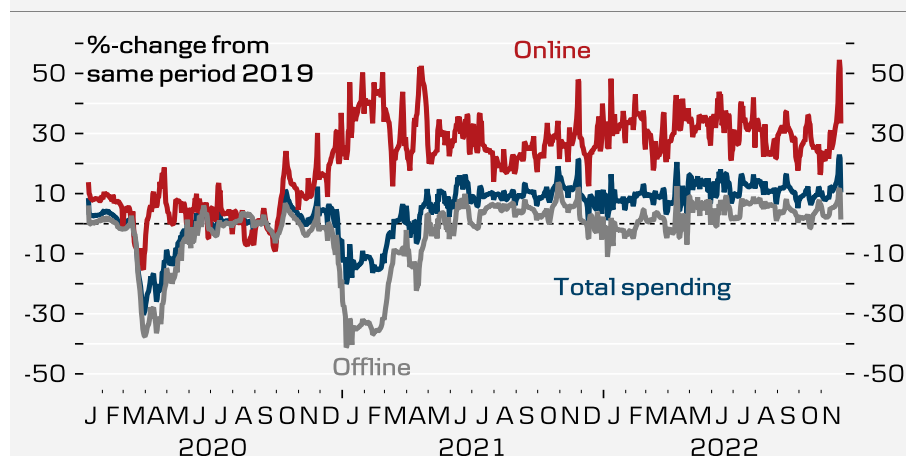


# Spending Monitor

## Retail spending disappoints on Black Friday

- Danish card data suggests that spending was down 2.5% for the week ending on November 27 compared to the same week last year. With prices likely increasing further in November, we are still looking at a very significant decline in real spending. Note the differences in the timing of Black Friday between this year and 2019, which explains the strength in the numbers in the graphs compared to pre-Covid levels.
- Black Friday and the accompanying Black Week showed signs of weakness, with many categories performing below 2021 levels in nominal terms. Total retail spending was down 4.7% nominally compared to Black Week last year.
- The weakness in Black Friday sales was largely driven by lower spending in home-related goods, with Danes spending 17.1% less in electronic stores, 15.6% less in furniture stores, and 10.4% less in home-improvement stores.
- Sales of clothing and footwear held up significantly better, with clothing spending largely on par with last year's sales and spending in shoe stores up by 7.9%.
- Overall, retail spending was down slightly more online compared to Black Week last year, than spending in physical stores. This is of course largely due to the pandemic being largely absent.
- On a more positive note, service spending picked up last week, with spending in restaurants 4.2% higher than the same week last year and spending in theatres and concert halls up 23.6% and tourist attractions up 16.1%. Society is far more open for this holiday season, allowing for higher socially related spending.

Spending is very affected by the timing of Black Week. Overall Black Week spending lands below last years level in nominal terms



Note: Spending by card does not include cash and account transfers, so it cannot be compared directly with private consumption in national accounts. Daily data, 2-week moving average.

Source: Danske Bank

### 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.

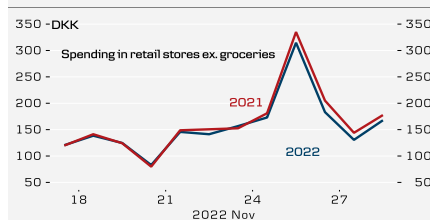
The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably, fixed costs and spending on housing are not included. Changes in cash spending patterns will also affect the data.

The charts show spending in 2020, 2021 and 2022 compared with the same week in 2019.

Data is not adjusted for price developments, unless explicitly noted.

The most recent data is subject to revisions.

### Retail spending performed slightly below last year for Black Week



Source: Danske Bank

#### Chief Analyst

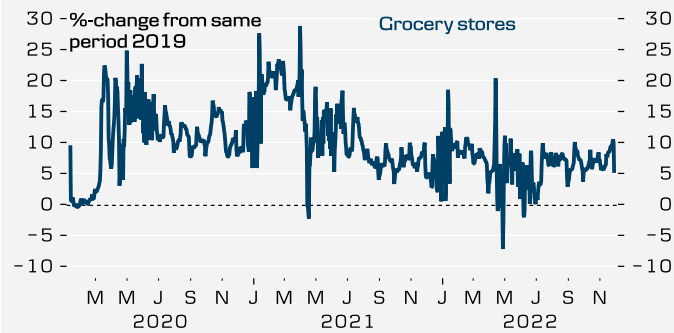
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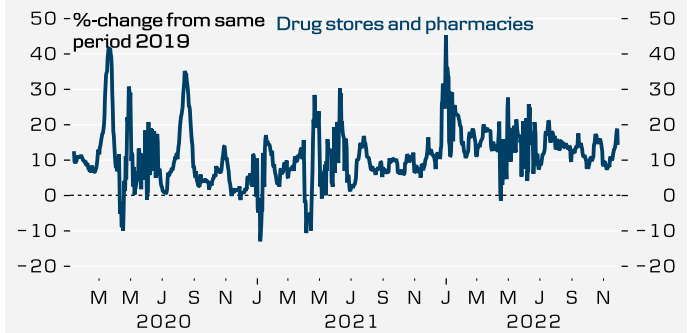
Selected charts with relative changes vs 2019

