

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

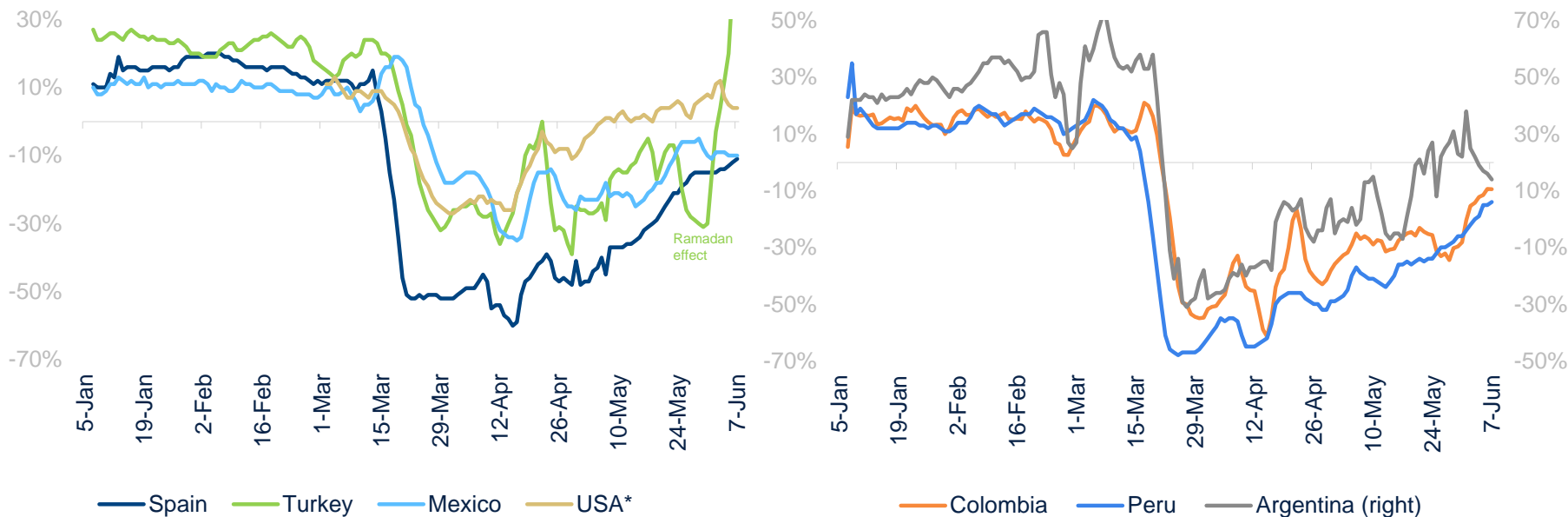
A Big Data BBVA Research Project

June 11th, 2020

Green shoots present in USA & Turkey (after the end of Ramadan & curfew). Ongoing recovery consolidation in the rest, including Latam

