

Spending Monitor

Pickup in spending continues, but lacklustre holiday spending in retail

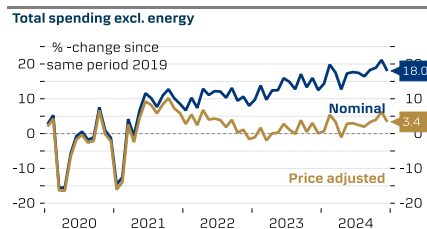
- Danish card data suggests that spending excluding energy increased by 4.9% in December compared to the same month the year before. Adjusting for inflation, spending excluding energy increased by 3.3%. This confirms the trend from the last couple of months of a pickup in spending in Q4, after weak spending in Q2 and Q3, and lands 2024 growth in real spending excluding energy at 2.1% compared to 2023. Compared to 2019 spending in 2024 in real terms was up 2.9% excluding energy. Far from impressive over a five year period, but moving upward.
- In December, retail spending increased only 0.3% in real terms compared to December 2023. This was mainly due to weak grocery spending, which fell 2.1% in real terms due to higher food prices compared to December 2023. Excluding groceries, retail spending looked better, increasing 2.6% in real terms. Holiday shopping in both November and December, excluding groceries and adjusted for prices, landed at 1.3% compared to the year before.
- Across retailing, we continue to see rapid growth in furniture spending, which was up 10.8% since December 2023 in real terms. Spending in electronics and household appliances stores increased by 5.3%; however, this was probably affected by Cyber Monday falling in December in 2024 and November in 2023. Cosmetics and sporting goods stores continue to perform well, while clothing, jewellery, and DIY posted disappointing Christmas sales.
- In December, travel-related spending picked up, and theaters and concert halls continues to perform extremely well. Restaurants, on the other hand, saw somewhat weaker growth. Consumers continue to spend more on streaming service.

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.

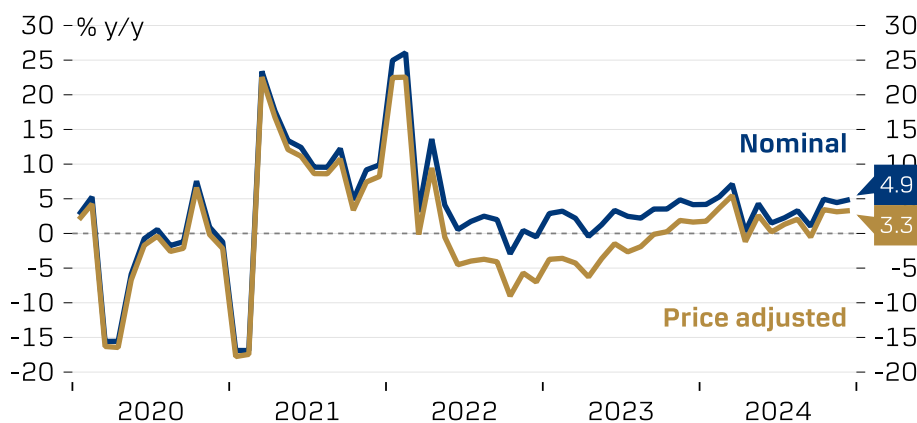
Real spending excl. energy has stabilized above pre-covid levels



Source: Statistics Denmark, Danske Bank

Growth in spending excl. energy continues to be solid in December

Total spending excl. energy



Source: Statistics Denmark, Danske Bank

Director

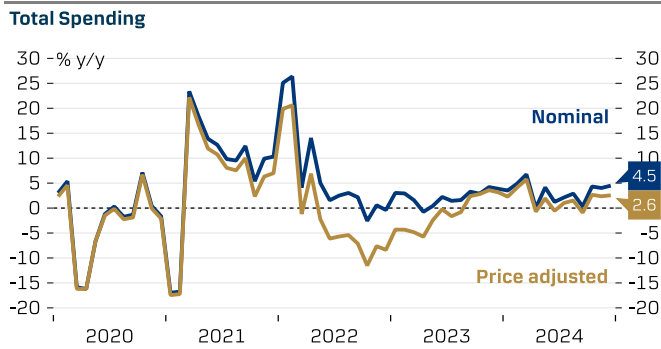
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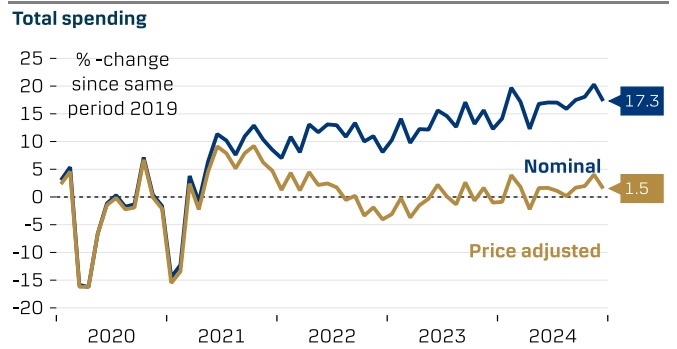
Nominal and real changes in monthly spending

