BBVA Research

The COVID-19 impact on Consumption in Real Time and High Definition

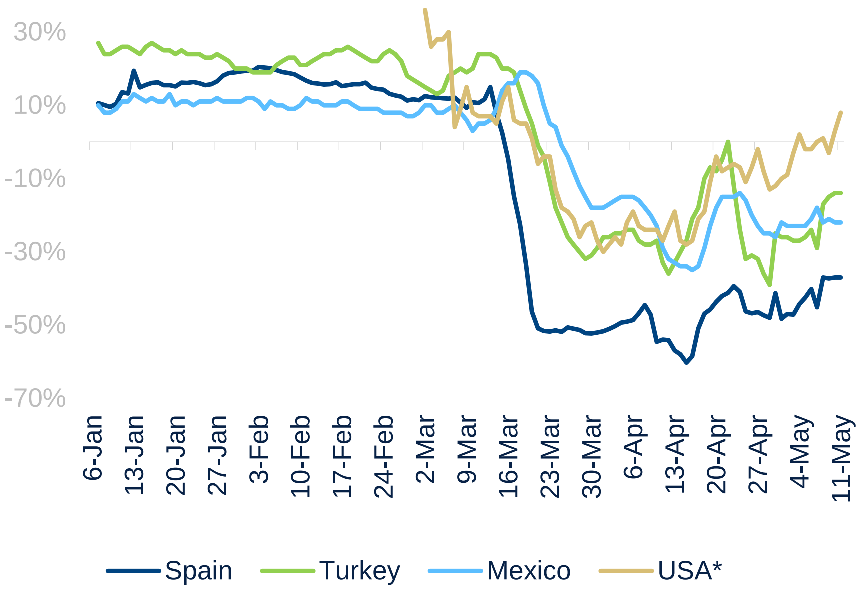
A Big Data BBVA Research Project

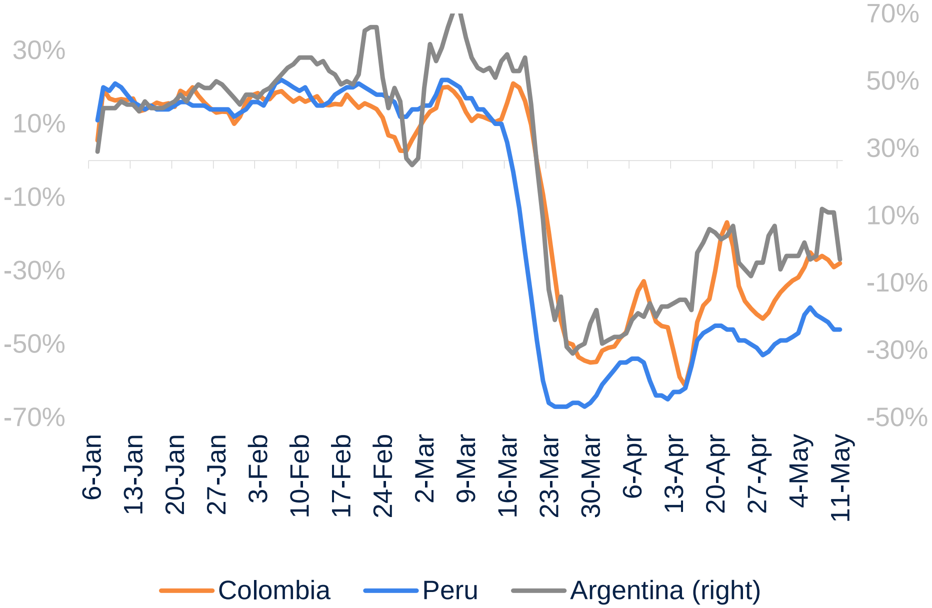
May 14th, 2020

Creating Opportunities

Mobility restrictions are easing off in some countries and it accelerates the recovery. USA (Sunbelt) starts to register a positive growth rate

BBVA RESEARCH BIG DATA CONSUMPTION INDICES
(Total consumption by card, % YoY, 7D cumulative)

