

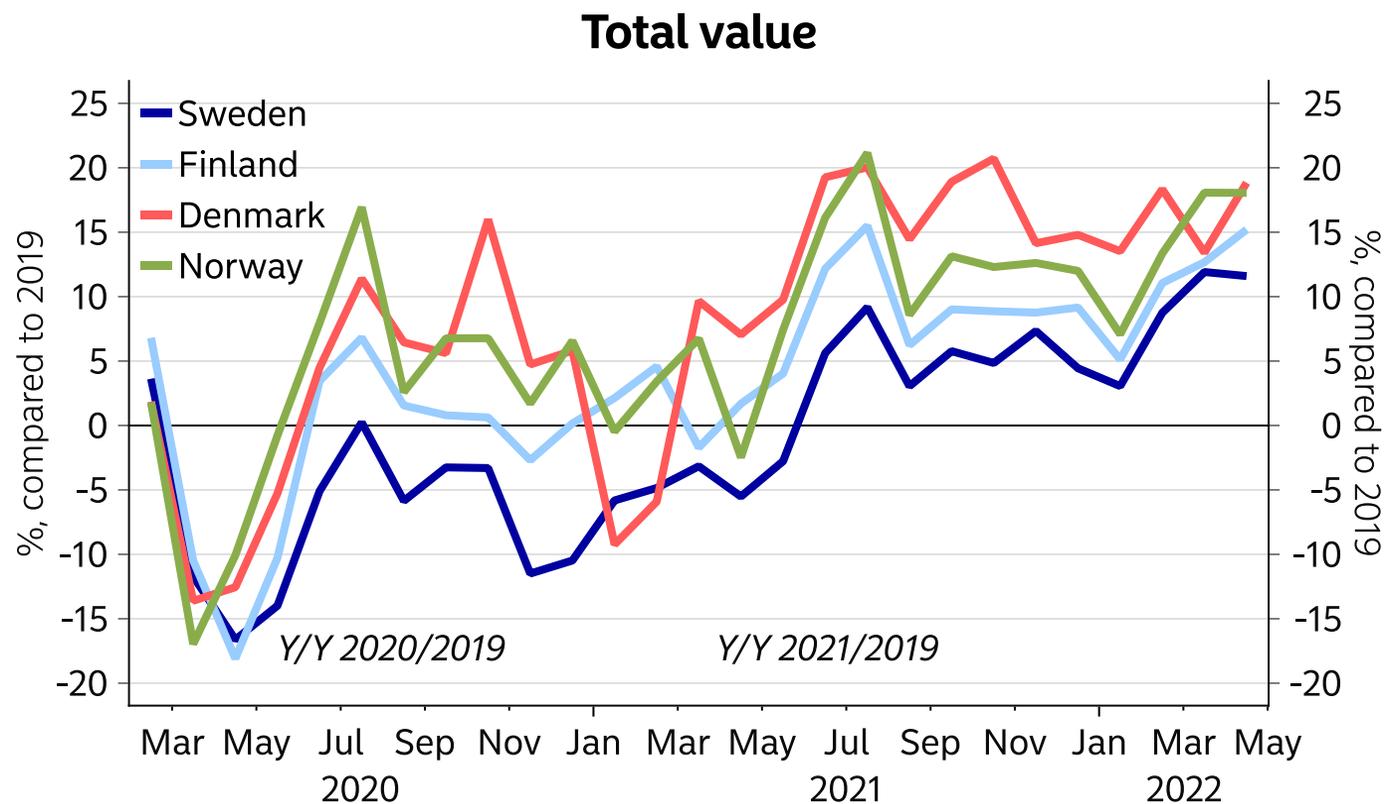
# Nordea

## Nordic Card Data: April 2022

10.5.2022



## General uncertainty has had little effect on domestic consumption in all Nordic countries.

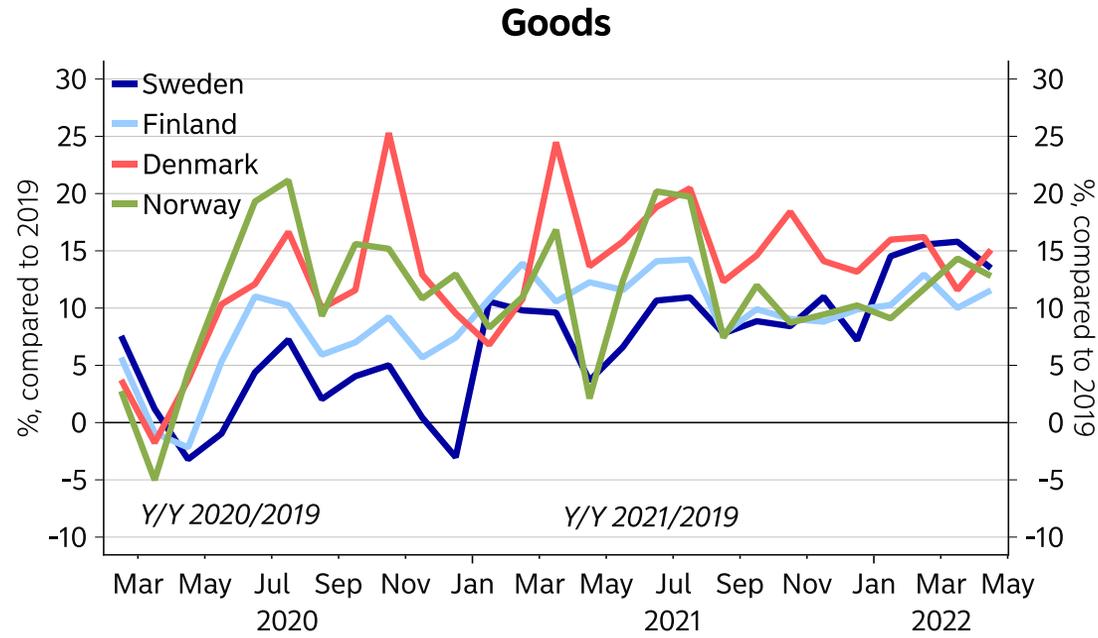


