

Consumer Spending Observer Sweden

Easter – all about food

- Spending was 6% higher in the past week compared to last year's Easter as spending on food increased by 11% (data until 8 April)
- Spending in real terms was 2.5% below last year's level in the past week and 9% lower in the past four weeks

Total spending

Transaction turnover, y/y %, constant prices

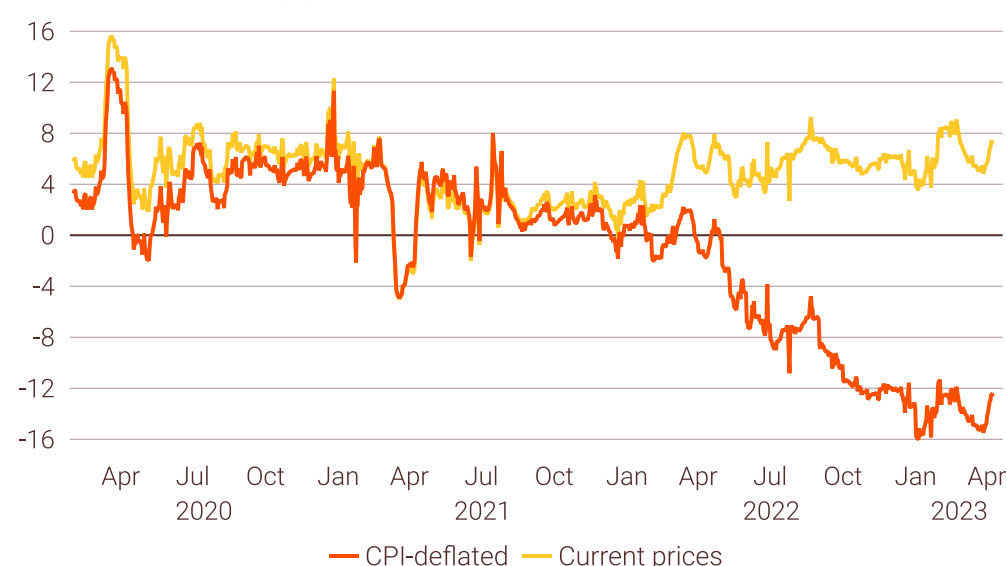


Note: Deflated using the CPIF index excl. electricity.
March and April data is deflated with the Swedbank forecast.
Sources: Swedbank Pay and Swedbank Research

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.
March and April data is deflated with the Swedbank forecast.
Sources: Swedbank Pay and Swedbank Research

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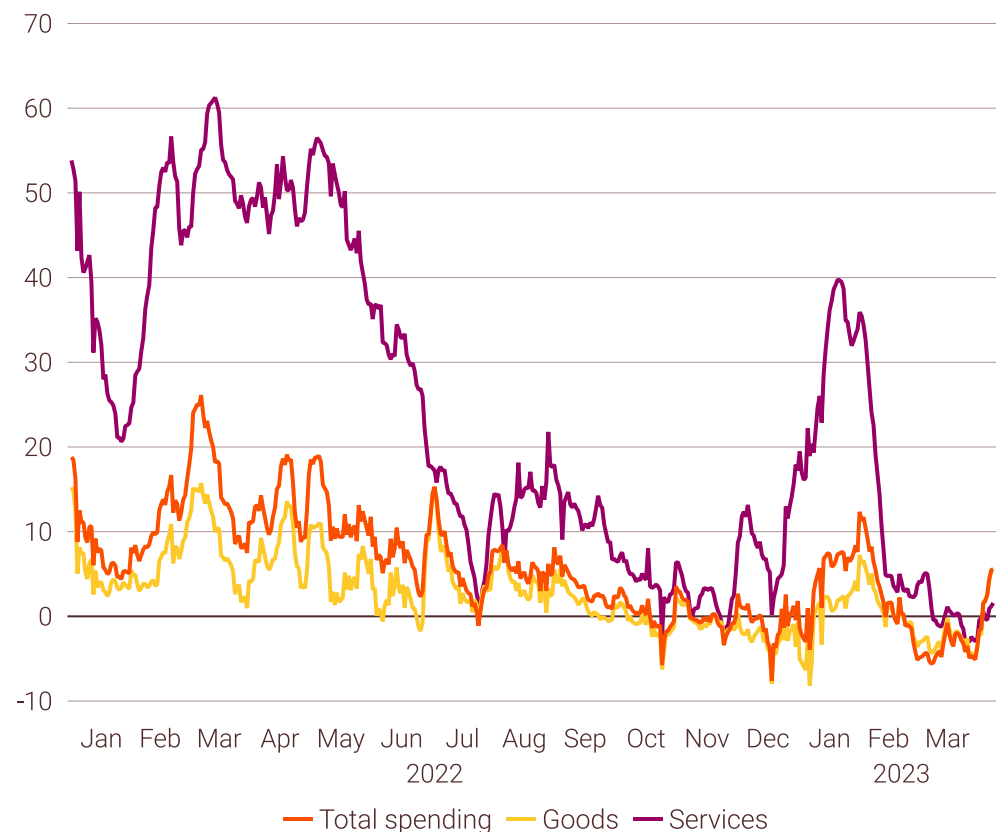
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Daily transaction turnover