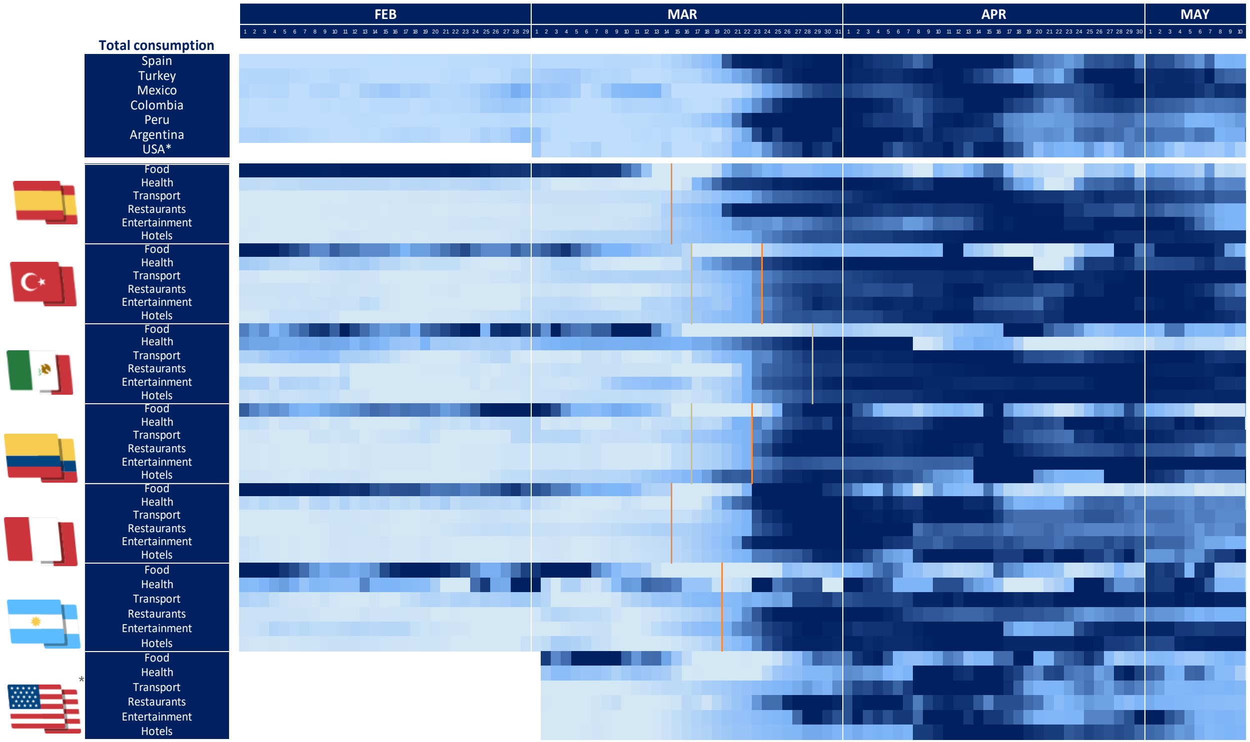




Source: BBVA Research. * Proxied by USA Sunbelt
Spending at BBVA POS by BBVA and non-BBVA customers plus spending by BBVA customers at non-BBVA POS. Data up to April 27th. This data considers final expenditures, so not intermediate consumption is included. Therefore, the correspondence with national accounts household consumption is not fully equivalent. More detail about the data could be found in the following link.

Consumption Diffusion Heat Map: Still in dark… but some lights are consolidating

BBVA RESEARCH BIG DATA CONSUMPTION HEAT MAP (YoY, 7D cumulative)



*Proxied by USA Sunbelt
Source: BBVA Research.

Initial restrictions — Lockdown — Negative Growth — Positive Growth

- The bottoming out is consolidating in some countries
- Food remains as the most benefitted segment. Transport is improving comparing to last week.
- Tourism, Entertainment & Hotels impact was earlier and deeper but it seems they start to mild improve in some countries

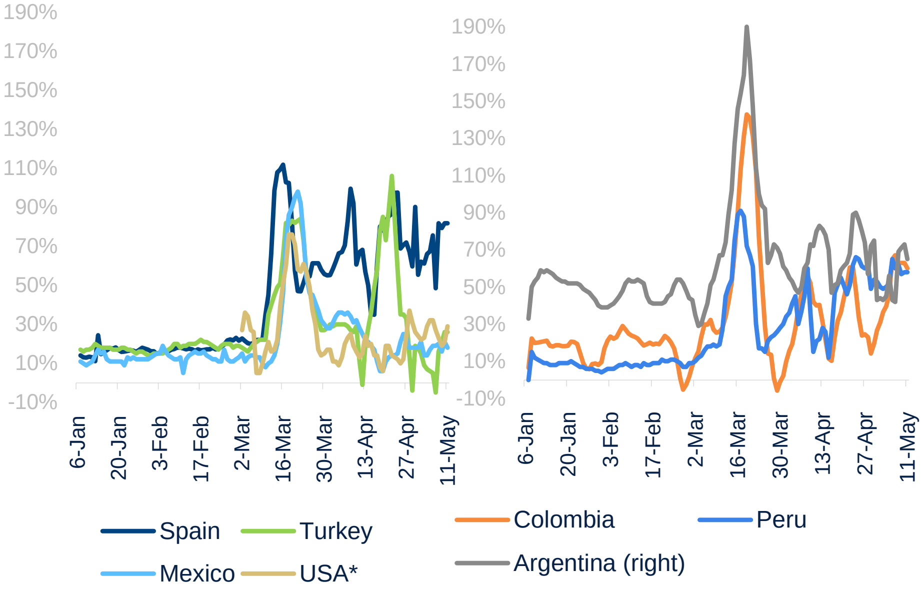
Series are coloured according to the history of each series. The darker blue represents the upper 90% percentile and the lighter one represents the lower 10% percentile.

