

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

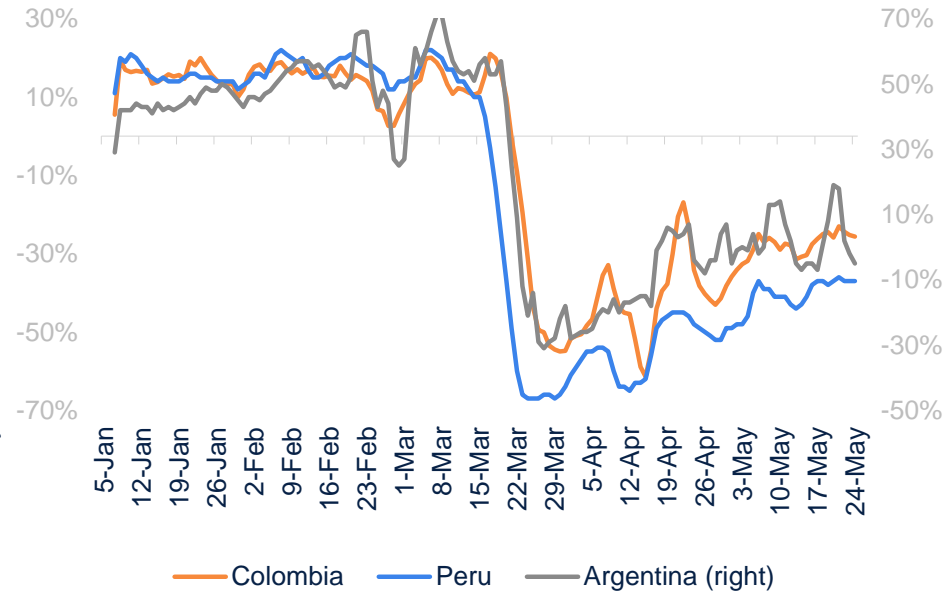
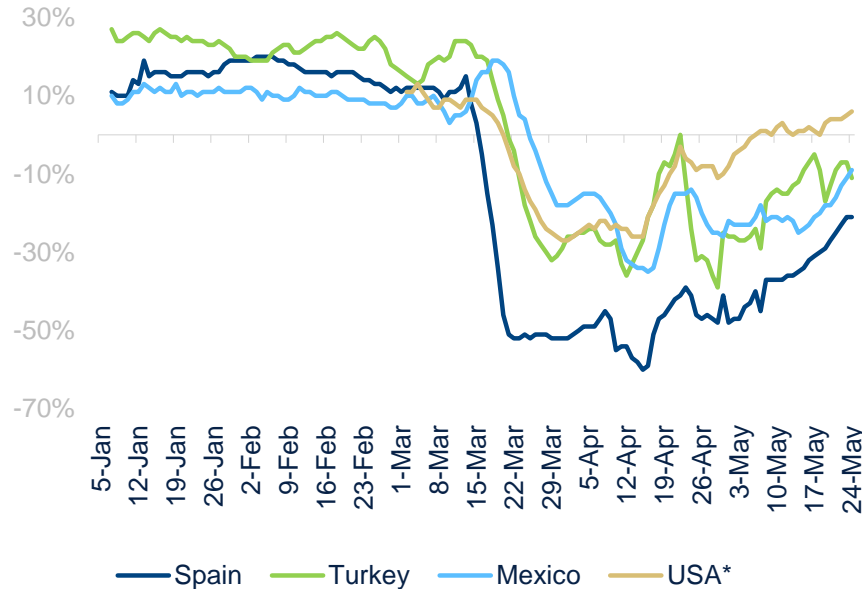
A Big Data BBVA Research Project

May 28th, 2020

The easing of mobility restrictions starts to pay off : Green shoots around the corner... only Latam is lagging behind

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

(Total consumption by card, % YoY, 7D cumulative)