Solid spending growth in December



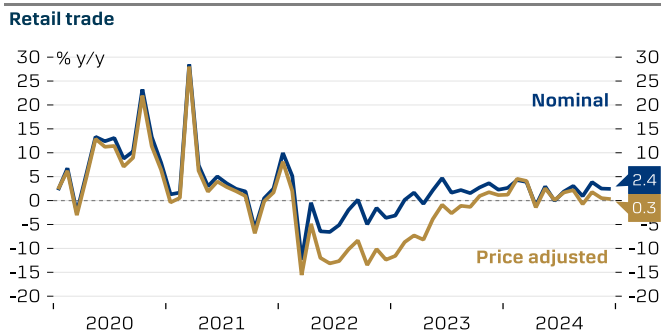
Source: Statistics Denmark, Danske Bank

Real spending growth fell, but is still above pre-covid levels



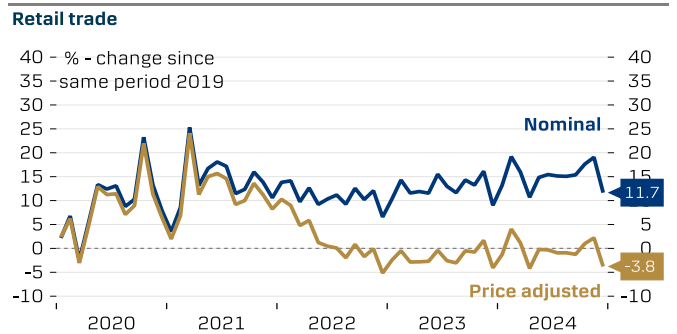
Source: Statistics Denmark, Danske Bank

Real retail spending only slightly higher than December 2023



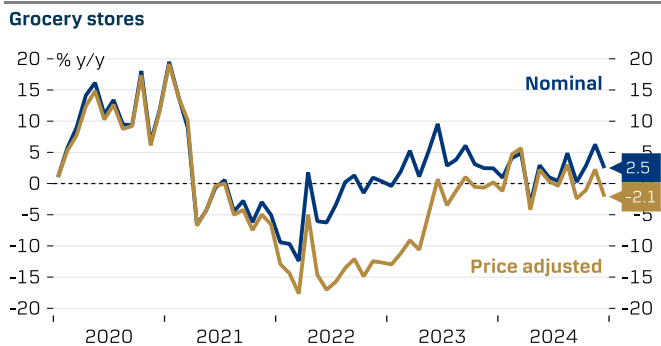
Source: Statistics Denmark, Danske Bank

Real retail spending fell below December 2019 levels



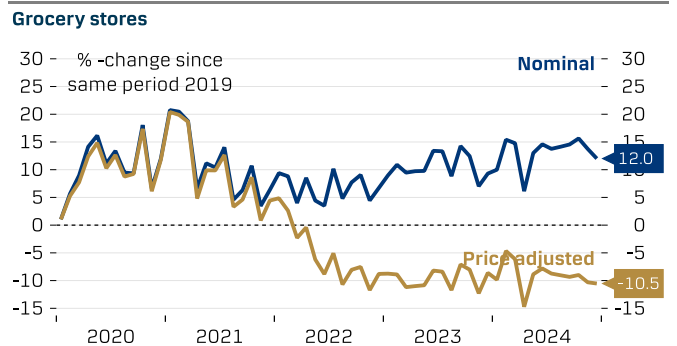
Source: Statistics Denmark, Danske Bank

Grocery spending back below the level from a year ago



Source: Statistics Denmark, Danske Bank

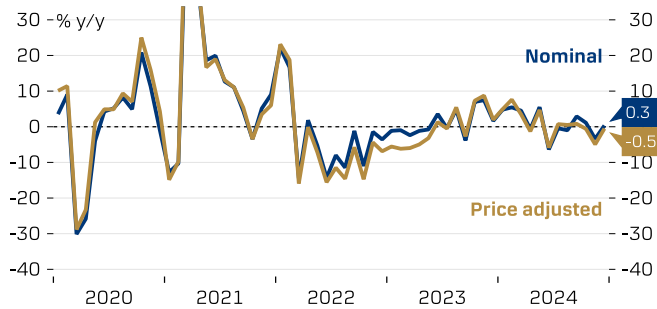
Still a lot of ground to cover, before real grocery spending is back to pre-covid levels



Source: Statistics Denmark, Danske Bank

Real clothing spending slightly lower than December 2023

Clothing Stores

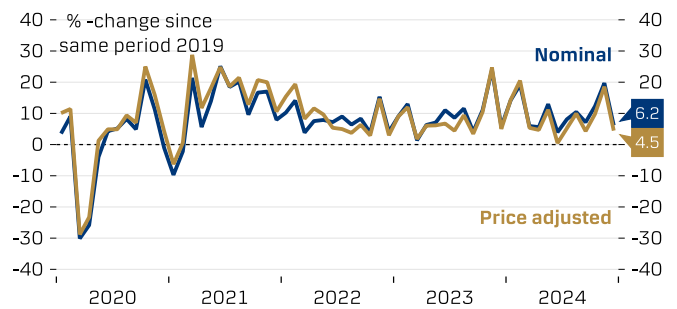


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in clothing stores continues to be well above pre-covid levels, despite decline in growth

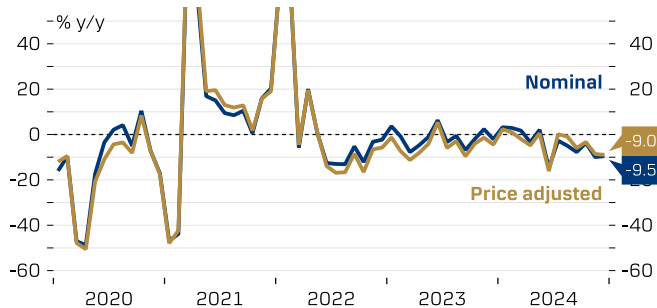
Clothing Stores



Source: Statistics Denmark, Danske Bank

Shoe spending has been way below the level from a year ago for the past five months