Grocery spending is at a stable share of total spending, despite significant decline in total spending through 2022



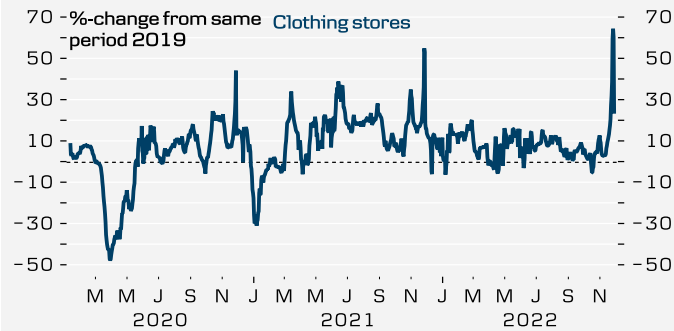
Note: Two week moving average  
Source: Danske Bank

Pharmacies spending with a small November rebound, and is around the same level as last year



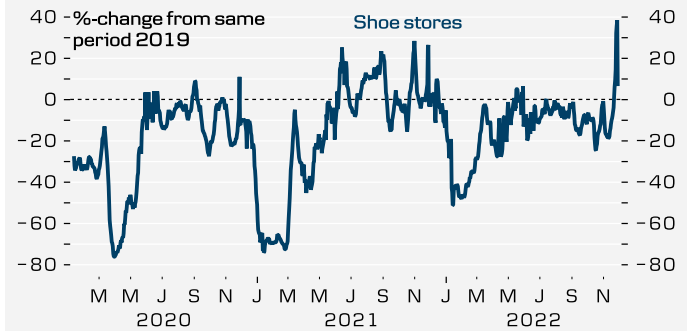
Note: Two week moving average  
Source: Danske Bank

Spending in clothing stores is affected by timing of Black Week



Note: Two week moving average  
Source: Danske Bank

Spending in shoe stores is affected by timing of Black Week



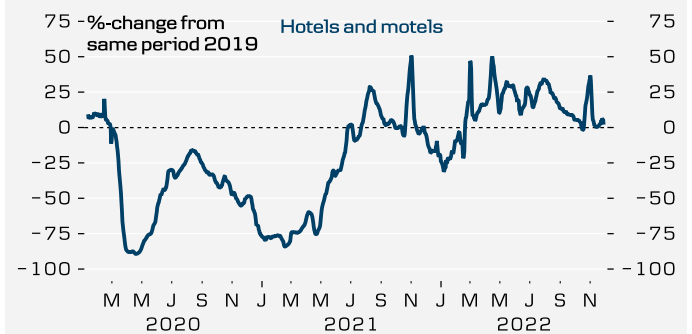
Note: Two week moving average  
Source: Danske Bank

Restaurant spending continues to be elevated compared to pre-covid levels, even when rising prices are considered



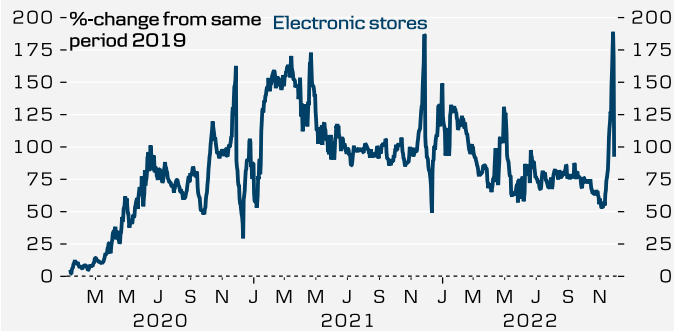
Note: The restaurant index includes bars and nightclubs and fast-food places. 2 week moving average  
Source: Danske Bank

Hotel spending stabilizes lower after short peak



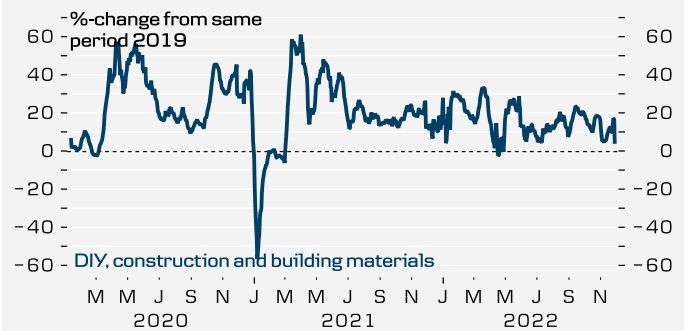
Note: Two week moving average  
Source: Danske Bank