Index and annual % change, current prices

Daily spending in Sweden

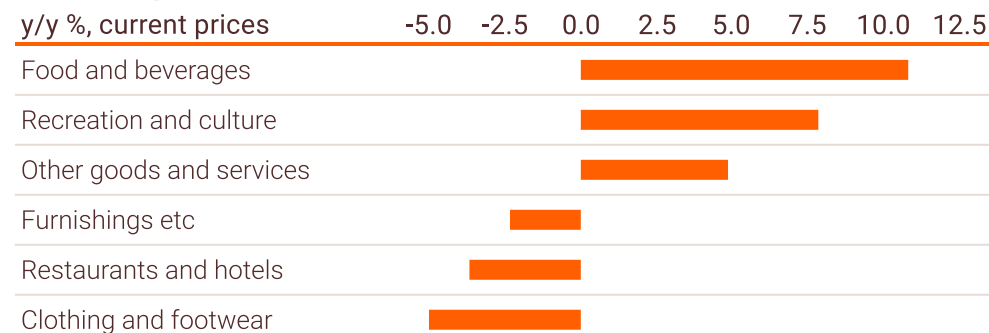
Transaction turnover, y/y %, 7dma



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



Sources: Swedbank Pay and Swedbank Research

Spending in the past week

% , current prices	2022	2021	2020	2019
Total	6	17	23	8
Goods	5	12	18	13
Services	2	50	86	-1

