

# Spending Monitor

## Spending growth picked up slightly in August

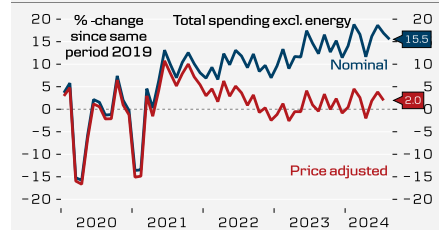
- Danish card data suggests that spending excluding energy increased by 2.8% in August compared to the same month the year before. Consumer prices excluding energy increased by 1.2% over the same period, meaning that in real terms spending excluding energy rose by 1.6%. Spending growth thereby increased for second straight month.
- Overall, travel spending performed somewhat modest during this summer compared to last year, when rainy weather drove up spending. Airlines and travel agency spending combined increased by around 4.8% nominally in June, July and August compared to same period last year. However, flight prices rose drastically, meaning that in real terms airlines spending fell nearly 9% during summer. Compared to pre-pandemic levels, real travel spending is performing fairly well, compared to other spending categories, hereby continuing a year long trend among Danish consumers.
- Restaurant spending performed well in August, increasing over 8% in real terms compared to same month last year. Also spending in bars and nightclubs had a nice August, with real spending up 11.4% above the level from August last year.
- Retail spending was a mixed bag in August. Grocery spending was up 4% y/y in real terms, while sporting goods spending increased 6.3%, shoe spending increased 3.7% and DIY spending increased 2.4%. Furniture spending on the other hand decreased nominally, but due to declining prices increased by 2.7% in real terms. That, however, is much weaker than in June and July, where it increased by 21% and 9% respectively. Clothing spending declined slightly in August, and book stores saw real spending down 11% y/y, electronics spending fell by 3.7%.

### Notes on the spending data

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

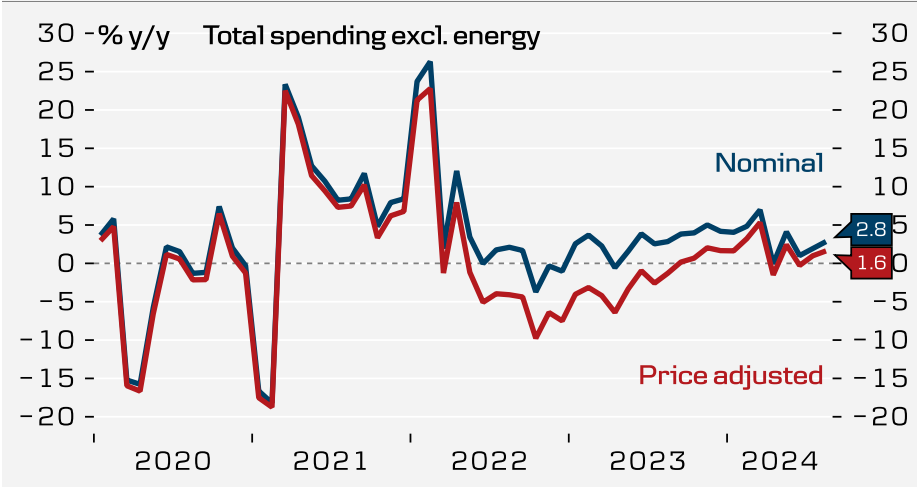
The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably, fixed costs and spending on housing are not included. Changes in cash and mobile spending patterns will also affect the data.

### Real spending excl. energy continues to be higher than pre-covid levels



Source: Statistics Denmark, Danske Bank

### Real y/y spending growth excluding energy increased to 1.6% compared in August, up from 1% in August



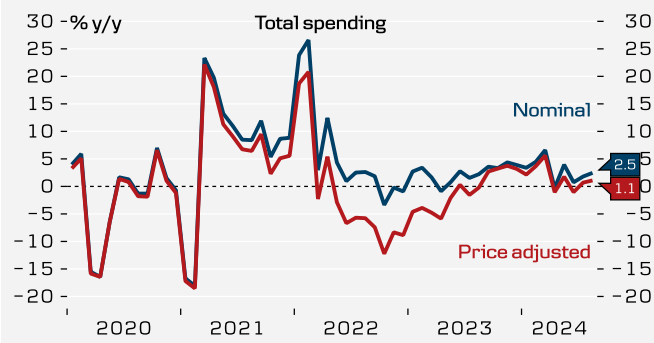
Source: Statistics Denmark, Danske Bank

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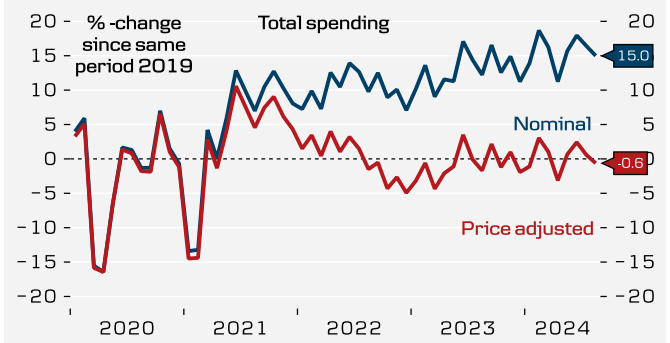
### Nominal and real changes in monthly spending

Spending improved in August, but overall growth is still muted compared to early spring



