

# Spending Monitor

## Further improvement in services spending

- Danish spending data up to and including 13 July has spending stabilising at a normal level and continued signs of improvement in, notably, services spending. Note that we do not take into account the decline in cash spending compared with last year, which implies that private consumption (excluding cars) is still trailing 2019 by around 4%.
- The most notable improvements over the past week have been for restaurants, where spending is now at 2019's level. The same goes for spending at tourist attractions and amusement parks. Likewise, hotel spending is now only 10% below the level in 2019. However, this continues to underestimate the challenges these industries are facing because of the large decline in the number of tourists, notably in Copenhagen, where tourists normally make up 60% of stays in hotels, compared with 50% nationwide.
- Spending at gas stations rose to 5% above the 2019 level, despite prices being more than 10% below what they were in 2019. With spending on plane tickets at half of 2019's level, this indicates that Danes are driving on holiday, rather than flying.
- Spending with travel agencies has improved in July, from being 80% below normal to 70% below normal. The weather deteriorating and borders opening are likely to be contributing factors but we still do not expect to see a significant improvement this summer.

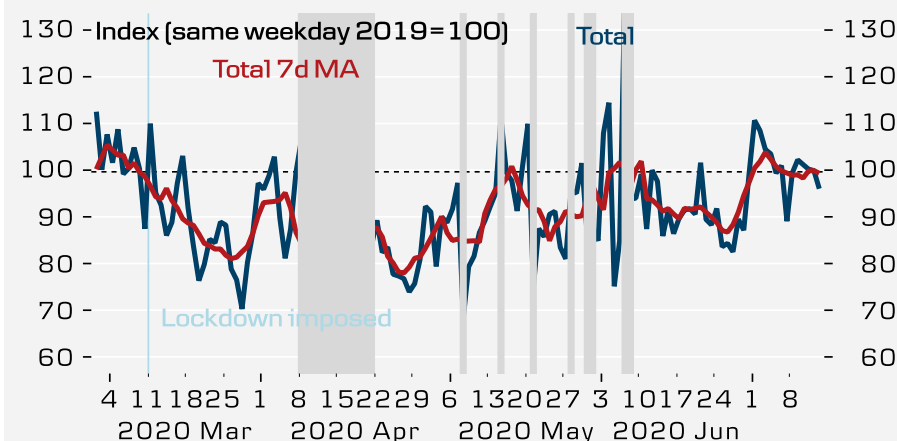
### Notes on the spending data

The spending data is based on transactions online and offline, both domestically 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. Changes in cash spending patterns will also affect the data.

The charts show spending in March - July 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.

### Total card and MobilePay spending hovers around 2019's level



Note: Spending by card and MobilePay does not include cash and account transfers, so it cannot be compared directly with private consumption in national accounts. Grey areas mark holidays in 2020 and 2019 that are at different times from one year to another. These include Easter, General Prayer Day, Ascension Day and Whitsun Sunday and Monday.

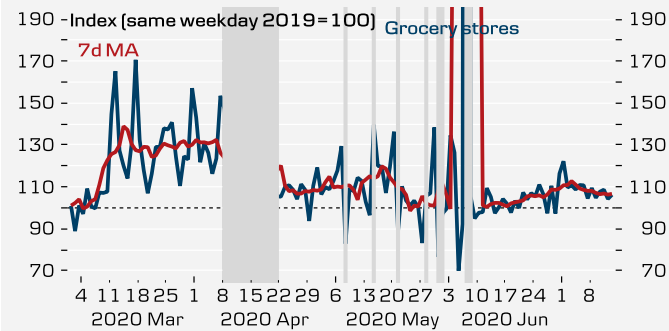
Source: Danske Bank

### Senior Analyst

Louise Aggerstrøm Hansen  
 +45 45 12 85 31  
 +45 22 45 20 65  
 louhan@danskebank.dk

