

# Spending Monitor

## Spending has been looking strong over the summer

- Danish card and MobilePay spending in August, up to and including 6 August, is up by around 3-4% compared with 2019, according to Danske Bank's spending monitor. Taking price changes and an increasing use of cash – which normally peaks during the summer holiday season – into account, this implies that overall consumer spending has returned to normal over the summer.
- Note that there have been revisions to the sample, leading to a downward revision of spending in March and April, but upward revisions of spending in the most recent months – notably in June. This implies that spending using cards and MobilePay had returned to normal levels by June.
- The data clearly shows that Danes have changed their holiday patterns. Airline and travel agency spending remains down, with increased gas station spending. Spending in hotels, restaurants and amusement parks has improved consistently over the summer, though this might be due to a higher propensity to use cards when vacationing at home. We track only spending by Danes and not spending in Danish territory, indicating that there are still major challenges for these industries.
- Retail spending continues to look solid, lifted by home improvement, clothing and higher grocery store spending, as Danes stay at home this summer.

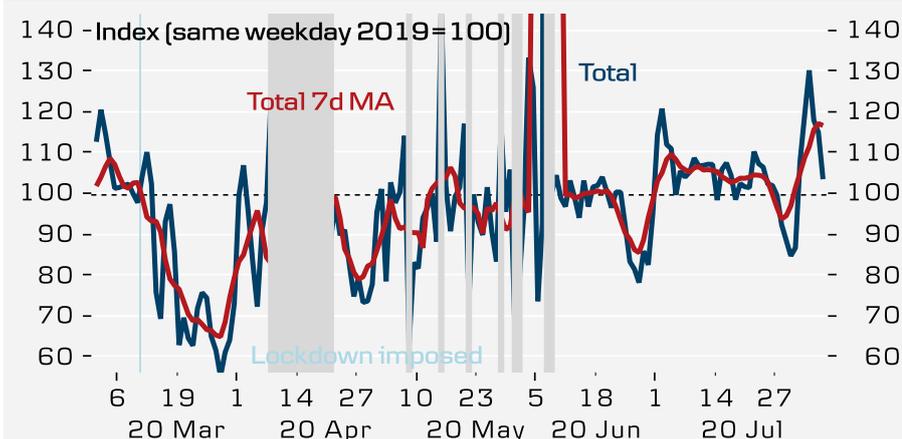
### Notes on the spending data

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 – August 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 levels summer 2019



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.

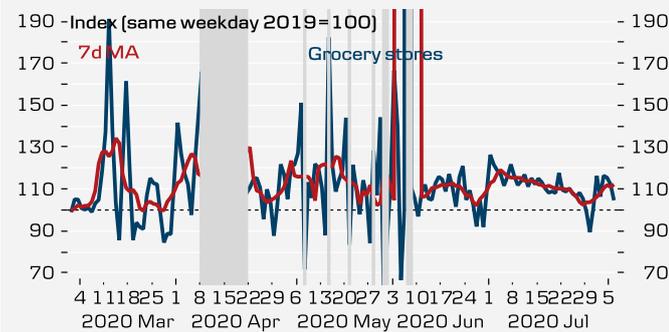
Source: Danske Bank

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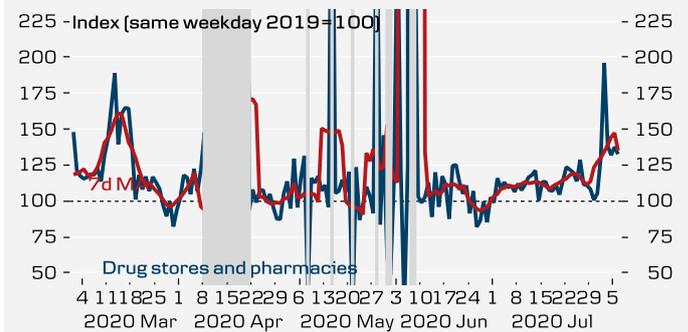
Selected charts with relative changes

Grocery spending has been higher this summer, as more Danes vacation domestically



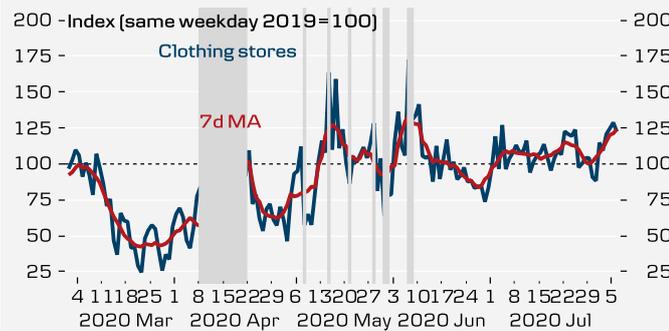
Source: Danske Bank

Health-related spending picking up again, as more positive cases of COVID-19 are detected



