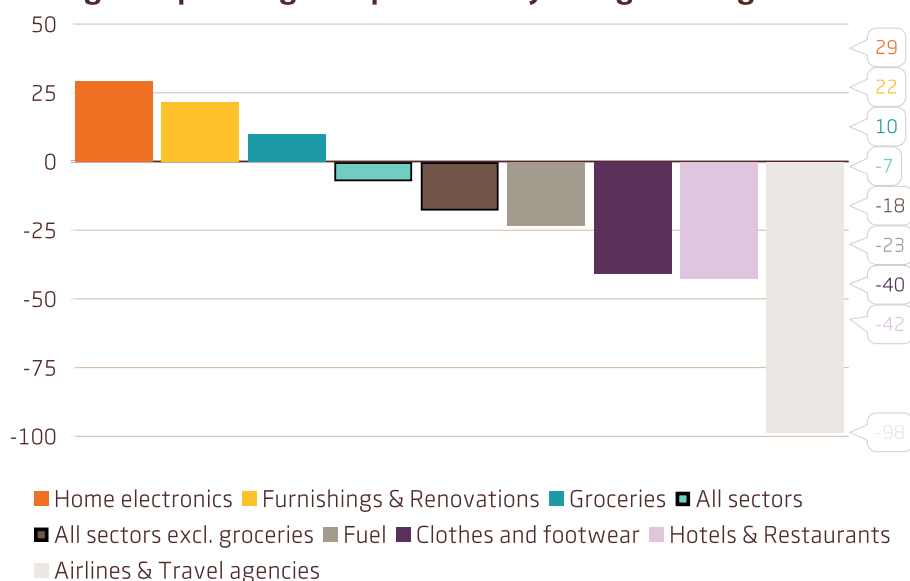


Consumer Spending Observer

Swedish card transaction data shows some improvement since the bottom

- ▶ During the period of April 30th - May 6th, overall spending declined by 7% and excluding grocery stores by 18% annually
- ▶ This is a considerable improvement compared to mid-April when spending was down by 25% and 37%, respectively

Change in spending compared to a year ago during 30/4-6/5



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 & May 1st effects.

- ▶ Spending have gradually improved since the bottom in mid-April but remains significantly lower compared to a year ago.
- ▶ Total spending excluding groceries was down by 18% during April 30th – May 6th compared to the same period last year. Including grocery store spending, it was down by 7%.
- ▶ The improvement in recent weeks comes mainly from groceries and furnishings & renovations. Meanwhile the weakness originates from much lower spending on hotel & restaurants, fuel and airline & travel agencies. The drop in fuel spending is, however, also explained by 20% lower gasoline prices compared to a year ago.
- ▶ All travel related activities, including public transportation, take place to a very limited extent, albeit taxi fares have increased slightly.

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Daily transaction turnover in 2020: total and different sectors