Shoe stores

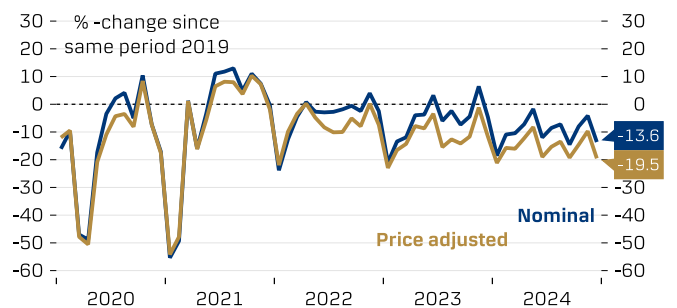


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

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

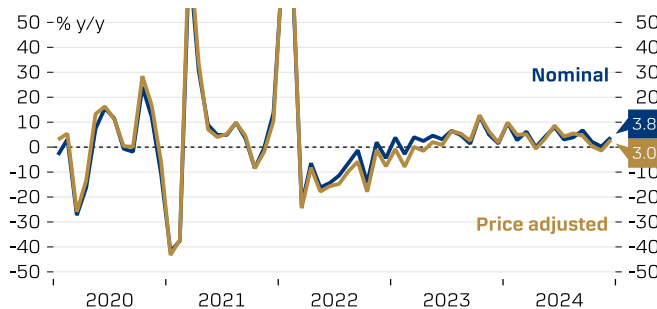
Shoe stores



Source: Statistics Denmark, Danske Bank

Spending in sporting goods stores rebounded in December

Sporting goods stores

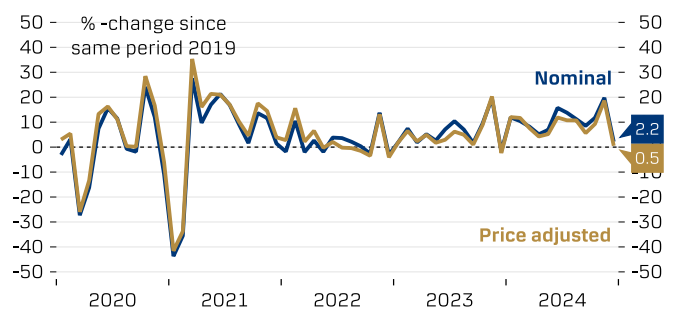


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in sporting goods stores fell compared to December 2019

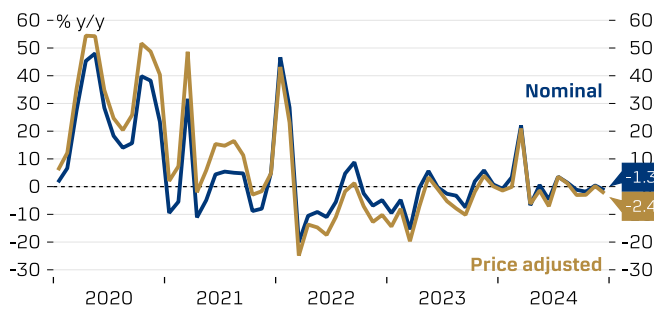
Sporting goods stores



Source: Statistics Denmark, Danske Bank

Weak December in DIY stores

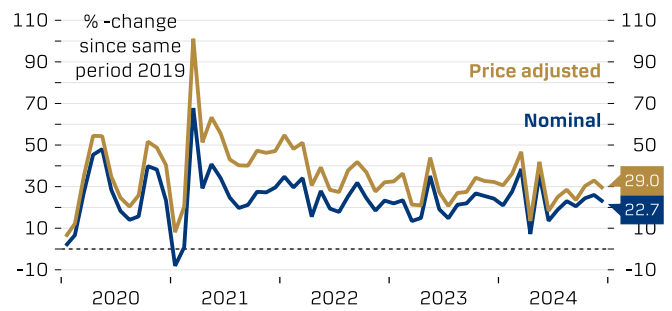
DIY, construction materials and home supply stores



Source: Statistics Denmark, Danske Bank

Spending in DIY stores is well above pre-covid levels

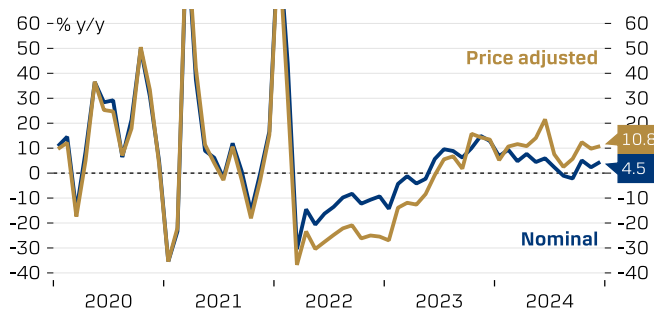
DIY, construction materials and home supply stores



Source: Statistics Denmark, Danske Bank

Growth in furniture stores continues to perform well

Furniture stores

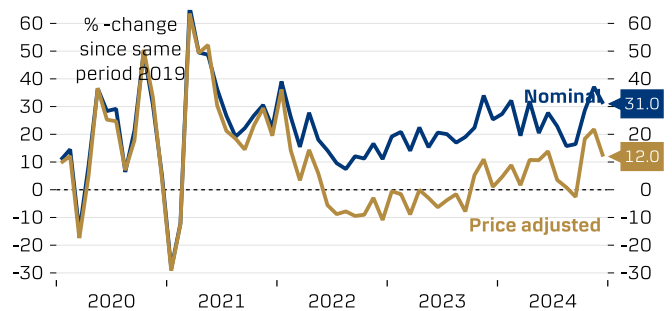


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Furniture spending has seen a real pick up in recent months, despite decline in growth in December

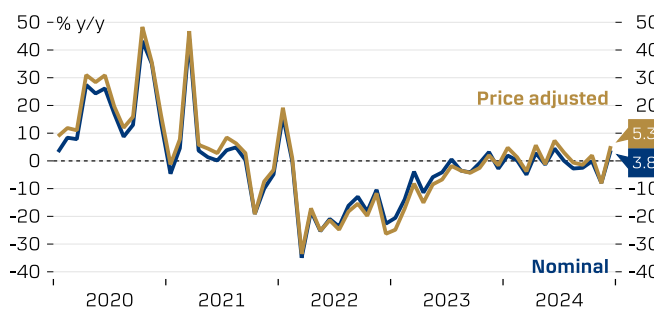
Furniture stores



Source: Statistics Denmark, Danske Bank

Spending in electronic and household appliances stores increased in December, but mind that Cyber Monday did not fall in November like 2023

