

Spending Monitor

Weak spending in January

- Danish card and MobilePay data shows spending up by around 5% in the beginning of January 2022 compared to January 2019. Given rising inflation and changes in spending behaviour away from cash, this implies that spending in real terms is only at 2019 levels or even below. This is largely driven by depressed spending in physical locations. Aside from restrictions, higher spending on energy might play a part as well.
- Travel spending has had a remarkable recovery in January. Spending is still down 15-20% in the first full week of the year compared to 2019 and 2020, but compared to December and the beginning of last year, we see a clear improvement. Clearly, consumers are more optimistic about planning holidays abroad for 2022.
- Restaurant spending has held up remarkably well. Accounting for prices, and less cash spending it is around 10-15% below normal, but it supports the claim that there is still a solid appetite for going out.
- Spending in cultural venues, such as cinemas, museums and amusement parks has been lifted significantly by the reopening. For cinemas, spending last week was back at the level from before the shutdown in December, after accounting for seasonality. The recovery has been weaker for theatres and concert halls, and amusement parks are even further behind.
- As of next Tuesday, all significant restrictions will be lifted, which should give a further rebound to especially social 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.

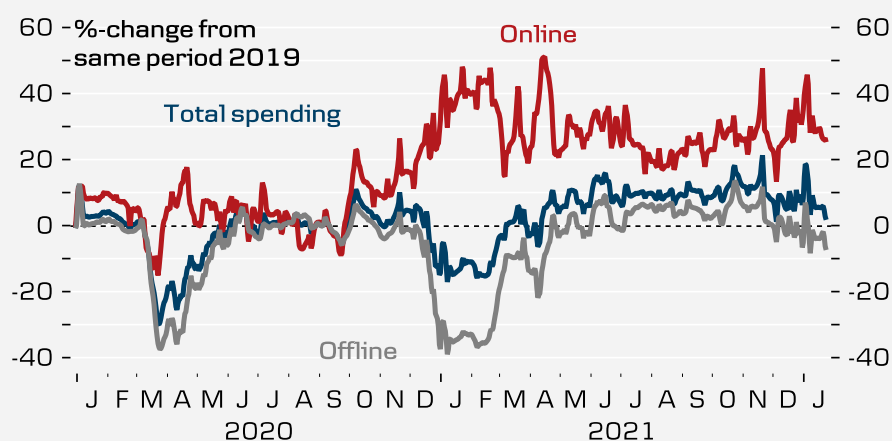
The spending data is used as a proxy for private consumption. However, it does not include cash spending and account transfers. Hence, notably, fixed costs and spending on housing are not included. Changes in cash spending patterns will also affect the data.

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

Data is not adjusted for price developments.

The most recent data is subject to revisions.

Spending has eased through January



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.