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

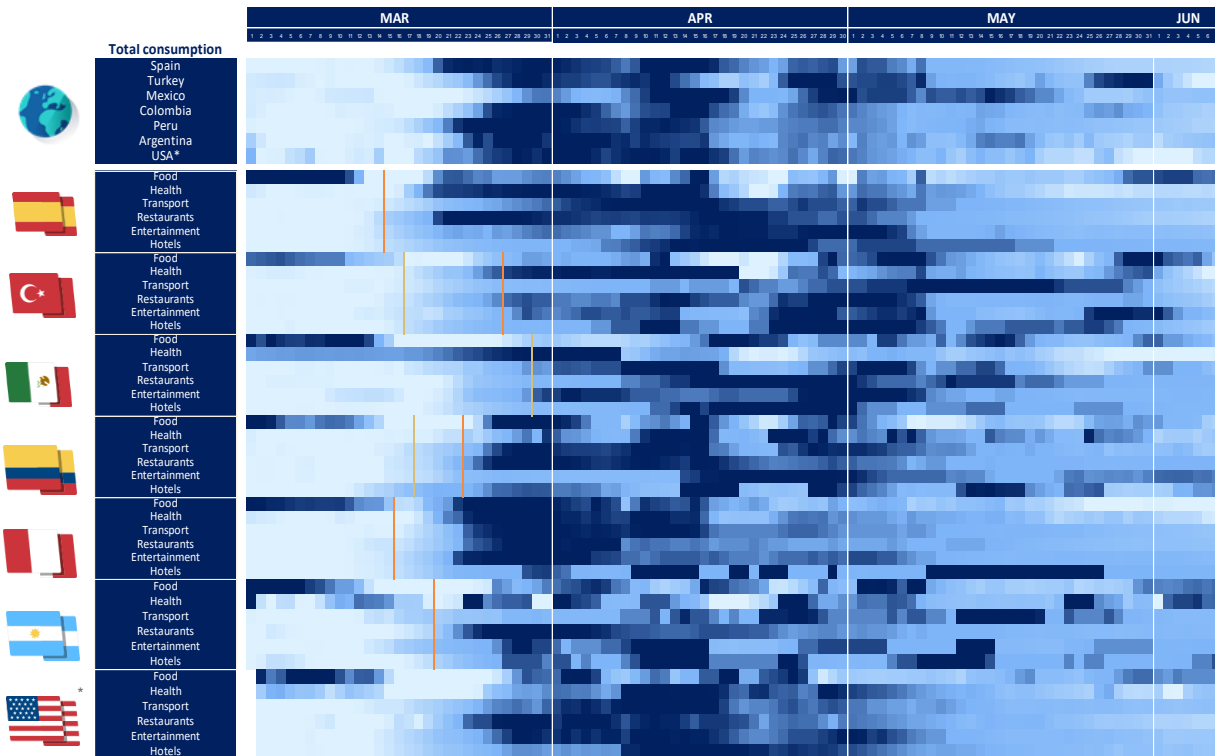


Source: BBVA Research. * Proxied by USA Sunbelt

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)



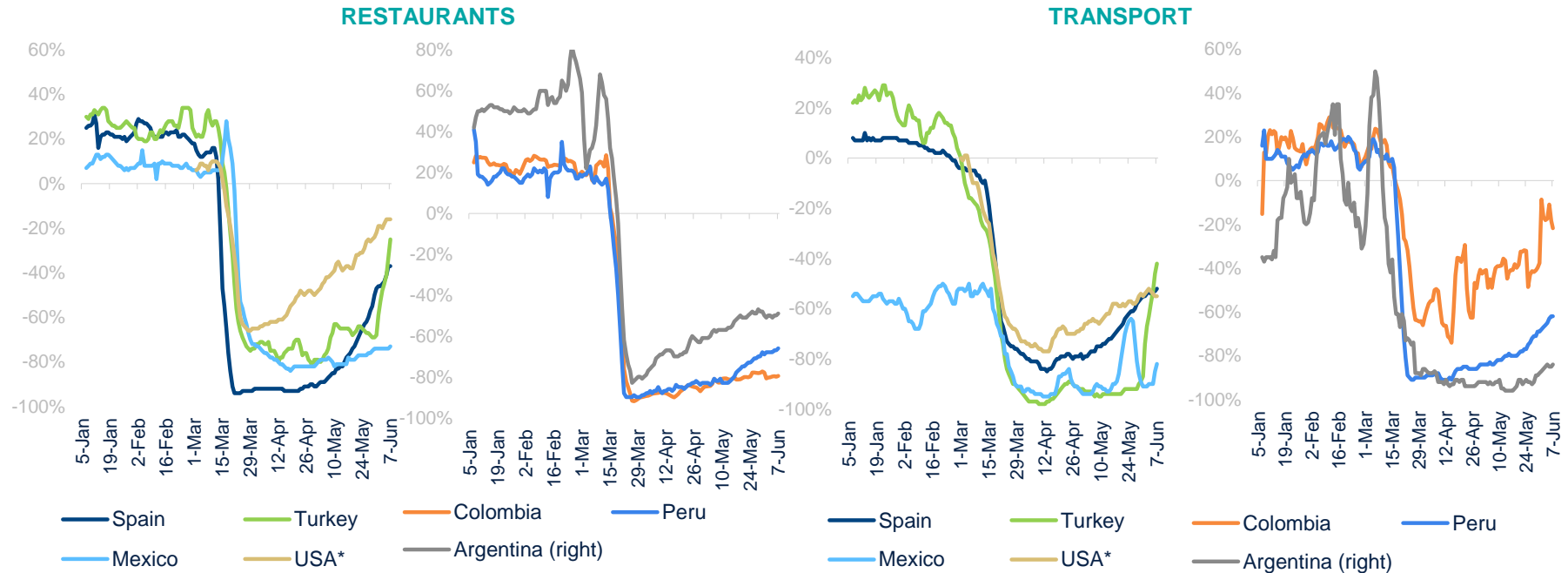
- Light colors become broad based including the more restrained segments and countries
- Food remains positive, and the rest of the segments are catching up rapidly.
- Tourism, Entertainment & Hotels remained subdued but bottoming out