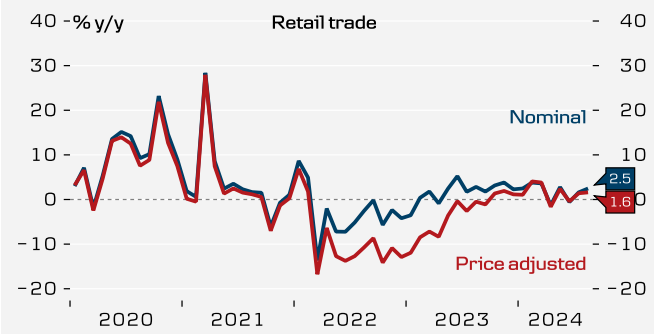
Source: Statistics Denmark, Danske Bank

Real spending was slightly lower than pre-covid levels in August



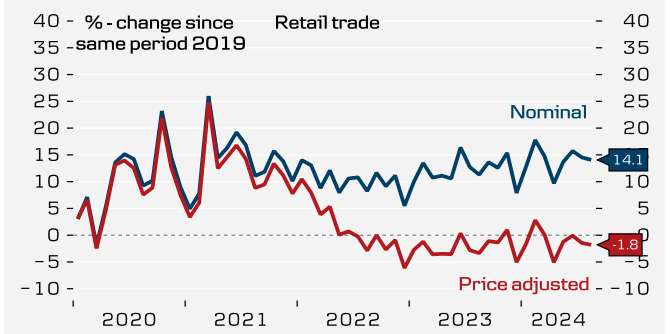
Source: Statistics Denmark, Danske Bank

Real retail spending growth unchanged from July to August



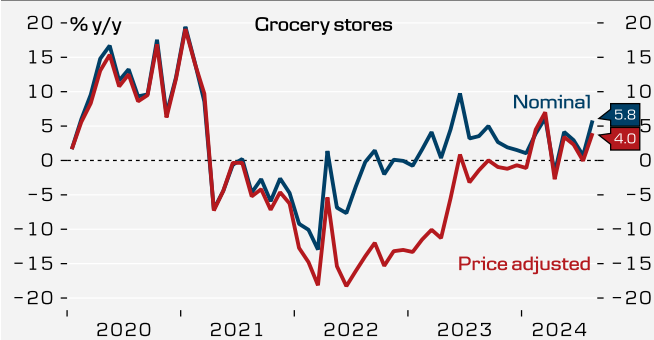
Source: Statistics Denmark, Danske Bank

In real terms retail trade is still below 2019 levels



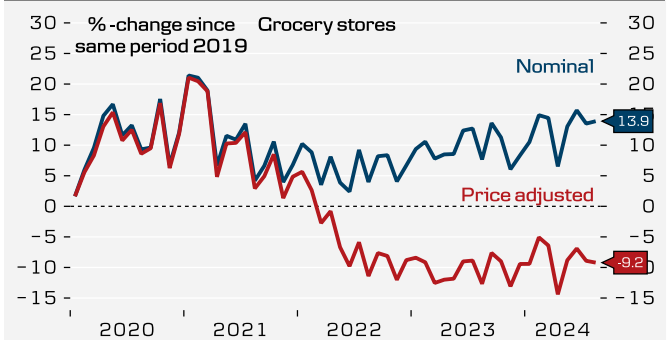
Source: Statistics Denmark, Danske Bank

Grocery spending increased quite much compared to August last year



Source: Statistics Denmark, Danske Bank

Still a lot of ground to cover, before real grocery spending is back to pre-covid levels



Source: Statistics Denmark, Danske Bank

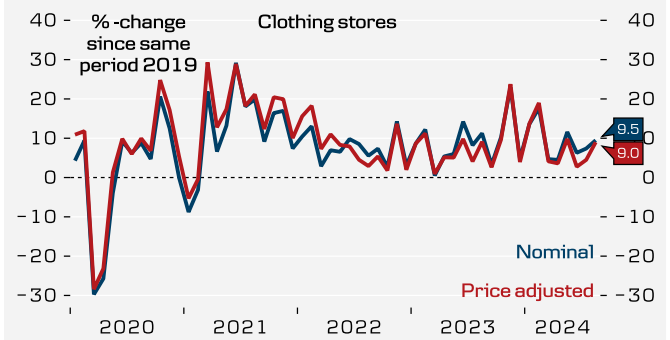
**Clothing spending was slightly below the level from August last year**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

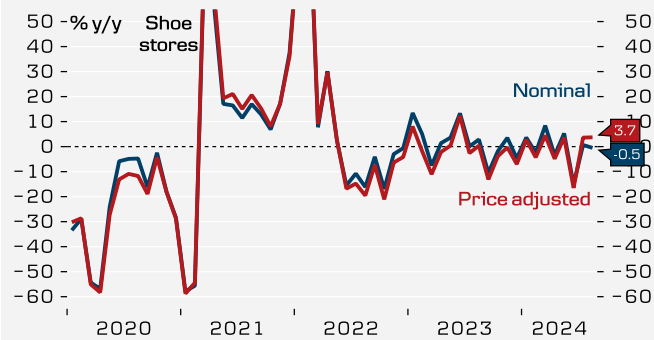
Source: Statistics Denmark, Danske Bank

**Spending in clothing stores continues to be well above pre-covid levels**



Source: Statistics Denmark, Danske Bank

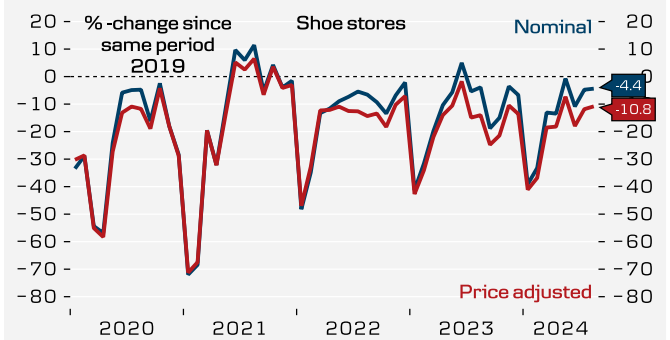
**Spending in shoe stores increased if we factor in declining prices**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