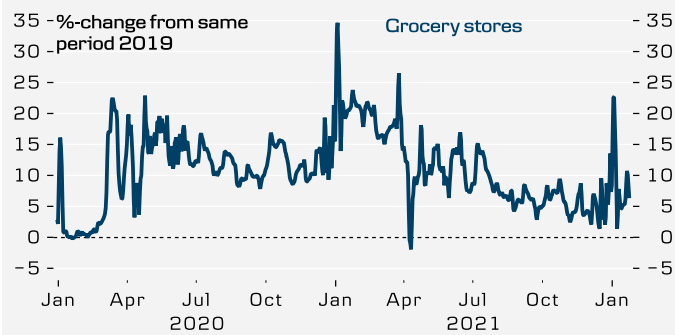
Source: Danske Bank

Chief Analyst

Louise Aggerstrøm Hansen
+45 45 12 85 31
louhan@danskebank.dk

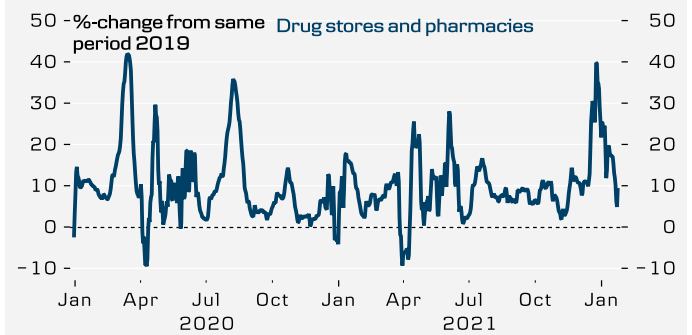
Selected charts with relative changes

Grocery spending had increased in recent weeks



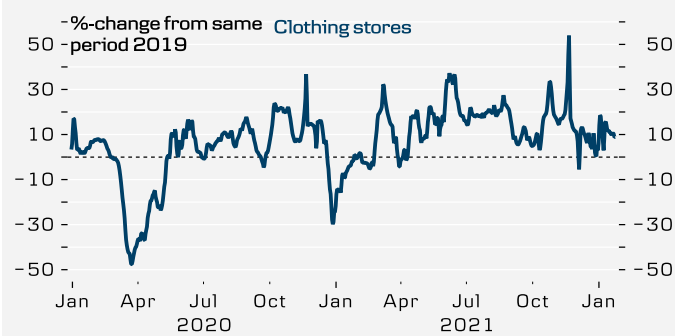
Note: Two week centred moving average
Source: Danske Bank

Spending in pharmacies is back at levels from before the surge in infections



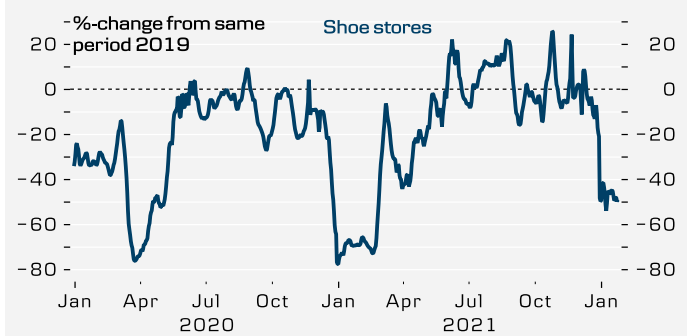
Note: Two week centred moving average
Source: Danske Bank

Spending in clothing stores around 2019 levels in real terms



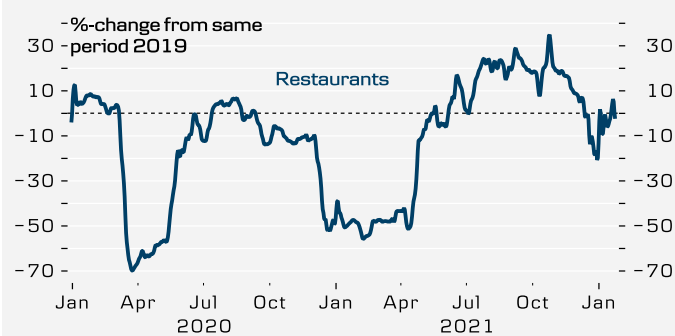
Note: Two week centred moving average
Source: Danske Bank

Technicalities explain most of drop in shoe store spending, but overall spending on shoes is down in January



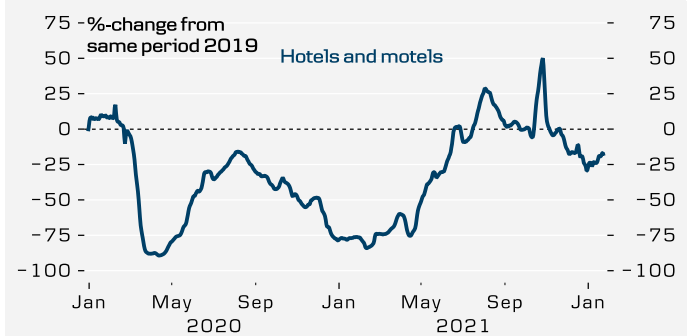
Note: Two week centred moving average
Source: Danske Bank