**Spending in electronic stores is affected by timing of Black Week**



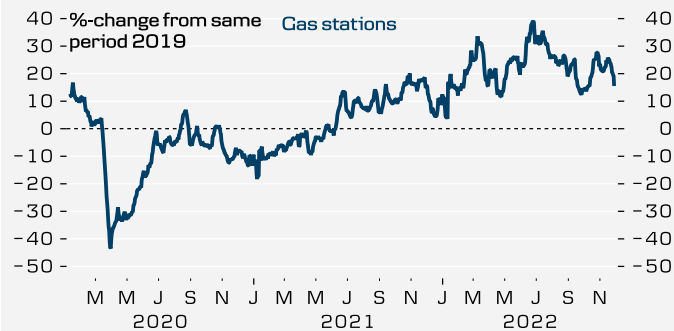
Note: Two week moving average  
Source: Danske Bank

**DIY spending is lower than last year, despite rising prices**



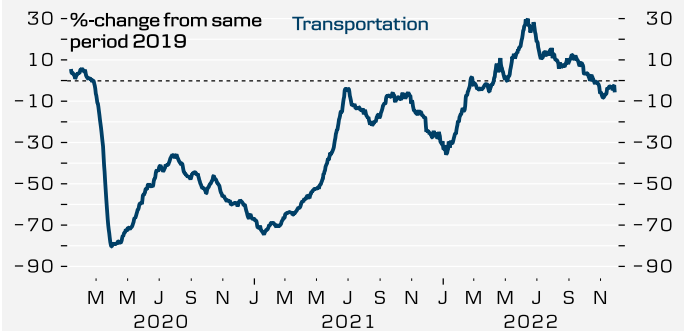
Note: Two week moving average  
Source: Danske Bank

**Spending in gas stations is coming down in real terms, indicating a shift in consumption patterns**



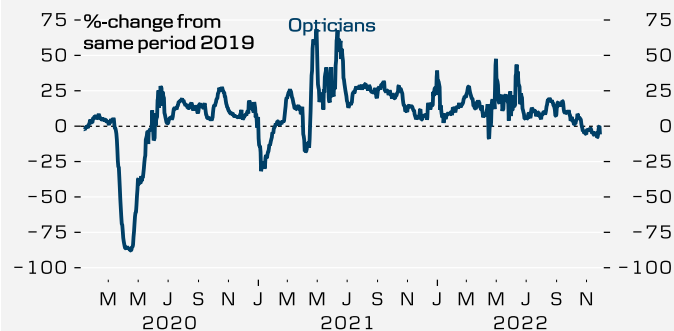
Note: Two week moving average  
Source: Danske Bank

**Little rise in transportation spending, but it is still low**



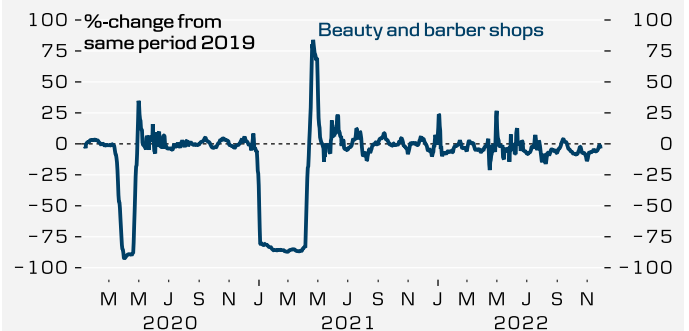
Note: Two week moving average  
Source: Danske Bank

**Spending with opticians is decreasing, not least compared to last year**



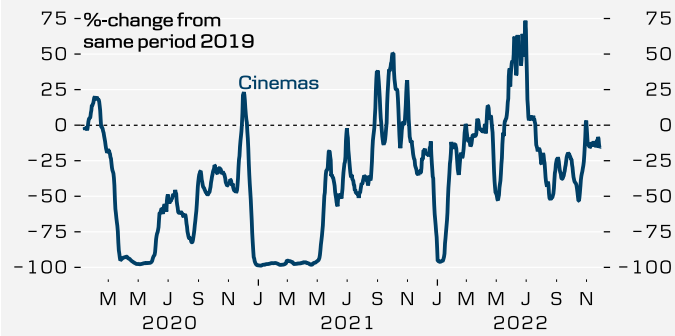
Note: Two week moving average  
Source: Danske Bank

**Spending in hairdressers is weakening, considering the increase in prices, but remains stable nominally**



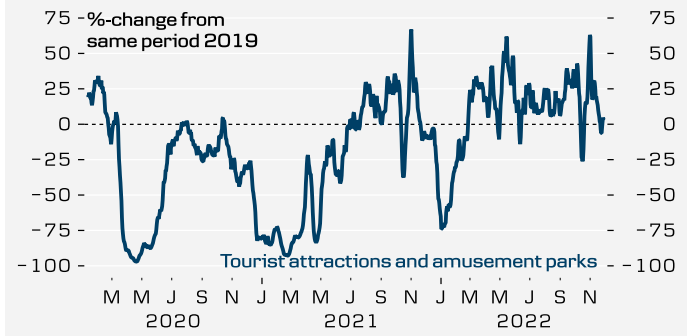
Note: Two week moving average  
Source: Danske Bank

