

Spending Monitor

Retail spending continues to come down

- Danish card and MobilePay data shows spending up by only around 5% for mid-October compared to 2019. Accounting for price developments and changes in cash spending, this amounts to spending around normal. The timing of the fall holiday is likely to put some drag on the most recent figures for service spending, which should come up again with the next release.
- Overall, retail spending continues to come down, and is now no longer driving consumption growth, as was the case for most of 2021. Over the past weeks retail spending has dropped to less than 10% above normal levels – by comparison, retailing was 25% higher in March this year than normal.
- We are starting to see some weakening of electronics spending – albeit from an extremely high level. If this persists over the coming weeks, it is likely to be the first indicator of supply issues affecting consumer choice.
- The steep increase in gasoline prices over the most recent weeks shows up clearly in the data, with spending in gas stations up by 15%. Since we started producing data in early 2019, spending in gas stations has not made up such a large share of total spending outside a summer holiday as it did last week.
- Overall, we are looking to see how rising energy prices and supply issues in retailing will effect spending. So far, the effect seems limited.

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.

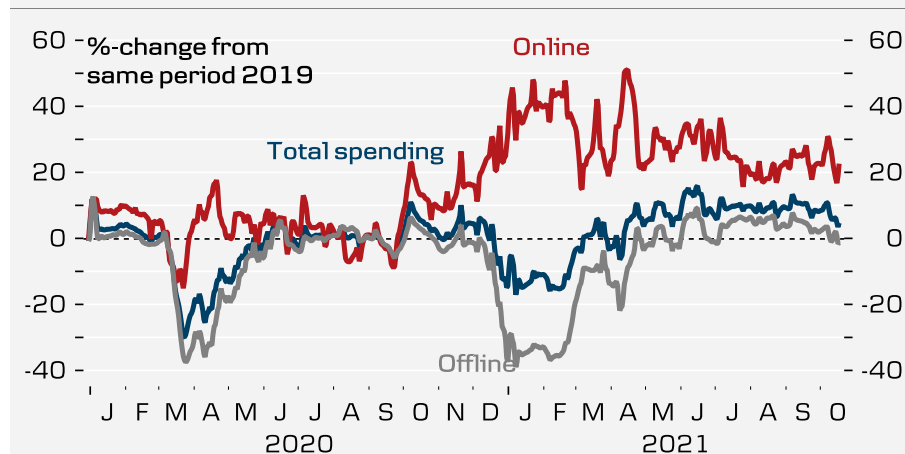
The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably, fixed costs and spending on housing are not included. Changes in cash spending patterns will also affect the data.

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

Data is not adjusted for price developments.

The most recent data is subject to revisions.

Total spending has come down a little in recent weeks, but some of the weakness is due to the timing of the fall holidays effect on service spending



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. Daily data, 2-week centred moving average.

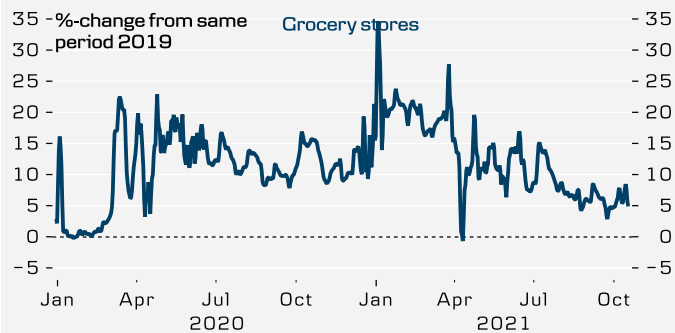
Source: Danske Bank

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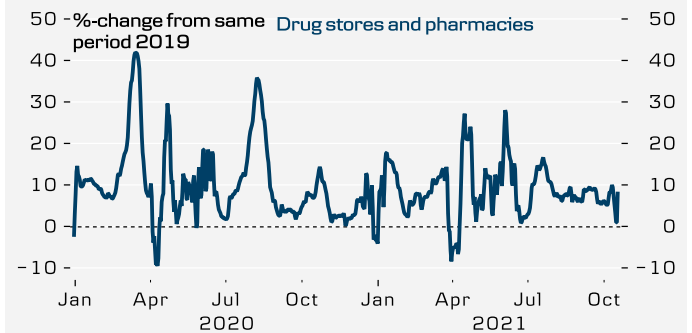
Selected charts with relative changes