Restaurant spending has held up remarkably well, considering restrictions on opening hours



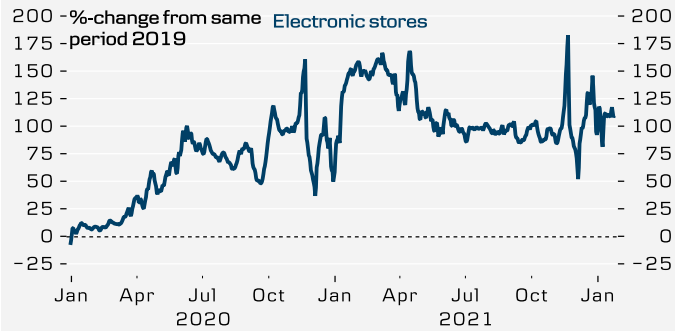
Note: The restaurant index includes bars and nightclubs and fast-food places. 2 week centred moving average
Source: Danske Bank

Hotel spending has improved slightly in recent weeks



Note: Two week centred moving average
Source: Danske Bank

Spending in electronic stores continues to be strong



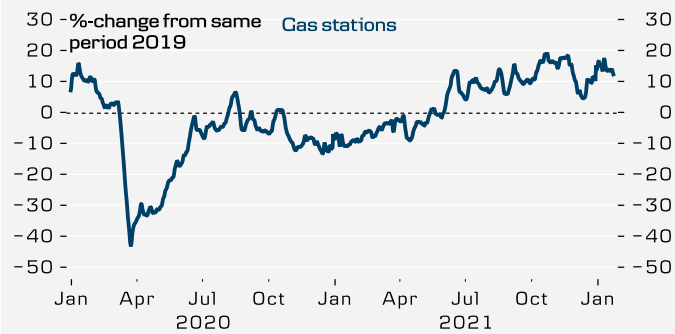
Note: Two week centred moving average
Source: Danske Bank

DIY spending is edging upward



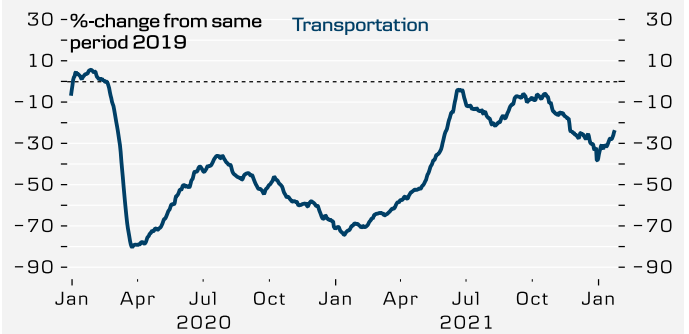
Note: Two week centred moving average
Source: Danske Bank

Rising gas prices will likely drive spending up in coming weeks



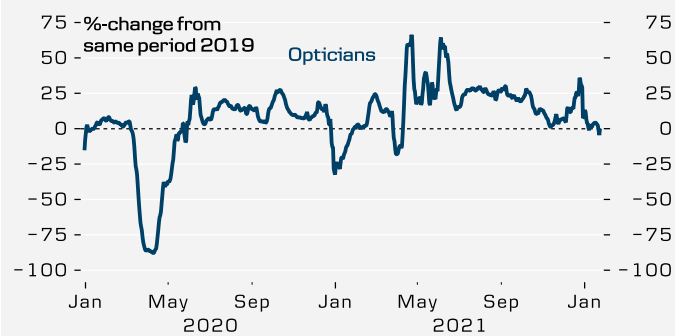
Note: Two week centred moving average
Source: Danske Bank

