

Spending Monitor

Spending in physical locations holds up despite rising infection rates

- Danish card and MobilePay data shows spending up by around 10% for weeks leading up to November 20th. Accounting for price developments and changes in cash spending, this amounts to spending at 5-6% above 2019. It is worth noting, that we are so far not seeing signs of a slowdown in total spending in physical locations, despite a rapid increase in Danish infection rates over the past few weeks.
- Restaurant spending remains surprisingly strong, despite the introduction of new restrictions (the reintroduction of the negative test or vaccination certificates). One point of note is, that restaurant spending among people over the age of 65, has been trending down slightly since early November. However, it remains above normal for this time of year, and for all other age groups there are no signs of a reaction yet.
- One area where we are seeing a clear reaction is in travel spending, which has weakened significantly over the last month, indicating that people are reluctant to plan long term in light of rising infection rates both domestically and abroad.
- Retail spending continues to perform well. Surprisingly there are still no signs of weakness stemming from supply issues in retail items like electronics. However, this could be due to price effects, and people moving up their holiday shopping.
- Spending in gas stations continues to pick up, as prices rise further. Compared to this time last year, gas spending is taking up 1 percentage point more of total spending.

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.

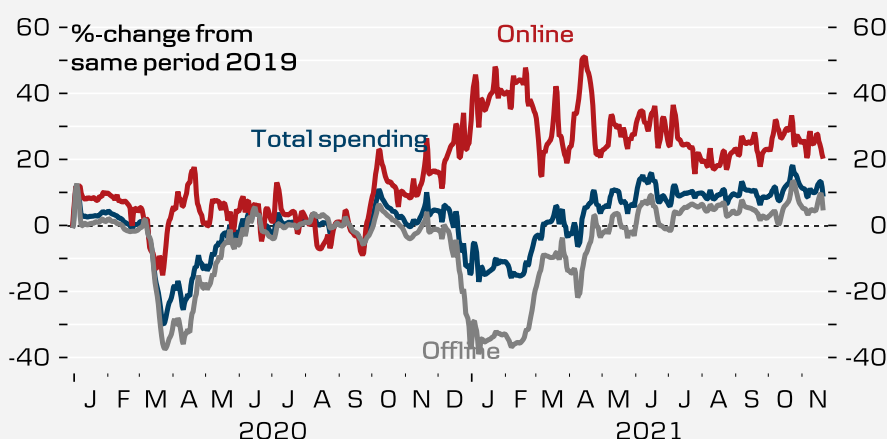
The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably, fixed costs and spending on housing are not included. Changes in cash spending patterns will also affect the data.

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.

Spending in physical locations is holding up despite a stark rise in infection rates



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.

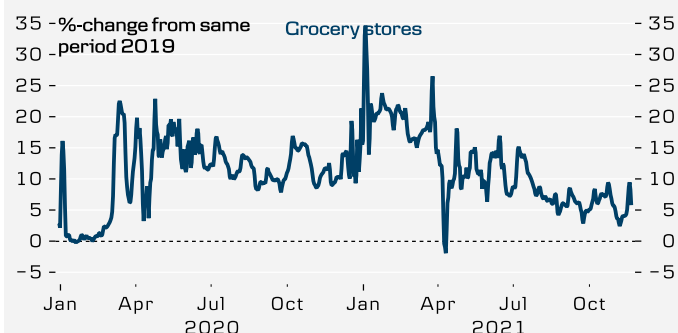
Source: Danske Bank

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Selected charts with relative changes