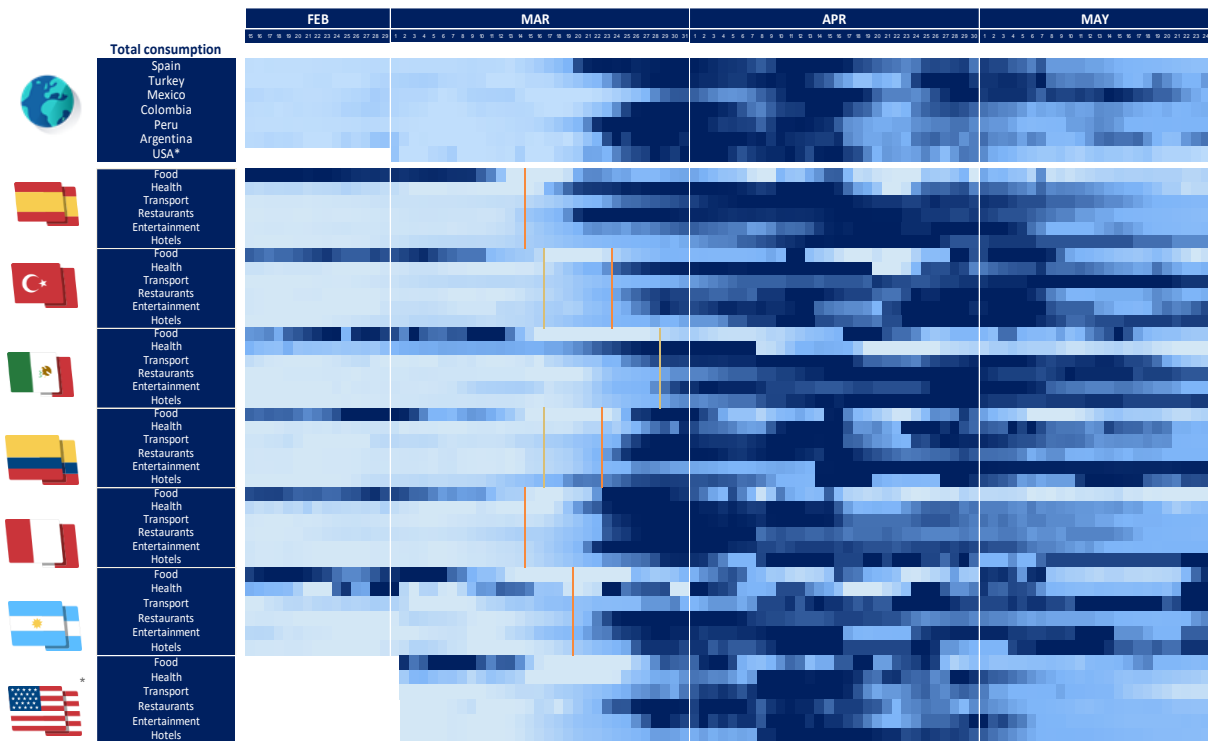


Source: BBVA Research. * Proxied by USA Sunbelt

Spending at BBVA POS by BBVA and non-BBVA customers plus spending by BBVA customers at non-BBVA POS. 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: Lighter and Lighter... across countries and segments

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



- The bottoming out is consolidating in some countries, specially in the USA
- Food remains as the most benefitted segment, but other categories such as health and transport are improving during last weeks.
- 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.