Transportation spending is increasing somewhat



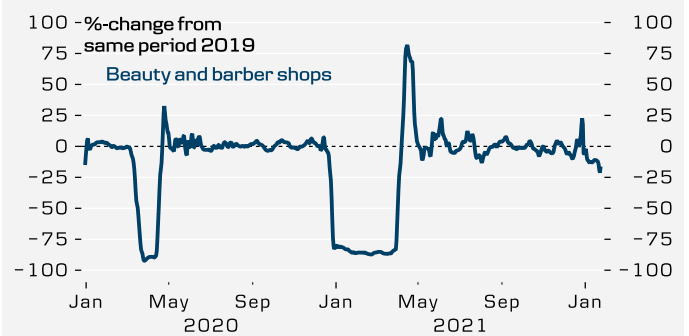
Note: Two week centred moving average
Source: Danske Bank

Spending with opticians around 2019 levels



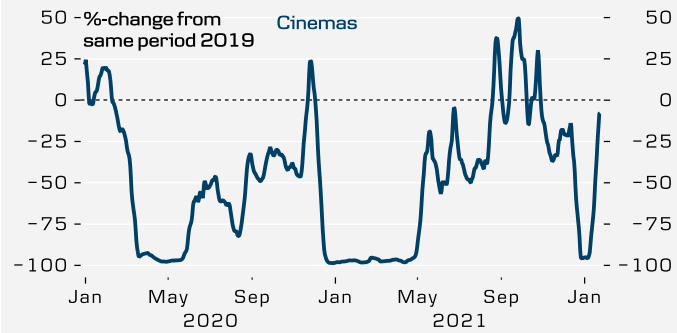
Note: Two week centred moving average
Source: Danske Bank

Spending at hairdressers has come down in recent weeks, likely due to restrictions on social activity



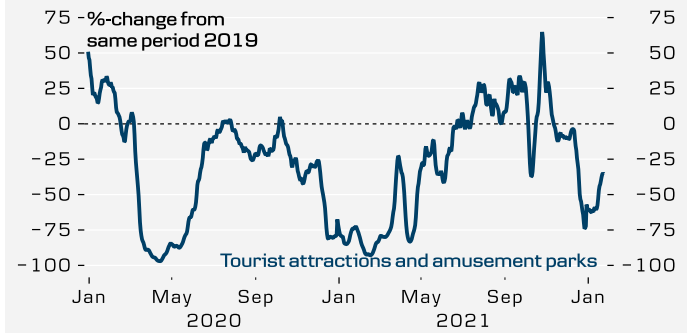
Note: Two week centred moving average
Source: Danske Bank

Cinemas sees the effect of the reopening



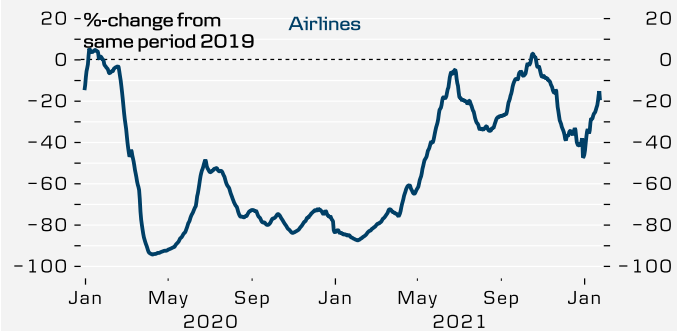
Note: Two week centred moving average
Source: Danske Bank

Spending in tourist attractions is up after reopening, but still some way to go



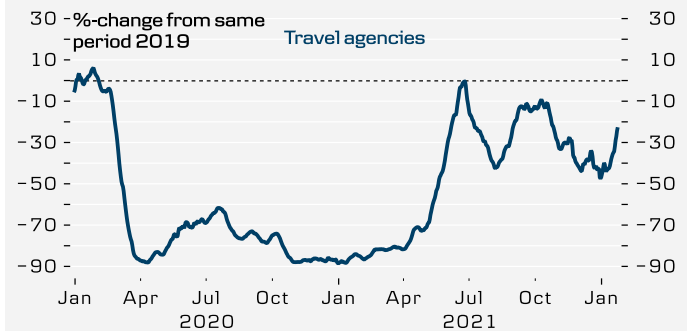
Note: Two week centred moving average
Source: Danske Bank