Electronic and household appliances stores

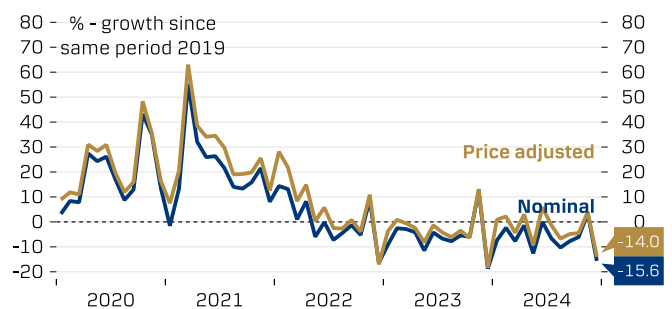


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in electronic and household appliance stores dropped drastically compared to pre-covid levels

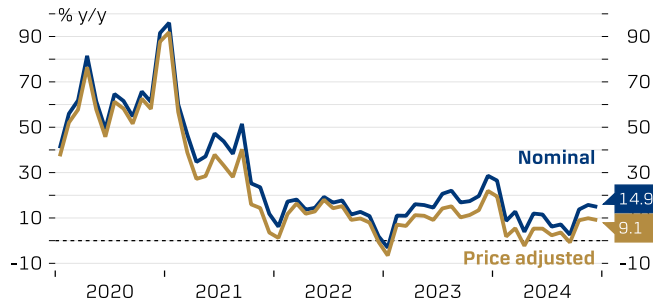
Electronic and household appliances stores



Source: Statistics Denmark, Danske Bank

Digital goods spending almost 10% higher than December 2023

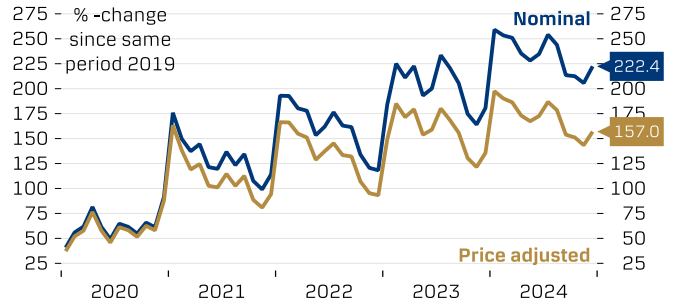
Digital goods and streaming services



Source: Statistics Denmark, Danske Bank

Digital goods spending way above the pre-covid level

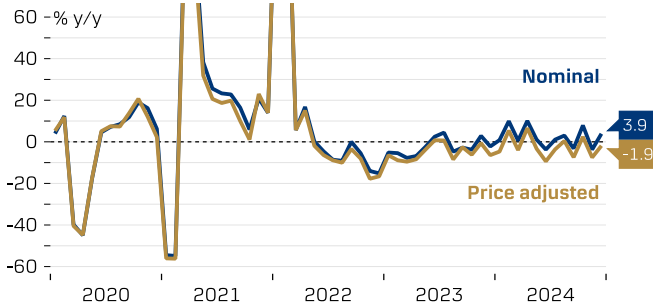
Digital goods and streaming services



Source: Statistics Denmark, Danske Bank

Jewellery spending lower than December 2023 in real terms

Jewellery stores

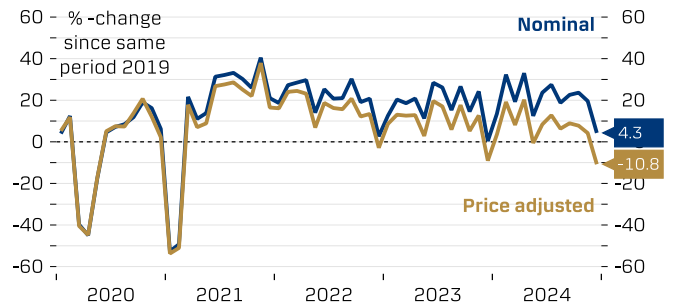


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in Jewellery stores fell drastically below pre-covid levels