Source: Nordea and Macrobond

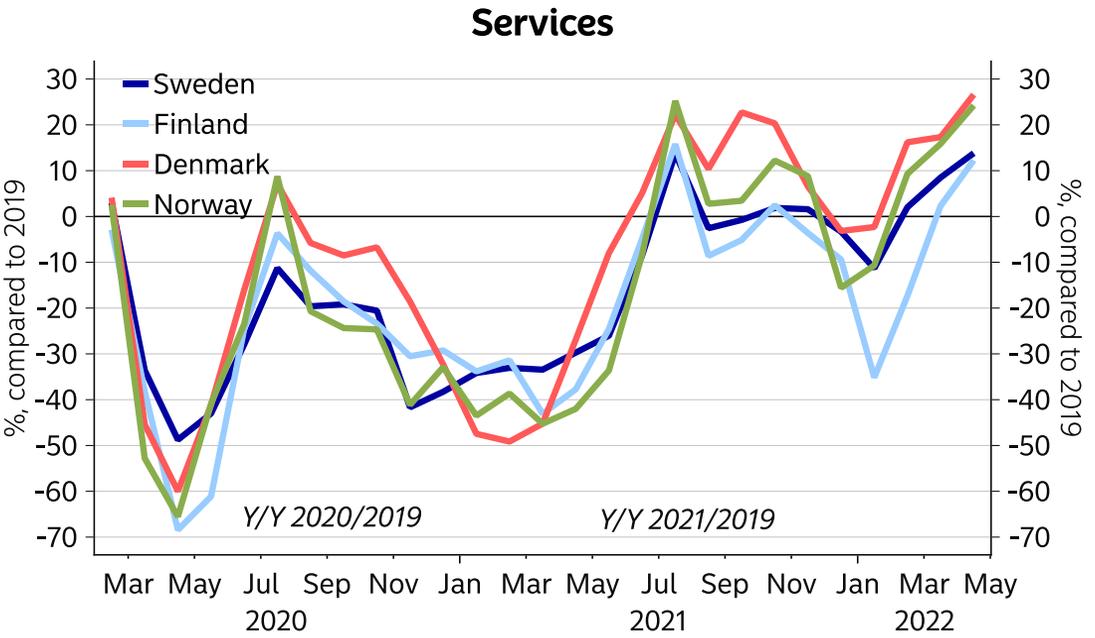
The graphs indicate relative developments in spending compared to a comparable month in 2019.

Card data are presented until the end of April 2022.