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.

Expenditure in services as restaurants are recovering ground rapidly after the lift in restrictions in EU & USA. Transport is also improving

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

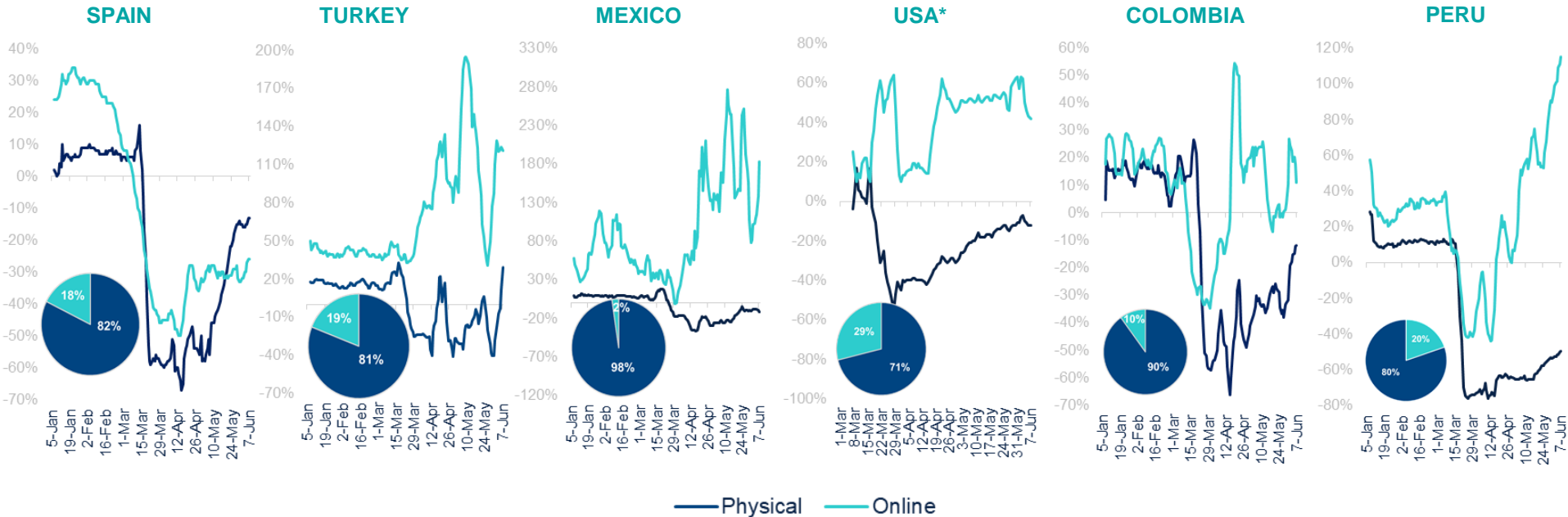
(Consumption by card, % YoY, 7D cumulative)



Technology matters: the gap between e-commerce growth and physical purchases remains but closing in some countries