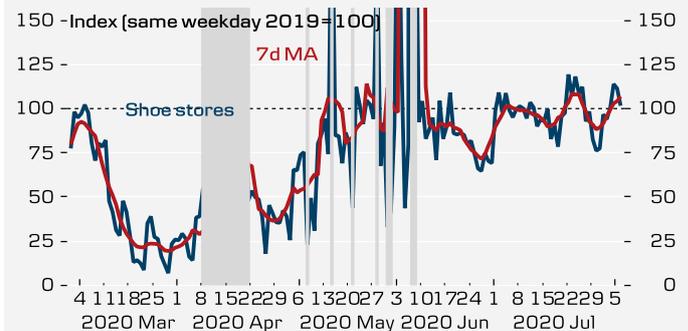
Source: Danske Bank

Spending in clothing stores has been elevated over the summer holiday



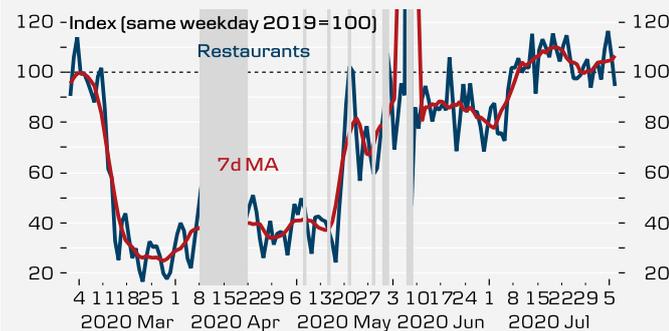
Source: Danske Bank

Spending in shoe stores is fluctuating around normal levels



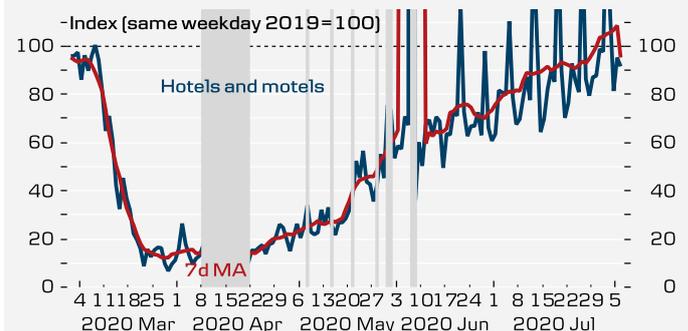
Source: Danske Bank

Restaurant spending has been strong over the summer but it is likely this is due to a higher propensity for card use domestically



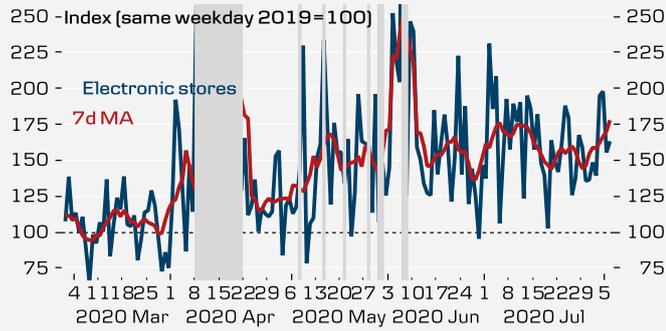
Note: The restaurant index include, bars, nightclubs and fast food places  
Source: Danske Bank

Danes' hotel spending continues to pick up – note the data does not cover foreigners