7 days moving average, y/y %

Daily spending in Sweden, 2020

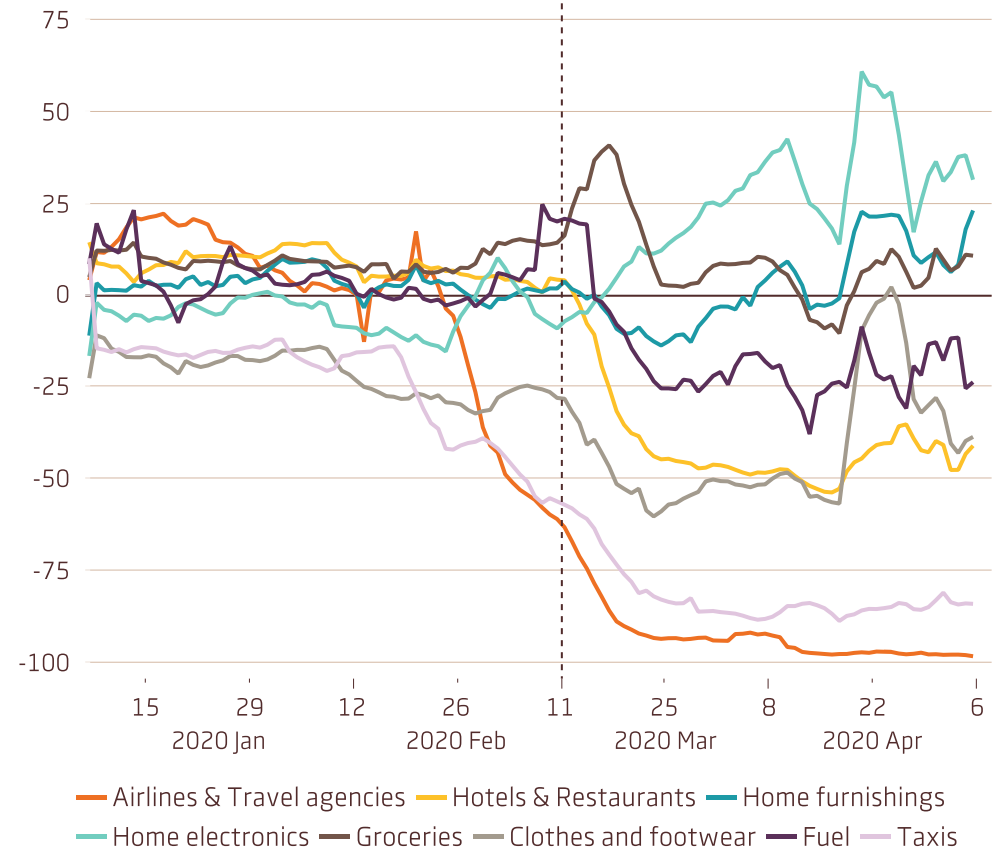
Transaction turnover, 7dma, y/y %



Sources: Swedbank Pay and Swedbank Research

Daily spending in different sectors, 2020

Transaction turnover, 7dma, y/y %

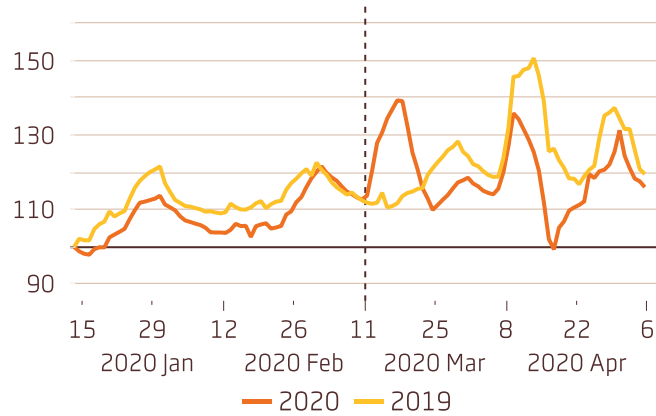


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

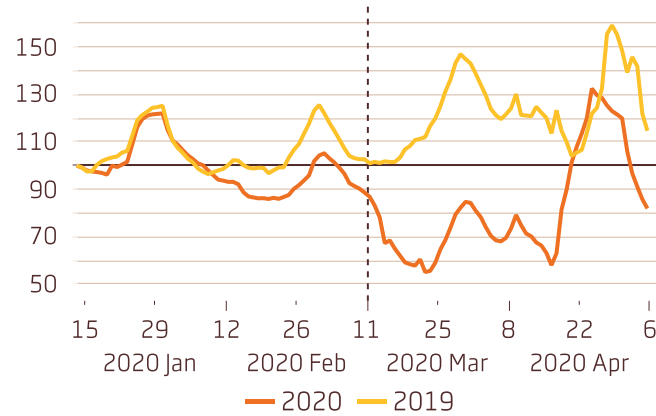
7 days moving average, index (Jan 13th = 100), 2020 compared to 2019

Groceries



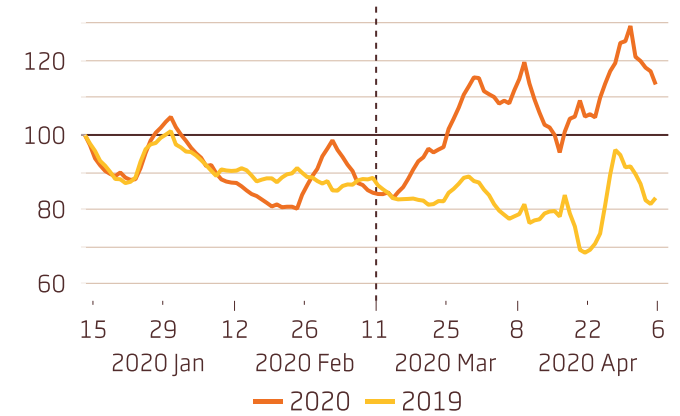
Sources: Swedbank Pay and Swedbank Research