**Cinema spending stabilized lower than pre-covid levels**



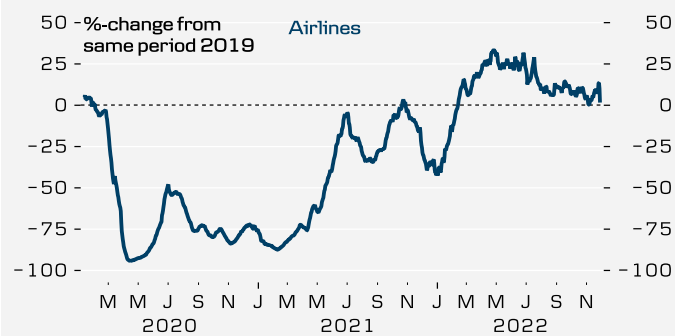
Note: Two week moving average  
Source: Danske Bank

**Spending in tourist attractions is volatile, but holding up well**



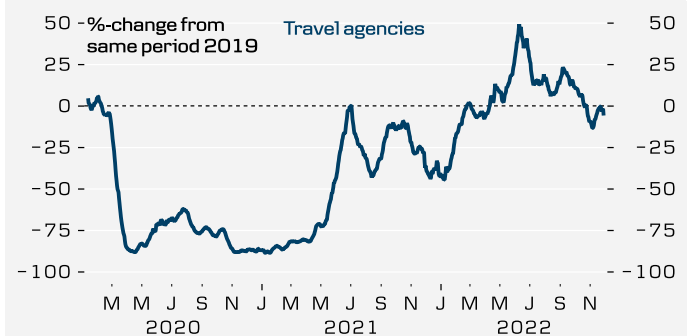
Note: Two week moving average  
Source: Danske Bank

**Airline spending improved slightly through November**



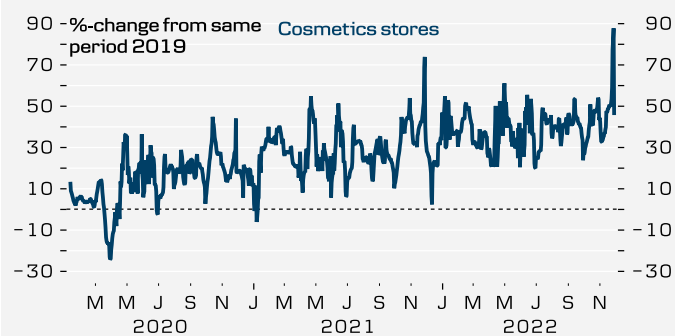
Note: Two week moving average  
Source: Danske Bank

**Spending on packaged holidays had a rebound last couple of weeks after months of decline**



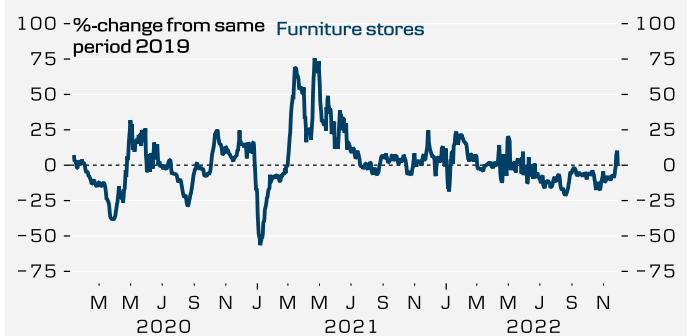
Note: Two week moving average  
Source: Danske Bank

**Spending in cosmetics stores is affected by timing of Black Week**



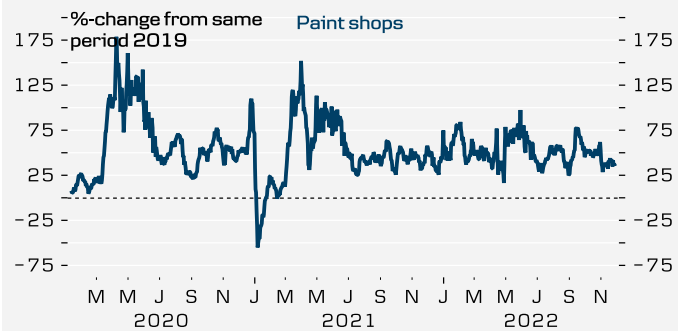
Note: Two week moving average  
Source: Danske Bank

**Spending on furniture is affected by timing of Black Week**



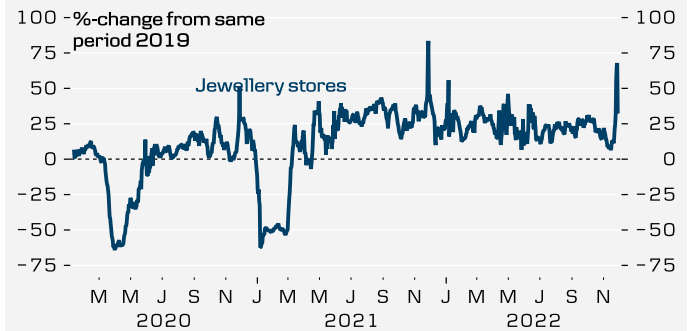
Note: Two week moving average  
Source: Danske Bank