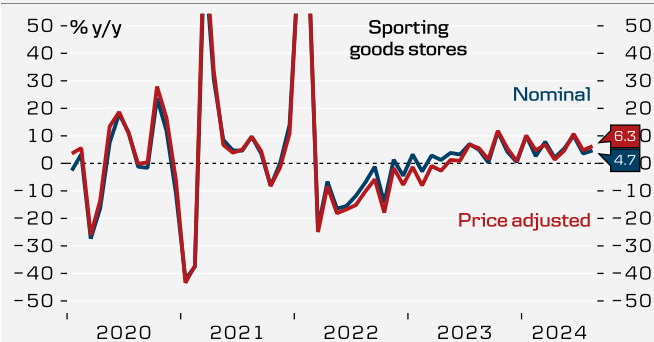
Source: Statistics Denmark, Danske Bank

**Real spending in shoe stores has been below pre-covid levels since 2021**



Source: Statistics Denmark, Danske Bank

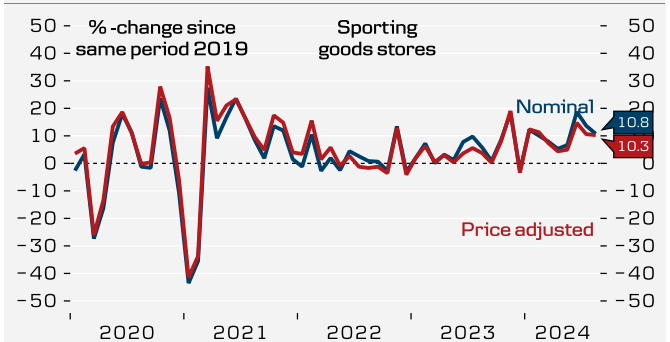
**Y/y growth in sporting goods stores remains elevated**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

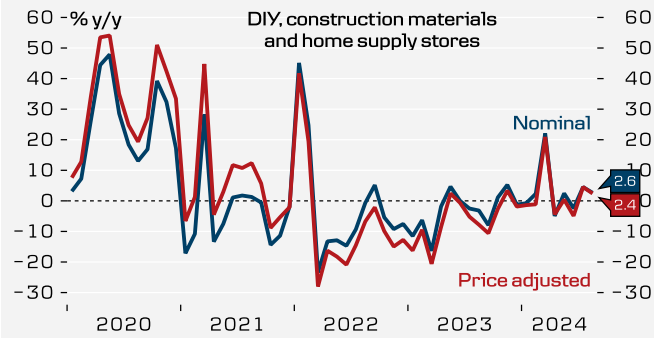
Source: Statistics Denmark, Danske Bank

**Spending in sporting goods stores continues to be above pre-covid levels**



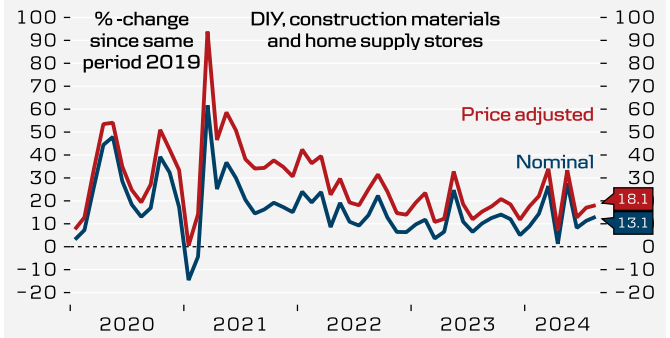
Source: Statistics Denmark, Danske Bank

Overall, a good summer in DIY stores compared to last year



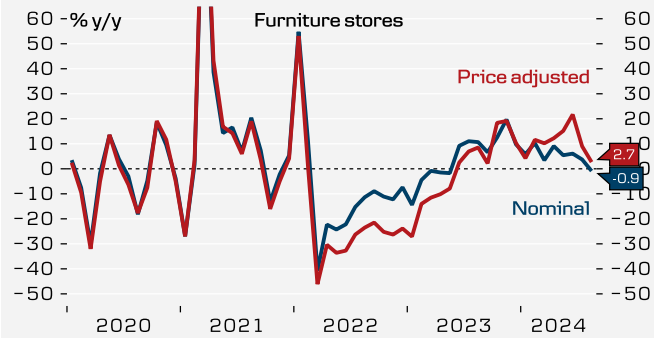
Source: Statistics Denmark, Danske Bank

Spending in DIY stores is well above pre-covid levels



Source: Statistics Denmark, Danske Bank

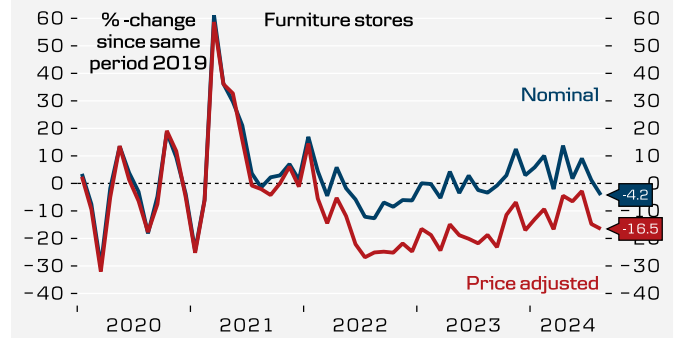
Real y/y spending growth in furniture stores slowed further in August, but is still positive due to declining prices



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

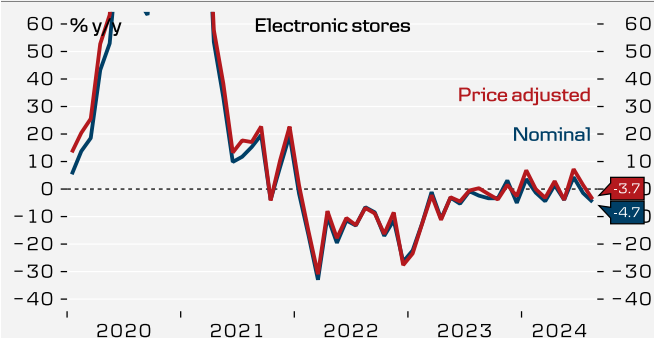
Source: Statistics Denmark, Danske Bank

Real furniture spending was again substantially lower than pre-covid levels in August



Source: Statistics Denmark, Danske Bank

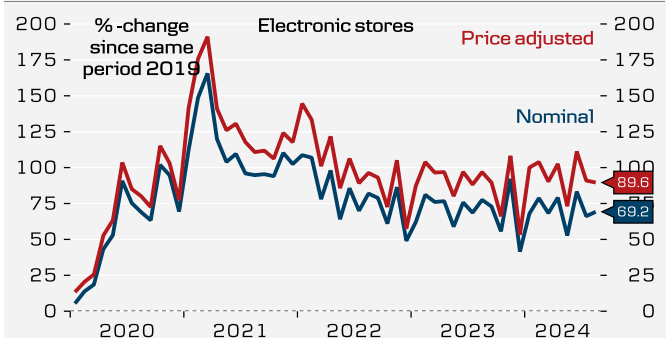
Electronics spending back into negative growth territory in August