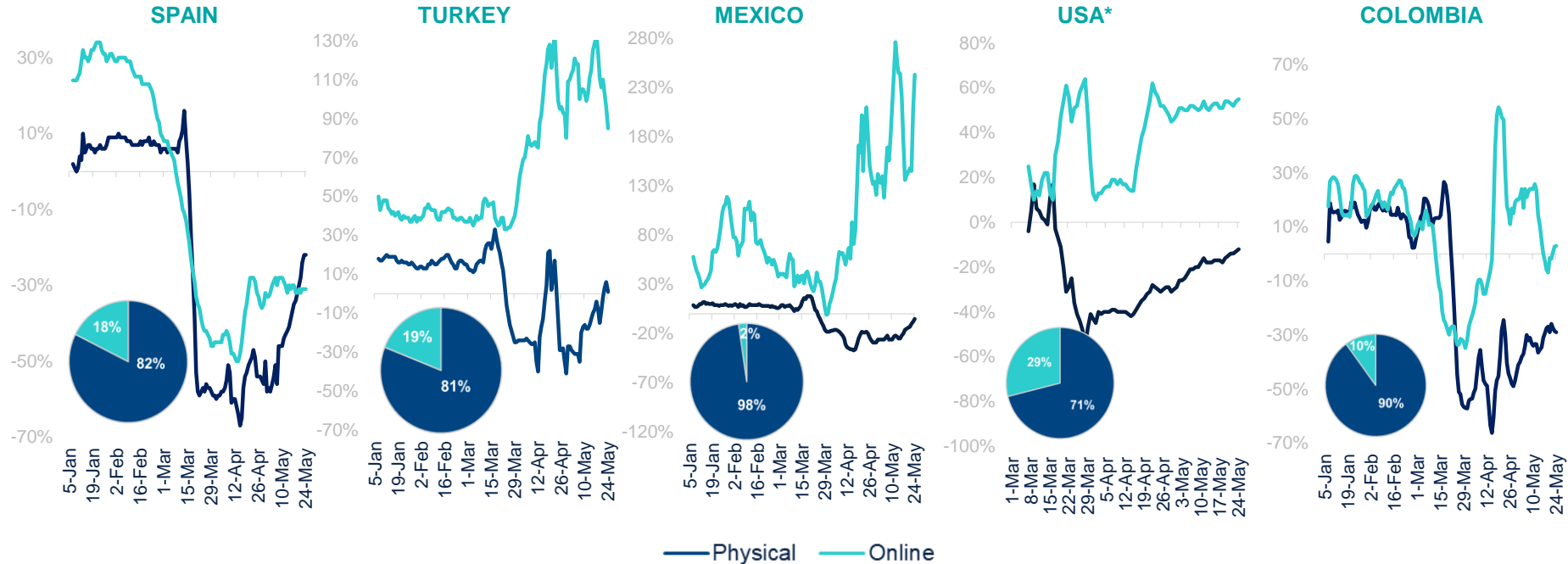
*Proxied by USA Sunbelt
Source: BBVA Research.

Initial restrictions Lockdown Negative Growth Positive Growth

Technology matters: the gap between e-commerce growth and physical purchases remains, but closing given the restriction lifting

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE

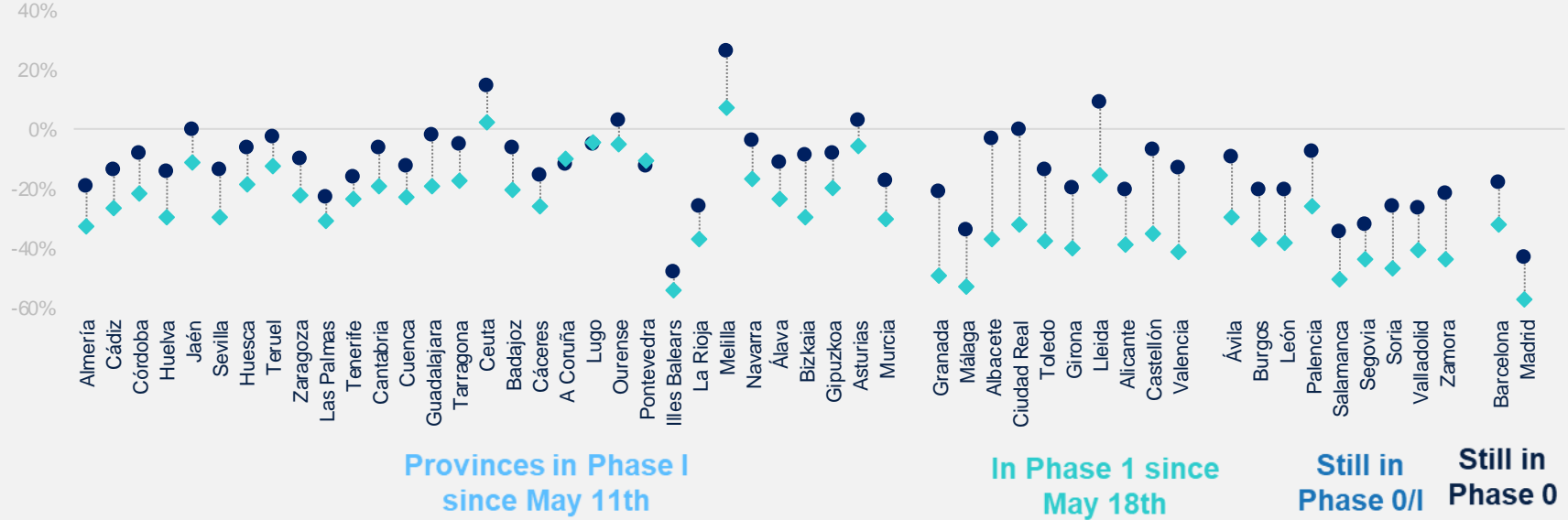
(Total consumption by Point of Sales. % YoY, 7D cumulative. Pie chart reflects the proportion of online and physical purchases in 2019)