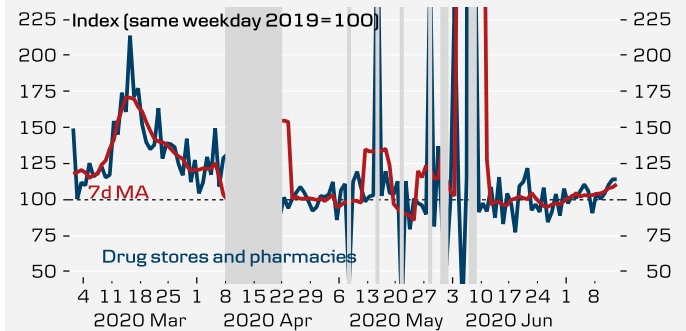
Selected charts with relative changes

More Danes vacationing at home might lift grocery spending in July



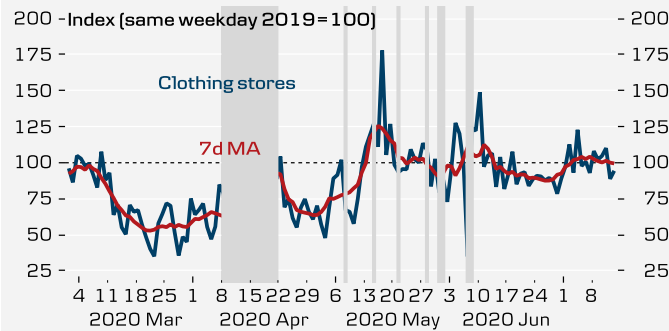
Source: Danske Bank

Health-related spending around normal levels



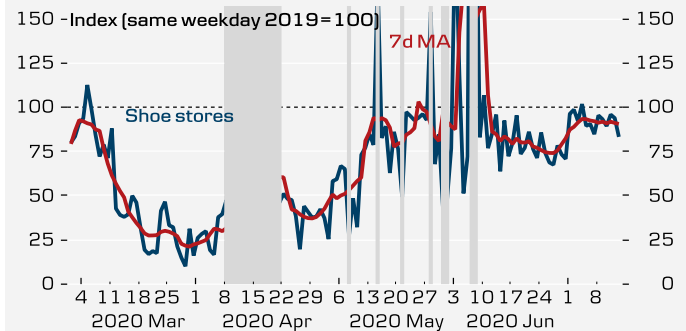
Source: Danske Bank

Spending in clothing stores has stabilised at normal levels



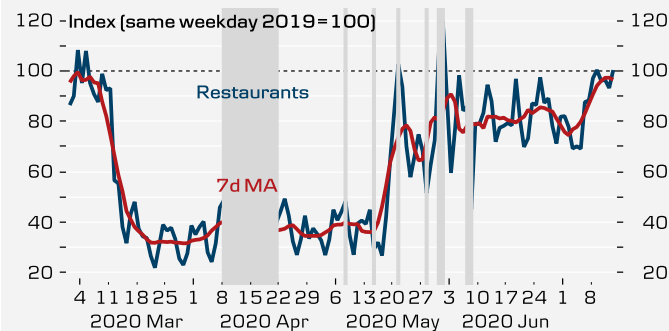
Source: Danske Bank

Spending in shoe stores has improved over the past week but remains slightly below normal



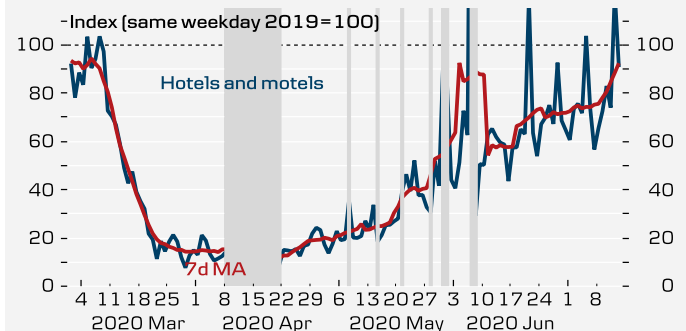
Source: Danske Bank

Restaurant spending is back to normal, with fast food pulling up and bars and nightclubs pulling down