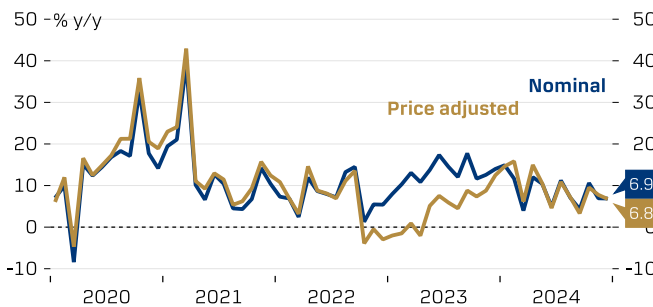
Jewellery stores



Source: Statistics Denmark, Danske Bank

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

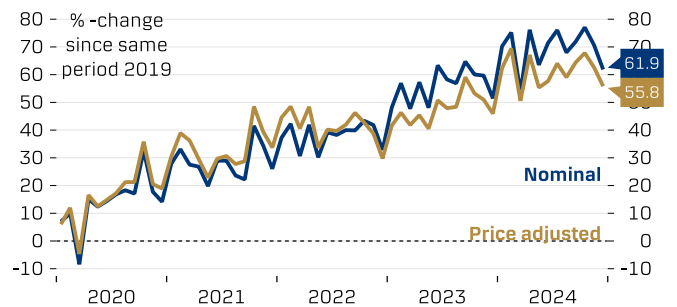
Cosmetic Stores



Source: Statistics Denmark, Danske Bank

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

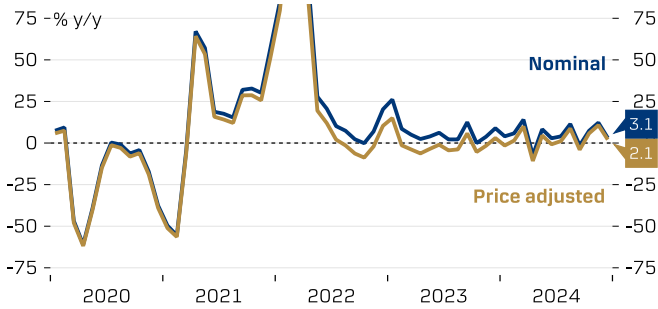
Cosmetic Stores



Source: Statistics Denmark, Danske Bank

Y/y restaurant spending growth continues to be positive

Restaurants

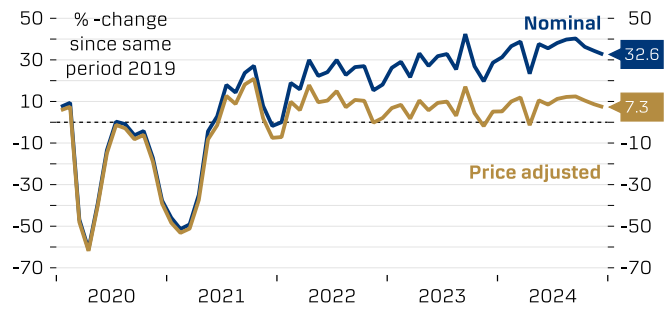


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Restaurant spending continues to be above pre-covid level

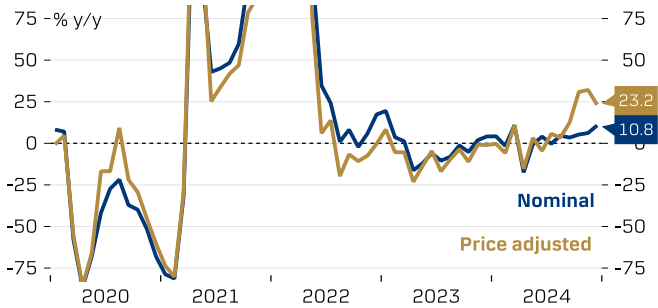
Restaurants



Source: Statistics Denmark, Danske Bank

Hotel prices declined heavily in December, giving very high real growth

Hotels and Motels

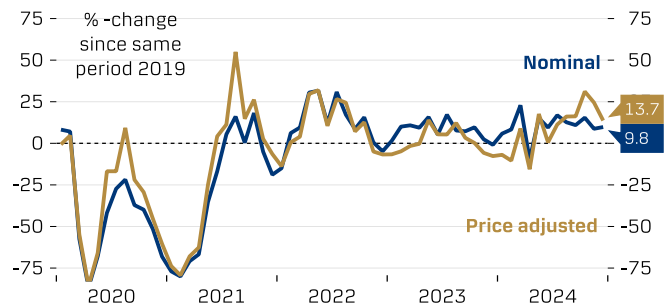


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in hotels have stabilized above pre-covid levels

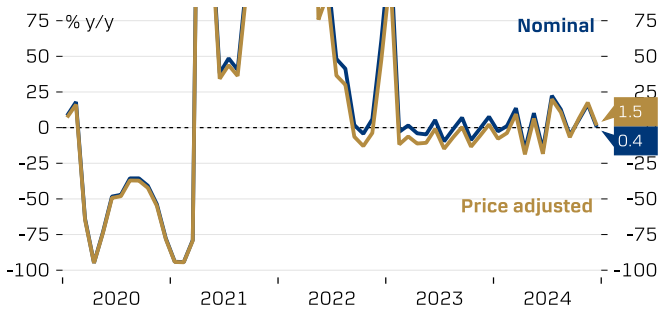
Hotels and Motels



Source: Statistics Denmark, Danske Bank

Spending in bars and nightclubs higher than 2023 for second straight month, despite drop in growth

Bars and nightclubs

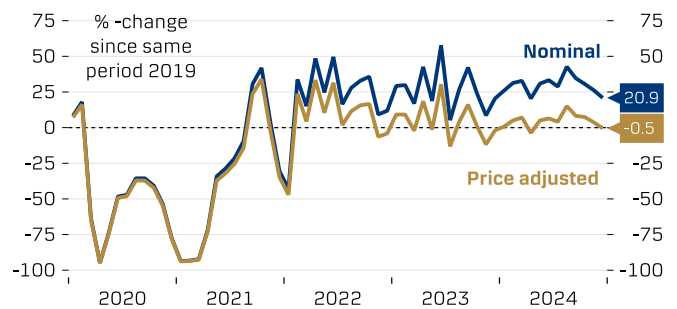


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Real spending in bars and nightclubs slightly lower than December 2019

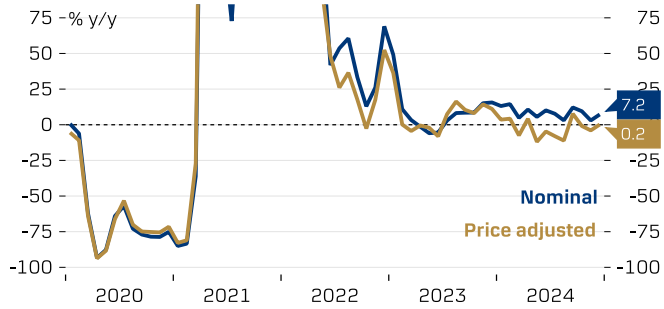
Bars and nightclubs



Source: Statistics Denmark, Danske Bank

Real airlines spending slightly higher than December 2023

Airlines

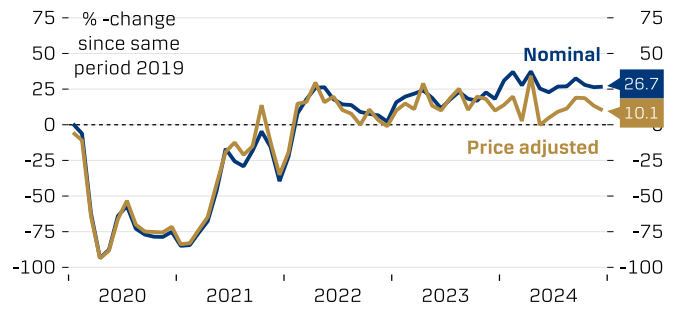


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Airlines spending was still above the 2019 level in December