Grocery spending more or less back to normal, when accounting for lower cash spending



Note: Two week centred moving average
Source: Danske Bank

Spending in pharmacies around normal



Note: Two week centred moving average
Source: Danske Bank

Spending in clothing stores has returned to normal



Note: Two week centred moving average
Source: Danske Bank

Spending in shoe stores declines again



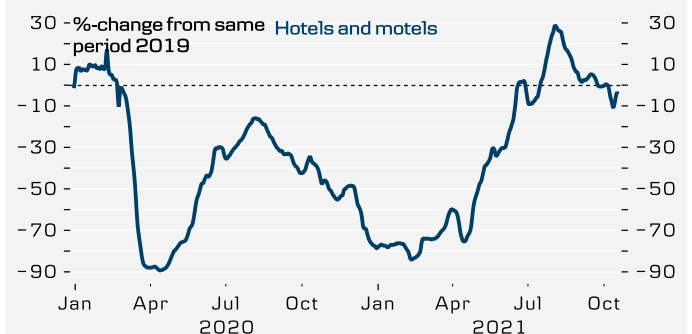
Note: Two week centred moving average
Source: Danske Bank

Spending on restaurants has started to normalise, but the fall holiday looks strong so far



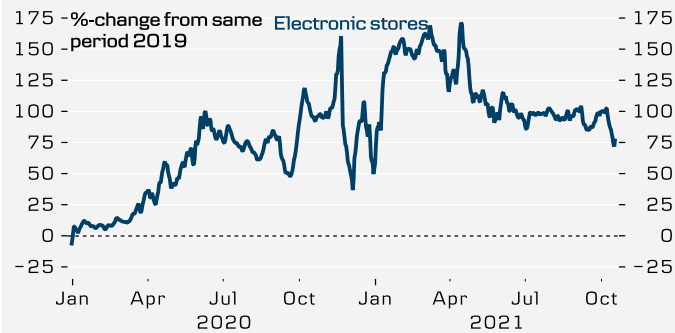
Note: The restaurant index includes bars and nightclubs and fast-food places. 2 week centred moving average
Source: Danske Bank

Hotel spending by Danes around normal



Note: Two week centred moving average
Source: Danske Bank

Spending in electronic stores has come down in recent weeks, too early to call if we are seeing effects of supply issues



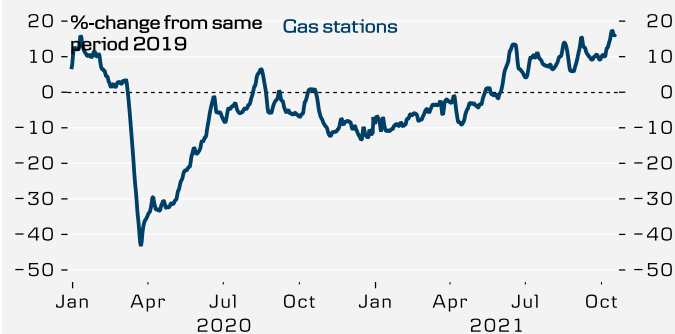
Note: Two week centred moving average
Source: Danske Bank

DIY spending remains higher than normal



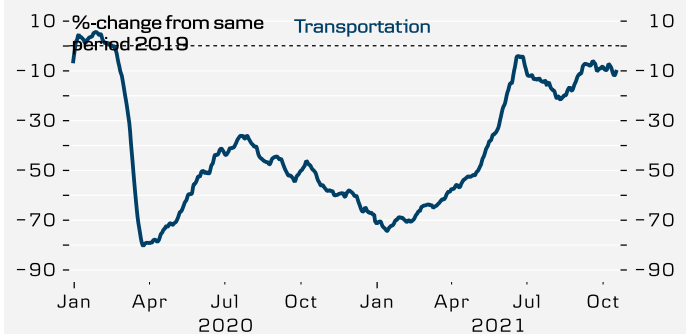
Note: Two week centred moving average
Source: Danske Bank