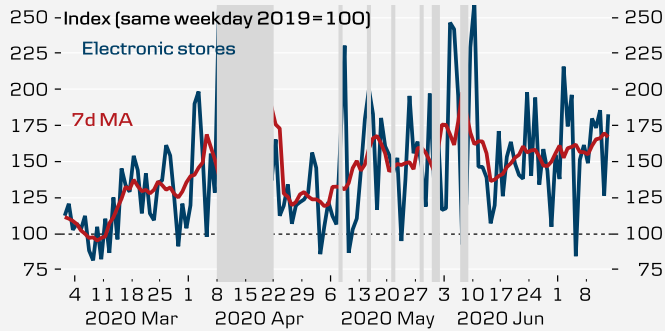
Note: The restaurant index include bars and nightclubs and fast food places  
Source: Danske Bank

Danes are only spending around 10% less than normal - note the data does not cover foreigners



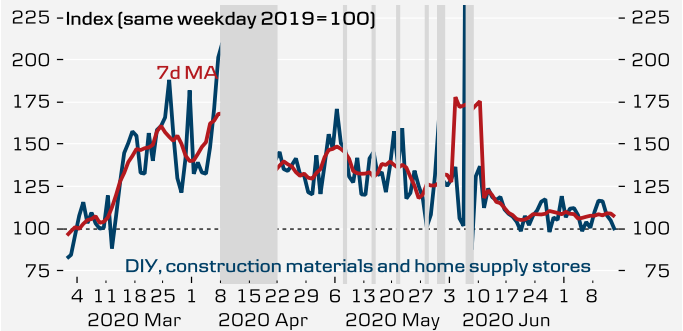
Source: Danske Bank

**Spending at electronics stores has been elevated since lockdown started**



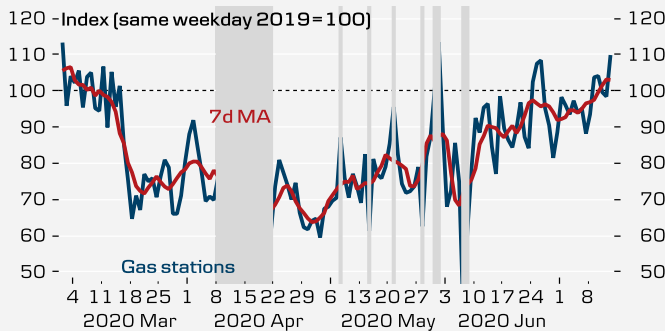
Source: Danske Bank

**DIY spending has stabilised around 10% above 2019 levels**



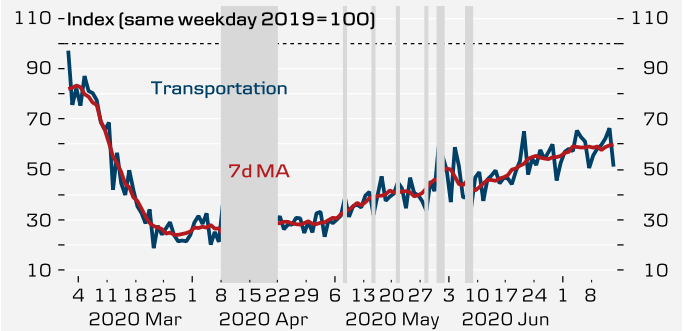
Source: Danske Bank

**Spending at gas stations now above last year's level, when taking lower prices than 2019 into account**



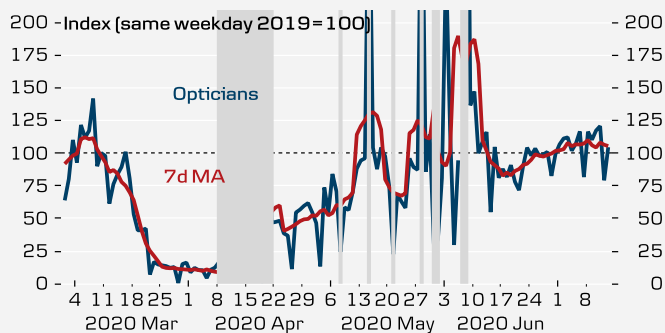
Source: Danske Bank