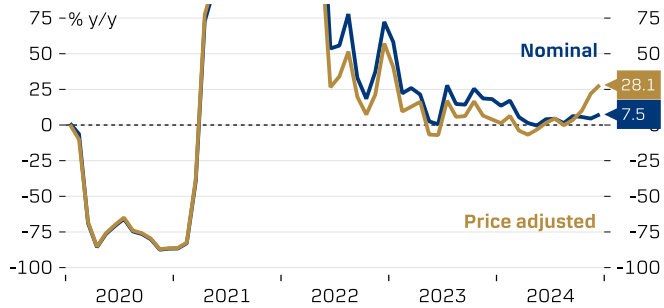
Airlines



Source: Statistics Denmark, Danske Bank

Real spending growth in travel agencies increased further in December, not least due to massive price drop

Travel agencies

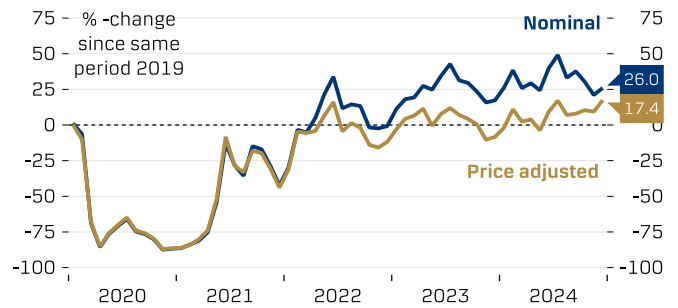


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Spending in travel agencies above pre-covid levels in real terms in December

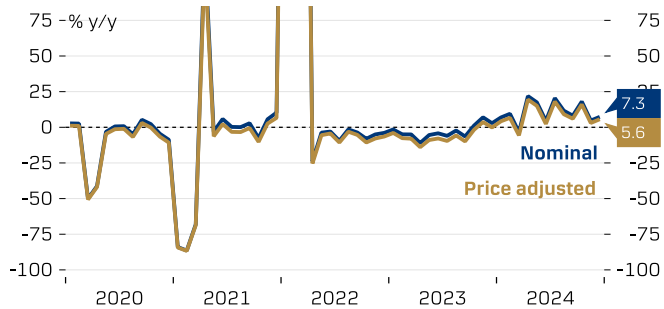
Travel agencies



Source: Statistics Denmark, Danske Bank

Y/y spending growth in beauty and barber shops has stabilized in positive territory

Beauty and Barber Shops

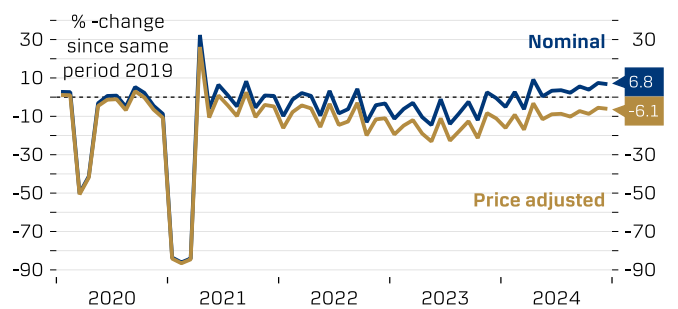


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Real spending in beauty and barber shops is still below pre-covid levels