Clothes and footwear



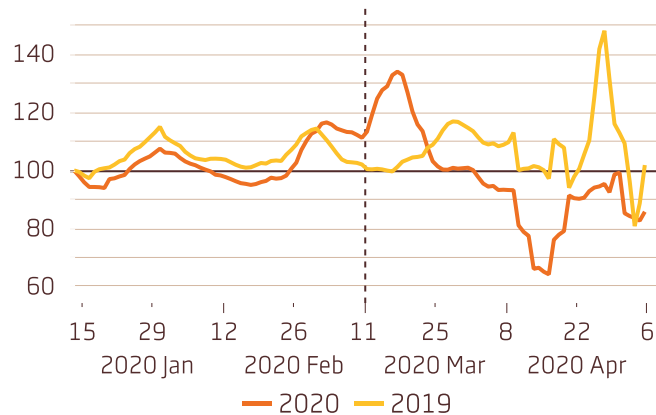
Sources: Swedbank Pay and Swedbank Research

Home electronics



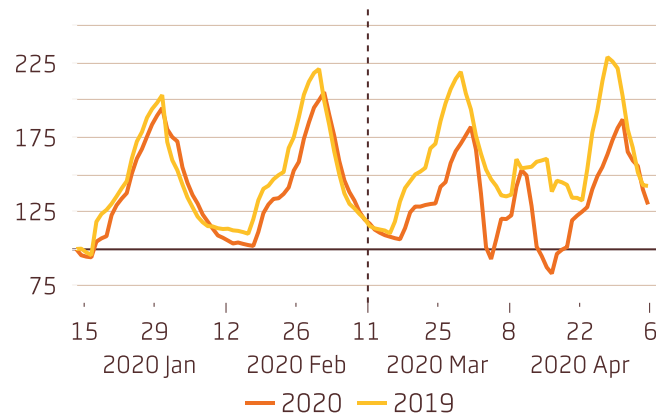
Sources: Swedbank Pay and Swedbank Research

Healthcare



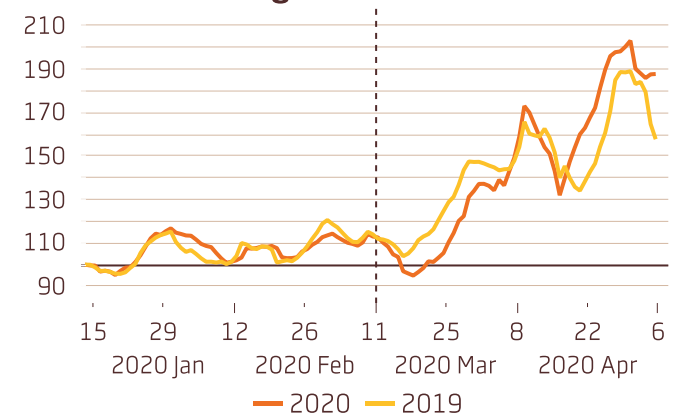
Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



Sources: Swedbank Pay and Swedbank Research

Home furnishing and renovations

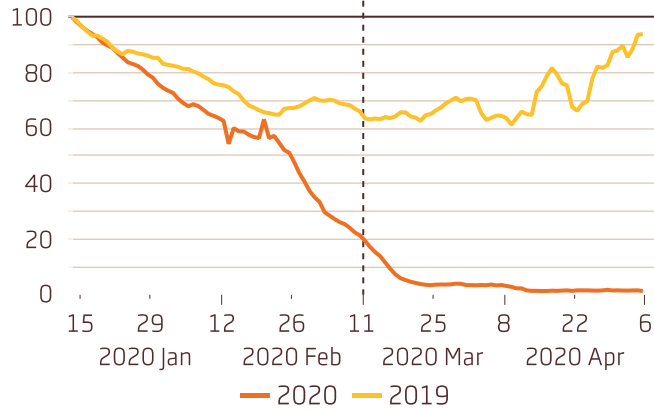


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

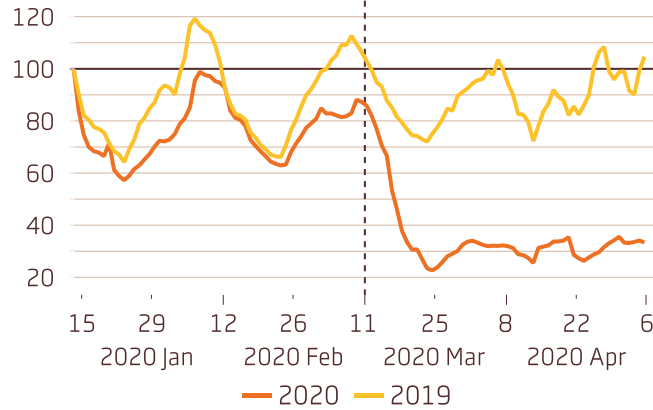
7 days moving average, index (Jan 13th = 100), 2020 compared to 2019