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in electronics stores continues to be much higher than pre-covid levels



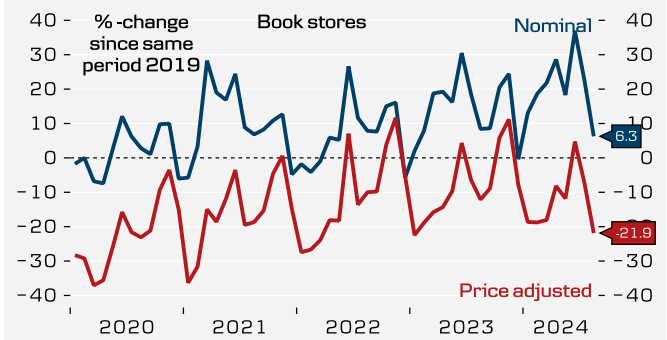
Source: Statistics Denmark, Danske Bank

**Real spending in book stores fell drastically in August 2024, compared to same month last year**



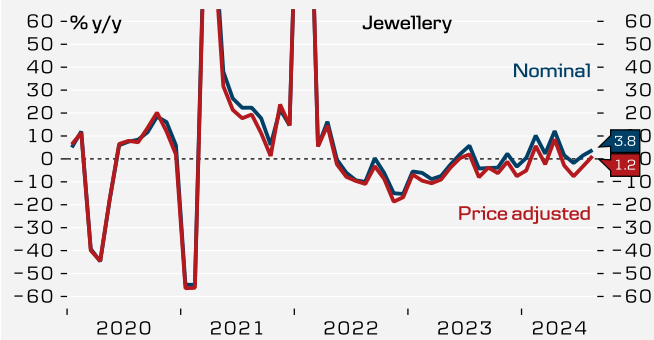
Source: Statistics Denmark, Danske Bank

**Weakest August in books stores since August 2020**



Source: Statistics Denmark, Danske Bank

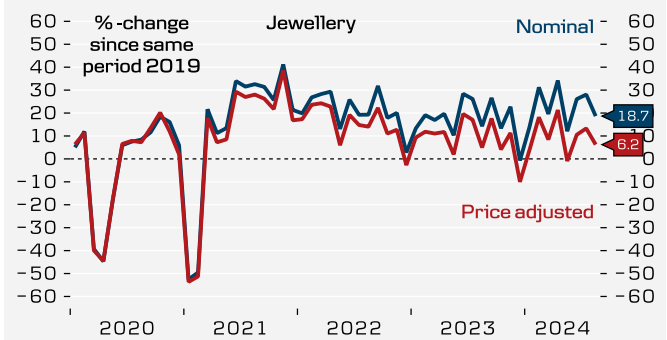
**Spending in Jewellery stores rebounded into positive growth territory in August**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

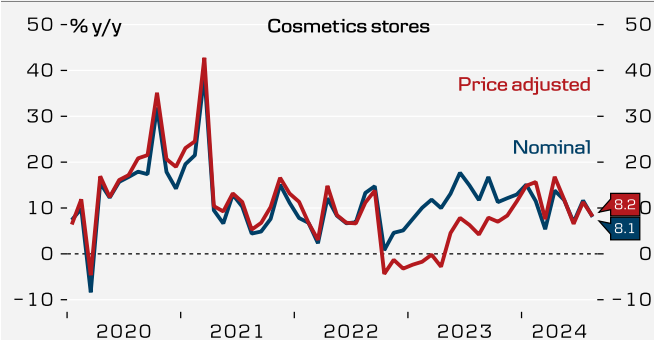
Source: Statistics Denmark, Danske Bank

**Spending in Jewellery stores was above pre-covid levels in August, but dropped slightly**



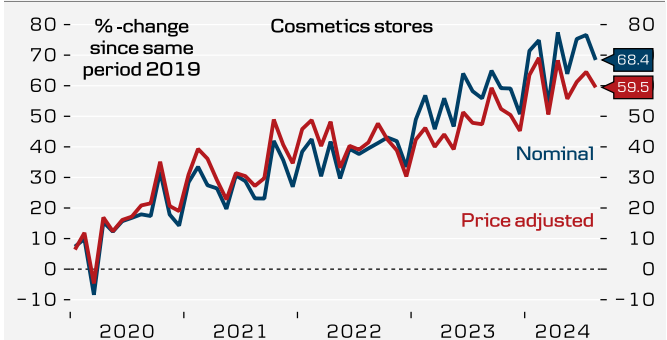
Source: Statistics Denmark, Danske Bank

**Spending in cosmetics stores continues to be elevated compared to same period year before**



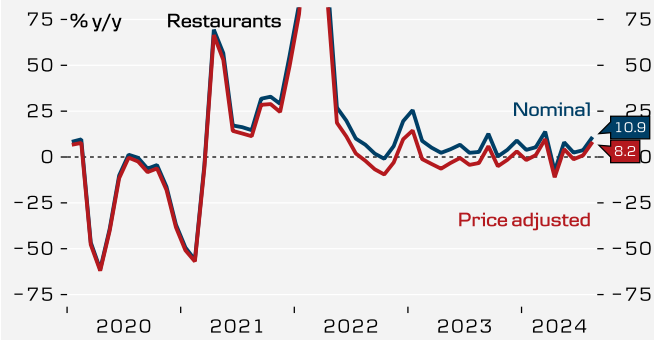
Source: Statistics Denmark, Danske Bank

**Spending in cosmetics stores continues to be well above pre-covid levels**



Source: Statistics Denmark, Danske Bank

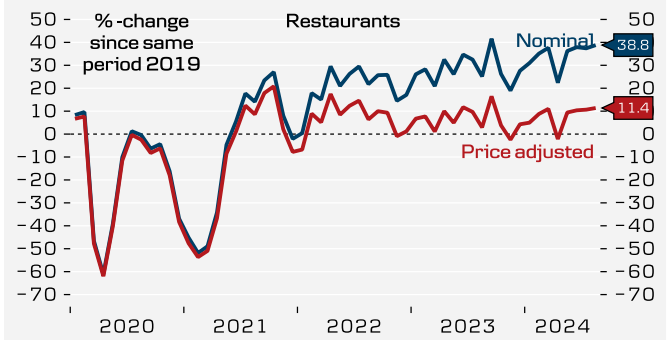
Really good month for restaurants in August