Spending in paint shops is down compared to last year



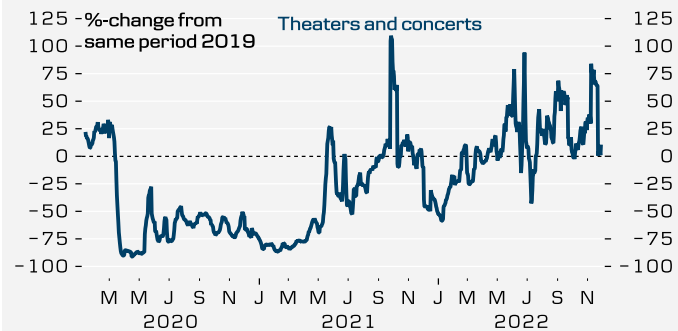
Note: Two week moving average  
Source: Danske Bank

Spending in jewellery stores is affected by timing of Black Week



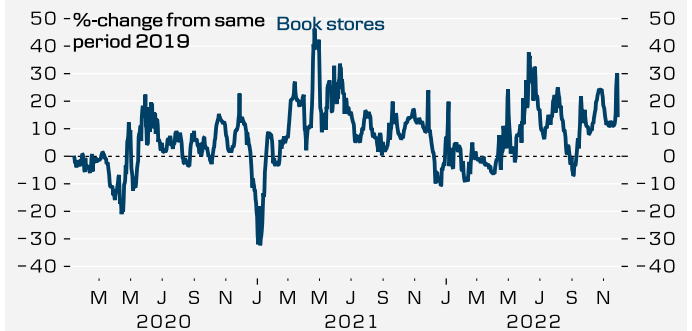
Note: Two week moving average  
Source: Danske Bank

Spending in theatres and concert halls remains volatile, but has overall been showing strength



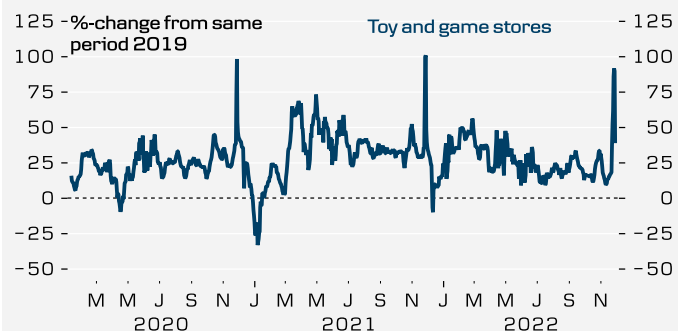
Note: Two week moving average  
Source: Danske Bank

Spending in book stores is affected by timing of Black Week



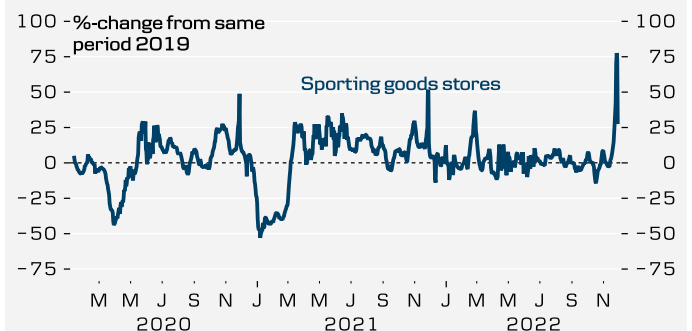
Note: Two week moving average  
Source: Danske Bank

Spending on toys is affected by timing of Black Week



Note: Two week moving average  
Source: Danske Bank

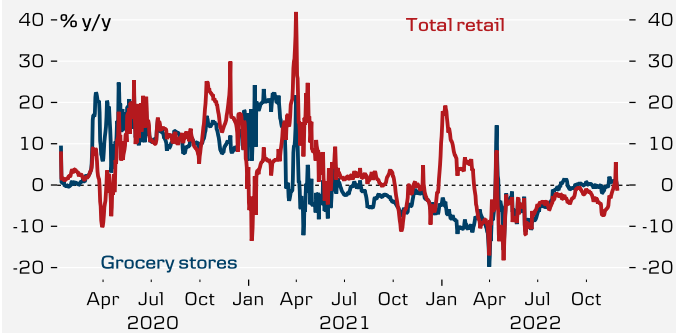
Spending in sporting goods stores is affected by timing of Black Week



Note: Two week moving average  
Source: Danske Bank

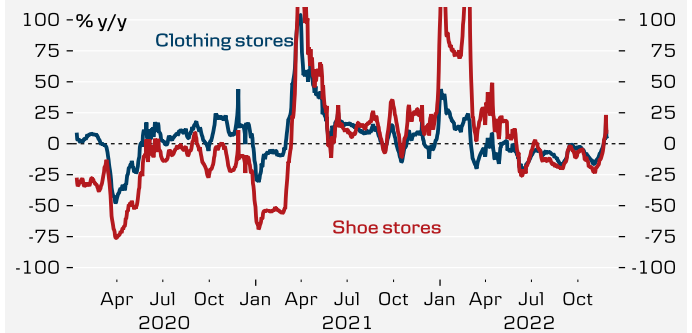
Selected charts with relative changes vs previous year