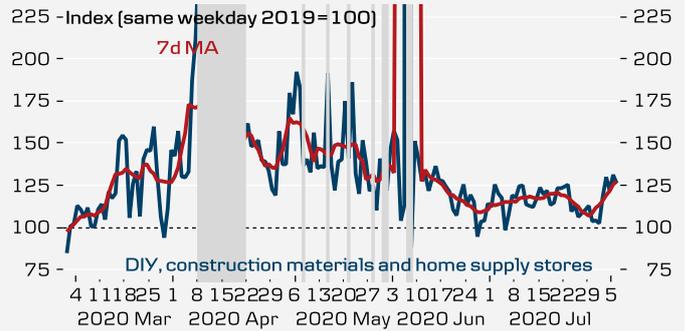
Source: Danske Bank

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



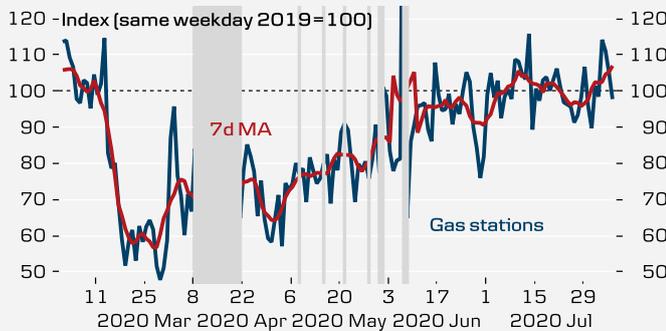
Source: Danske Bank

**DIY spending has been solid over the summer**



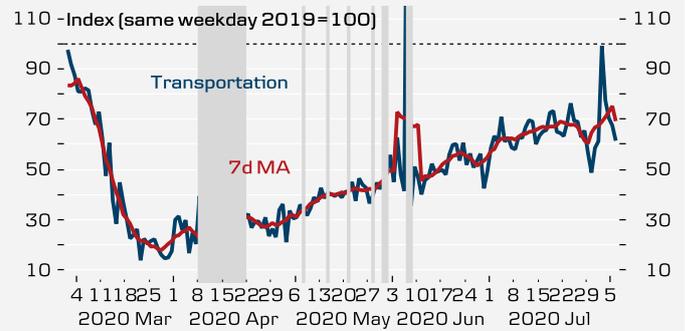
Source: Danske Bank

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



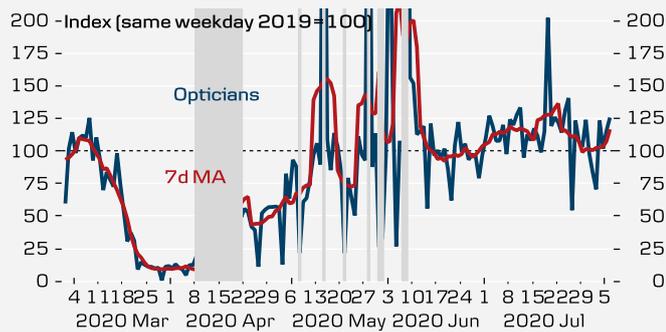
Source: Danske Bank

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



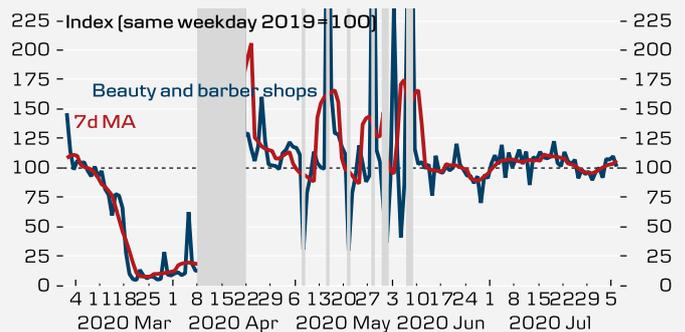
Source: Danske Bank

**Opticians have seen improvement, as more Danes stay home over the holidays**



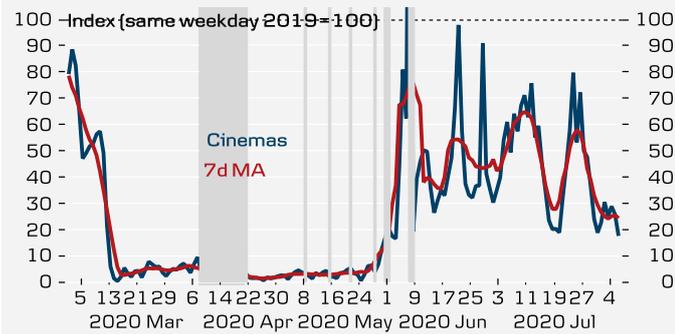
Source: Danske Bank

**Spending at hairdressers has returned to normal**



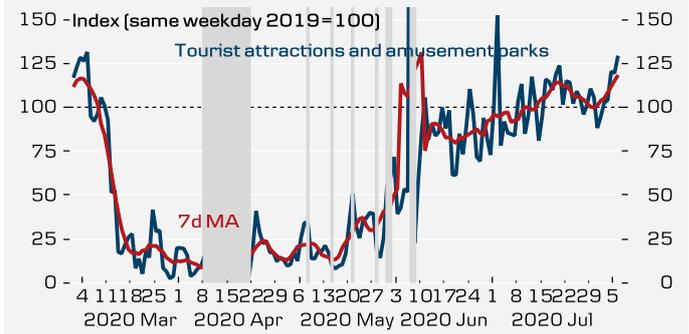
Source: Danske Bank

**Cinema spending has declined in July and August as summer blockbusters are being postponed**



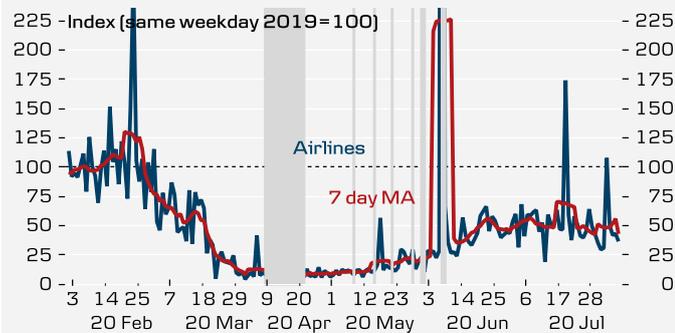
Source: Danske Bank

**Continued improvement in spending at tourist attractions but not enough to compensate for absence of foreign tourists**