Higher prices and increased driving lifts gasoline spending



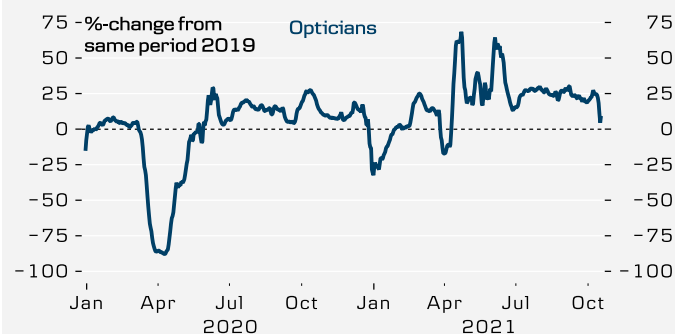
Note: Two week centred moving average
Source: Danske Bank

Transportation spending still below normal



Note: Two week centred moving average
Source: Danske Bank

Spending with opticians is still over performing



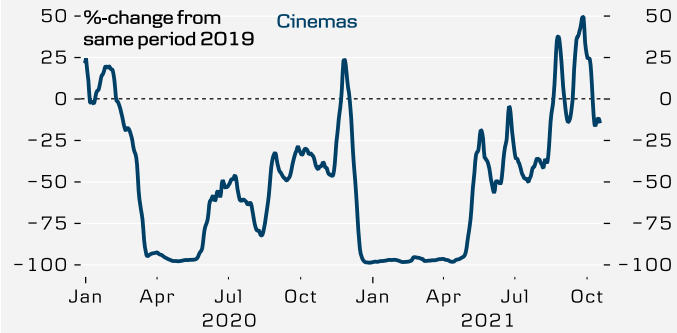
Note: Two week centred moving average
Source: Danske Bank

Spending at hairdressers fluctuates around normal



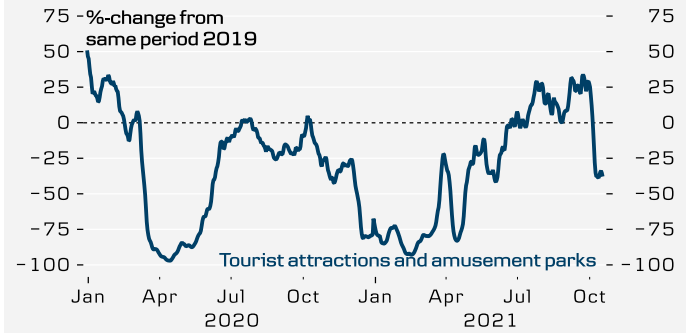
Note: Two week centred moving average
Source: Danske Bank

Cinema spending is performing well. Difference in timing of fall holiday explains the most recent weakness



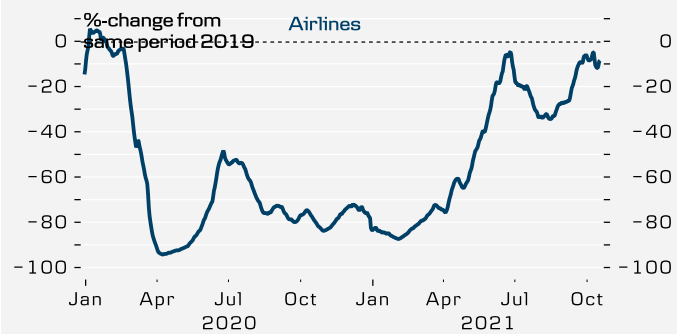
Note: Two week centred moving average
Source: Danske Bank

Issues of timing explains the most recent decline, but overall spending for the fall holiday looks to outperform 2019



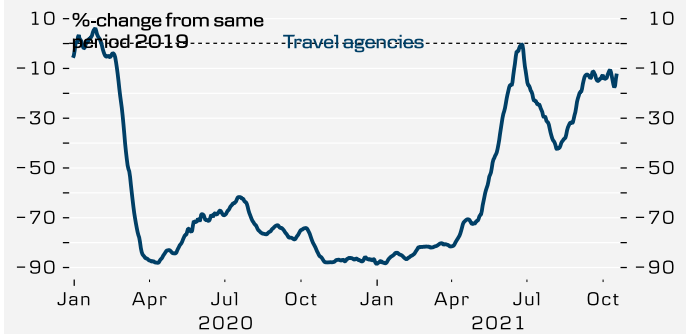
Note: Two week centred moving average
Source: Danske Bank