Real time consumption: Food continues outperforming… some mild recovery also in restaurants in Turkey and USA

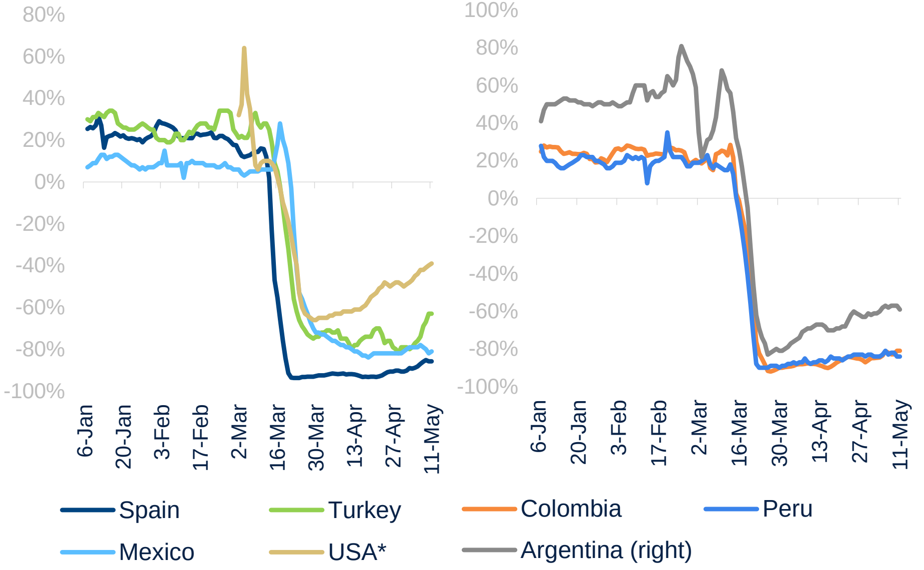
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

(Consumption by card, % YoY, 7D cumulative)