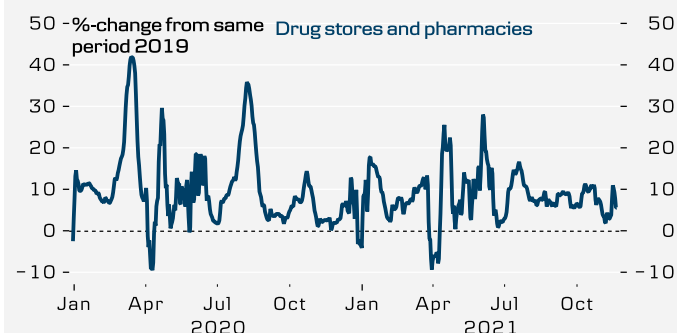
Grocery spending has largely normalised



Note: Two week centred moving average

Source: Danske Bank

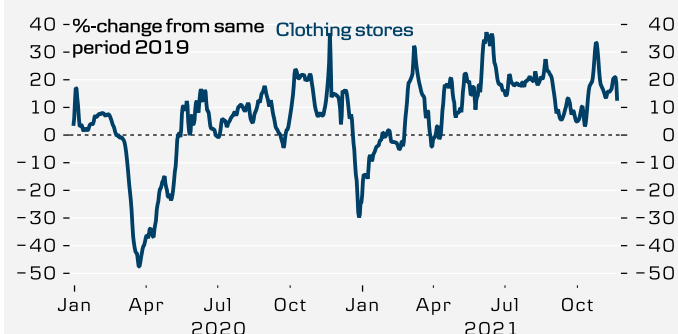
Spending in pharmacies around normal



Note: Two week centred moving average

Source: Danske Bank

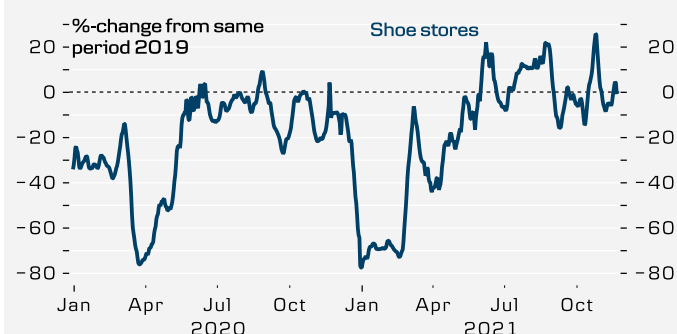
Spending in clothing stores well above normal



Note: Two week centred moving average

Source: Danske Bank

Spending in shoe stores around normal



Note: Two week centred moving average

Source: Danske Bank

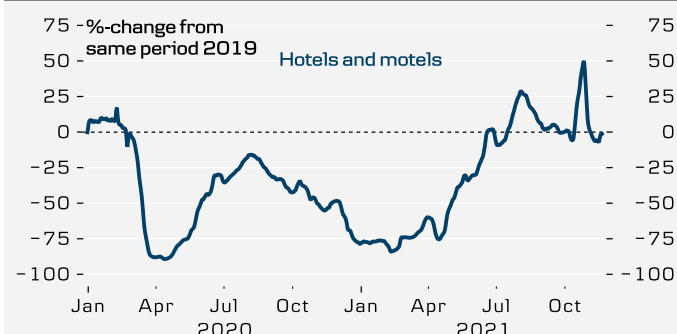
Spending on restaurants still well above normal, despite rising infection numbers



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

Source: Danske Bank

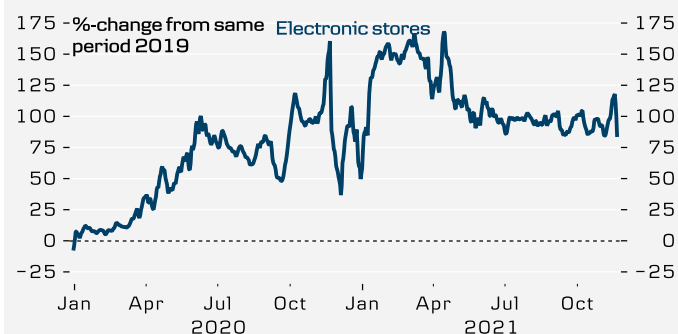
Hotel spending around normal for this time of year



Note: Two week centred moving average

Source: Danske Bank

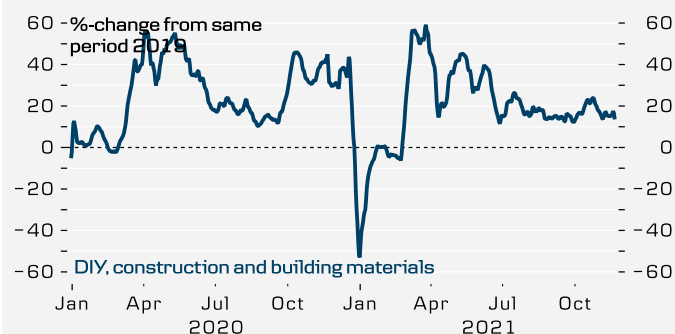
Spending in electronic stores remains high despite supply issues