Airline spending still below normal



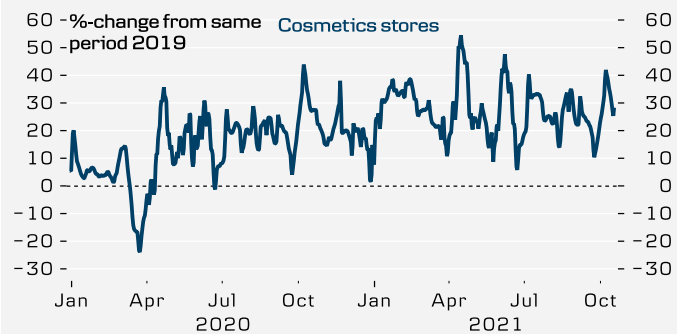
Note: Two week centred moving average
Source: Danske Bank

Spending on packaged holidays has stabilised at 10-15% below normal



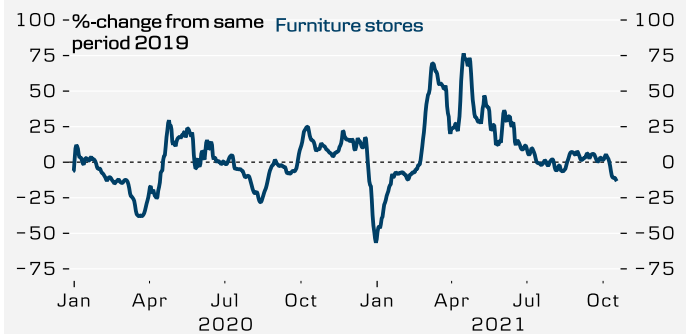
Note: Two week centred moving average
Source: Danske Bank

Spending in cosmetics stores remains elevated



Note: Two week centred moving average
Source: Danske Bank

Spending in furniture stores has declined over the last week



Note: Two week centred moving average
Source: Danske Bank

Spending in paint shops remains elevated



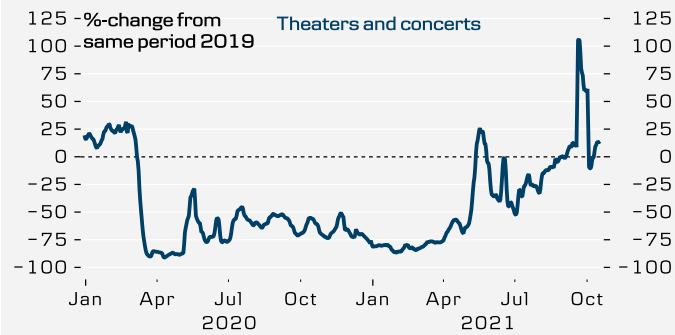
Note: Two week centred moving average
Source: Danske Bank