Nominal retail spending is affected by timing of Black Week. Grocery spending on level with last year



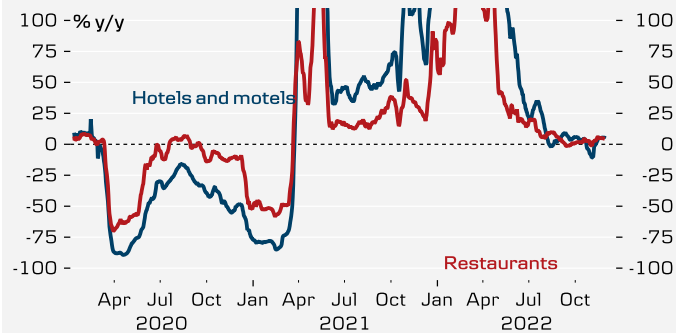
Note: Two week moving average  
Source: Danske Bank

Clothing and footwear spending is affected by timing of Black Week



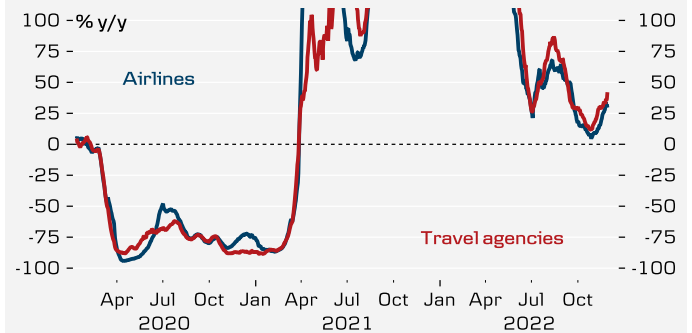
Note: Two week moving average. Due to very large growth rates driven by lockdowns, the y-axis has been capped.  
Source: Danske Bank

Hotel and Restaurant spending is on par with last year, and has remained fairly stable over the past months



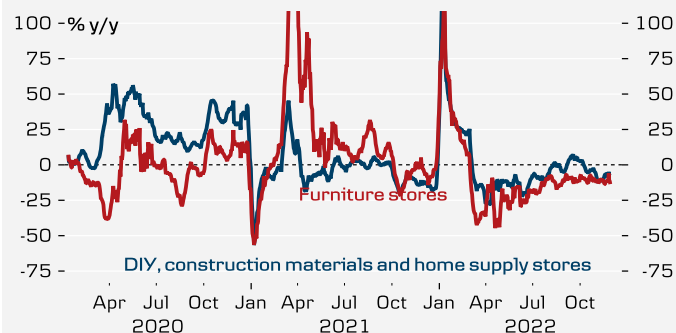
Note: Two week moving average. Due to very large growth rates driven by lockdowns, the y-axis has been capped.  
Source: Danske Bank

Spending on holidays had a sudden rebound over the last weeks



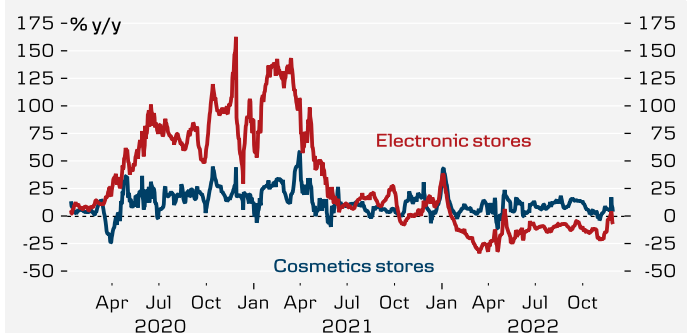
Note: Two week moving average. Due to very large growth rates driven by lockdowns, the y-axis has been capped.  
Source: Danske Bank

Home related spending showed the biggest weakness compared to last year



Note: Two week moving average. Due to very large growth rates driven by lockdowns, the y-axis has been capped.  
Source: Danske Bank

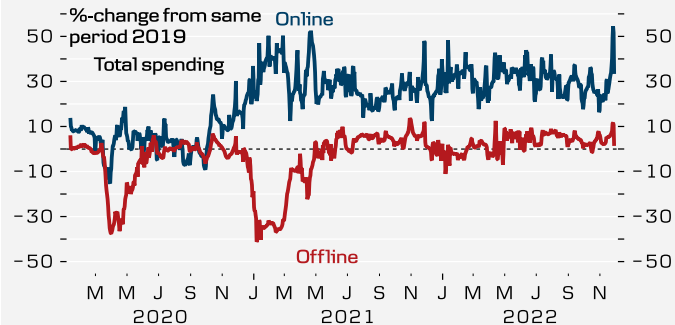
Cosmetics spending continues to perform well, electronic stores affected by timing of Black Week