Airline spending continues to improve, indicating more confidence among consumers around travel planning



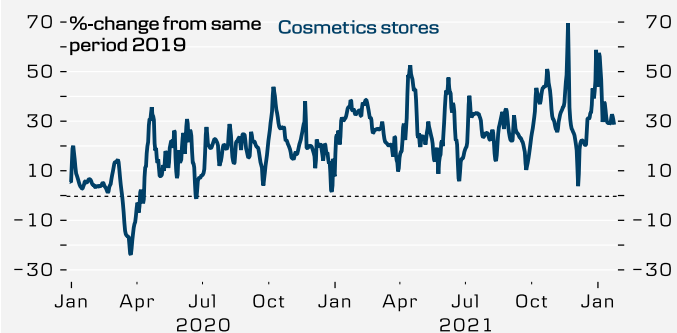
Note: Two week centred moving average
Source: Danske Bank

Spending on packaged holidays has improved significantly through January



Note: Two week centred moving average
Source: Danske Bank

Spending in cosmetics stores continues to perform well



Note: Two week centred moving average
Source: Danske Bank

Spending in furniture stores hovers around 2019-level



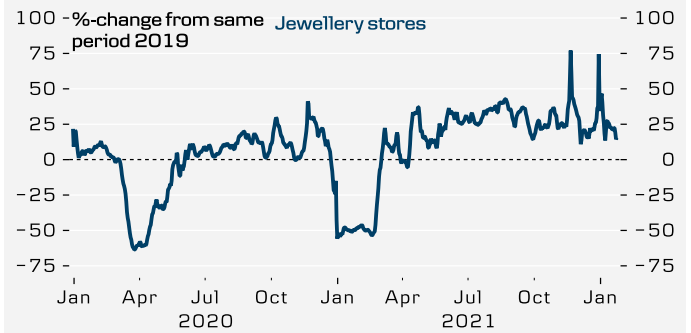
Note: Two week centred moving average
Source: Danske Bank

Spending in paint shops still higher than pre-pandemic levels



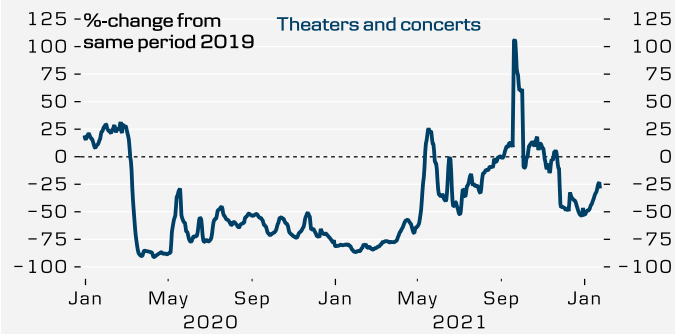
Note: Two week centred moving average
Source: Danske Bank

Spending in jewellery stores performed well



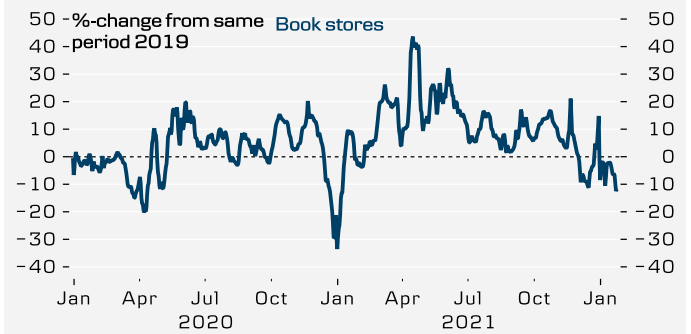
Note: Two week centred moving average
Source: Danske Bank