**Goods trade has levelled but has not shown any weakening. Service sector continued to thrive in April as recovery continues after restrictions.**



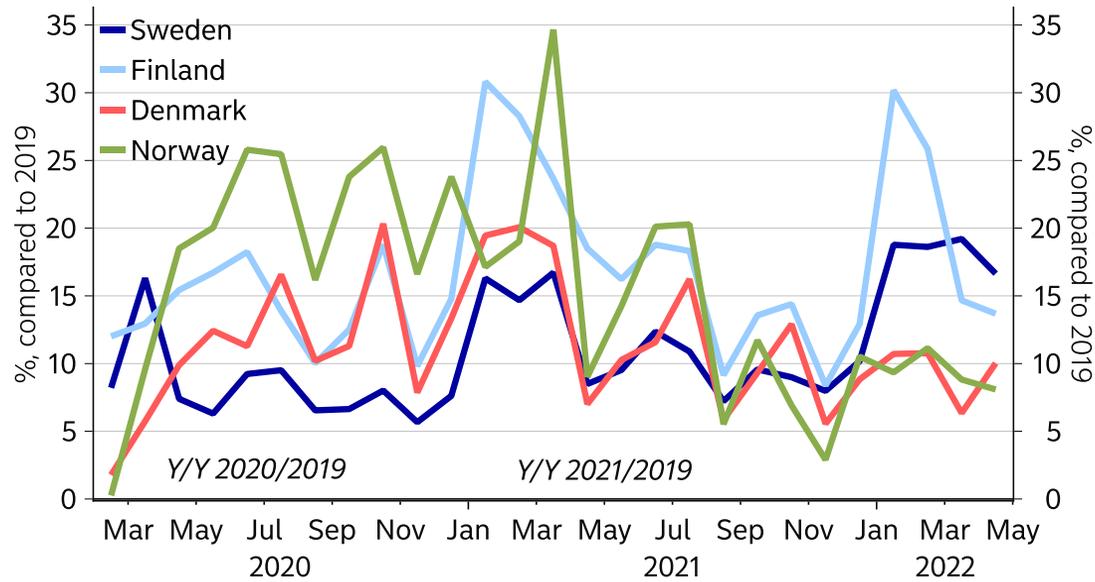
Source: Nordea and Macrobond



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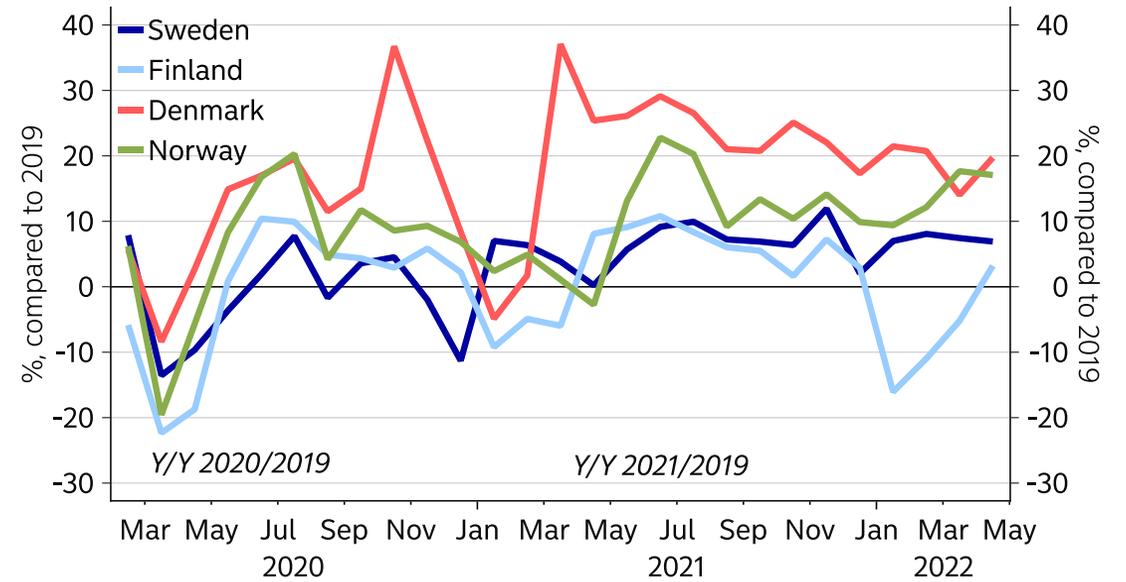
# A small downward trend in the largest goods categories settled in April.

