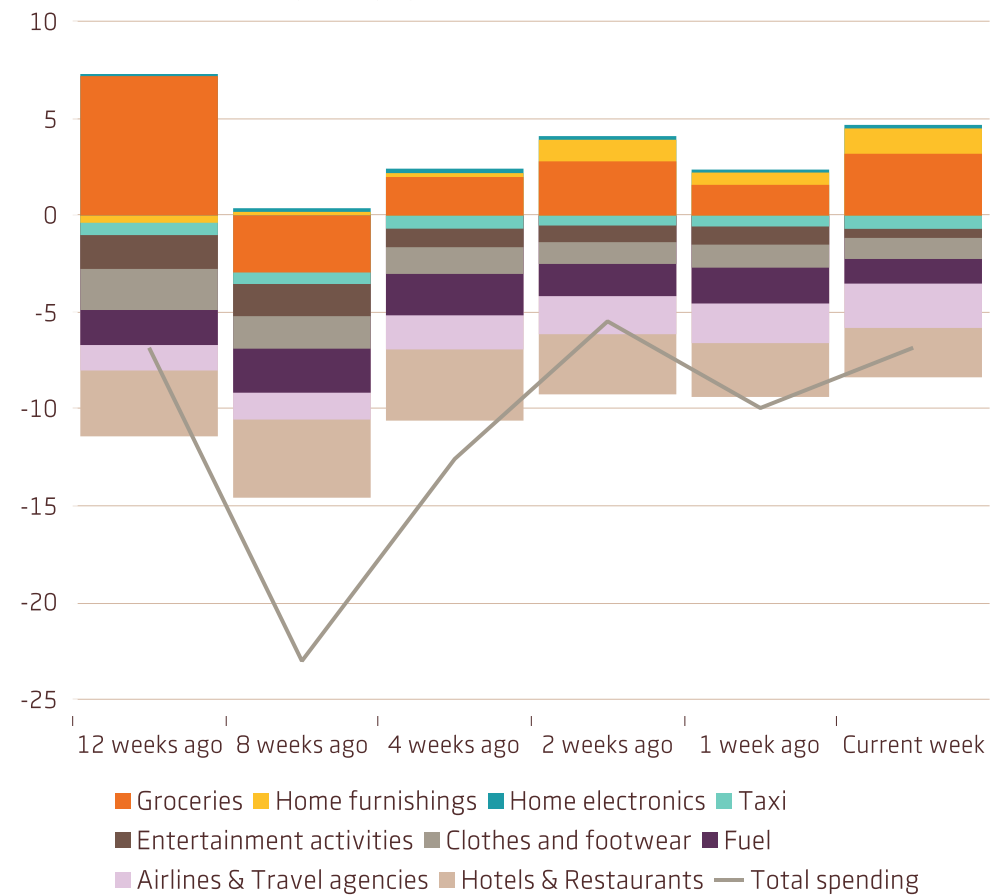
Annual growth and its contributions during selected weeks

Daily spending in different sectors, 2020



Sources: Swedbank Pay and Swedbank Research

Contributions to yearly growth, selected sectors

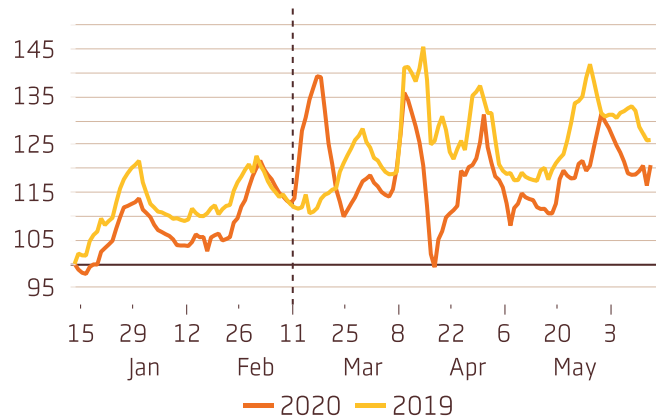


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

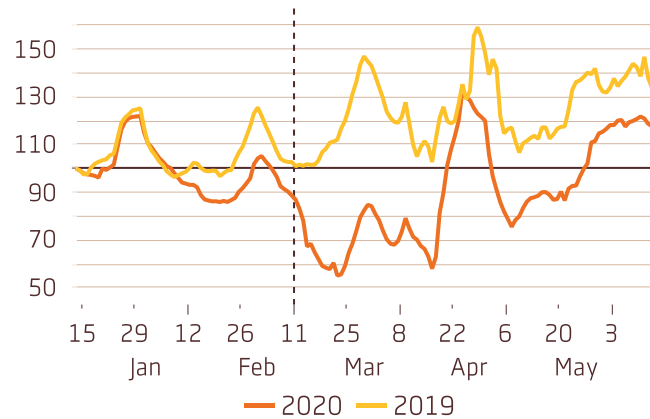
7 days moving average, index (Jan 13th = 100), 2020 compared to 2019