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE

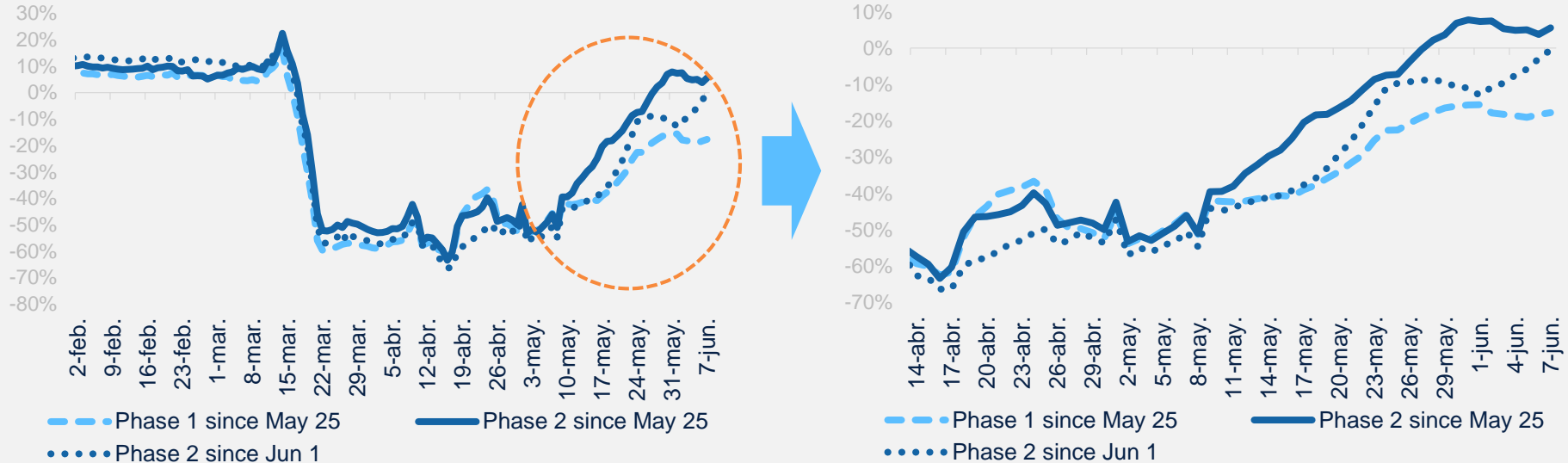
(Total consumption by Point of Sales. % YoY, 7D cumulative. Pie chart reflects the proportion of online and physical purchases in 2019)



Topic of the week: Green shoots in Spain in Phase 2 provinces, reaching positive growth rates