### Supermarkets



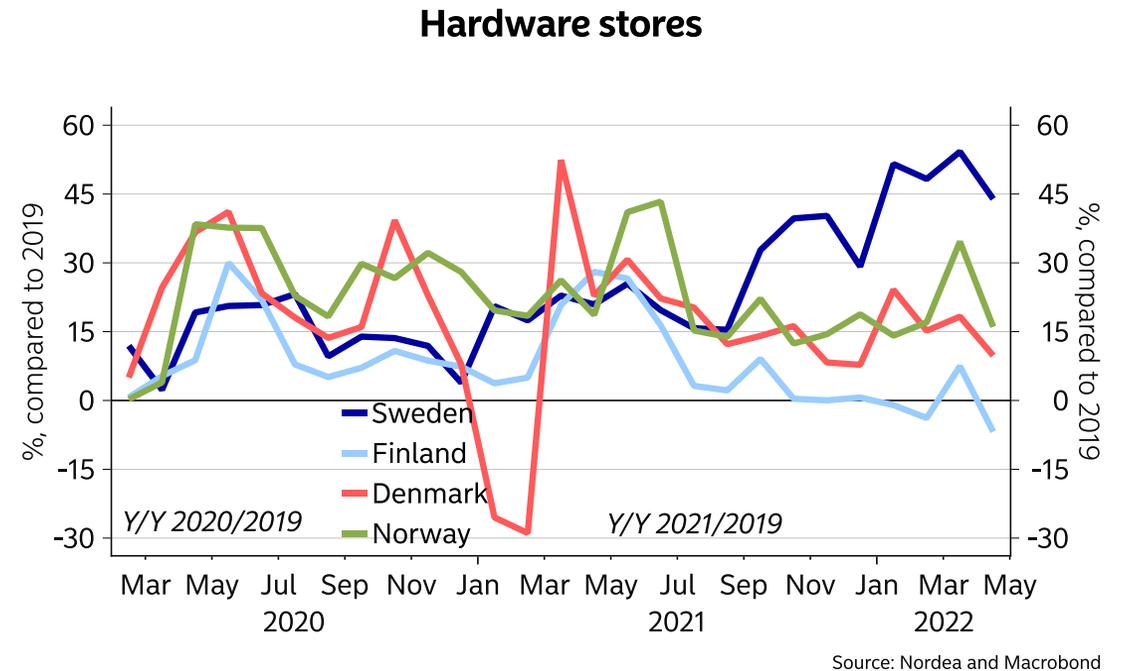
Source: Nordea and Macrobond

### Non-food retail

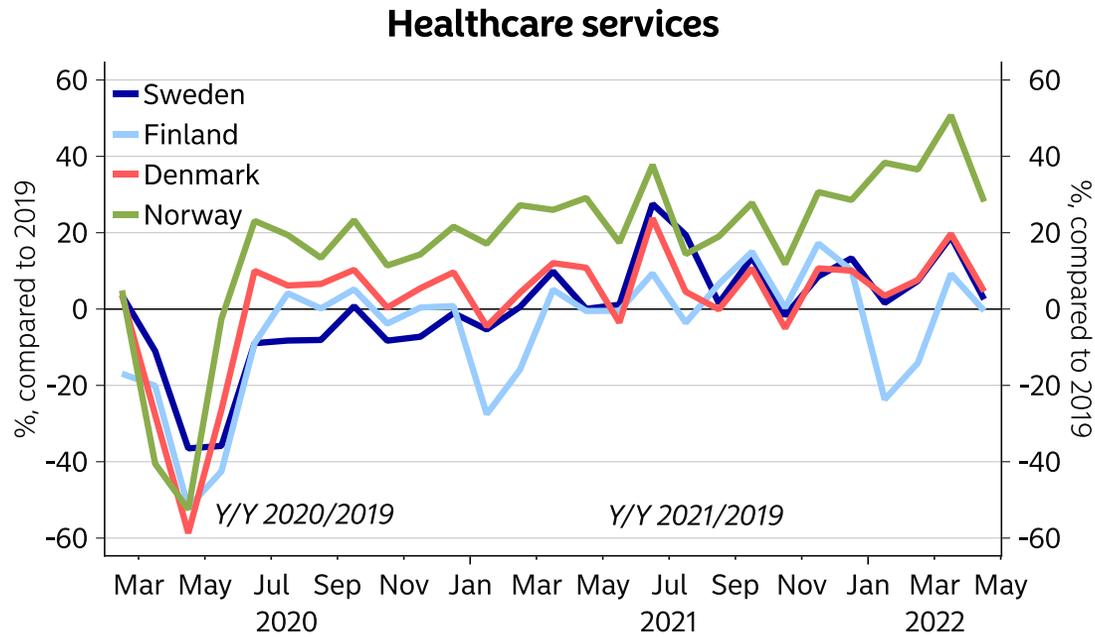


Source: Nordea and Macrobond

