

Spending Monitor

Spending remains depressed but latest figures should not be over interpreted

- Danish spending data up to and including 6 April show the continuation of the significant shifts in consumption that have taken place since early March, notably since the announcement of extensive lockdown measures on 11 March.
- The increase in spending in early April should not be over-interpreted, as it is mainly due to some fixed expenditure (paid by card) increasing around 1 April and the data being compared with a similar weekday in 2019 rather than the same date. This distorts the data somewhat. On page 2, we include a chart displaying spending compared on a weekly level, which is less sensitive to this type of distortion.
- Looking at the less volatile weekly spending figures, compared with week 14 in 2019 total spending is down by 30% excluding grocery store spending. Including grocery store spending, it is down by 10%.
- In addition, we note that Easter is one week earlier in 2020 than it was in 2019. This also leads to distortions in the data. A chart on page 2 displays spending compared with the week before Easter 2019 (i.e. comparing Friday 3 April 2020 with Friday 12 April 2019 and so forth).
- Compared with the Monday before Easter 2019, total spending is down 15% and 25-30% excluding grocery stores. Changes in opening hours for supermarkets and grocery stores compared with Easter 2019 might have an additional effect on spending patterns.
- On the following two pages, we detail the developments in spending by type.

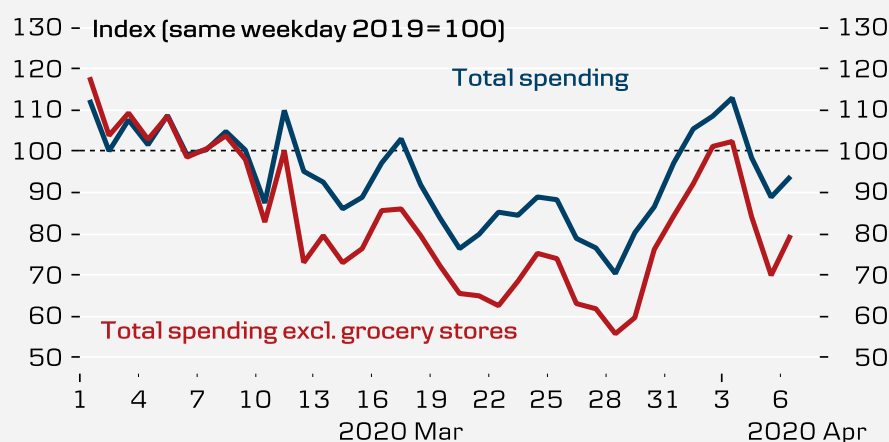
Notes on the spending data

The spending data is based on transactions both domestic and abroad with cards and MobilePay in stores for around 1m Danske Bank Danish personal customers with active accounts. All data is anonymised and non-referable.

The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably fixed costs and spending on housing are not included.

The charts show spending in March 2020 compared with the same weekdays in 2019 (this is to correct for different spending patterns across the week). Data is not adjusted for price developments.

Data from late last week should not be over-interpreted, as total spending is sensitive to turn-of-the-month effects



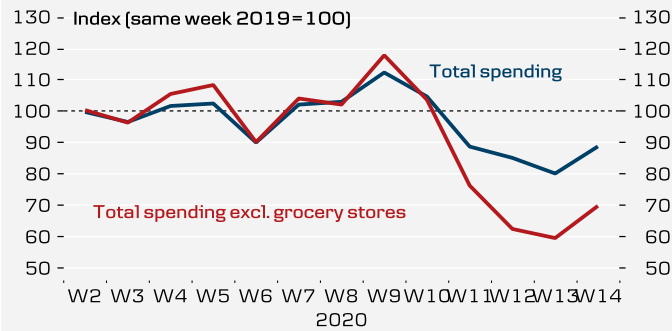
Note: Spending by card and MobilePay does not include cash and account transfers; hence, it cannot be compared directly with private consumption in national accounts

Source: Danske Bank

Senior Analyst

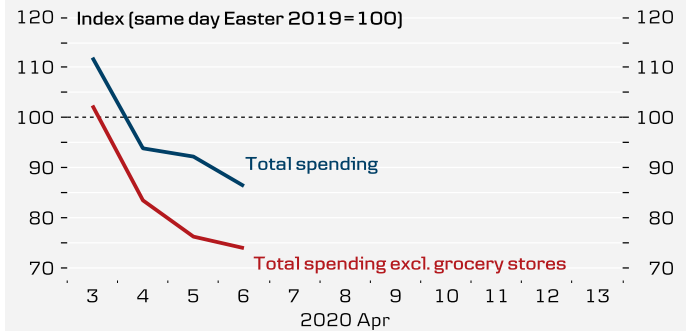
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Weekly spending (less sensitive to date effects around month end) remains depressed