FOOD



RESTAURANTS

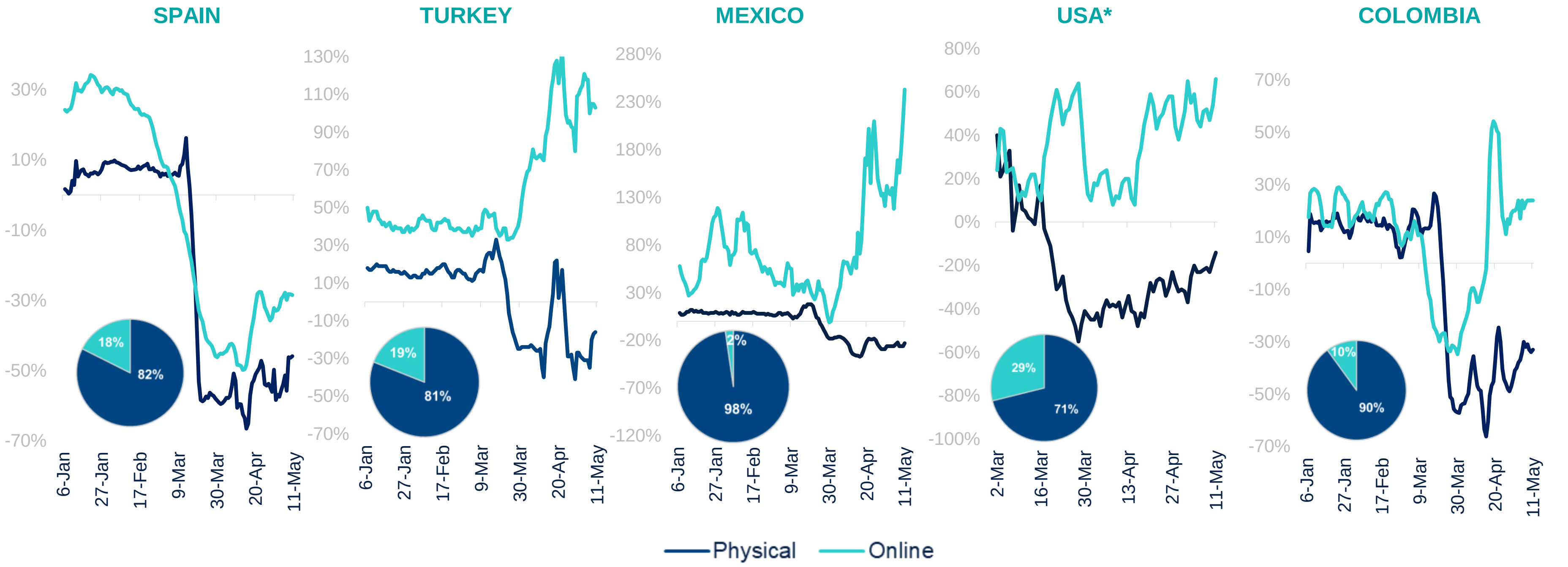


Source: BBVA Research. * USA = Proxied by USA Sunbelt

Technology matters: the gap between e-commerce growth and physical purchases continues increasing

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE

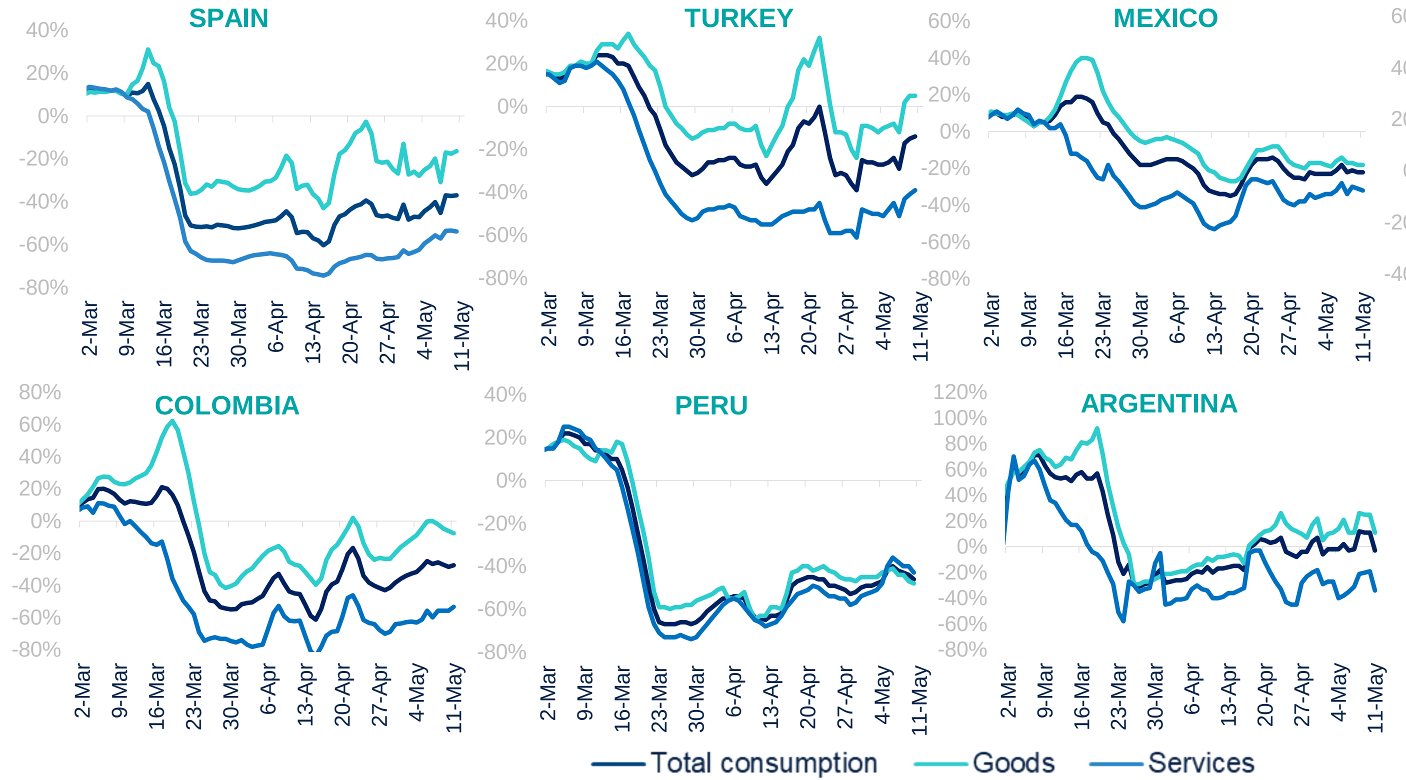
(Total consumption by Point of Sales. % YoY, 7D cumulative. Pie chart reflects the proportion of online and physical purchases in 2019)