Groceries



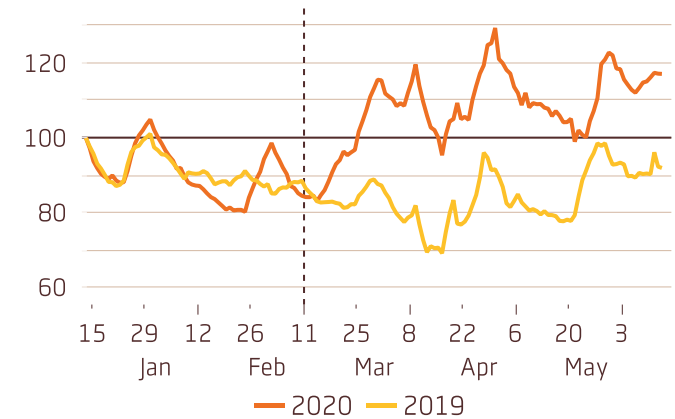
Sources: Swedbank Pay and Swedbank Research

Clothes and footwear



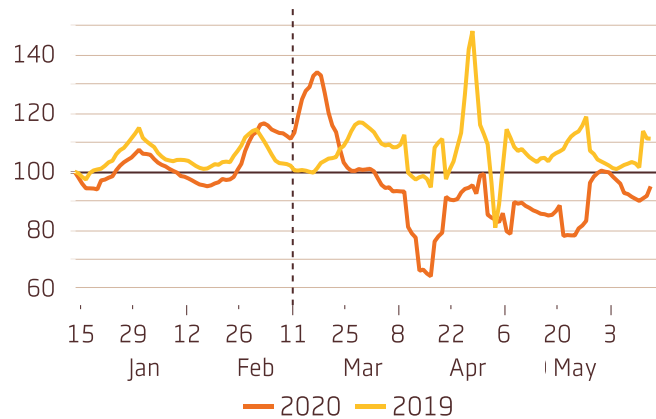
Sources: Swedbank Pay and Swedbank Research

Home electronics



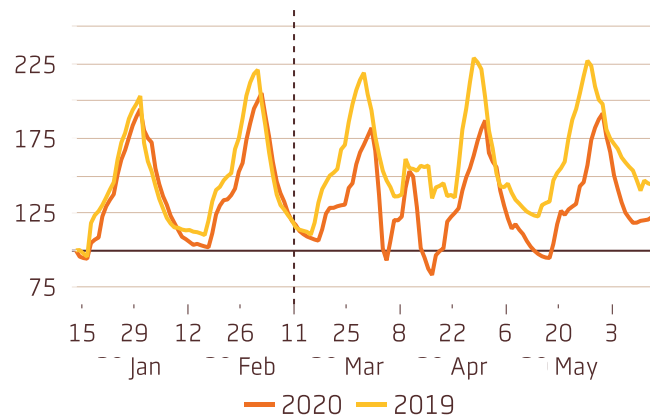
Sources: Swedbank Pay and Swedbank Research

Healthcare



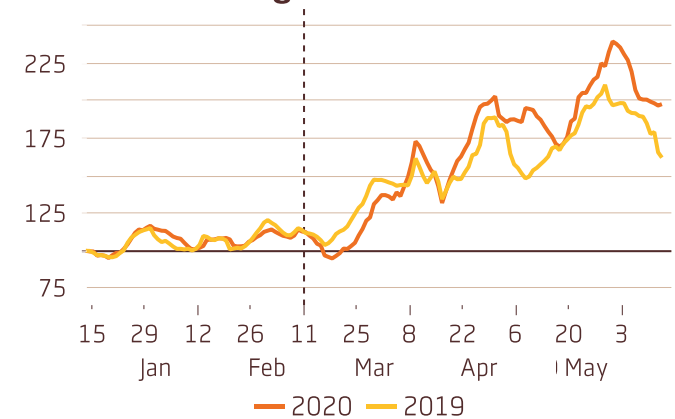
Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