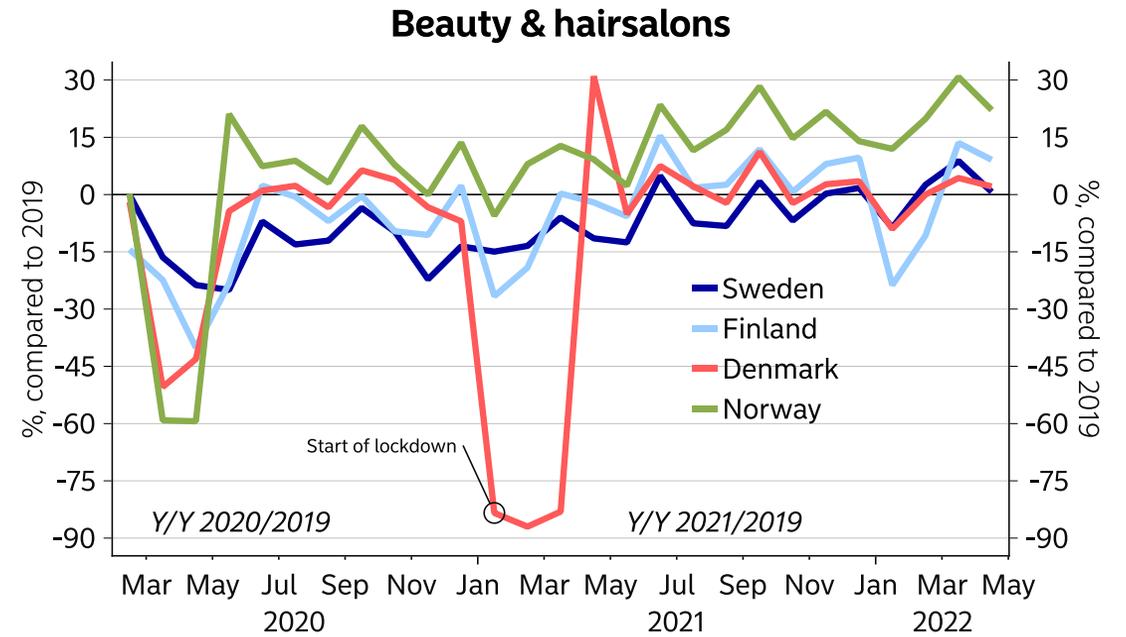
**Payments in sports equipment stores stayed near levels of 2019 in most Nordic countries. Hardware stores have yet to show similar uptick in payments as in the last two springs.**