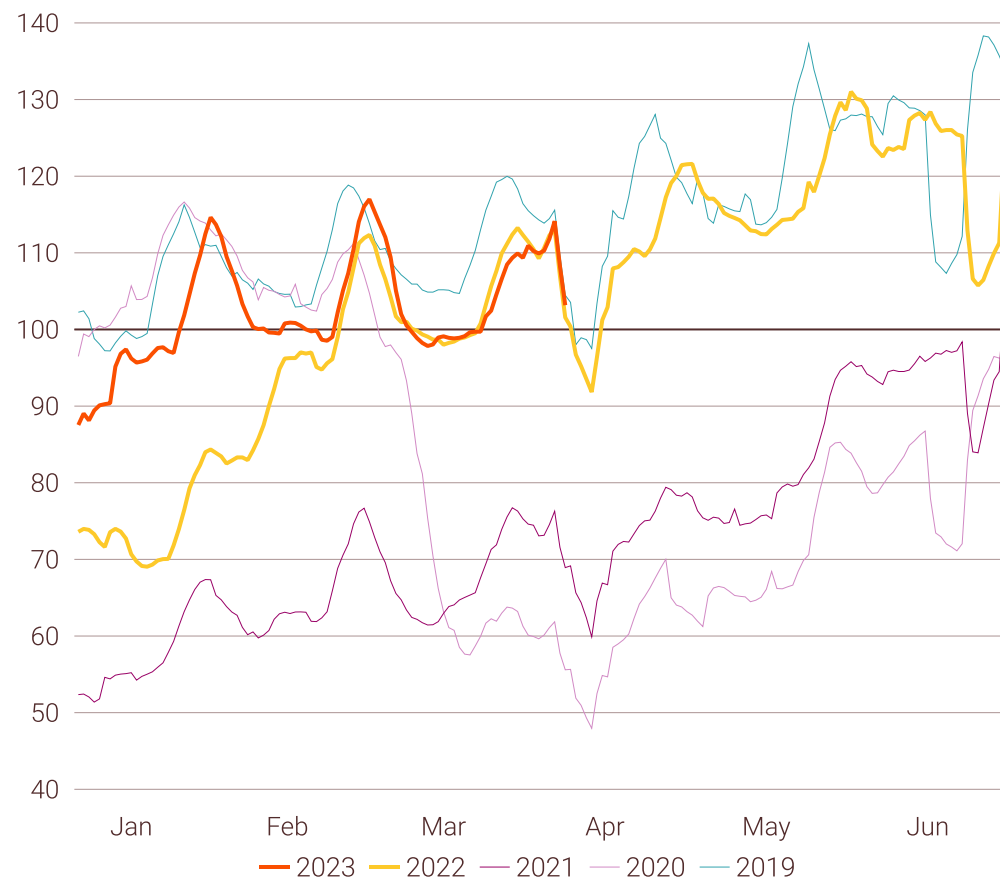
% change compared to the corresponding week in previous years