SPANISH AVERAGE EXPENDITURE BY PROVINCE ACCORDING TO PHASES

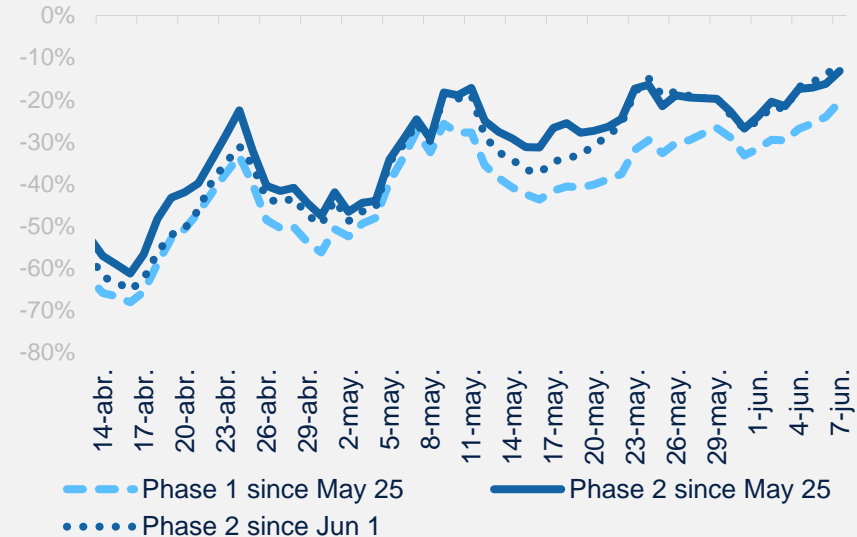
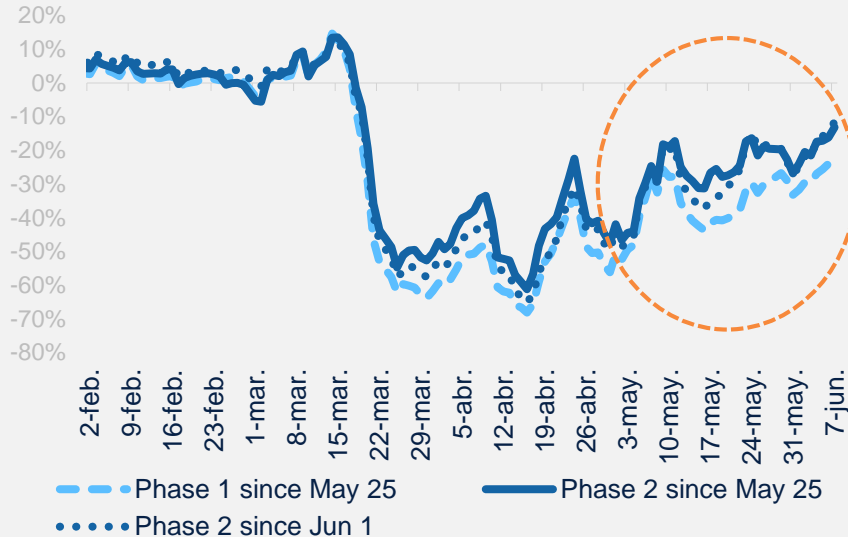
(2020 VS 2019, YoY %)



