

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

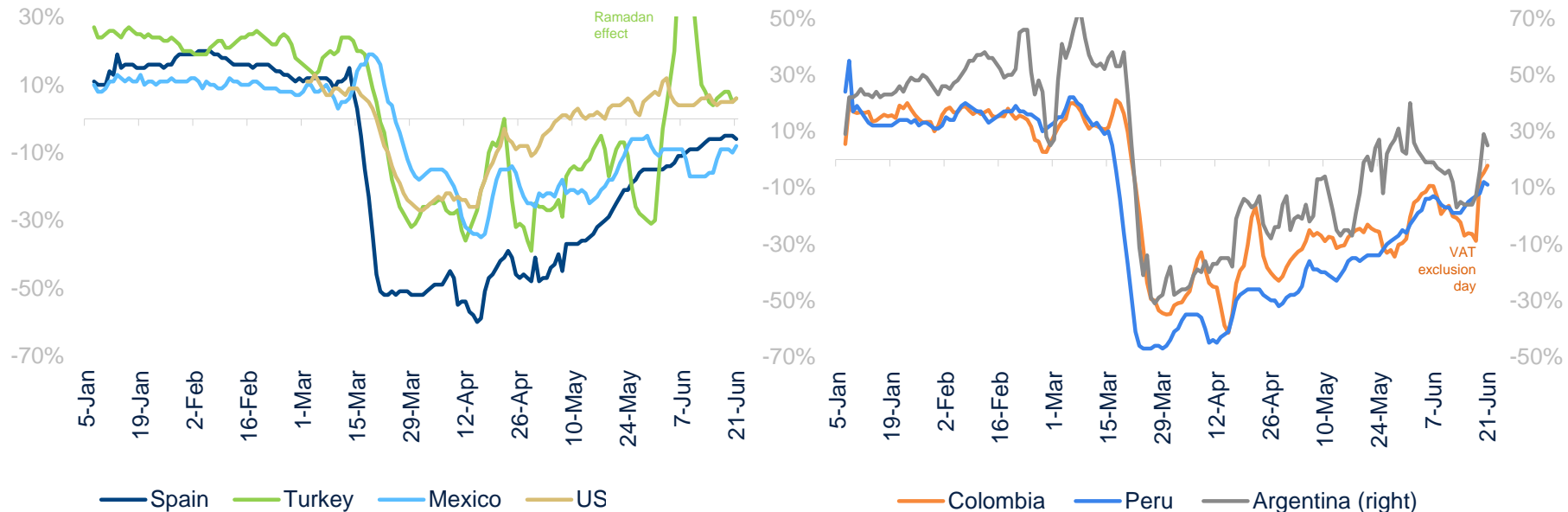
## **A Big Data BBVA Research Project**

June 25th, 2020

# Positive growth rates in USA & Turkey consolidate. Spanish improvement continues. LATAM recovery accelerates this week

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

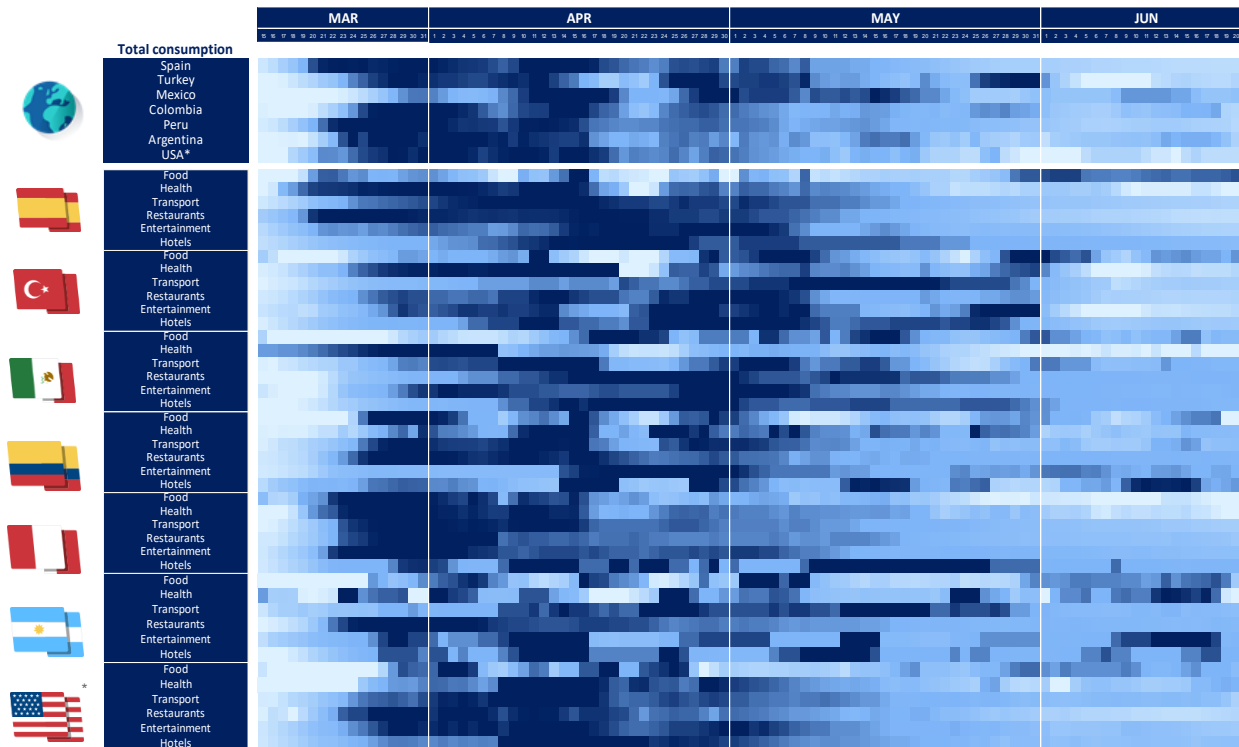


Source: BBVA Research. \* Proxied by USA Sunbelt

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, especially in Turkey, USA and Spain