Transaction turnover in service sectors

Index and annual % change, current prices

Spending on services

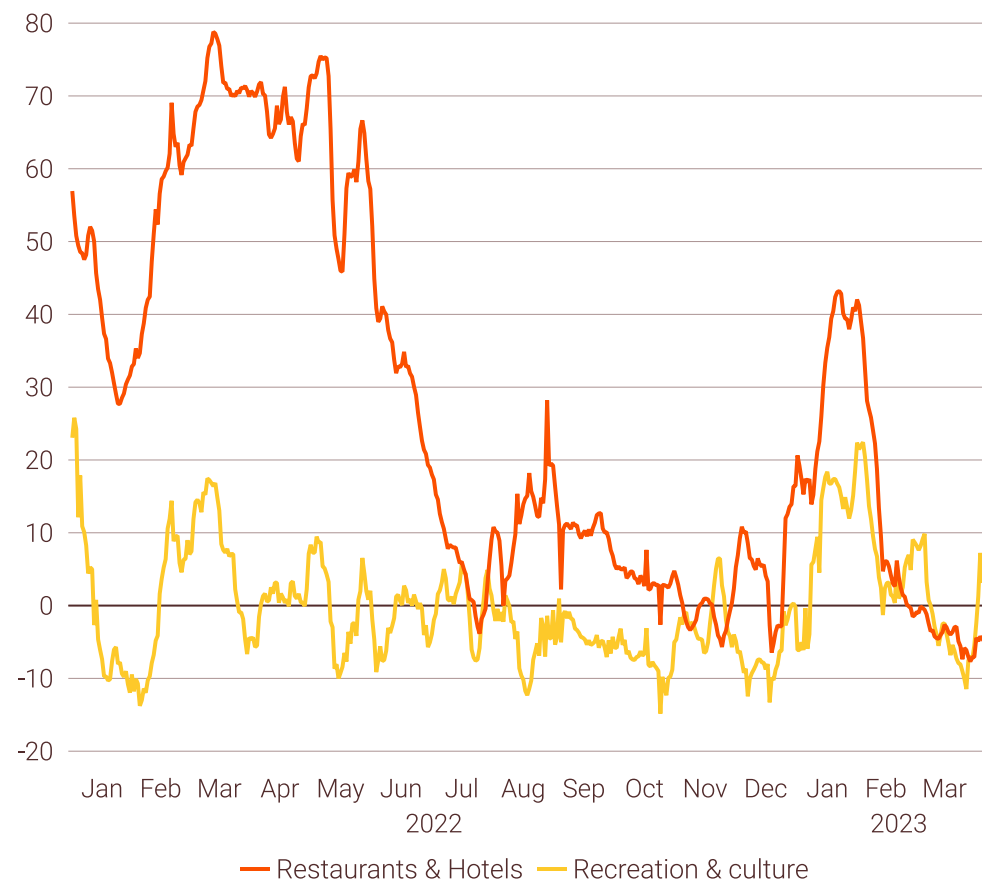
Index (13 Jan 2020=100), 7dma



Sources: Swedbank Pay and Swedbank Research

Daily spending in Sweden

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



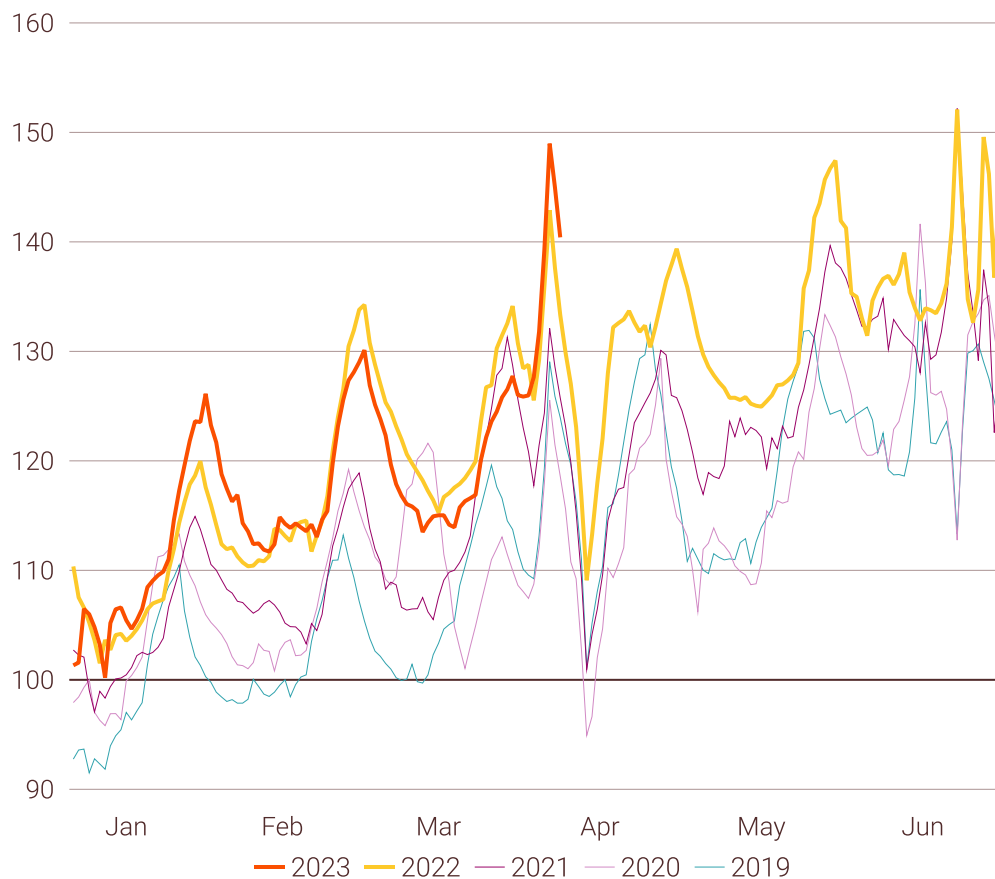
Sources: Swedbank Pay and Swedbank Research