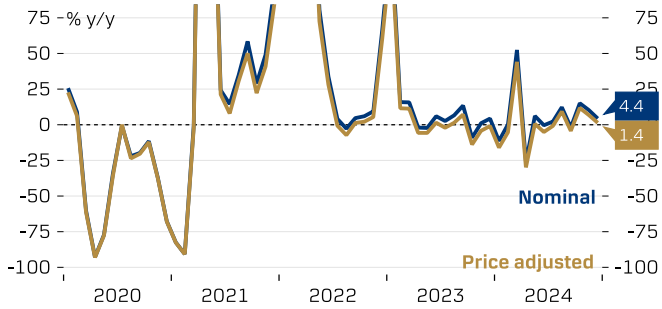
Beauty and Barber Shops



Source: Statistics Denmark, Danske Bank

Spending in tourist attractions increased compared to December 2023

Tourist attractions and amusement parks

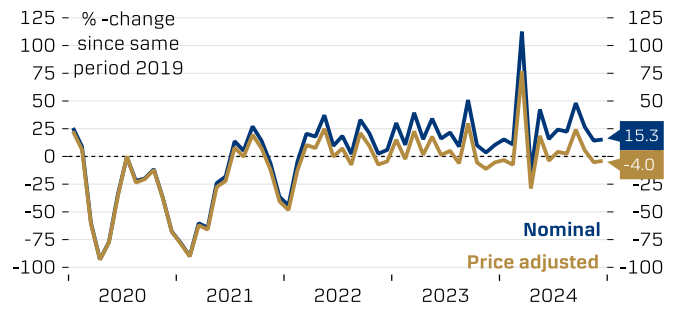


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

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

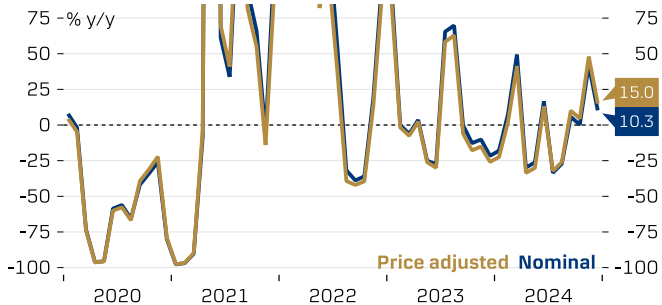
Tourist attractions and amusement parks



Source: Statistics Denmark, Danske Bank

Positive spending growth in cinemas for fourth straight month

Cinemas

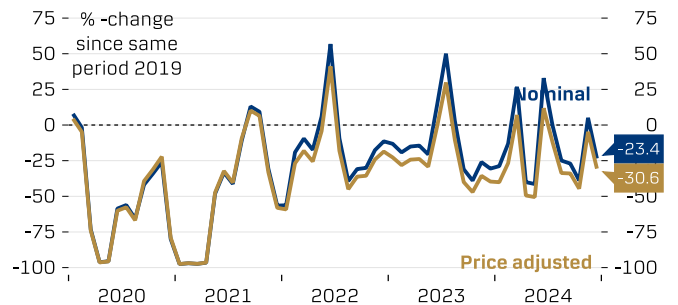


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

Real cinema spending continues to be lower than pre-covid levels

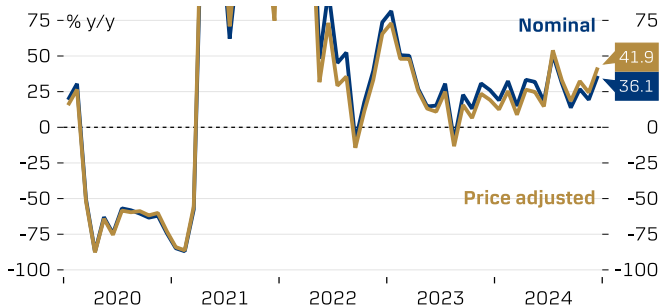
Cinemas



Source: Statistics Denmark, Danske Bank

Spending in theatres and concerts are still performing well

Theaters and concerts

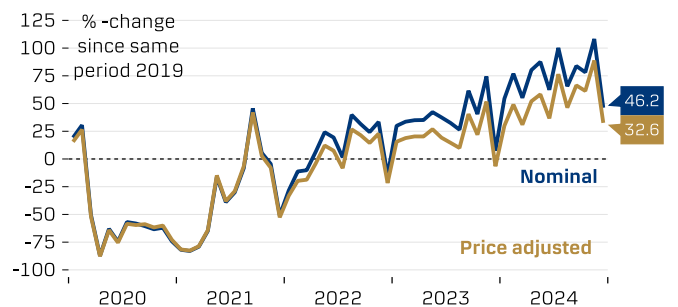


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Statistics Denmark, Danske Bank

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

Theaters and concerts

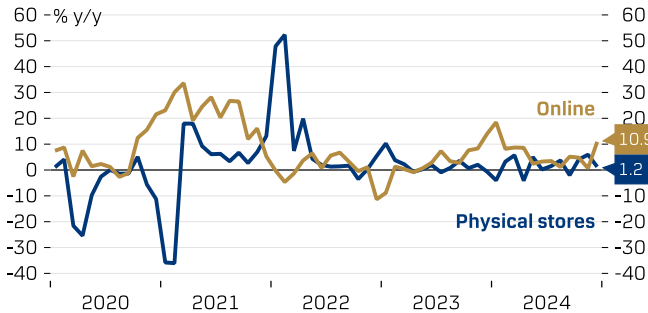


Source: Statistics Denmark, Danske Bank

Nominal changes in monthly online and offline spending

December saw growth in online spending significantly outperforming physical stores

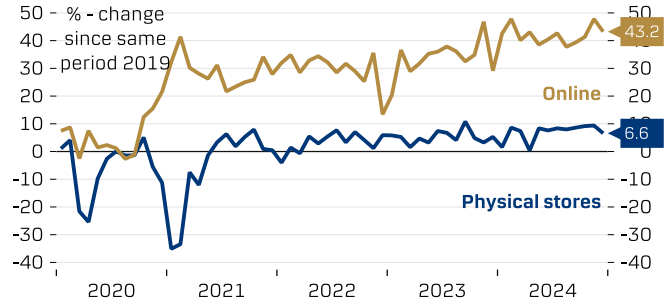
Total spending



Source: Danske Bank

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

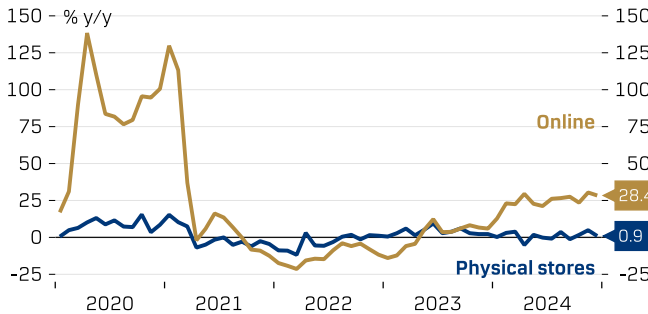
Total spending



Source: Danske Bank

Rapid growth in online grocery spending continues

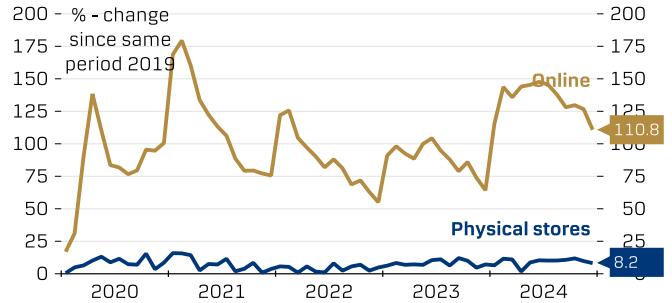
Grocery stores



Source: Danske Bank

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

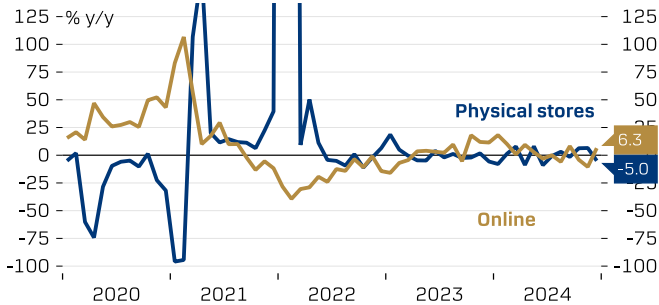
Grocery stores



Source: Danske Bank

Physical sales of clothing declined significantly in December, while online spending increased