Note: Two week centred moving average

Source: Danske Bank

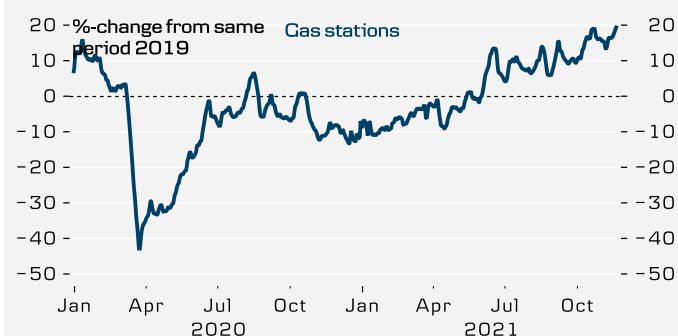
DIY spending remains higher than normal



Note: Two week centred moving average

Source: Danske Bank

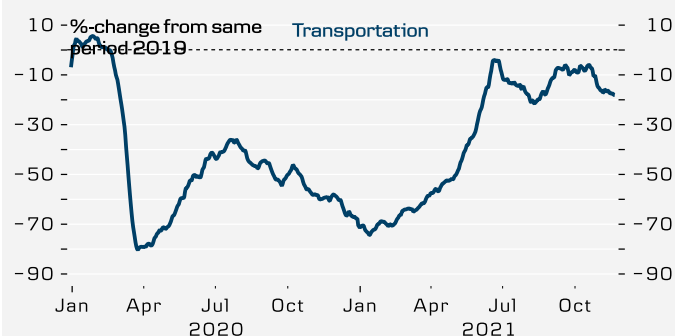
Higher prices continues to drive up gasoline spending



Note: Two week centred moving average

Source: Danske Bank

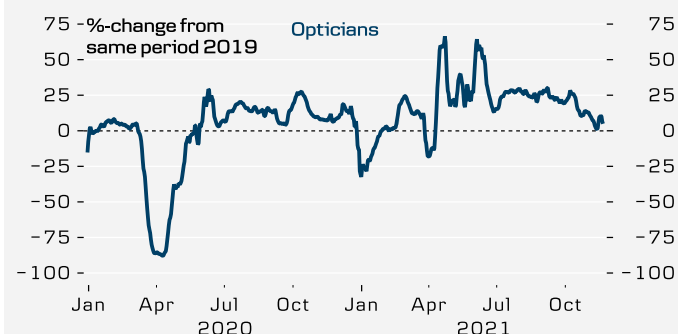
Transportation spending still below normal



Note: Two week centred moving average

Source: Danske Bank

Spending with opticians somewhat higher than normal



Note: Two week centred moving average

Source: Danske Bank

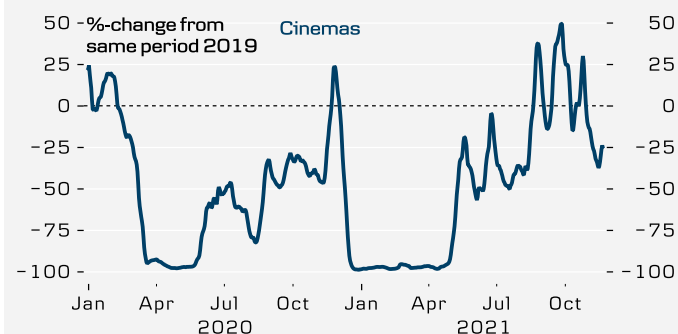
Spending at hairdressers fluctuates around normal