Transaction turnover in goods sectors

Index and annual % change, current prices

Spending on goods

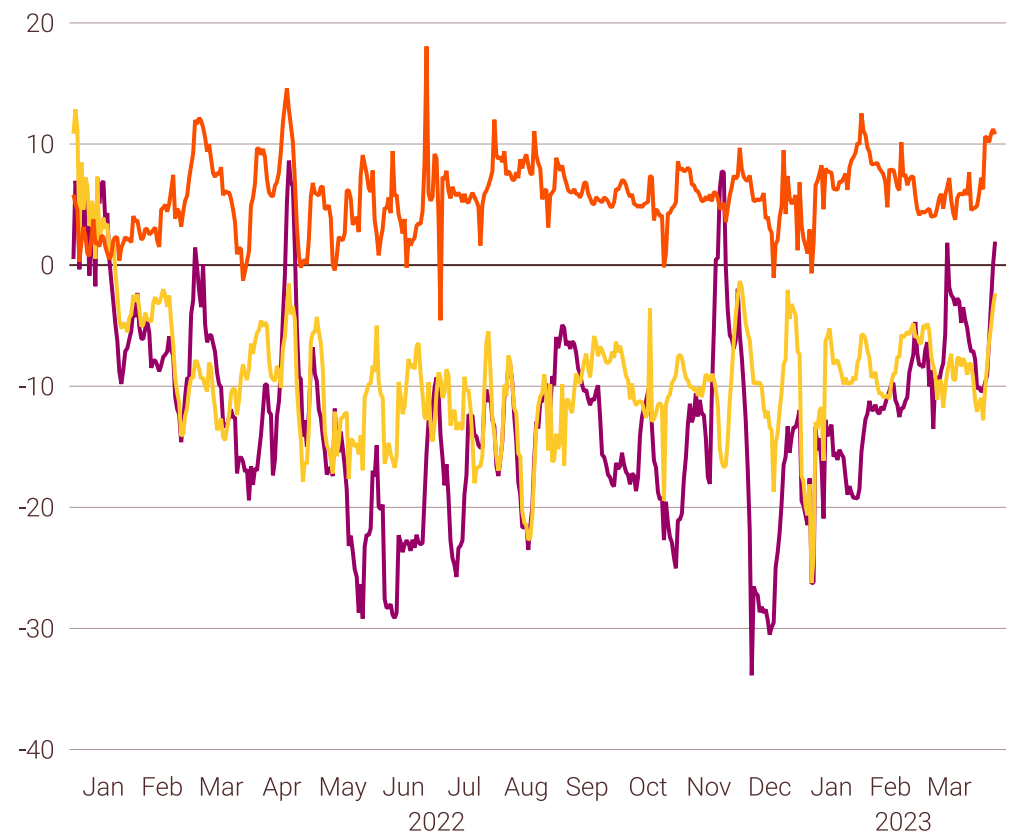
Index (13 Jan 2020=100), 7dma



Sources: Swedbank Pay and Swedbank Research

Daily spending in Sweden

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

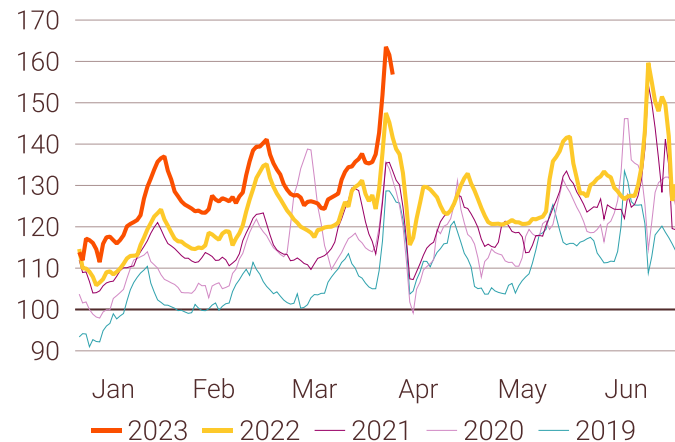


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in different sectors

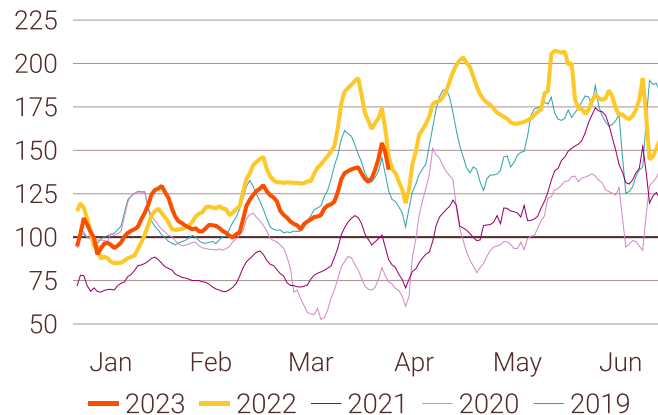