Topic of the week: Cash withdrawals lagging but gaining momentum too

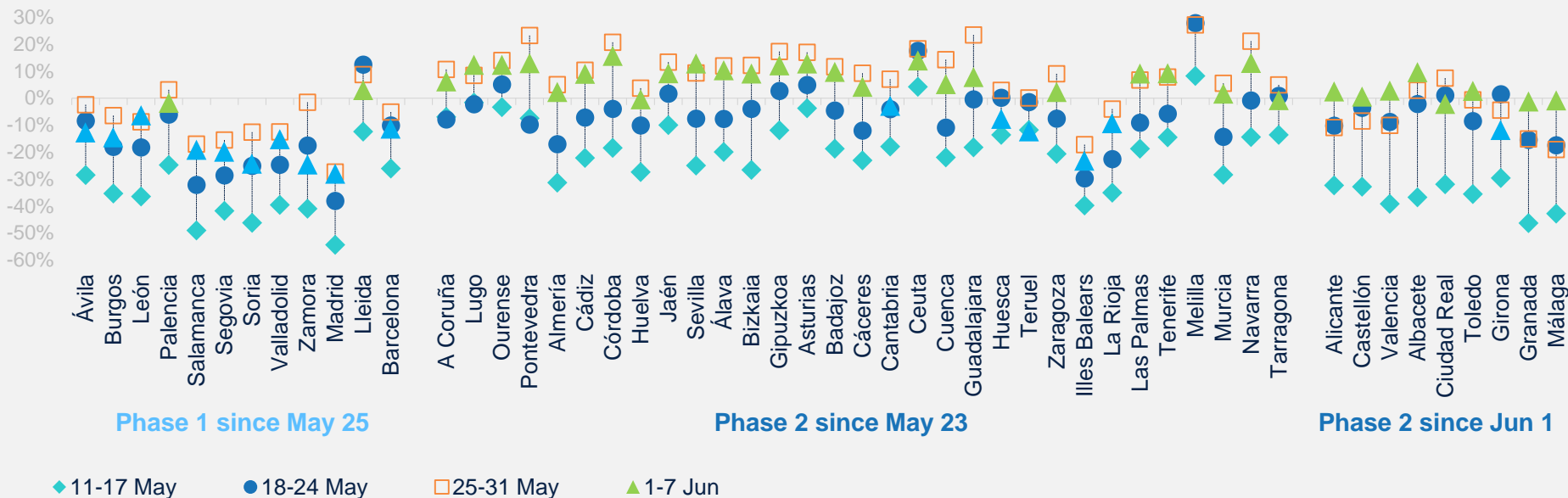
SPANISH ATM WITHDRAWALS BY PROVINCE ACCORDING TO PHASES

(2020 VS 2019, YoY %)



Topic of the week: Spanish provinces in Phase 2 already showing “Green Shoots” Big City advances will reinforce the trend next week

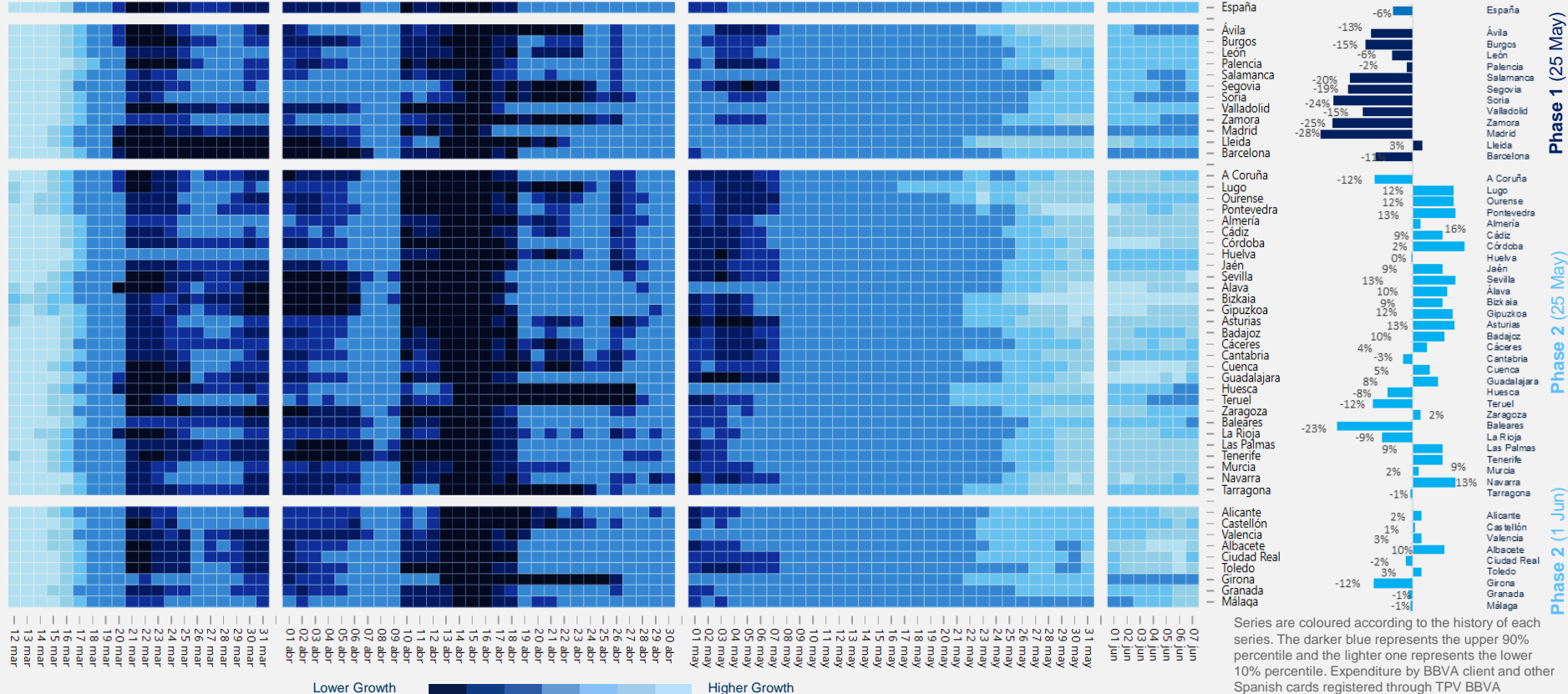
YEARLY CHANGE OF SPANISH AVERAGE EXPENDITURE BY PROVINCE ACCORDING TO PHASES (UPDATED TO MAY 31TH)