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

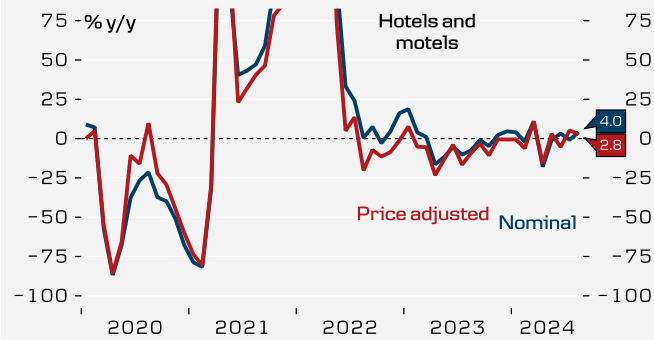
Source: Statistics Denmark, Danske Bank

Most months restaurant spending is above pre-covid levels



Source: Statistics Denmark, Danske Bank

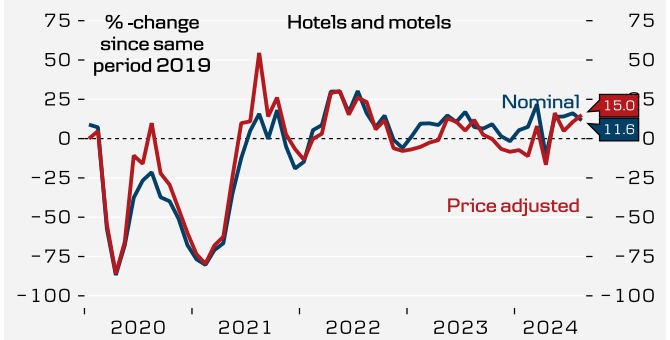
Second straight month with positive real y/y growth in hotels spending



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

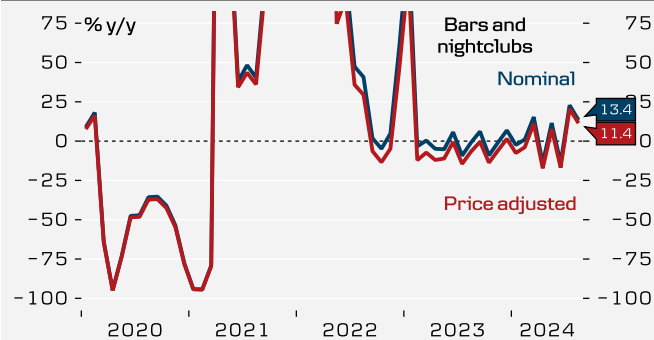
Source: Statistics Denmark, Danske Bank

Spending in hotels seems to have stabilized above pre-covid levels



Source: Statistics Denmark, Danske Bank

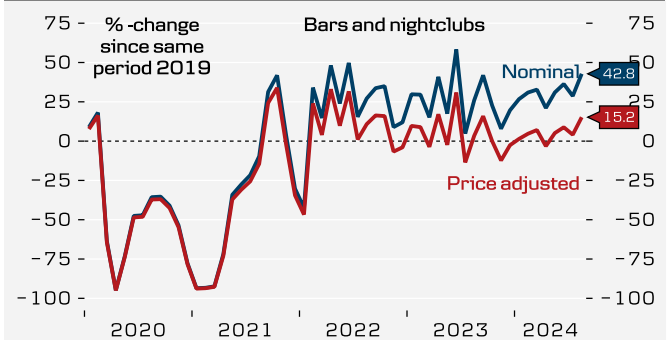
Spending in bars and nightclubs held up quite well in August



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

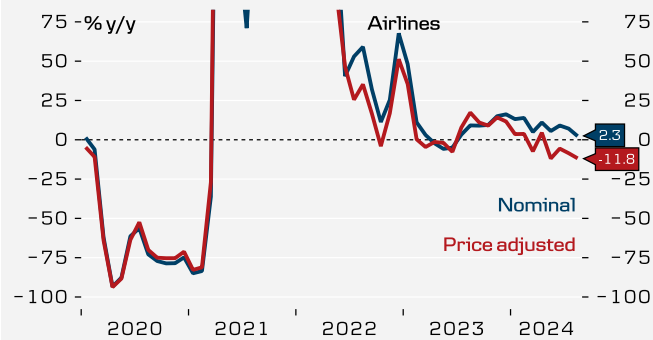
Source: Statistics Denmark, Danske Bank

Spending in bars and nightclubs increased compared to August 2019



Source: Statistics Denmark, Danske Bank

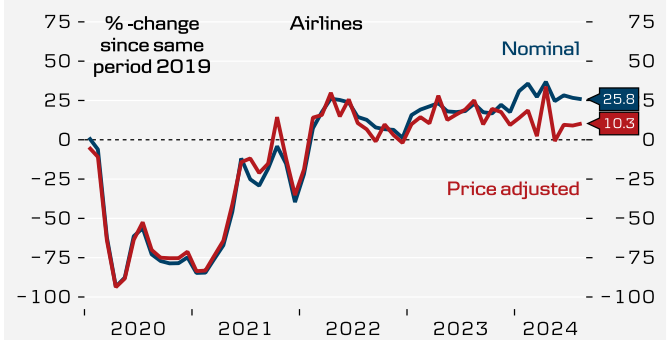
**Real airlines spending weakened further in August compared to the same month last year, once again due to higher prices and slower nominal growth**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