Spending in theatres and concert halls has recovered somewhat since restrictions were lifted



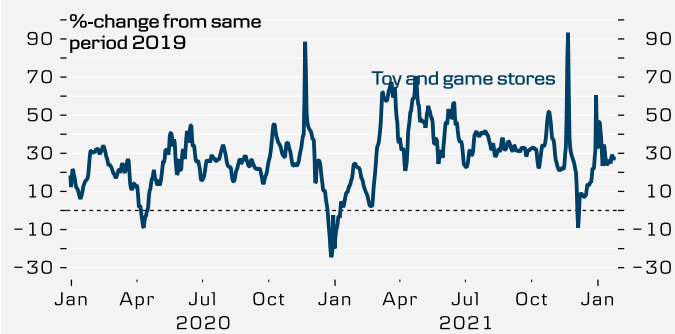
Note: Two week centred moving average
Source: Danske Bank

Spending in book stores is dropping



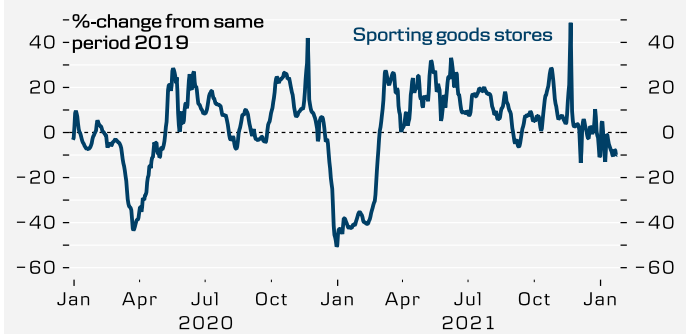
Note: Two week centred moving average
Source: Danske Bank

Spending on toys still performing well for the season



Note: Two week centred moving average
Source: Danske Bank

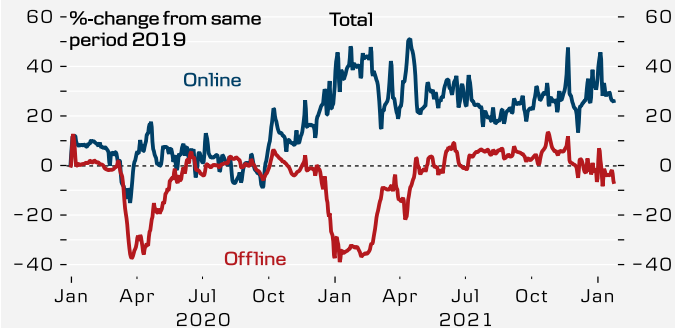
Spending in sporting goods stores has come down



Note: Two week centred moving average
Source: Danske Bank

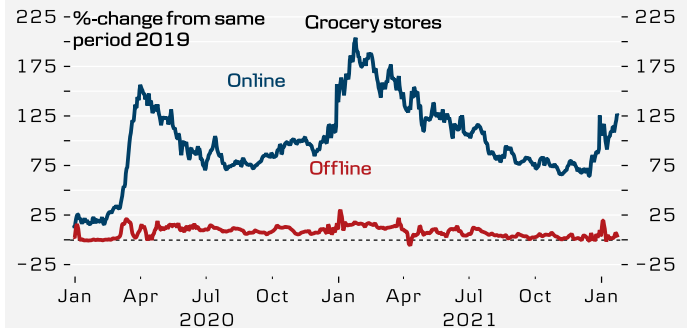
Spending by location - online/offline

Move to online shopping in wake of new restrictions, but decline in offline is far from dramatic



Note: Two week centred moving average
Source: Danske Bank

Online grocery spending has risen since the new restrictions were implemented in December