Spending in jewellery stores is coming down



Note: Two week centred moving average
Source: Danske Bank

Theatres and concert halls spending at around normal levels



Note: Two week centred moving average
Source: Danske Bank

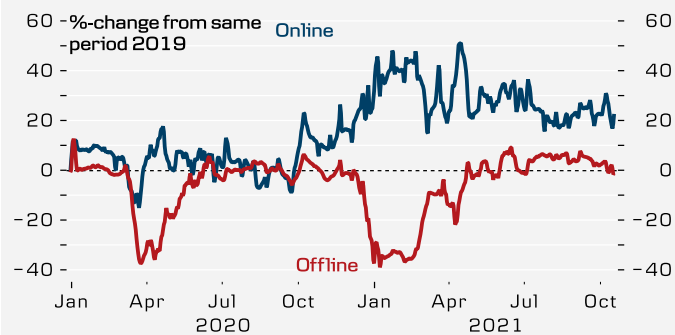
Spending in book stores has normalised



Note: Two week centred moving average
Source: Danske Bank

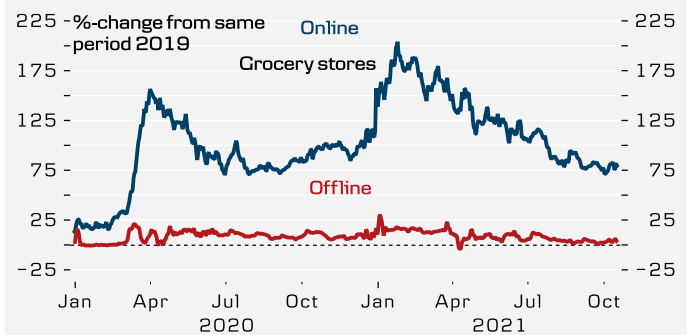
Spending by location - online/offline

Spending in physical stores has weakened in recent weeks



Note: Two week centred moving average
Source: Danske Bank

Online grocery spending still far above pre-COVID levels



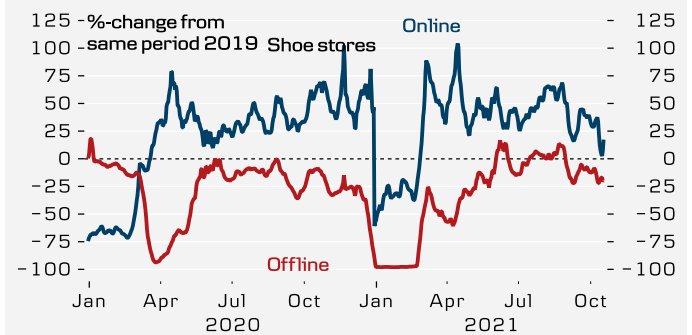
Note: Two week centred moving average
Source: Danske Bank

Clothing spending weakens in physical stores



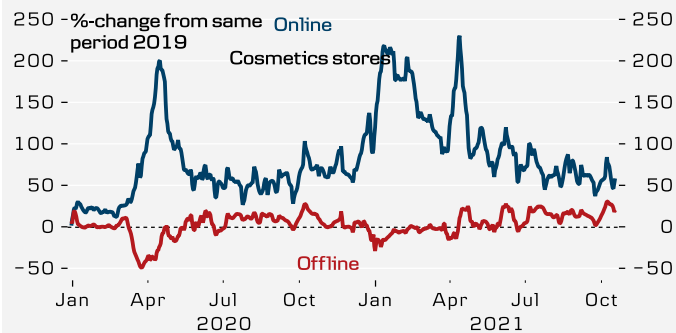
Note: Two week centred moving average
Source: Danske Bank

Spending in both physical and online shoe stores decline



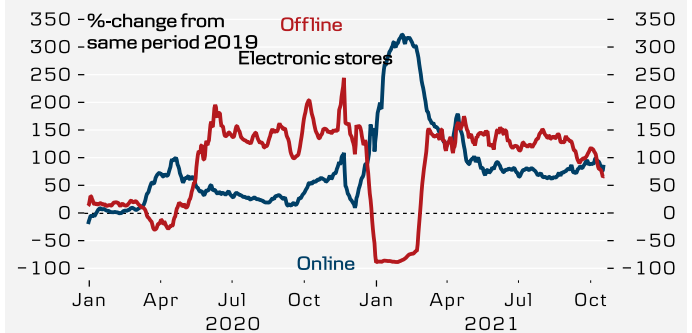
Note: Two week centred moving average
Source: Danske Bank

Spending on cosmetics looks strong both online and offline



Note: Two week centred moving average
Source: Danske Bank

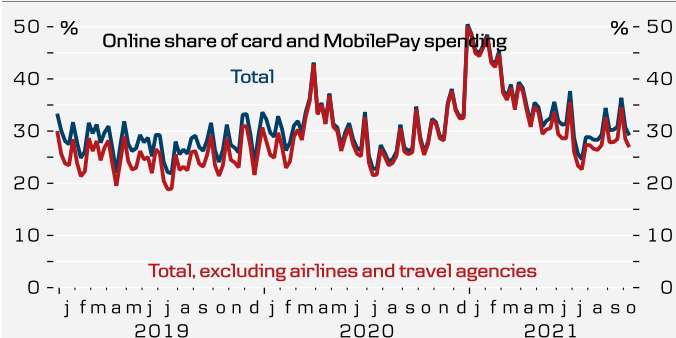
Spending on electronics has declined online but held up in stores