7-day moving average, index (13 January 2020=100), HUKO sectors, current prices

Mostly food and beverages



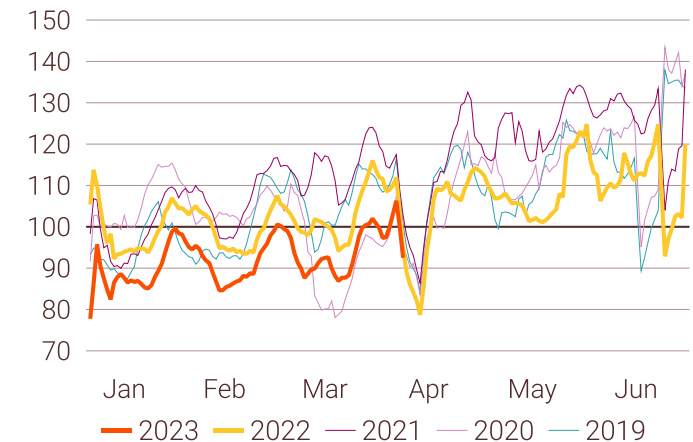
Sources: Swedbank Pay and Swedbank Research

Clothing and footwear*



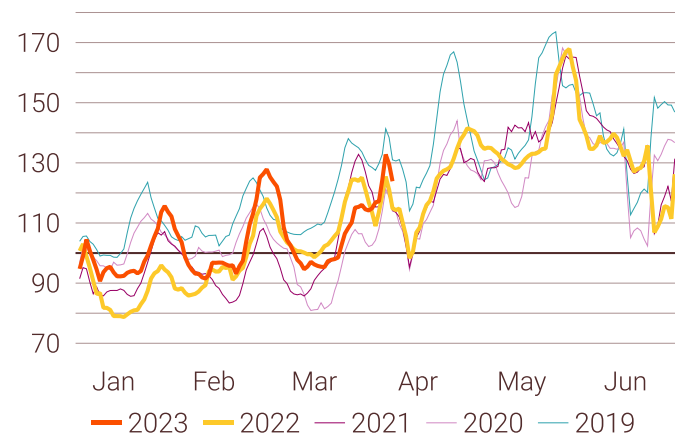
* Change in customer base in September 2021
Sources: Swedbank Pay and Swedbank Research

Furnishings and household equipment



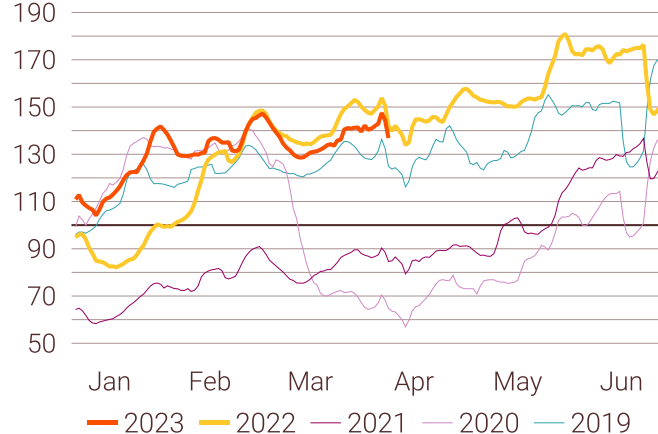
Sources: Swedbank Pay and Swedbank Research