Source: BBVA Research. * USA = Proxied by USA Sunbelt.

Services have been hit more than goods in most of the countries…

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: SERVICES VS GOODS (% YoY, 7D cumulative)

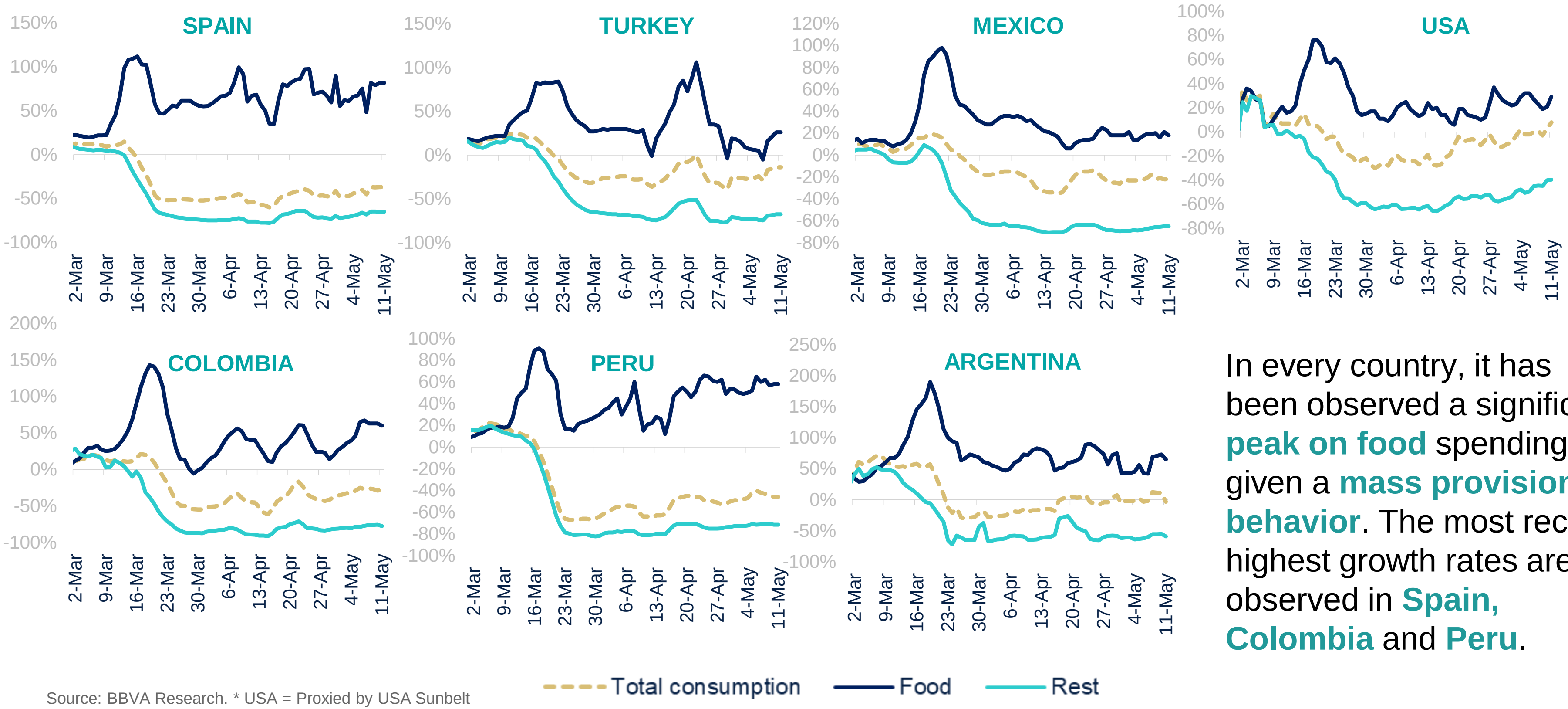


Card spending of **services** has **decreased more than goods** consumption in all the countries, but differences are more accentuated in **Spain, Turkey ad Colombia**.