Note: Two week centred moving average
Source: Danske Bank

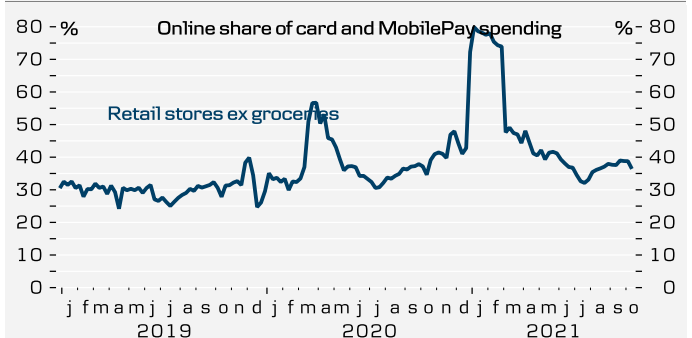
Online share of consumption

The online share of spending is at around 30% of total spending



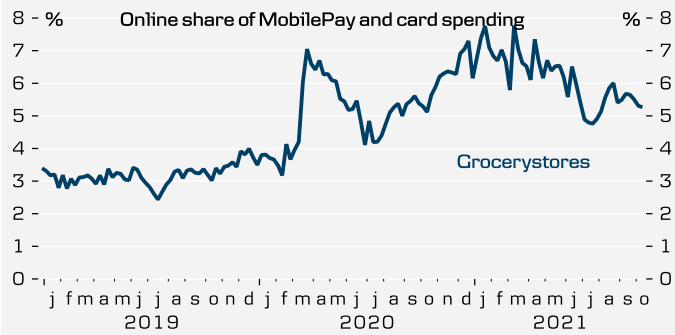
Source: Danske Bank

Online share of retailing at almost 40% of total spending



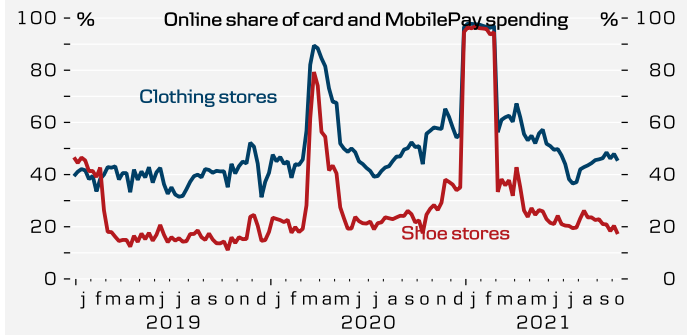
Source: Danske Bank

Grocery spending has found a new - elevated - level



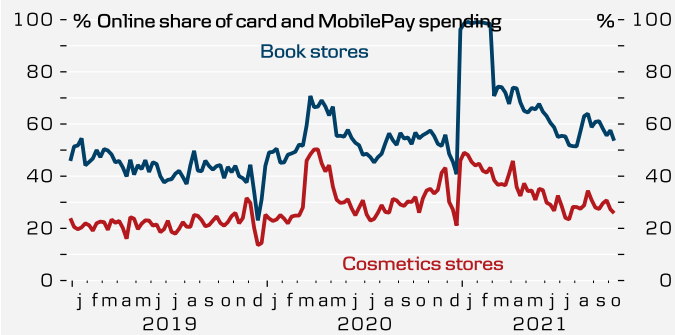
Source: Danske Bank

Online spending on clothing increases, whereas online spending on shoes is declining



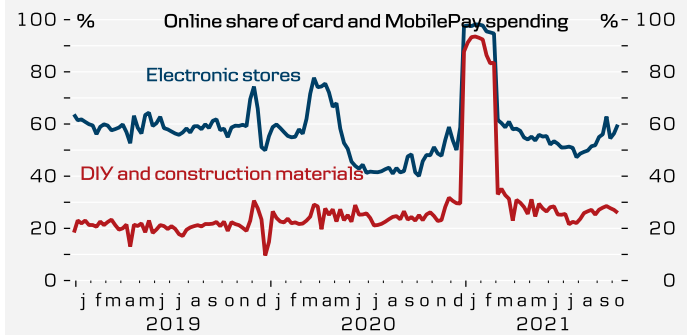
Source: Danske Bank

Online shares of books and cosmetics sales remains elevated



Source: Danske Bank

Online share on electronics still higher than last year



Source: Danske Bank

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