Recreation and culture



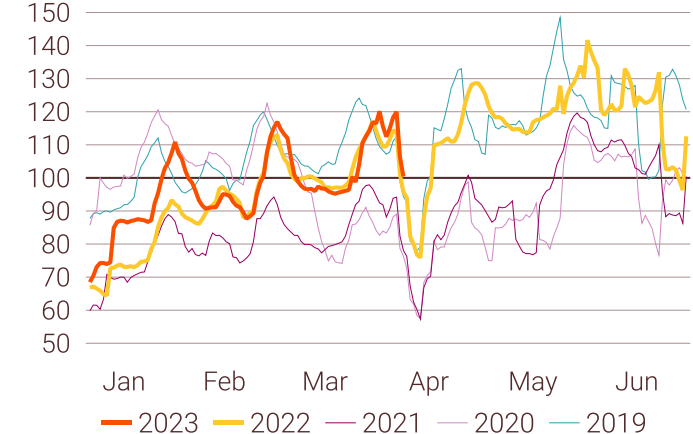
Sources: Swedbank Pay and Swedbank Research

Restaurants and Hotels



Sources: Swedbank Pay and Swedbank Research

Other goods and services

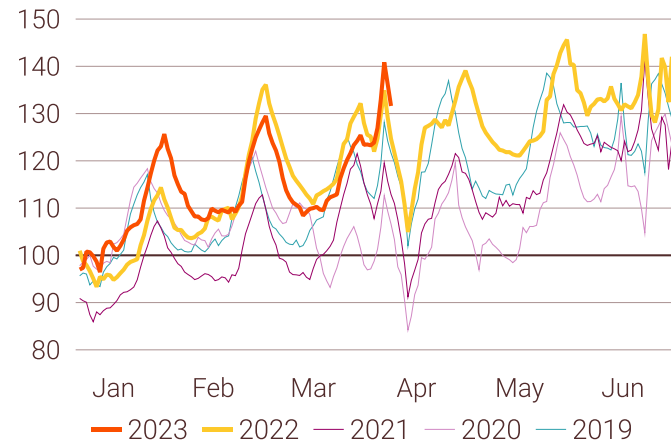


Sources: Swedbank Pay and Swedbank Research

Daily transaction turnover in total spending and other sectors

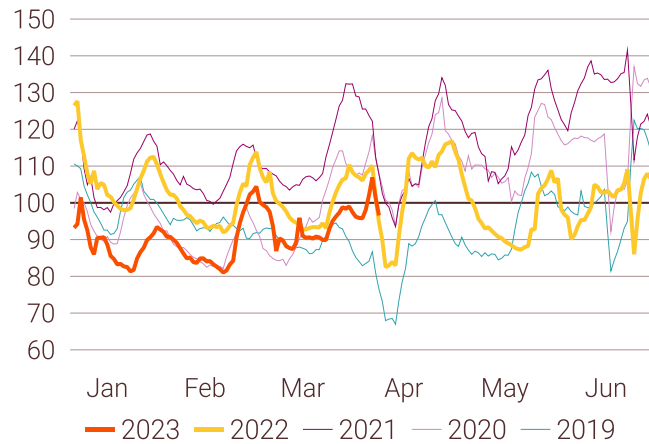
7-day moving average, index (13 January 2020=100), current prices