# Development in healthcare services and barbershops weakened.

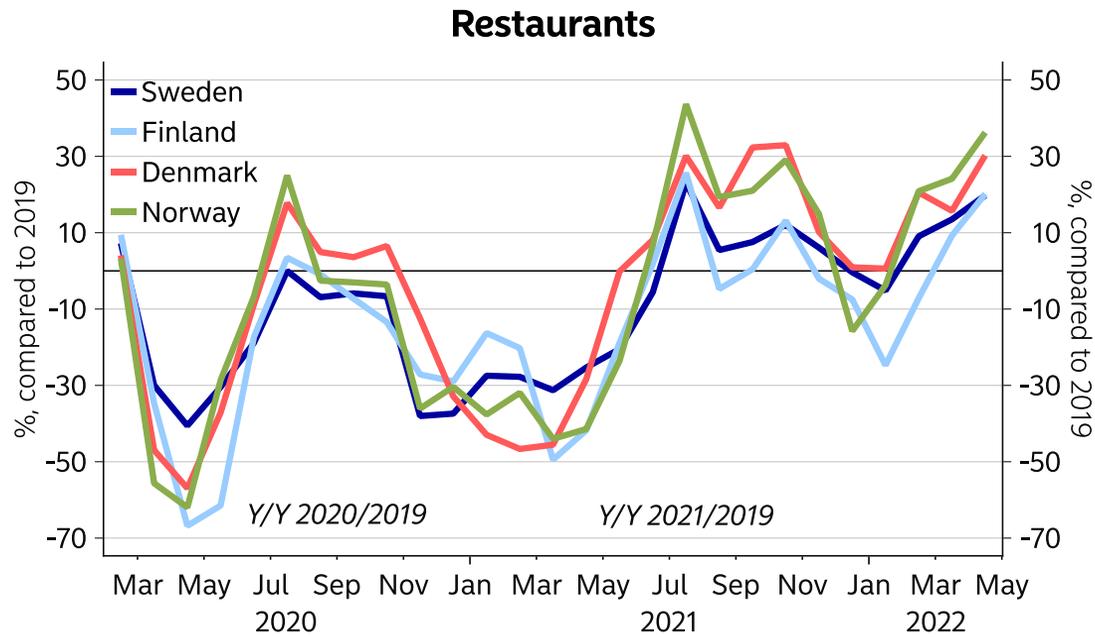


Source: Nordea and Macrobond

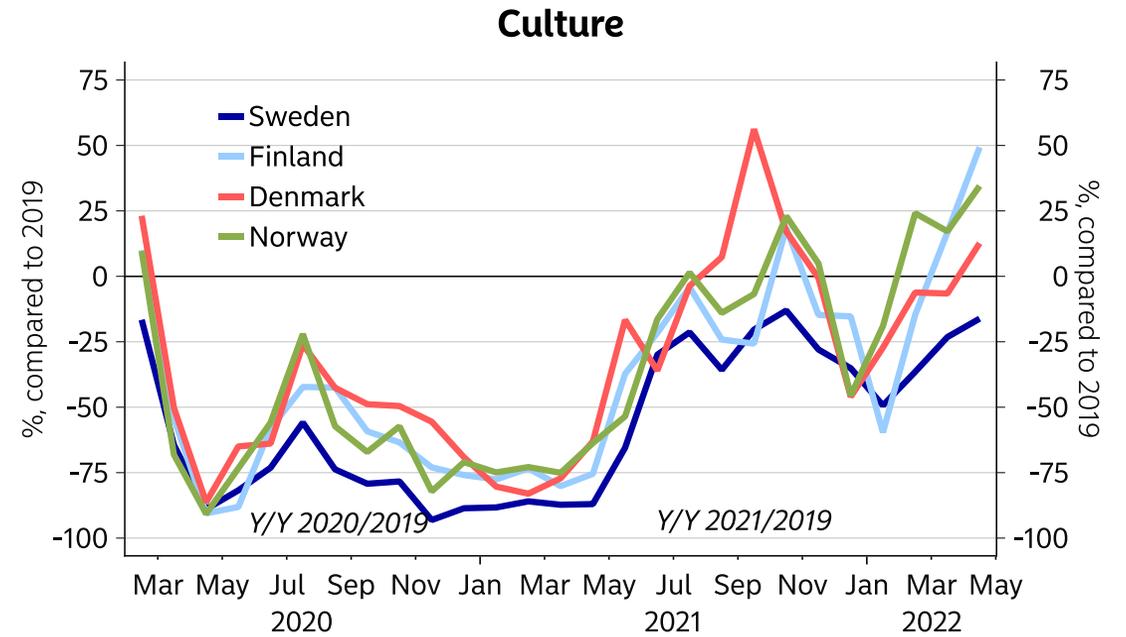


Source: Nordea and Macrobond

# Recovery in restaurants and the culture sector advanced in April as demand remained strong after restrictions.