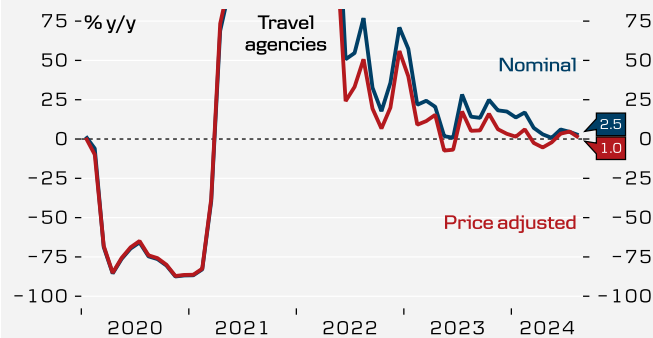
Source: Statistics Denmark, Danske Bank

**Airlines spending was still above the 2019 level in August**



Source: Statistics Denmark, Danske Bank

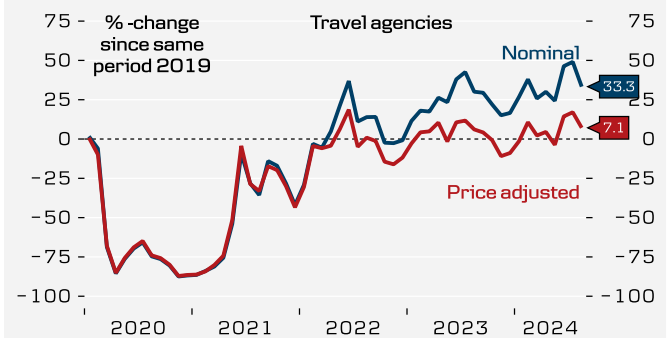
**Spending growth in travel agencies remained slightly positive in August**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

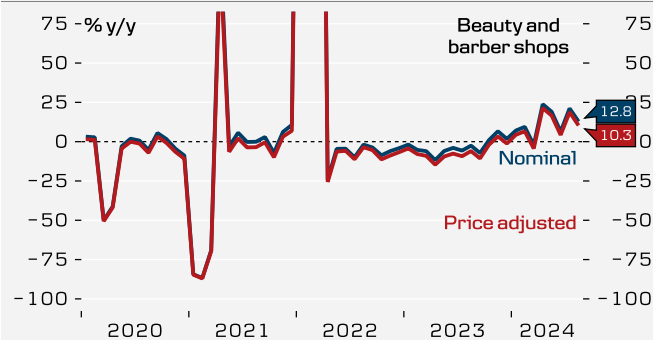
Source: Statistics Denmark, Danske Bank

**Spending in travel agencies above pre-covid levels in real terms in August, but growth decreased compared to July**



Source: Statistics Denmark, Danske Bank

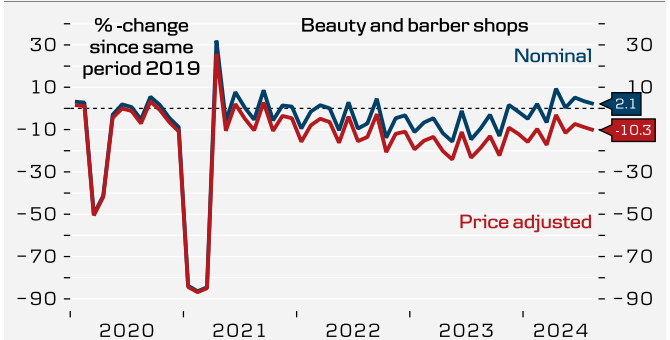
**Solid spending growth in beauty and barber shops compared to a year ago**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

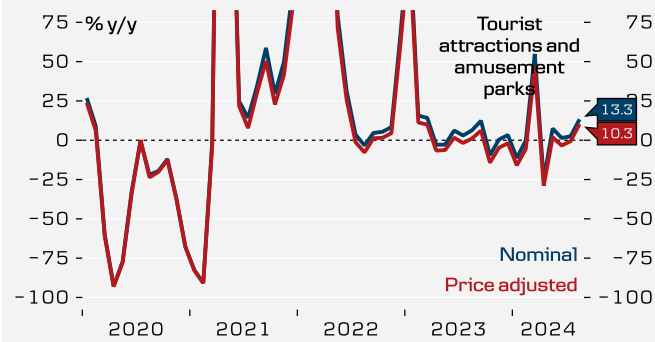
Source: Statistics Denmark, Danske Bank

**Real spending in beauty and barber shops are still way below pre-covid levels**



Source: Statistics Denmark, Danske Bank

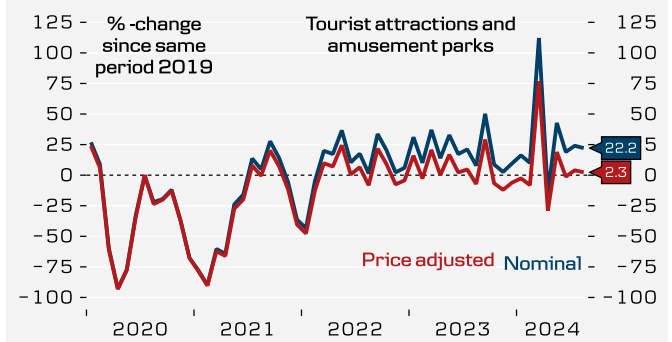
### High spending in tourist attractions compared to August last year



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

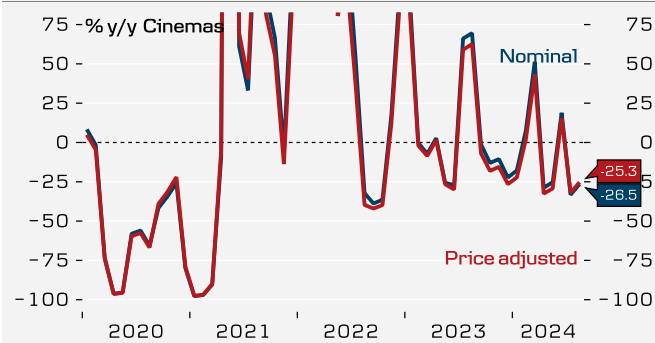
Source: Statistics Denmark, Danske Bank

### Spending growth in tourist attractions slightly above pre-covid levels at the moment



Source: Statistics Denmark, Danske Bank

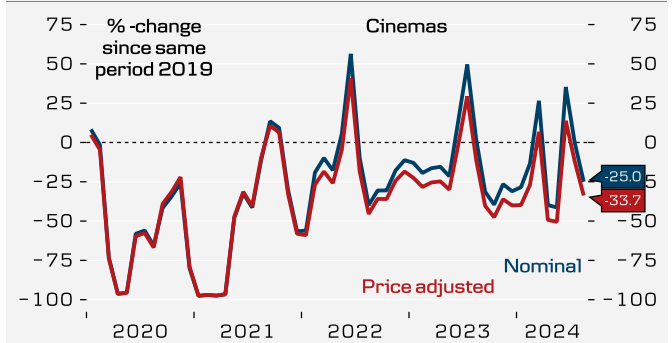
### Large decrease in cinema spending compared to August last year, but the figure is very volatile