**Transportation spending still well below normal but clear signs of improvement**



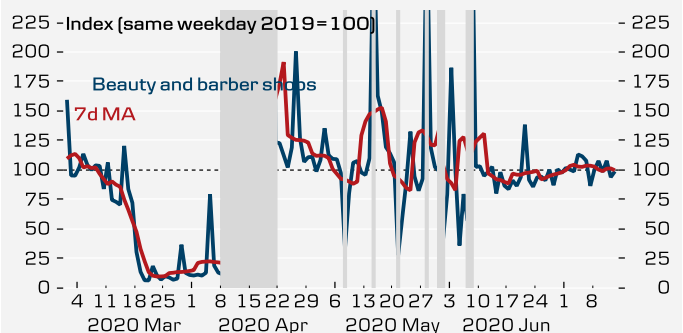
Source: Danske Bank

**Opticians at 2019's activity levels**



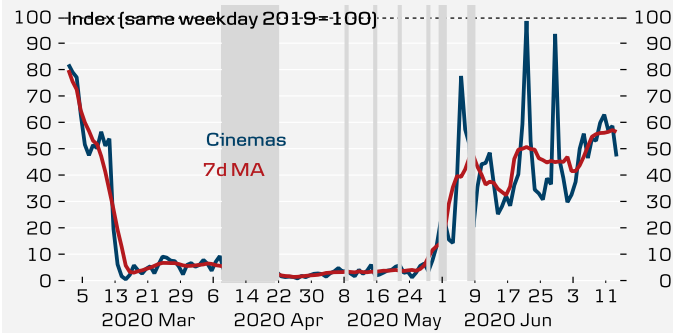
Source: Danske Bank

**Spending at hairdressers has returned to normal**



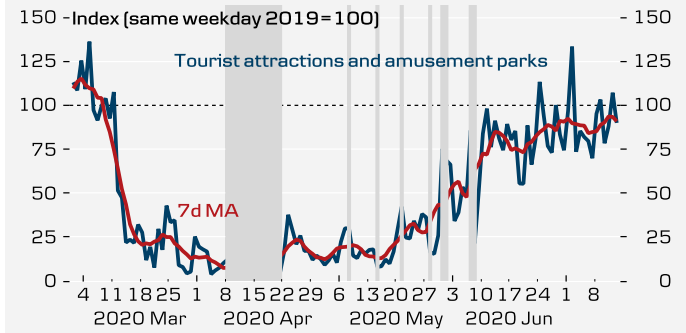
Source: Danske Bank

**Cinema spending edges upward as the weather turns worse**



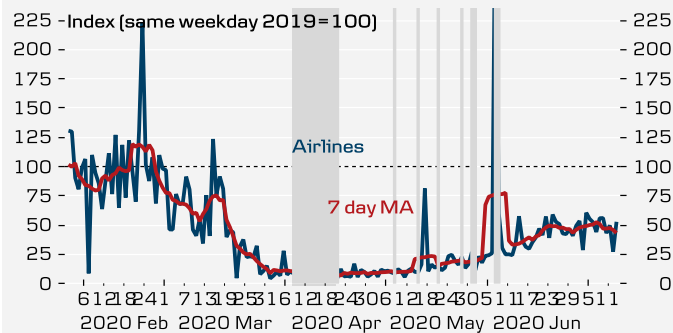
Source: Danske Bank

**Higher spending at tourist attractions still far from enough to compensate for absence of foreign tourists**



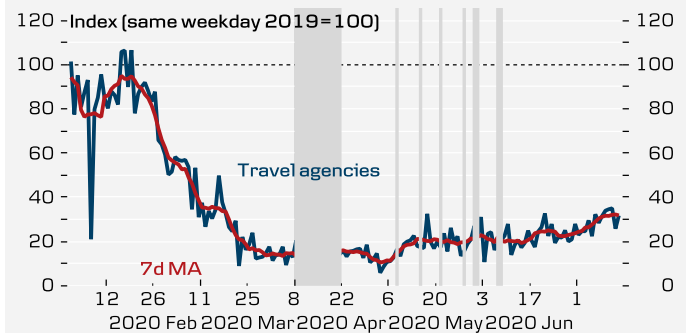
Source: Danske Bank

**Airline spending improving only very slowly and no signs of significant effects of border opening**



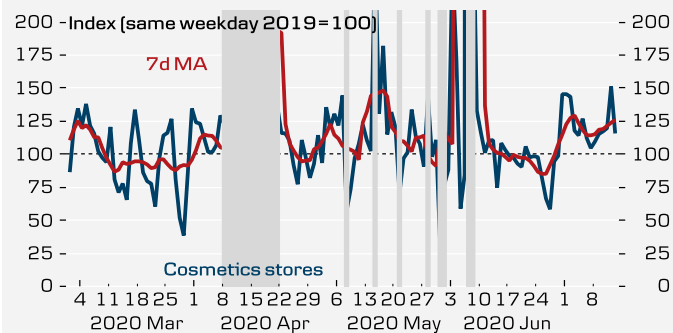