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 & Hotels remained subdued but bottoming out. Entertainment improved 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.

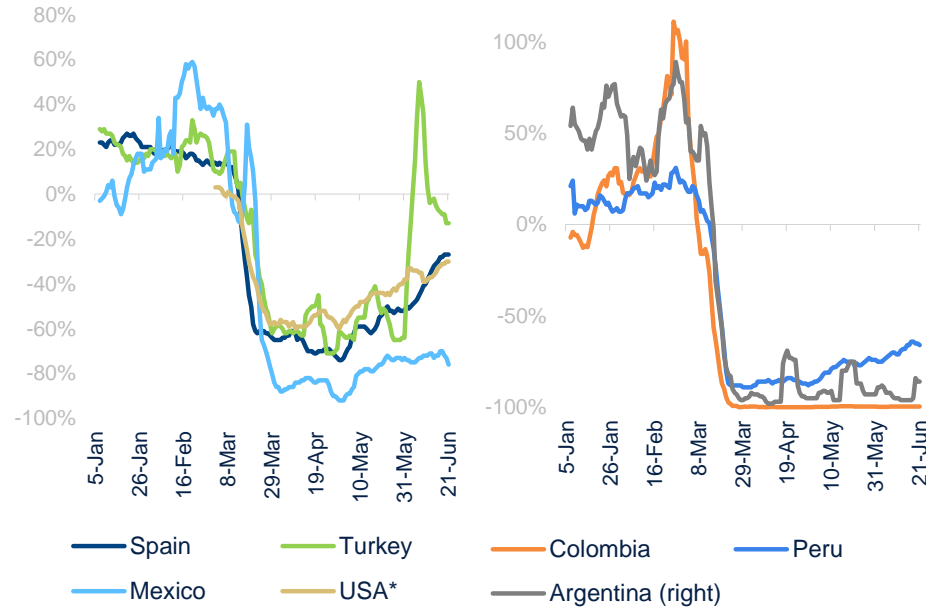
Lower Growth Higher Growth

# Expenditure in services such as entertainment & restaurants continues catching up after mobility restrictions lift

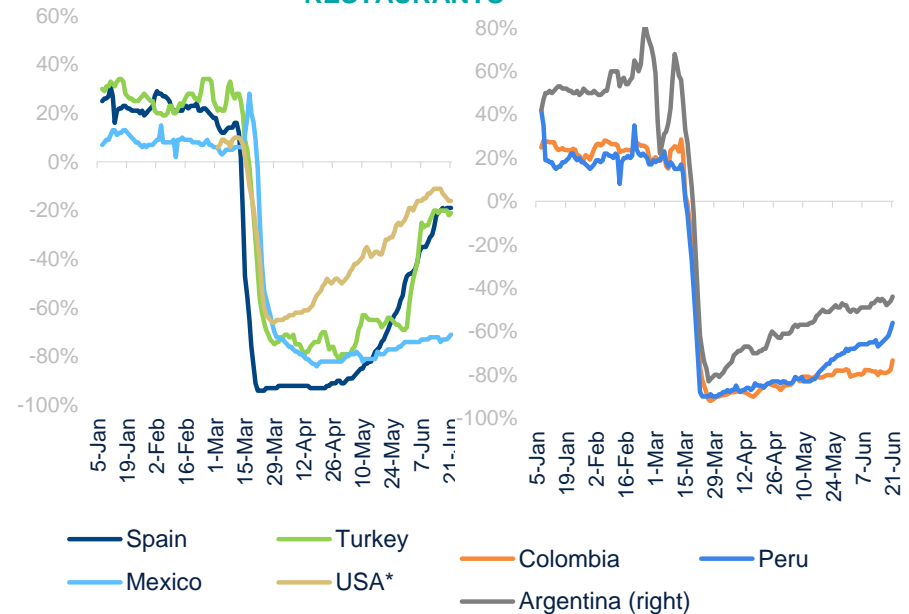
## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