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

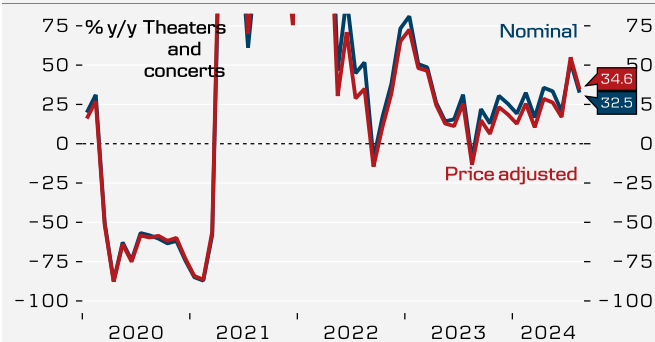
Source: Statistics Denmark, Danske Bank

### Real cinema spending also way below its 2019 level in August



Source: Statistics Denmark, Danske Bank

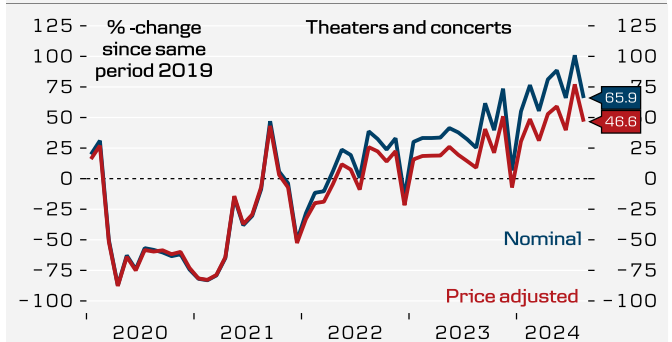
### Impressive growth in cultural institutions spending over the summer



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

### Spending in cultural institutions continues to be well above pre-covid levels

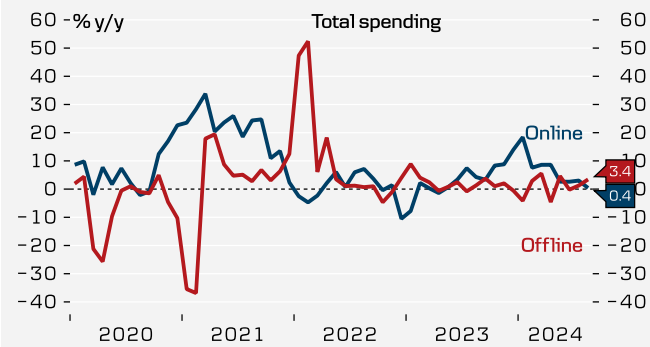


Source: Statistics Denmark, Danske Bank



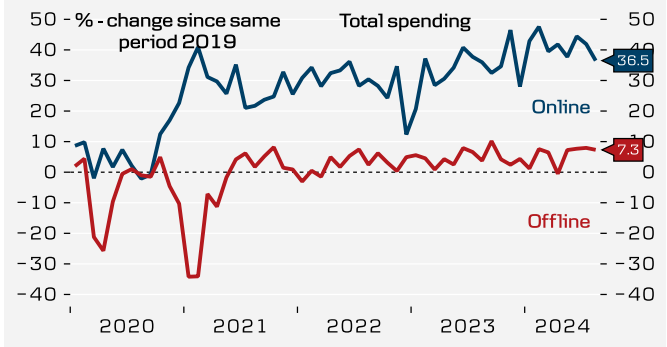
Nominal changes in monthly online and offline spending

Larger y/y growth in physical spending than online spending in August



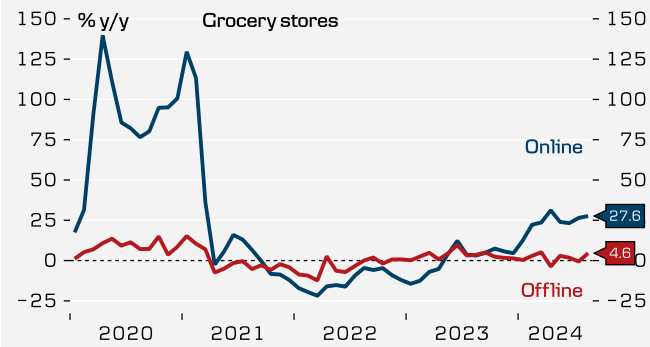
Source: Danske Bank

Nominal spending in physical stores have stabilized above pre-covid levels



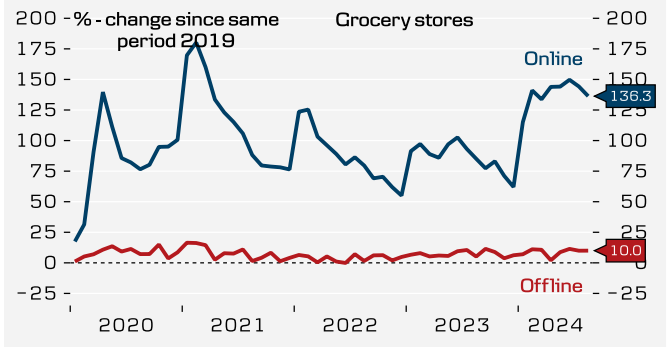
Source: Danske Bank

Rapid growth in online grocery spending continues. Also increasing growth in physical spending