Source: Danske Bank

**Some signs of higher travel spending in June, as more borders open and the weather turns worse**



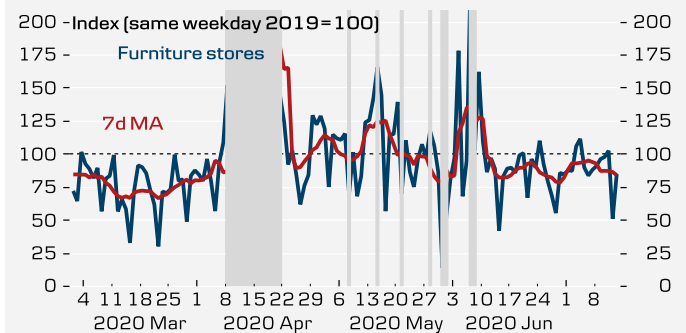
Source: Danske Bank

**Spending at cosmetics stores has been elevated throughout July**



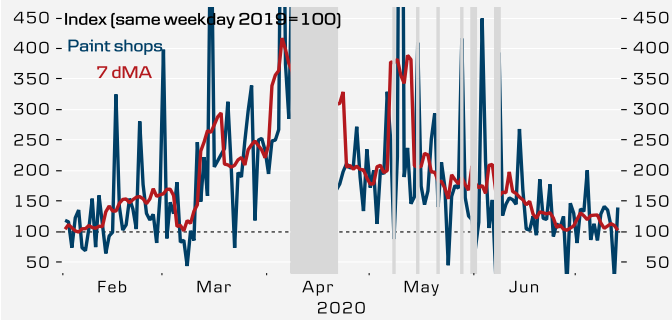
Source: Danske Bank

**Spending at furniture stores is slightly below normal level**



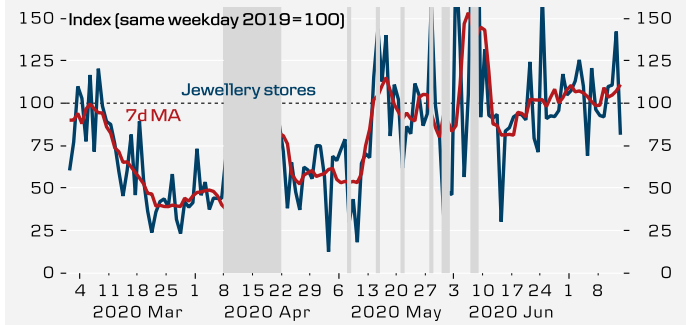
Source: Danske Bank

**Spending on paint has normalised as well, indicating the home-improvement frenzy has died down somewhat**



Source: Danske Bank

**Spending at jewellery stores rebounded after opening of department stores and malls**



Source: Danske Bank

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