Note: Two week centred moving average

Source: Danske Bank

Cinema spending is coming down, but might be due to fewer big new releases



Note: Two week centred moving average

Source: Danske Bank

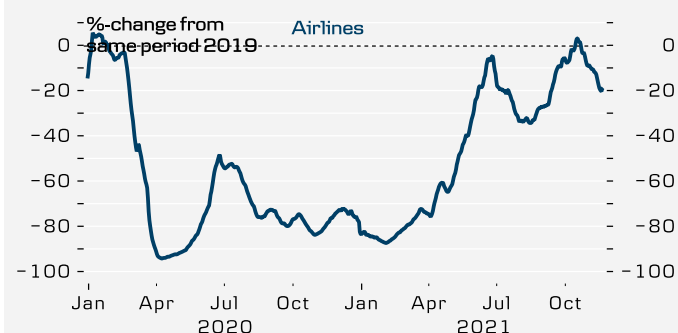
Some weakness in spending on tourist attractions



Note: Two week centred moving average

Source: Danske Bank

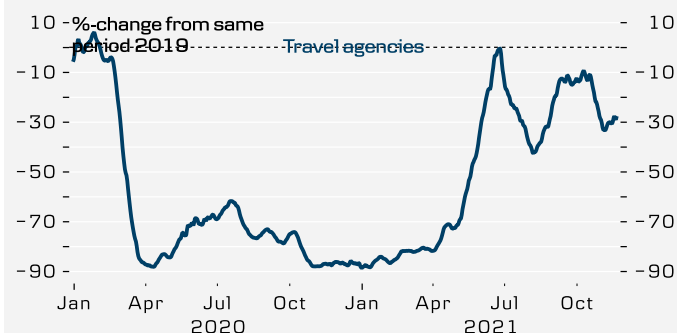
Airline spending continues to decline as infection rates both at home and abroad go up



Note: Two week centred moving average

Source: Danske Bank

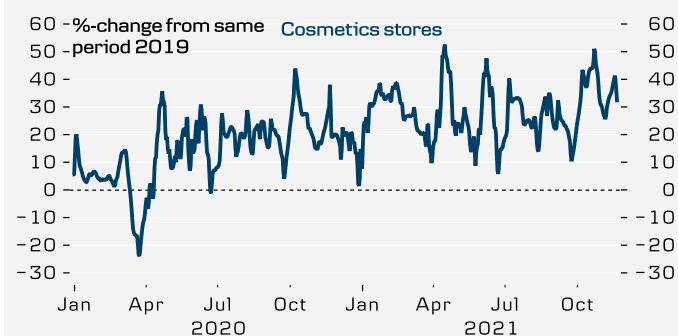
Spending on packaged holidays continues to show weakness



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 hovers around normal



Note: Two week centred moving average

Source: Danske Bank

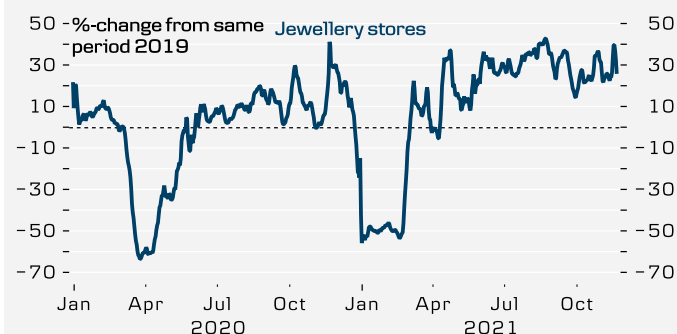
Spending in paint shops remains elevated



Note: Two week centred moving average

Source: Danske Bank

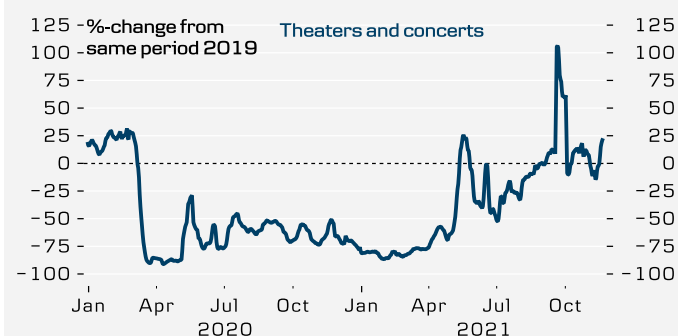
Spending in jewellery stores remains elevated