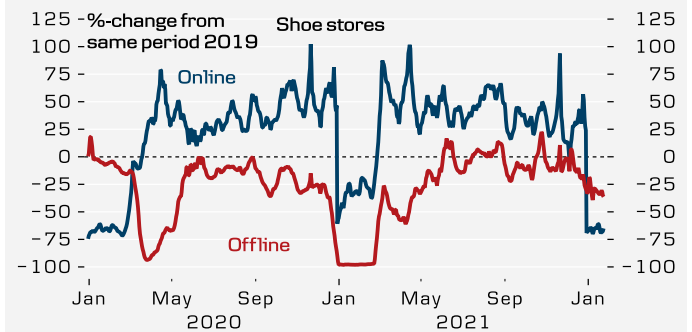
Note: Two week centred moving average
Source: Danske Bank

Clothing spending has declined in physical stores, but far from dramatically



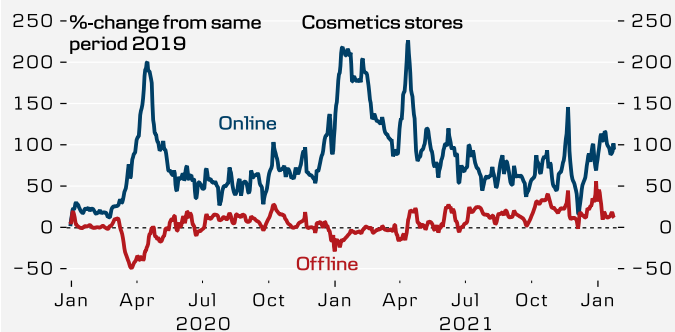
Note: Two week centred moving average
Source: Danske Bank

Shopping in physical shoe stores is dropping faster than for clothing - the decline in online is a technicality



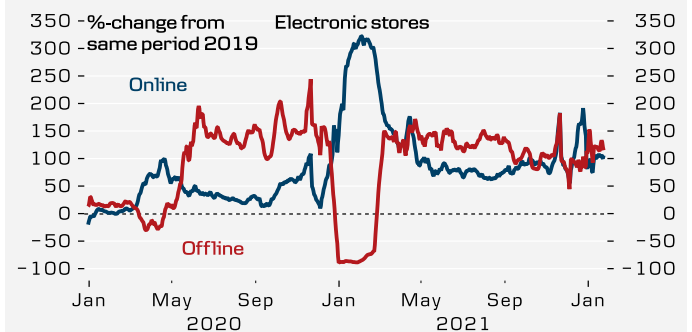
Note: Two week centred moving average
Source: Danske Bank

Spending on cosmetics has performed well - especially online



Note: Two week centred moving average
Source: Danske Bank

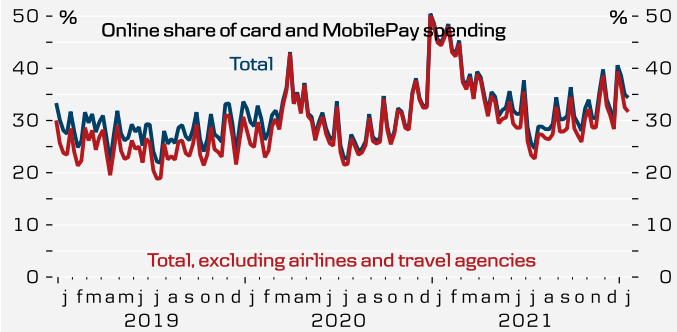
Spending on electronics is strong both on- and offline