Source: Danske Bank

Online grocery spending continues to be above double the amount as before Covid



Source: Danske Bank

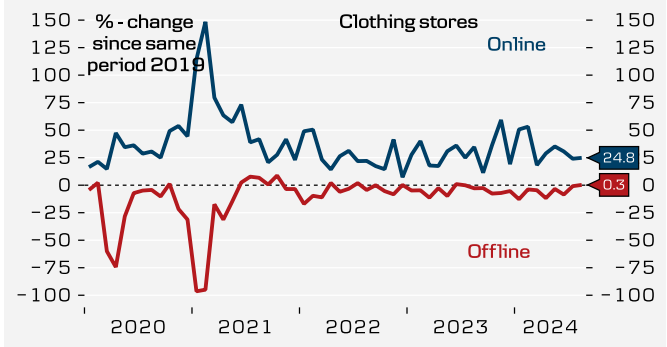
Rebound in physical clothing spending, while online spending is well below the level from last year



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

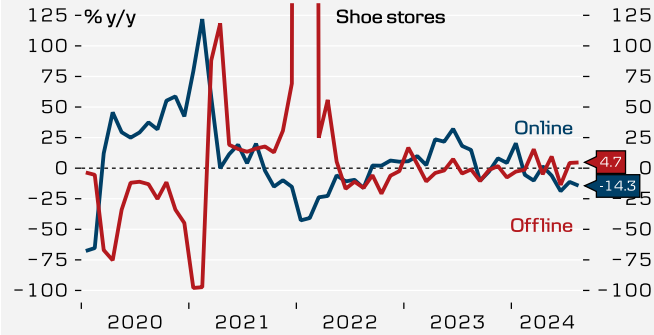
Source: Danske Bank

Physical clothing spending around same as pre-covid level in August, online spending still way above



Source: Danske Bank

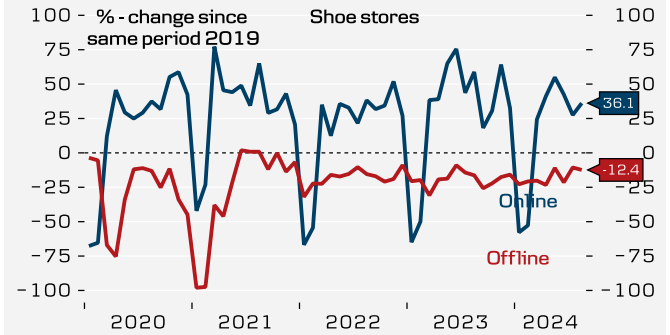
**Rebound in physical shoe spending, while online spending is well below the level from last year**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

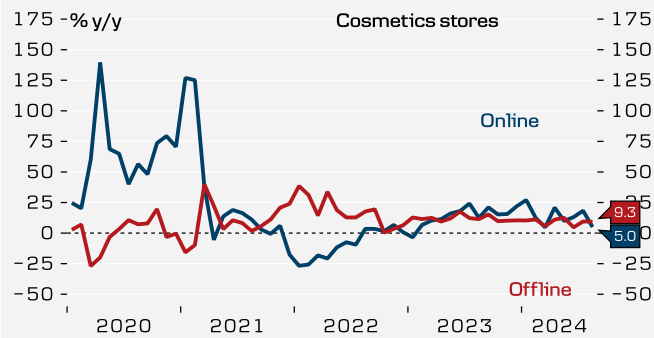
Source: Danske Bank

**Still some ground to cover before physical shoe spending is back to pre-covid levels**



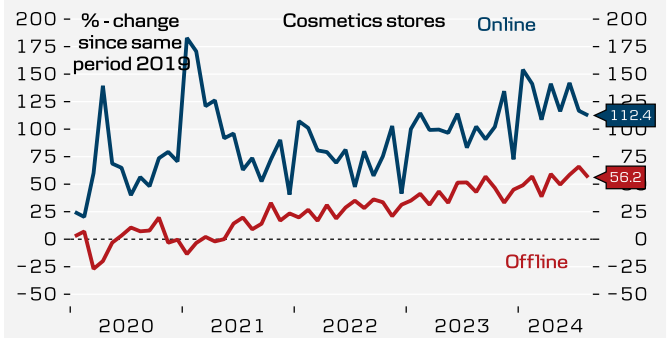
Source: Danske Bank

**Both online and physical cosmetics spending is well above the level from last year**



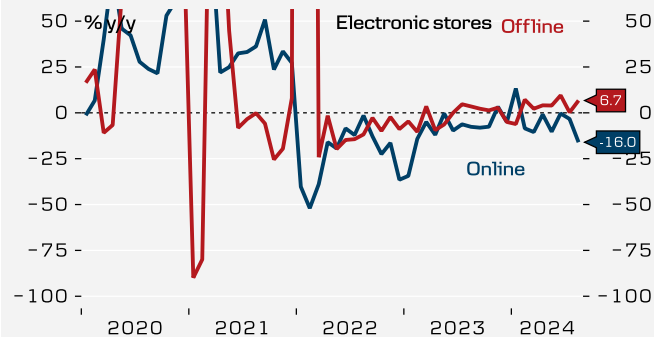
Source: Danske Bank

**Very high growth in cosmetics stores is primary driven by growth in online spending, but physical store spending is trending up**



Source: Danske Bank

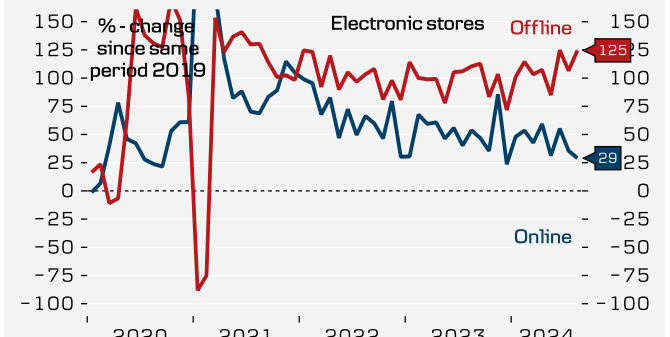
**Weak electronics spending driven by weak online spending**



Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Danske Bank

**Higher spending in electronics stores compared to pre-covid levels is primary driven by physical spending**



Source: Danske Bank

## Disclosure

This research report has been prepared by Danske Bank A/S ('Danske Bank'). The authors of this research report are Louise Aggerstrøm Hansen, Director, and Magnus Poulsen, Assistant Analyst.

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### Ad hoc

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