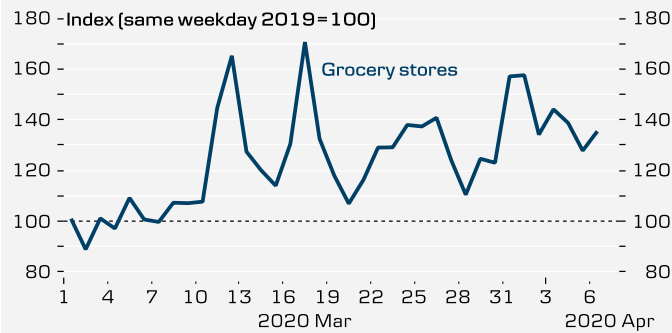
Source: Danske Bank

Spending is down compared with pre-Easter 2019



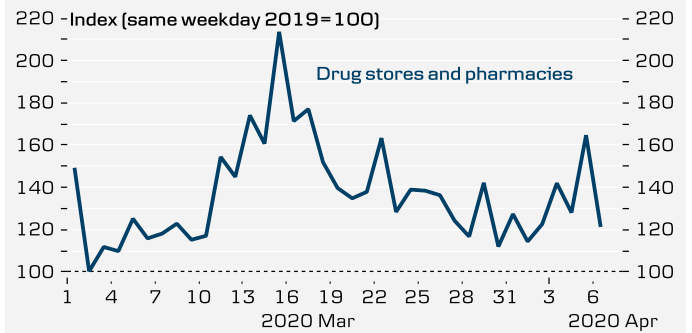
Source: Danske Bank

Grocery store spending remains elevated by around 40% but an Easter effect may materialise in the coming week