Total spending



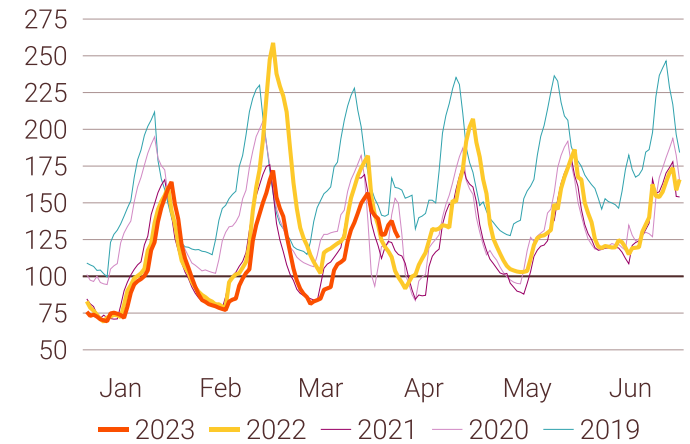
Sources: Swedbank Pay and Swedbank Research

Home electronics



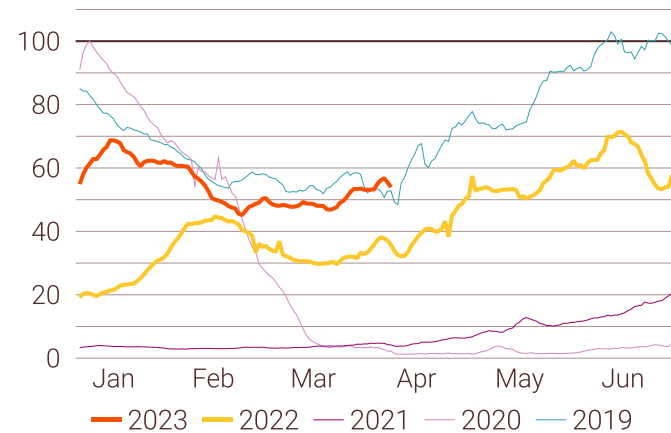
Sources: Swedbank Pay and Swedbank Research

Cash withdrawal



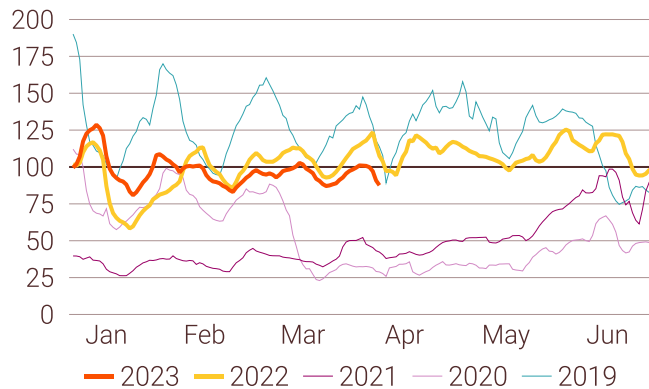
Sources: Swedbank Pay and Swedbank Research

Travel agencies



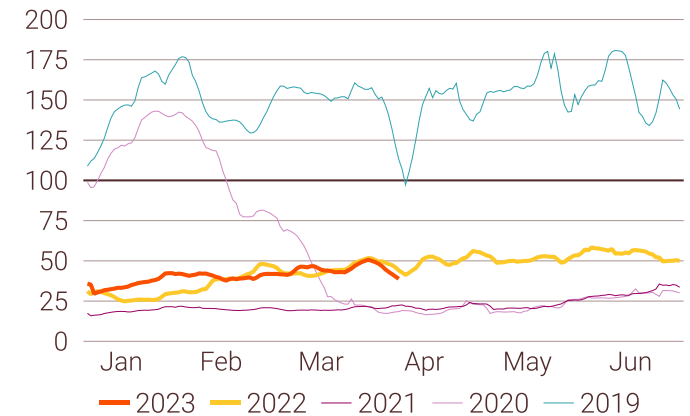
Sources: Swedbank Pay and Swedbank Research

Public transport*



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

Taxis*



* Limited customer base and the data should be interpreted carefully
Sources: Swedbank Pay and Swedbank Research

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