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

Topic of the week: Spanish lifting by phases reflected in consumption growth. Madrid-Barcelona positive effect will be reflected in data next week

YEARLY CHANGE OF SPANISH AVERAGE EXPENDITURE BY PROVINCE ACCORDING TO PHASES (UPDATED TO MAY 24TH)



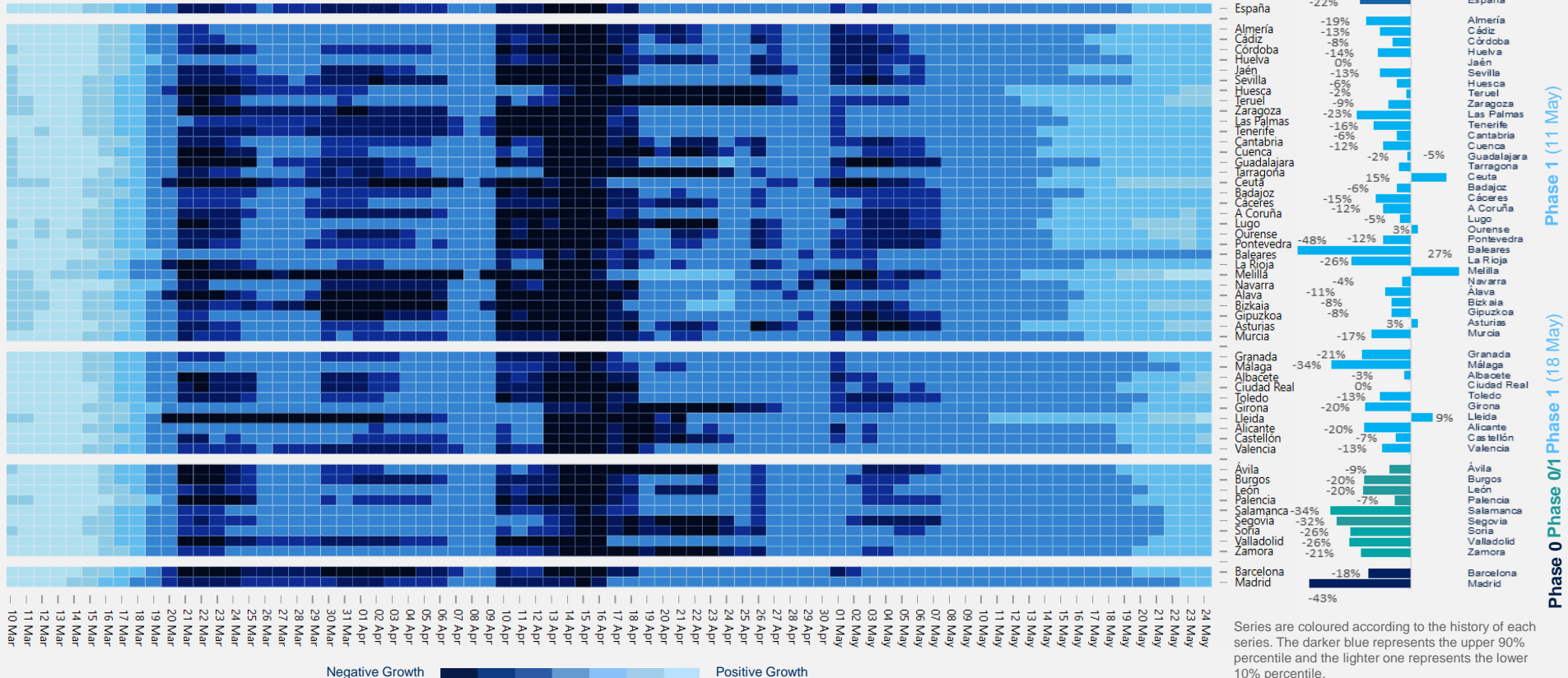
*Phase 0/I: Provinces where only a part of it has advanced to phase 1