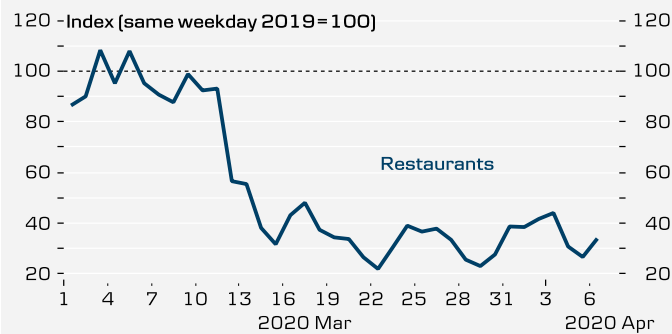
Source: Danske Bank

Health-related spending has stabilised at 20-40% above normal



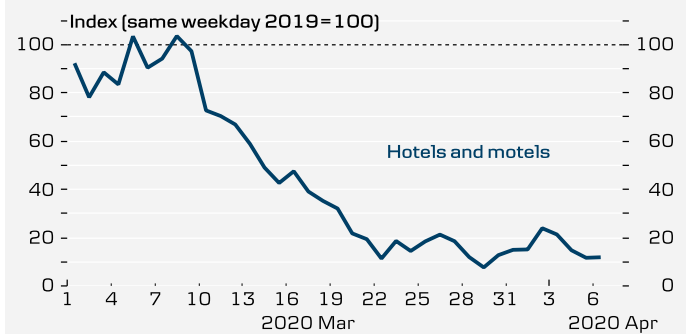
Source: Danske Bank

Restaurant spending seems to have stabilised at 70-80% below normal



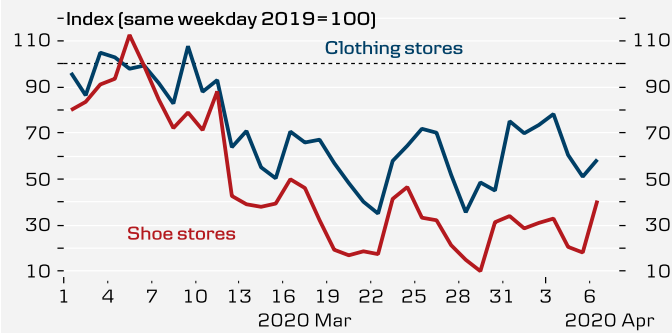
Source: Danske Bank

Hotel spending has fallen by 90% as the sector closes down



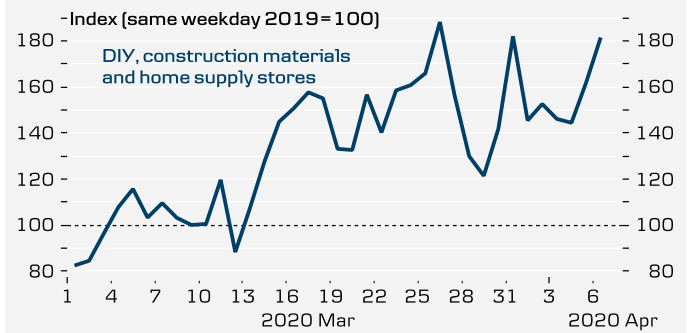
Source: Danske Bank

Shoe and clothing shopping remain depressed



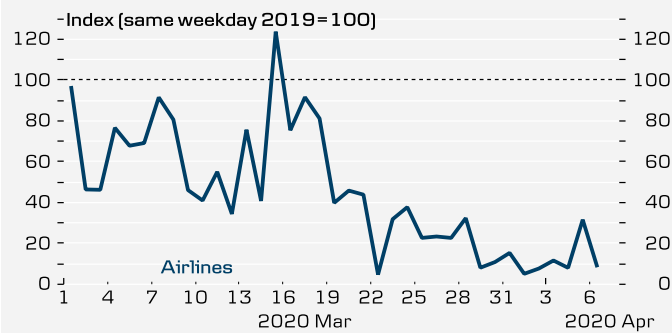
Source: Danske Bank

DIY spending continues to be elevated



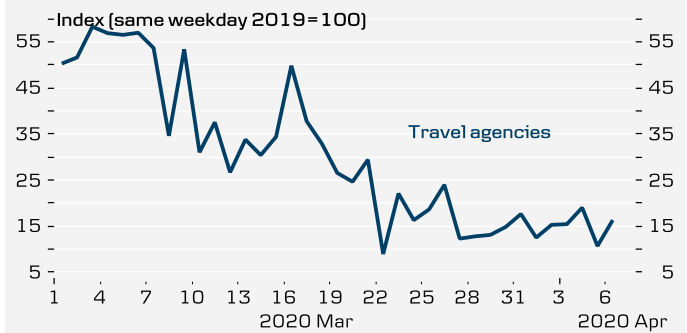
Source: Danske Bank

Airlines under severe pressure as ticket sales disappear



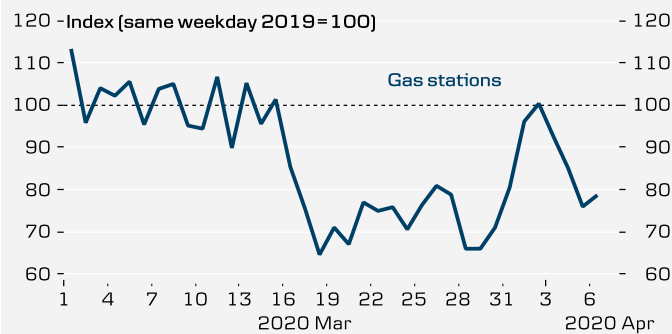
Source: Danske Bank

Hardly any activity with travel agents - this will have implications for travel patterns in coming quarters



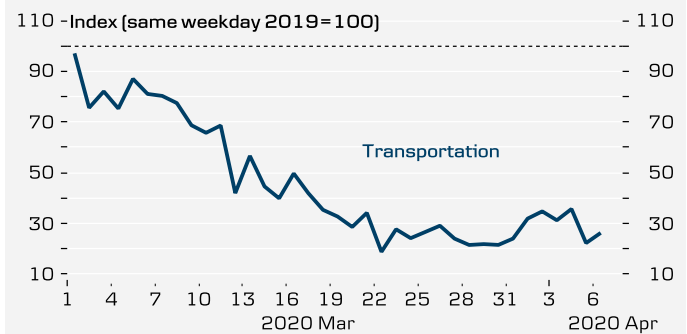
Source: Danske Bank

Spending in gas stations depressed by less driving and low prices, but the early Easter is likely to lift relative spending



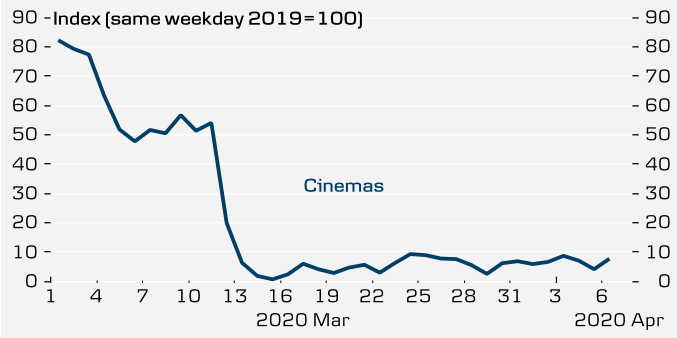
Source: Danske Bank

Transportation spending is down by 80%



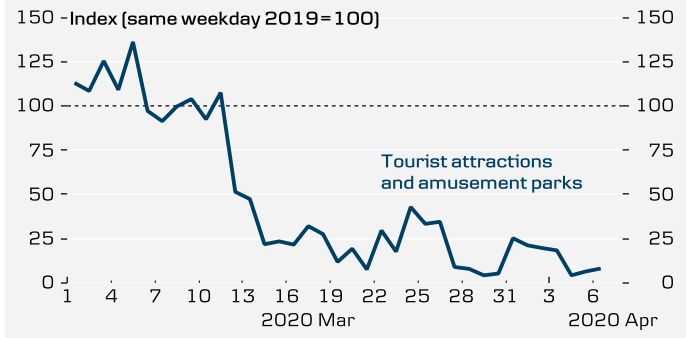
Source: Danske Bank

Cinemas have closed



Source: Danske Bank

Tourist attractions, museums and amusement parks have closed down by now



Source: Danske Bank

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