Home furnishing and renovations

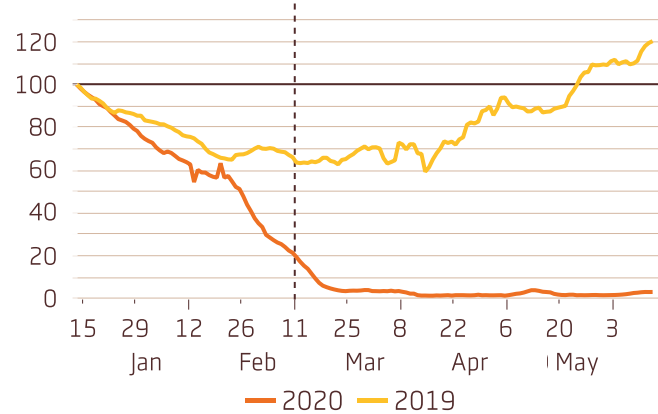


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

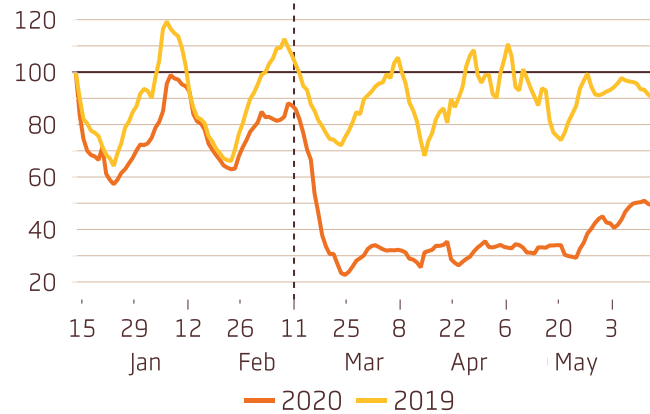
7 days moving average, index (Jan 13th = 100), 2020 compared to 2019

Airlines and Travel agencies



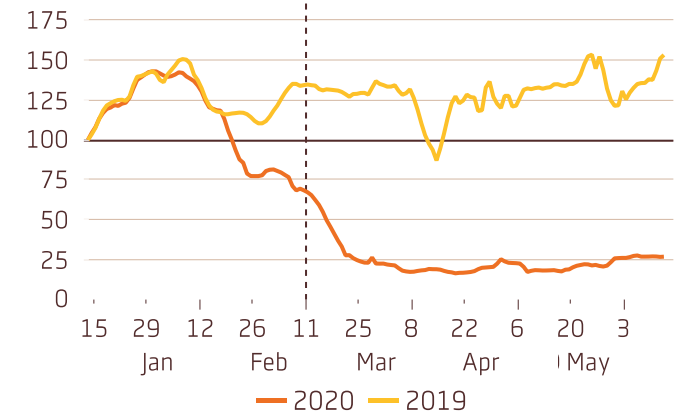
Sources: Swedbank Pay and Swedbank Research

Public transport



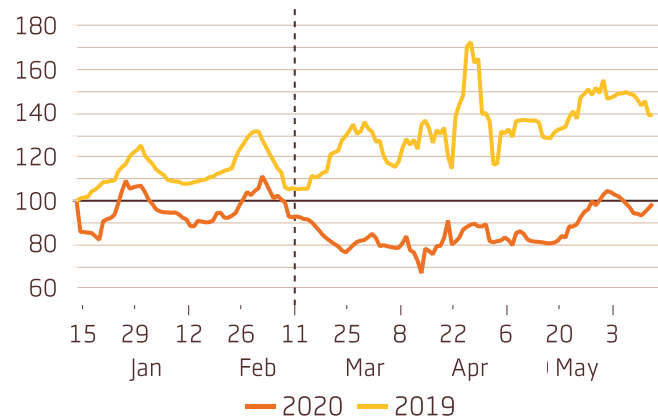
Sources: Swedbank Pay and Swedbank Research

Taxis



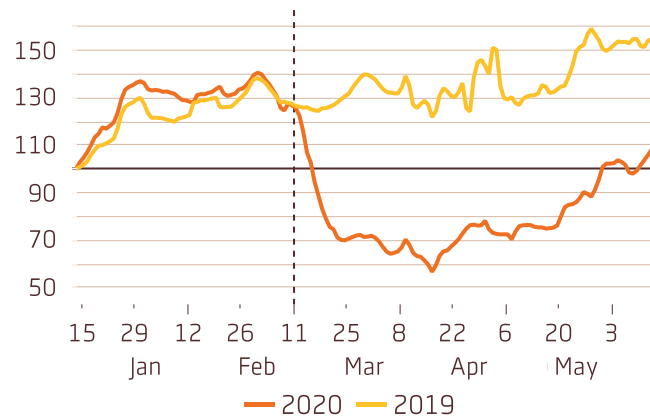
Sources: Swedbank Pay and Swedbank Research

Fuel



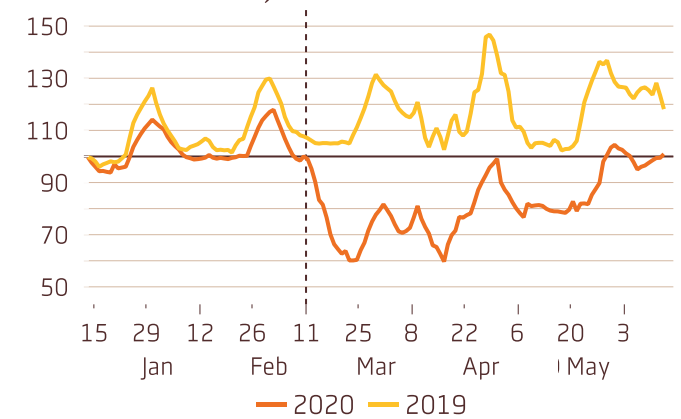
Sources: Swedbank Pay and Swedbank Research

Hotels and Restaurants



Sources: Swedbank Pay and Swedbank Research

Entertainment, hobbies and activities



Sources: Swedbank Pay and Swedbank Research

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