Source: BBVA Research

Topic of the week: Spanish provinces included in Phase I join the recovery

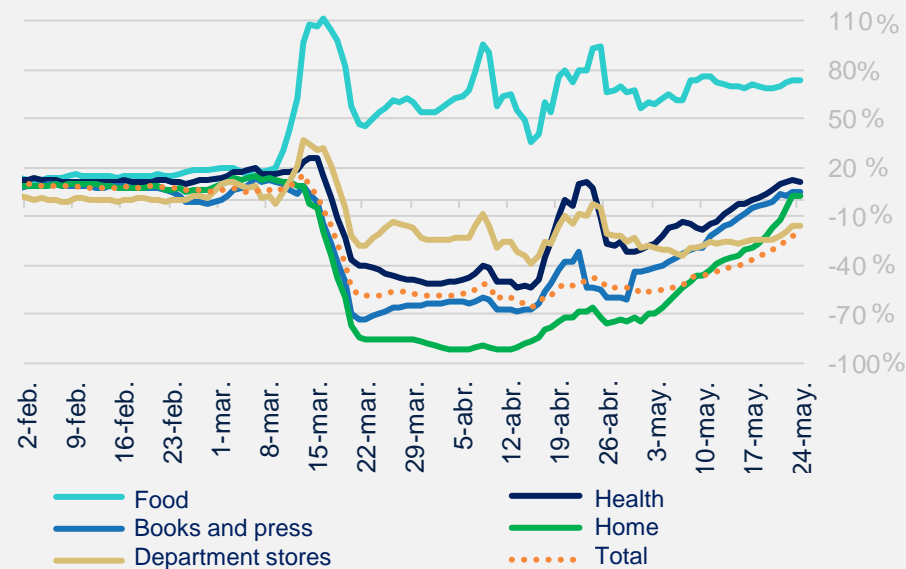
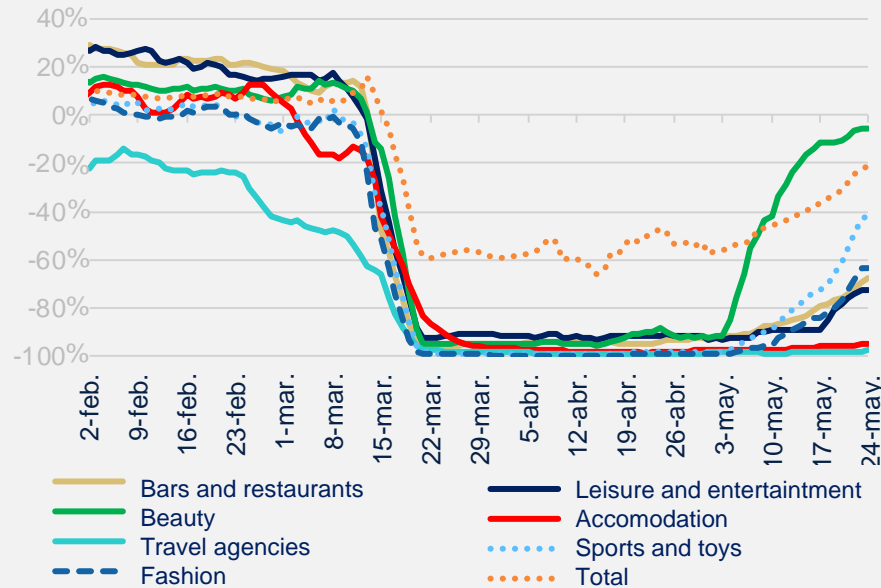
SPAIN: AVERAGE WEEKLY EXPENDITURE BY PROVINCE* (2020 vs. 2019, % YOY)

18-24 MAY EXPENDITURE (% YOY)



Topic of the week: Spanish restrictions lift triggers some differences in the recovery not just by regions, by sectors too

SPANISH AVERAGE EXPENDITURE BY SECTOR
(2020 VS 2019, YoY %)



*Phase 0/1: Provinces where only a part of it has advanced to phase 1

Source: BBVA Research

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

A Big Data BBVA Research Project

May 28th, 2020