### ENTERTAINMENT



### RESTAURANTS

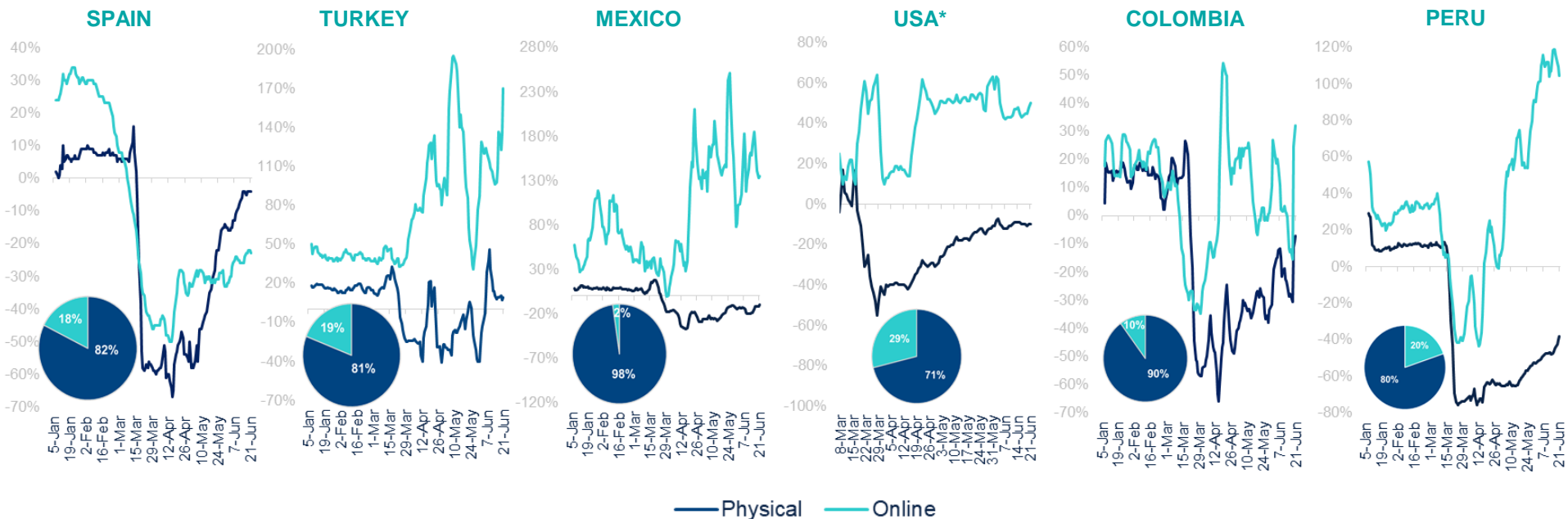


Source: BBVA Research. \* USA = Proxied by USA Sunbelt

# Technology matters: e-commerce expenditure keeps growing in most of the 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)