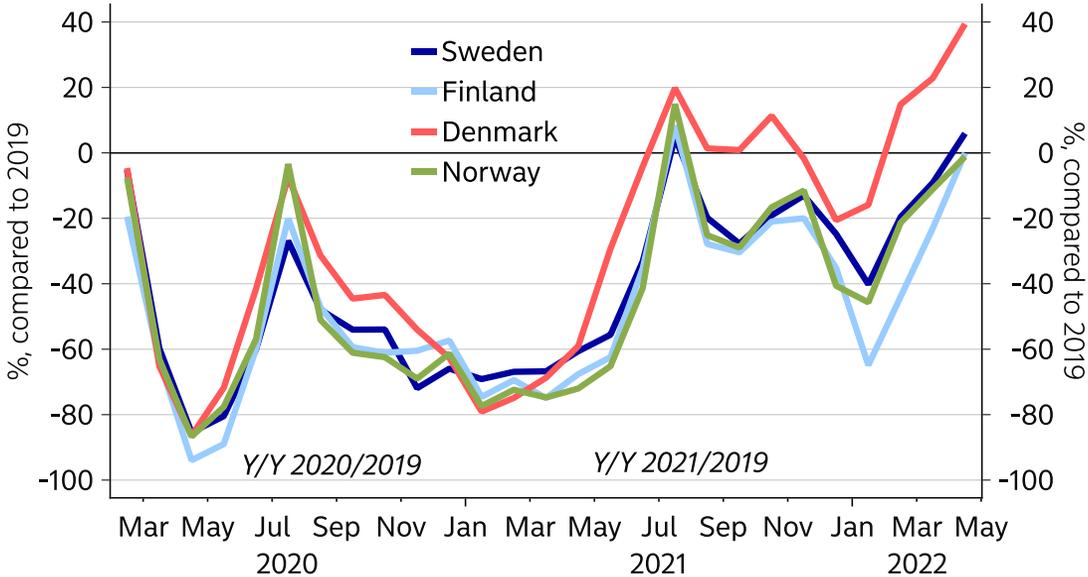
Source: Nordea and Macrobond



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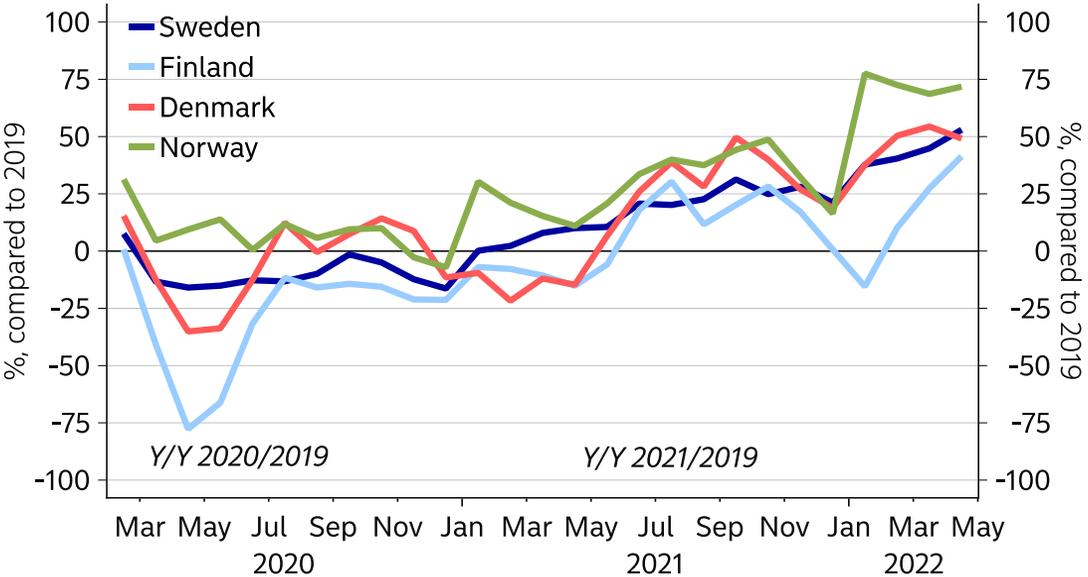
# Interest towards travelling has increased towards summer. Stable growth in leisure activities continued in all Nordic countries.