Note: Two week centred moving average

Source: Danske Bank

Theatres and concert halls spending has improved, with no sign of significant decline from rising infection numbers



Note: Two week centred moving average

Source: Danske Bank

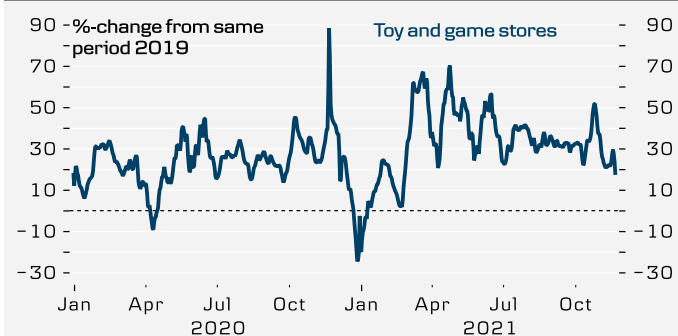
Spending in book stores has normalised



Note: Two week centred moving average

Source: Danske Bank

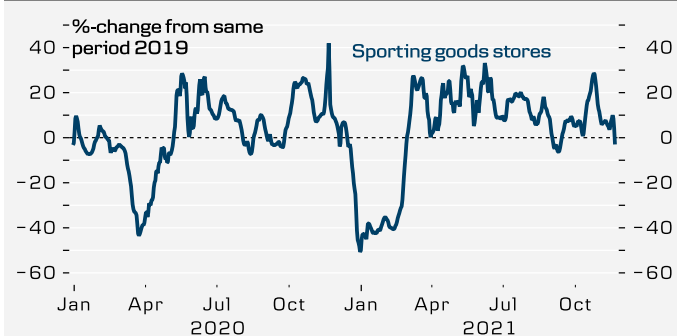
Spending in toy stores remains elevated



Note: Two week centred moving average

Source: Danske Bank

Spending in sporting goods stores is normalising

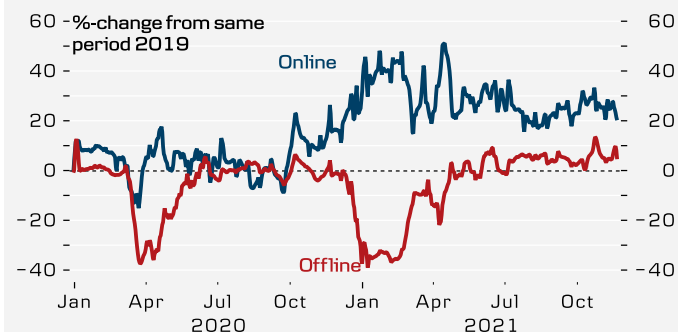


Note: Two week centred moving average

Source: Danske Bank

Spending by location – online/offline

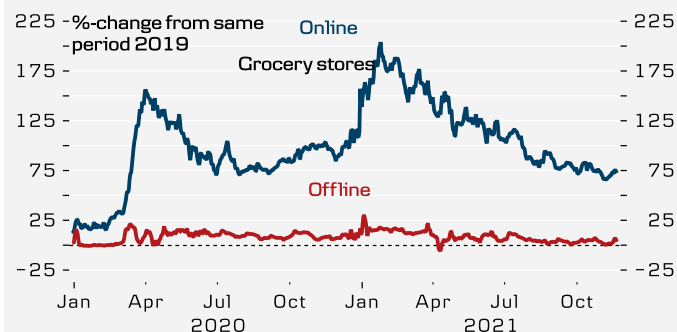
Spending in physical stores has improved in recent weeks, despite rising infection rates