Note: Two week moving average  
Source: Danske Bank

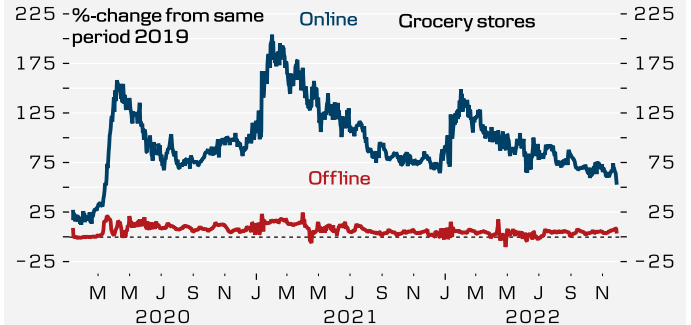
### Spending by location – online/offline

Total online spending is affected by timing of Black Week, offline sales not as much



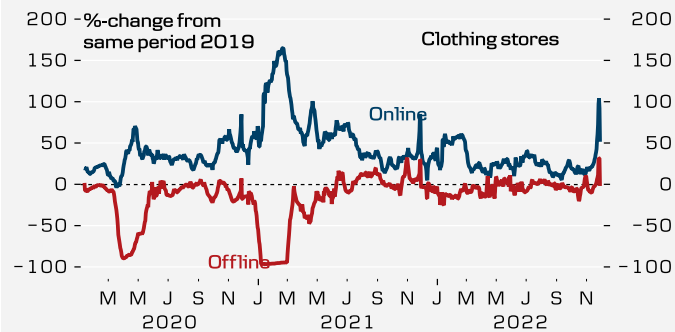
Note: Two week moving average  
Source: Danske Bank

Online grocery spending continues to trend downward, but is still much higher than pre-covid



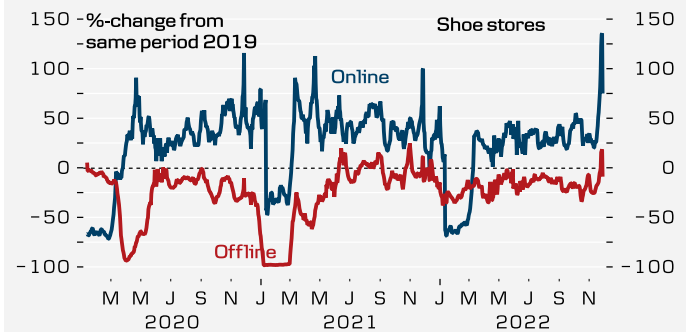
Note: Two week moving average  
Source: Danske Bank

Online and offline clothing spending is affected by timing of Black Week, but the effect seems greater online



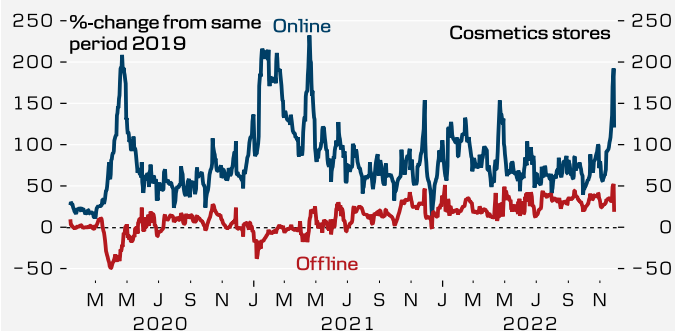
Note: Two week moving average  
Source: Danske Bank

Online and offline spending in shoe stores is affected by timing of Black Week, but the effect seems higher online



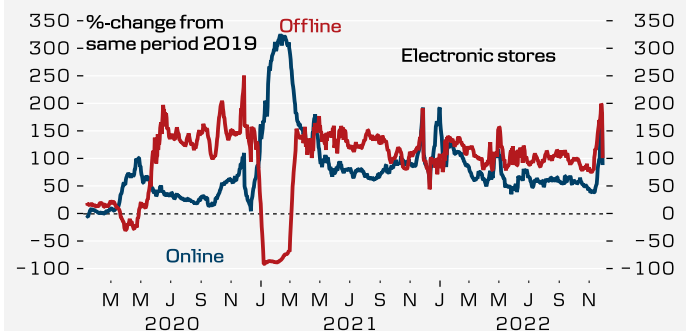
Note: Two week moving average  
Source: Danske Bank

Online spending on cosmetics is affected by timing of Black Week, offline sales not as much



Note: Two week moving average  
Source: Danske Bank

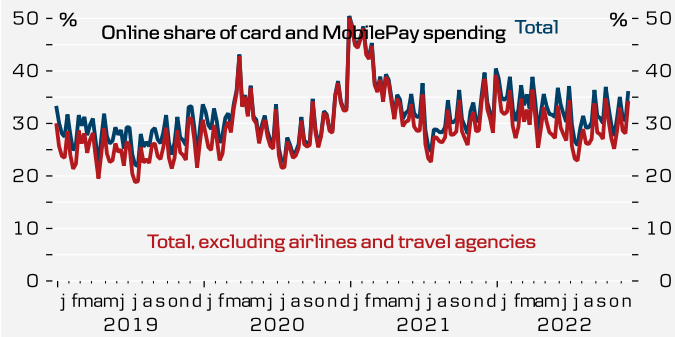
Online and offline spending on electronics is affected by timing of black week