Note: Two week centred moving average
Source: Danske Bank

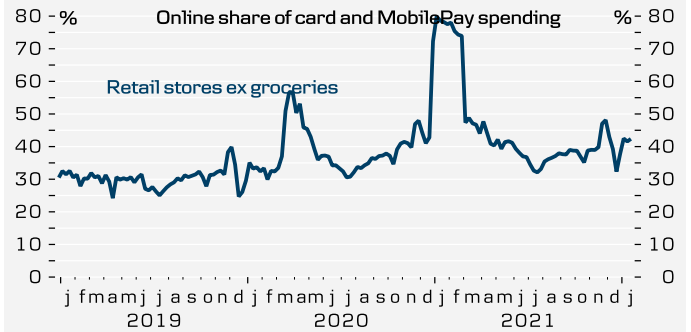
Online share of consumption

The online share of spending is increasing structurally



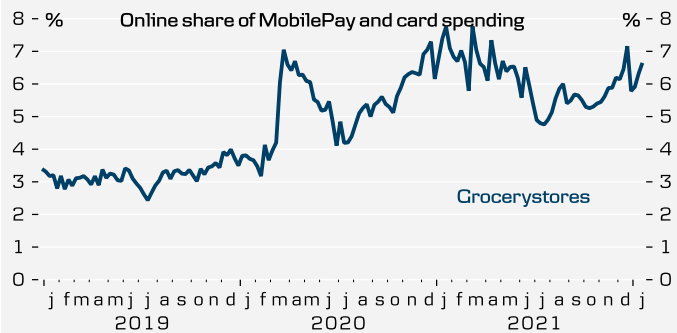
Source: Danske Bank

Online share of retailing rose rebounds in early January as normal



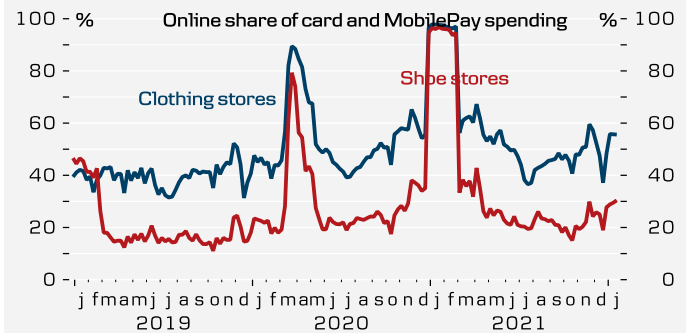
Source: Danske Bank

Grocery spending online is rising



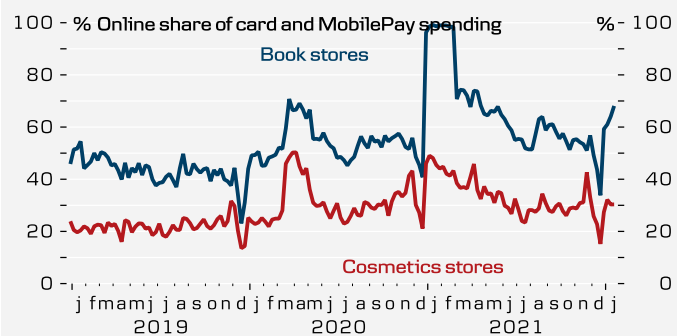
Source: Danske Bank

Online spending on clothing and footwear is up



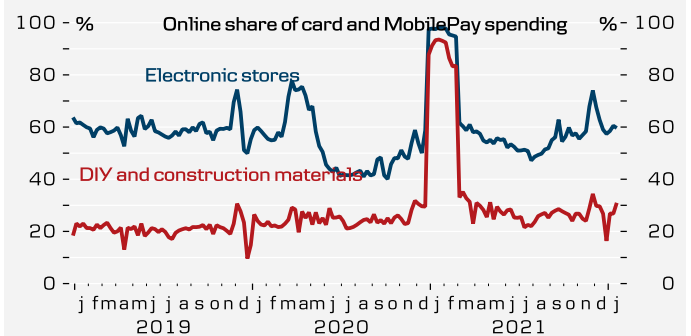
Source: Danske Bank

Online sales is performing well in January



Source: Danske Bank

Online sales have increased



Source: Danske Bank

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