**Airlines & Hotels**



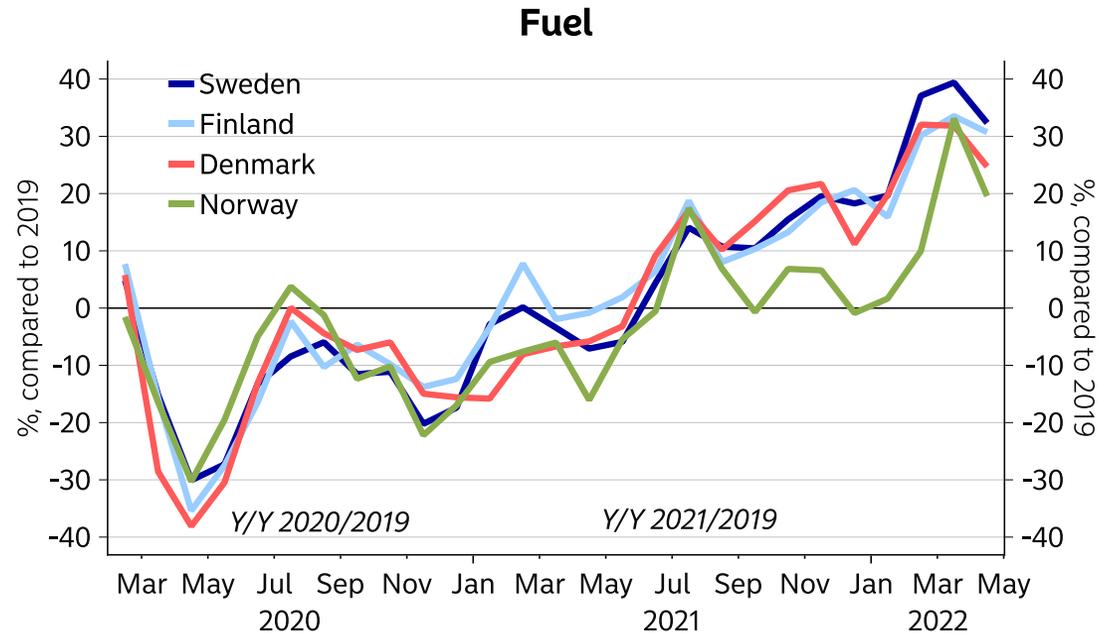
Source: Nordea and Macrobond

**Leisure**

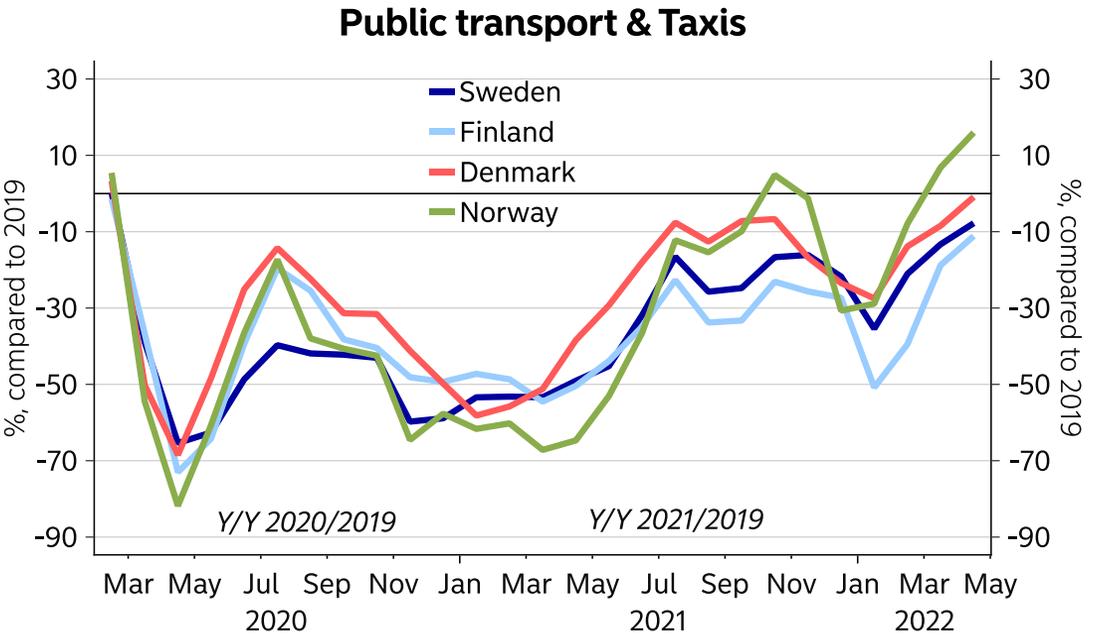


Source: Nordea and Macrobond

**More restrained rise of oil prices turned the trend in fuel payments. Public transport and taxis are the latest service categories to recover.**



Source: Nordea and Macrobond



Source: Nordea and Macrobond

## About Nordea's card transaction data

- In order to promptly analyse real-time effects on economic activity, it is essential to have access to card transaction data which give an accurate representation of developments on the consumption side. Nordea's Nordic card transaction data are exceptionally well suited for this purpose.
- When analysing card transaction data, it is important to ensure that changes in payment methods do not obscure the real picture. Cash payments have likely decreased due to the coronavirus pandemic. Hence, card transaction data may somewhat underestimate the true declines in certain sectors, but this should not markedly affect the overall picture. On the other hand, consumers are increasingly making purchases through online banking or by other payment methods than cards, e.g. invoice payments, which are not included in our card transaction data. For this reason, card transaction data may somewhat overestimate the decline in certain sectors and underestimate the recovery. As the above-mentioned phenomena have varied among the Nordics, the comparison between the countries contains some uncertainty.
- The data classification methodology used seeks to follow general payment code definitions wherever possible.
- The data excludes foreign purchases and includes cards registered to both households and businesses.

## Thank you!

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The barometer only uses anonymous data on transaction volumes in different types of stores. Individual cards or cardholders are not monitored tracked and cannot be identified from the data. If a cardholder does not wish to have their transactions included in the statistical study, it is possible to exclude them. Instructions for this are available on Nordea websites.

Card payment transactions are classified by payment systems as activity codes defined by the ISO 18245 standard. The classifications used by the report have been compiled using definition standards based on underlying codes that correspond to general definitions, but cannot be directly used in comparison to other standardised classification systems.

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