Note: Two week moving average  
Source: Danske Bank

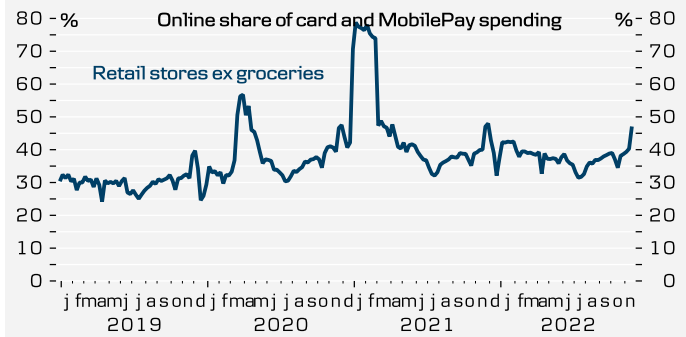
## Online share of consumption

The online share of spending has stabilized



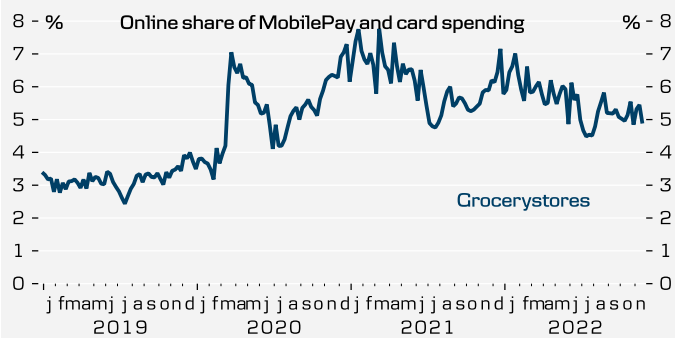
Source: Danske Bank

Online share of retail increasing in Black Week



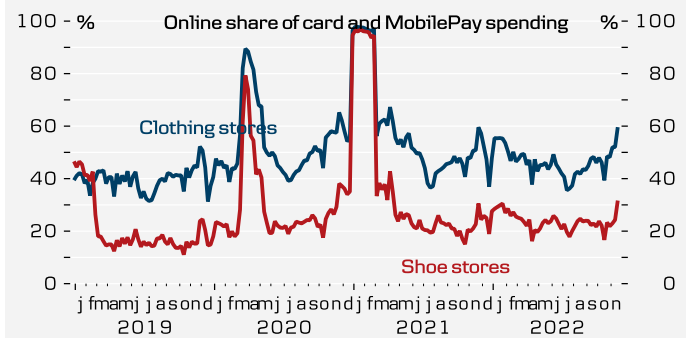
Source: Danske Bank

Online share of groceries spending is still on a downward trend



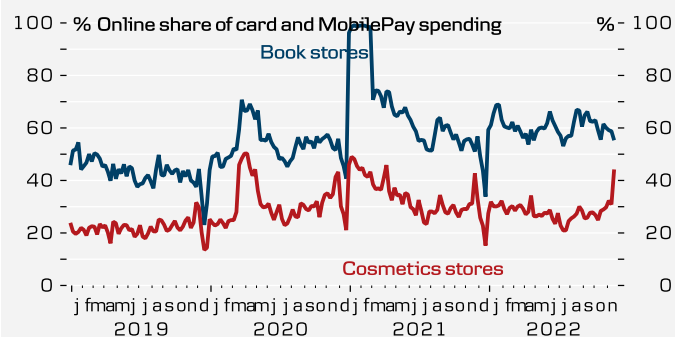
Source: Danske Bank

Online spending share on clothing and footwear increasing in Black Week



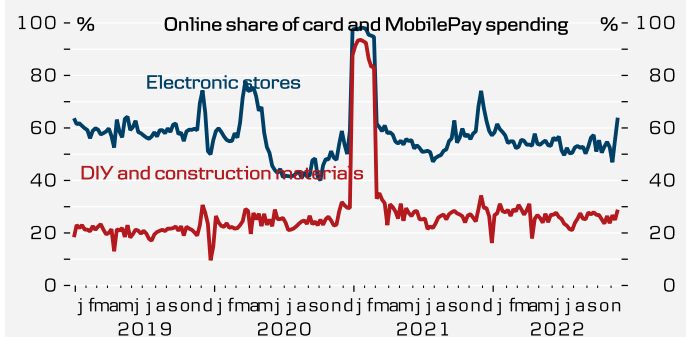
Source: Danske Bank

Online spending share on cosmetics increasing in Black Week. Book stores more or less the same as previous months



Source: Danske Bank

Online spending share on cosmetics increasing in Black Week. DIY are more or less the same as previous months



Source: Danske Bank



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