Note: Two week centred moving average

Source: Danske Bank

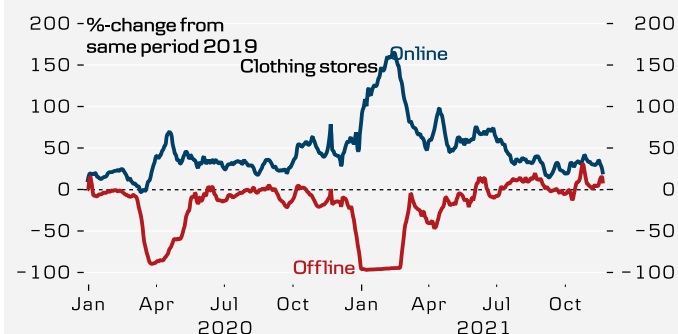
Online grocery spending still far above pre-COVID levels



Note: Two week centred moving average

Source: Danske Bank

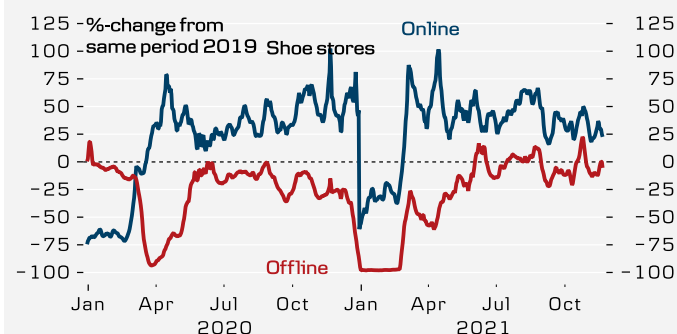
Clothing spending continues to hold up in physical stores



Note: Two week centred moving average

Source: Danske Bank

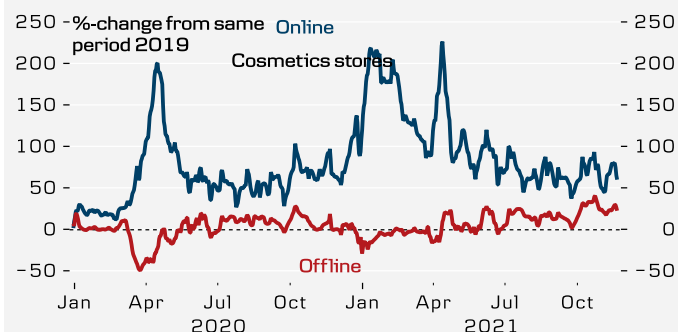
Spending in physical shoe stores hovers around normal



Note: Two week centred moving average

Source: Danske Bank

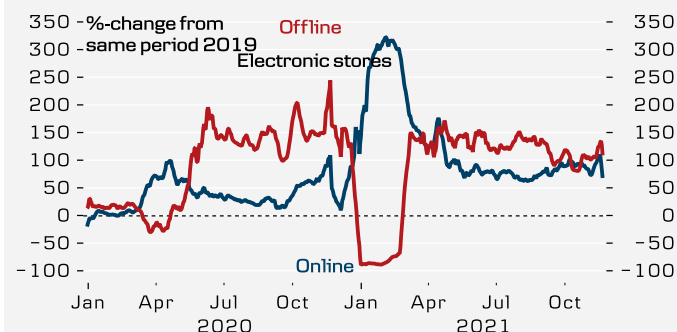
Spending on cosmetics looks strong both online and offline