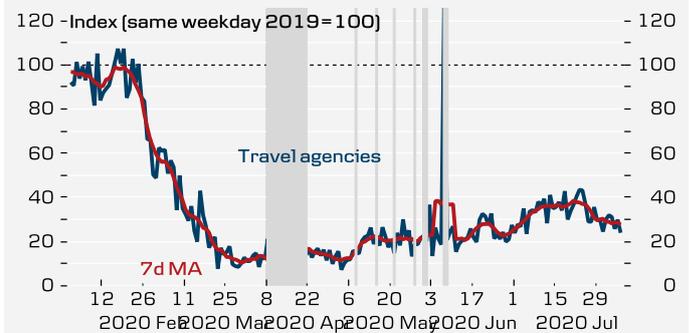
Source: Danske Bank

**Airline spending has stagnated around half of normal levels**



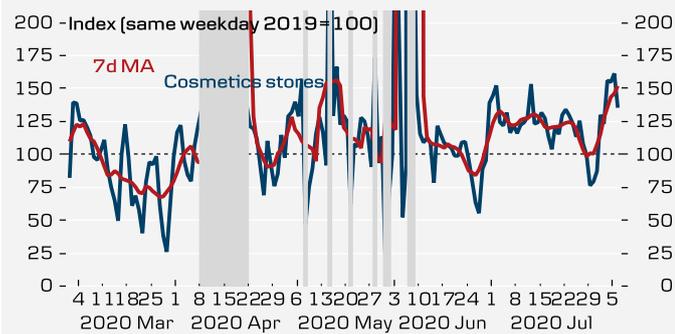
Source: Danske Bank

**Travel spending has subsided in recent weeks, possibly due to improvement in the weather**



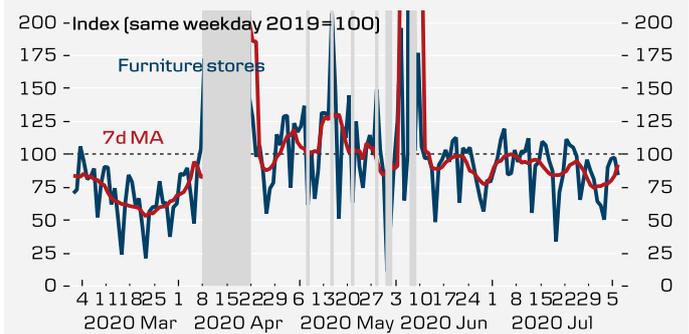
Source: Danske Bank

**Spending at cosmetics stores has been elevated throughout the summer**



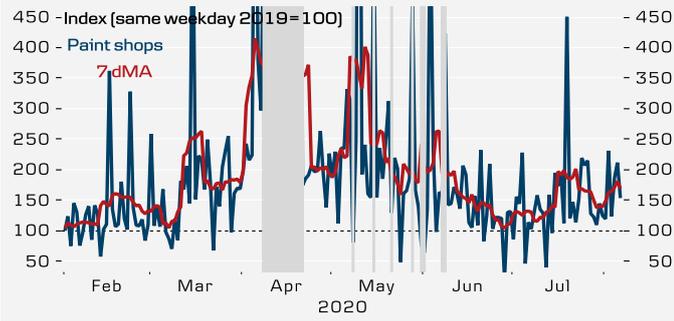
Source: Danske Bank

**Spending at furniture stores below 2019 - surprising considering more are spending holidays at home**



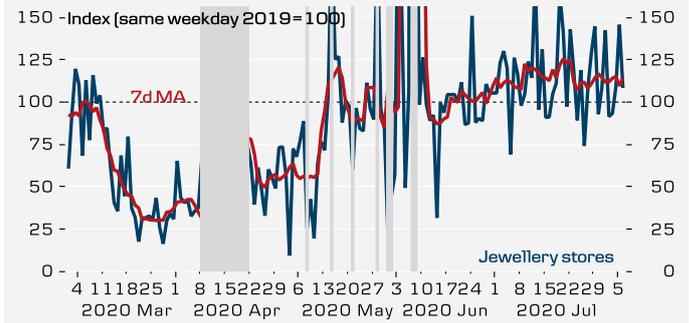
Source: Danske Bank

**Spending on paint above normal – high activity in the housing market might lift need for home improvement**



Source: Danske Bank

**Spending at jewellery stores has been solid above normal levels over the summer**



Source: Danske Bank

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