Topic of the week: Spanish de-escalation progress explains the recovery

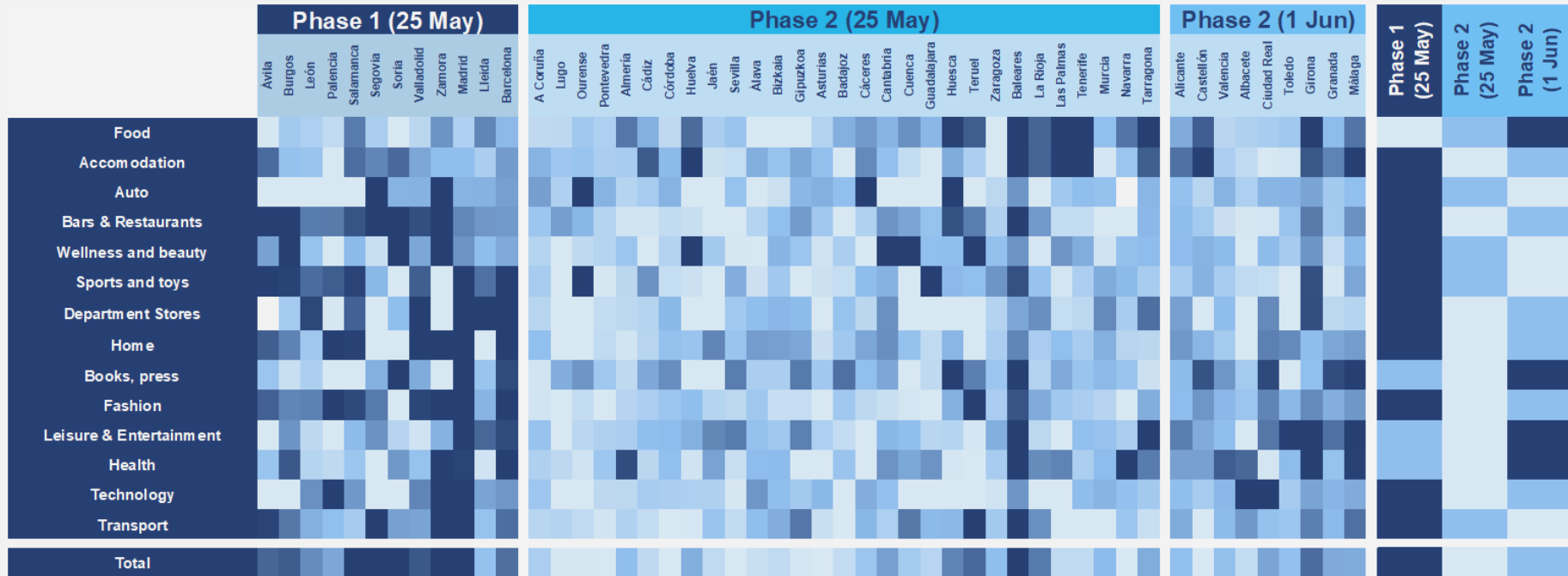
SPAIN: AVERAGE WEEKLY EXPENDITURE BY PROVINCE* (2020 vs. 2019, % YOY)

1-7 JUN EXPENDITURE (% YOY)



Topic of the week: The recovery is generalized across sectors in most of the Spanish provinces in Phase 2

SPAIN: AVERAGE WEEKLY EXPENDITURE 1-7 JUN BY PROVINCE AND SECTOR* (2020 vs. 2019, % YOY)



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.

Source: BBVA Research

Lower Growth Higher Growth

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