Clothing Stores

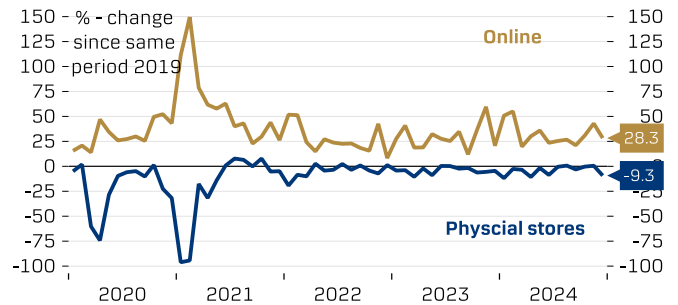


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Danske Bank

Physical clothing spending well below pre-covid level in December, online spending still way above

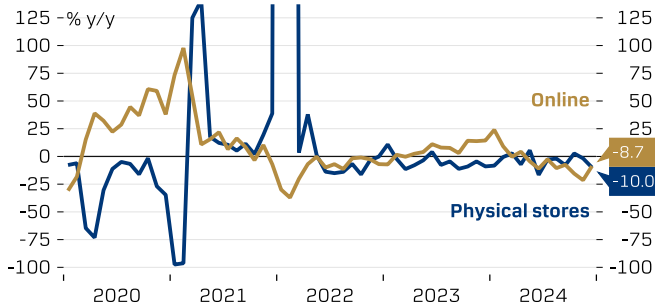
Clothing Stores



Source: Danske Bank

Online shoe spending well below the level from a year ago, but less negative growth than previous months

Shoe stores

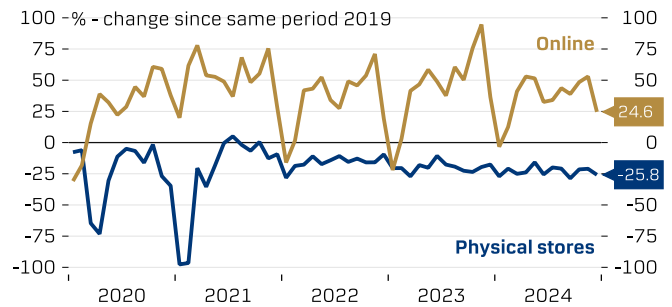


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Danske Bank

Physical shoe spending continues to be well below pre-covid levels

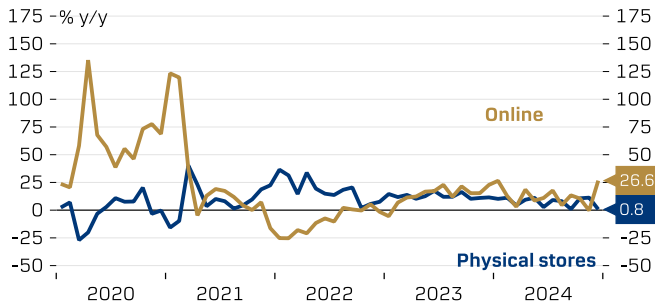
Shoe stores



Source: Danske Bank

Strong performance in cosmetics driven by online spending in December

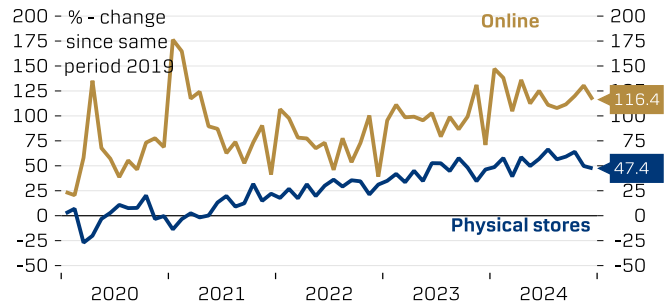
Cosmetic Stores



Source: Danske Bank

Structurally online spending is driving up cosmetics growth

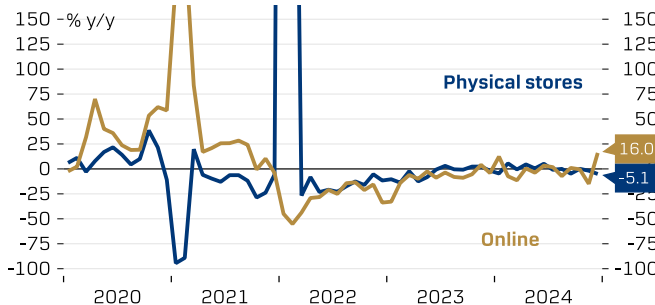
Cosmetic Stores



Source: Danske Bank

Stronger online sales of electronics likely due to Cyber Monday following Black Friday, falling in December this year

Electronic and household appliances stores

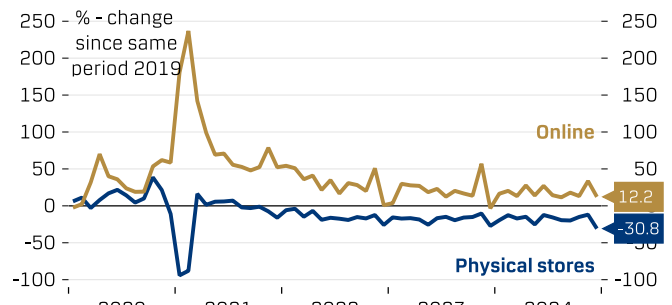


Notes: Due to very large growth rates driven by lockdowns, the y-axis has been capped.

Source: Danske Bank

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

Electronic and household appliances stores



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

Date of first publication

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