Source: BBVA Research. * USA = Proxied by USA Sunbelt

Consumption in real time: A tale of two stories

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: SERVICES VS GOODS (% YoY, 7D cumulative)

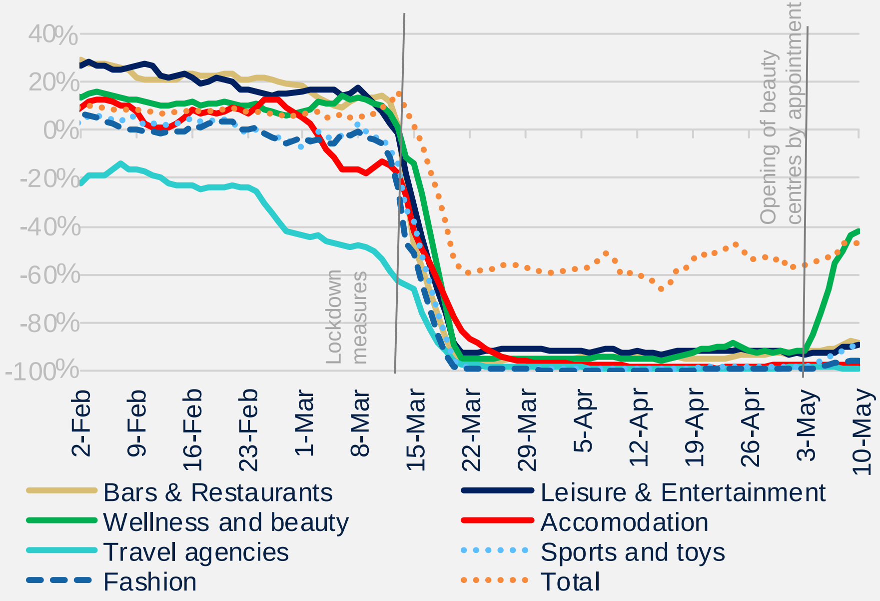


In every country, it has been observed a significant **peak on food** spending given a **mass provisioning behavior**. The most recent highest growth rates are observed in **Spain, Colombia** and **Peru**.

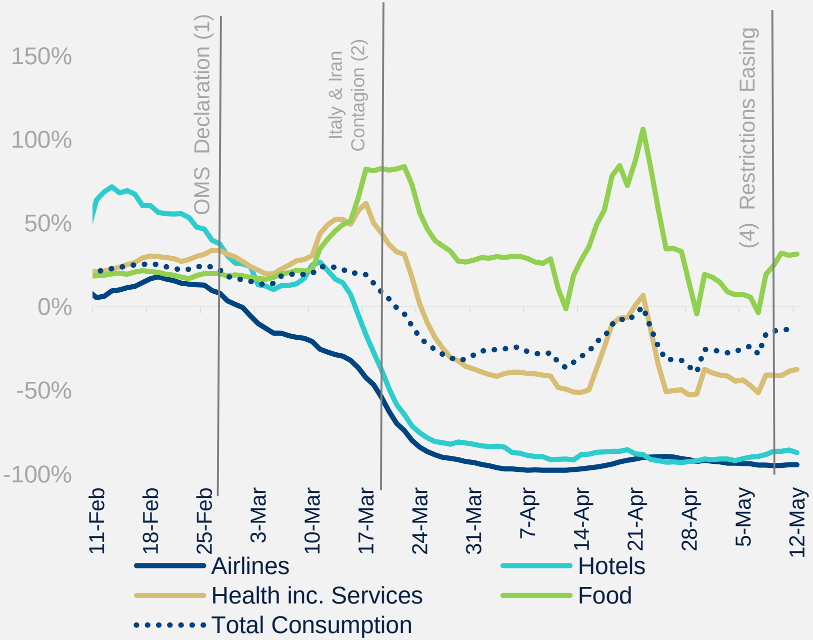
Source: BBVA Research. * USA = Proxied by USA Sunbelt

Topic of the week: countries reaction to partial restrictions lift. The case of Spain and Turkey

SPAIN: AVERAGE WEEKLY EXPENDITURE BY SECTOR (2020 vs. 2019, %)



TURKEY: AVERAGE WEEKLY EXPENDITURE BY SECTOR (2020 vs. 2019, %)



Source: BBVA Research Turkey

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