Note: Two week centred moving average

Source: Danske Bank

Spending on electronics strong both online and offline

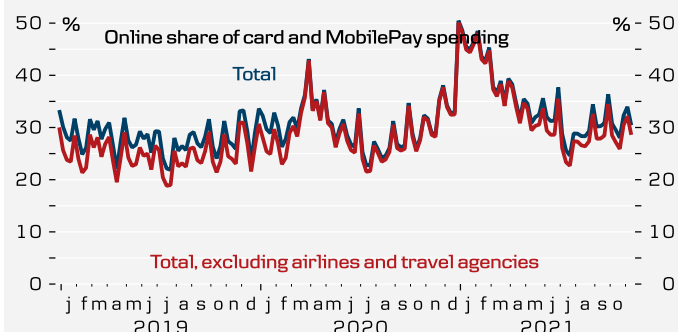


Note: Two week centred moving average

Source: Danske Bank

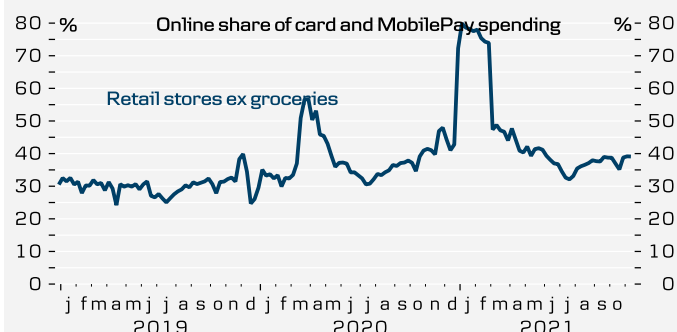
Online share of consumption

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



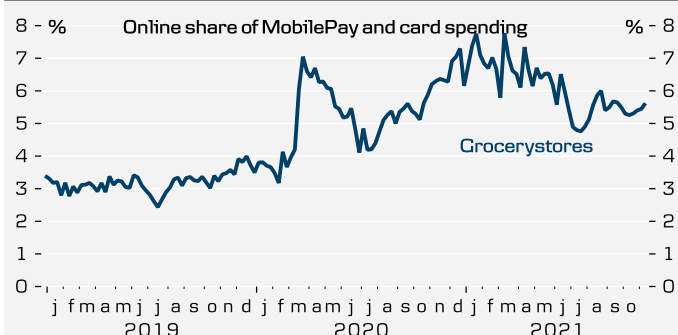
Source: Danske Bank

Online share of retailing show no clear signs of increasing on the back of rising infection rates



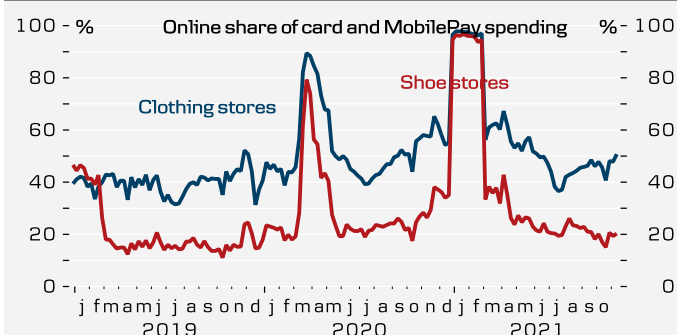
Source: Danske Bank

Grocery spending has found a new – elevated - level



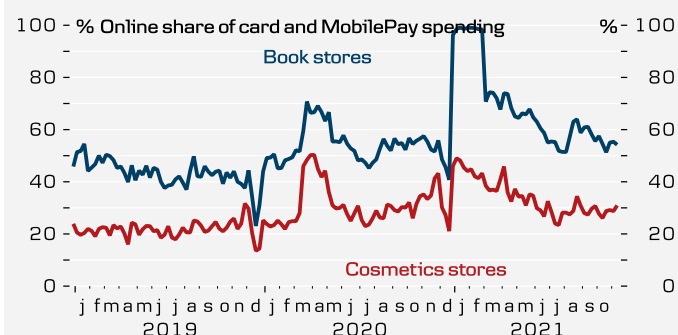
Source: Danske Bank

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



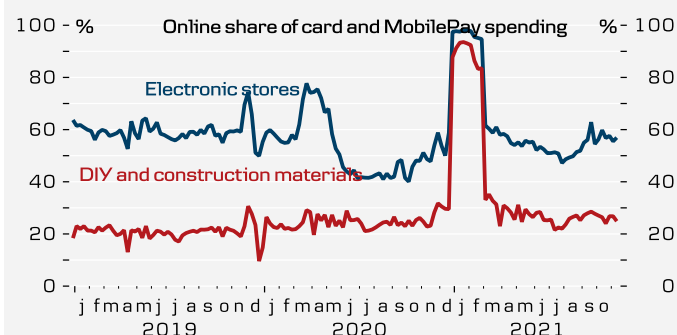
Source: Danske Bank

Online shares of books and cosmetics sales remains elevated



Source: Danske Bank

Online share around pre-covid levels



Source: Danske Bank

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