Airlines and Travel agencies



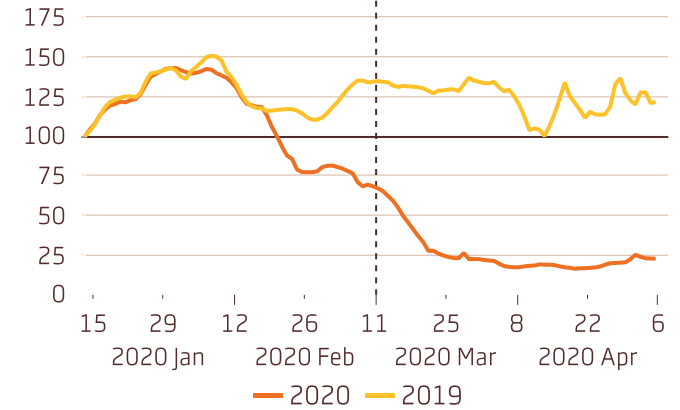
Sources: Swedbank Pay and Swedbank Research

Public transport



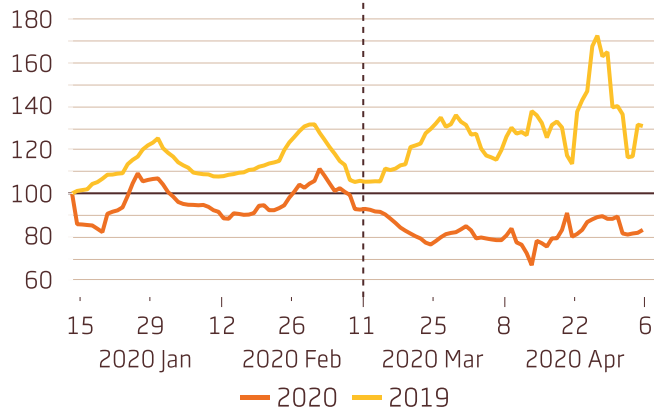
Sources: Swedbank Pay and Swedbank Research

Taxis



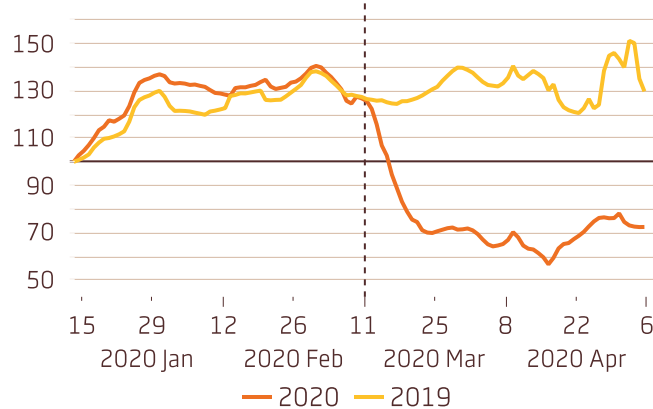
Sources: Swedbank Pay and Swedbank Research

Fuel



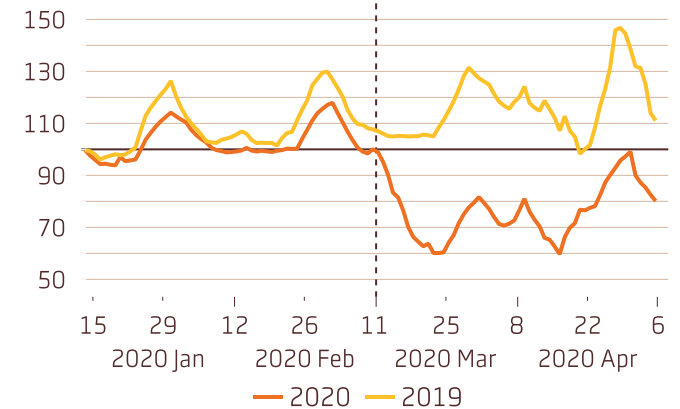
Sources: Swedbank Pay and Swedbank Research

Hotels and Restaurants



Sources: Swedbank Pay and Swedbank Research

Entertainment, hobbies and activities



Sources: Swedbank Pay and Swedbank Research

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