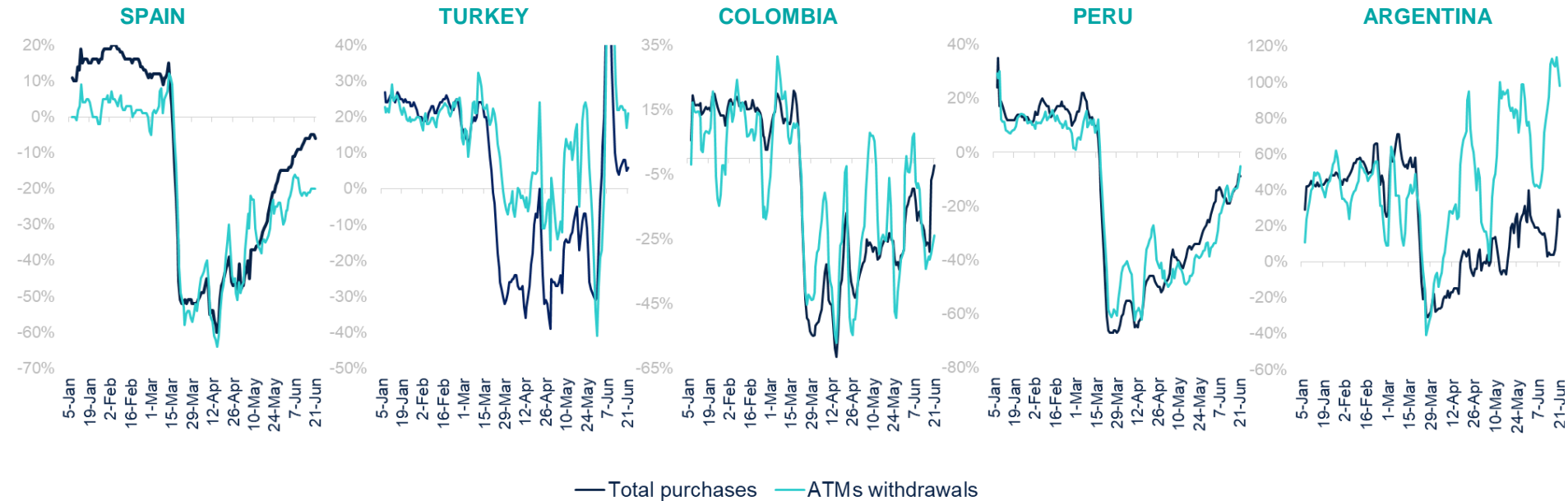


Source: BBVA Research. \* USA = Proxied by USA Sunbelt.

# The use of cash has been affected differently by country. Similar trends between card and cash are being observed in Peru and Spain

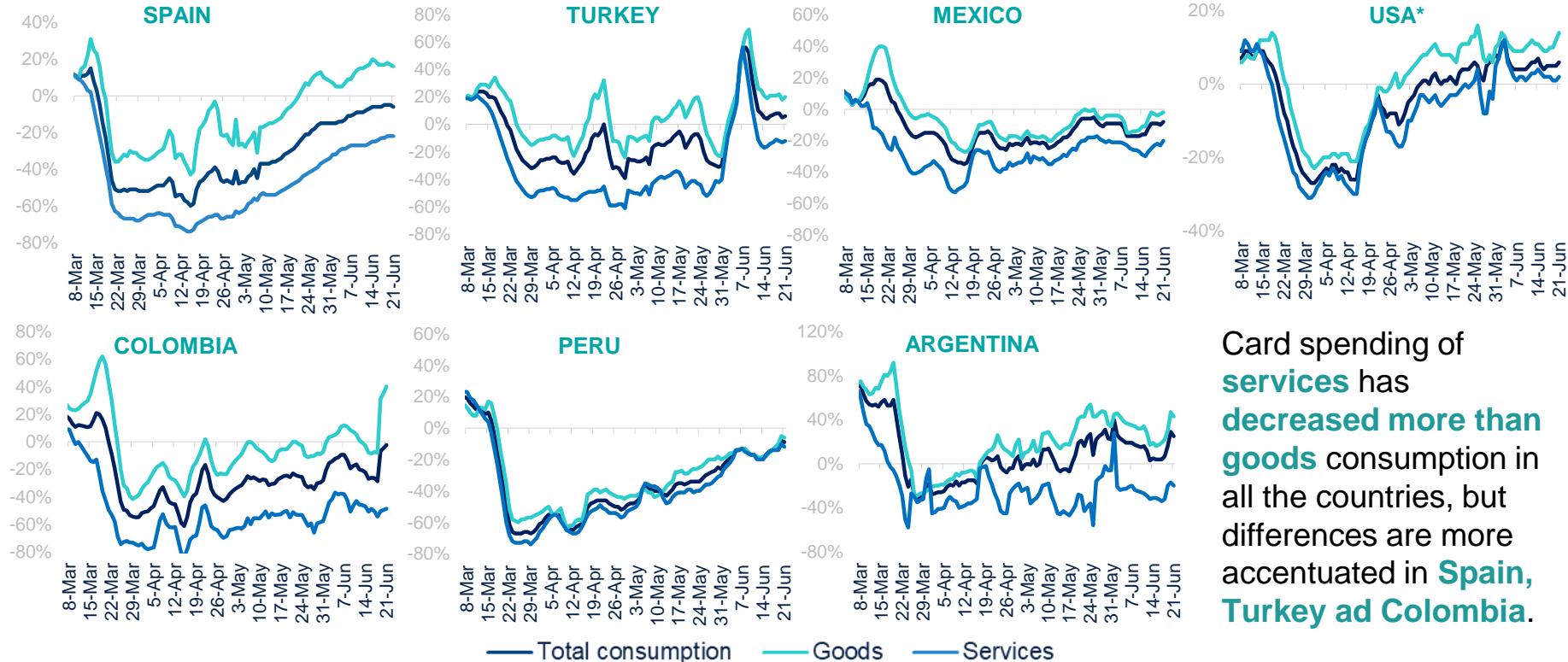
## BBVA RESEARCH BIG DATA CONSUMPTION INDICES: CARD PURCHASES VS ATM WITHDRAWALS

(Total consumption by Point of Sales. % YoY, 7D cumulative)



# The gap between goods and services expenditure remains

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

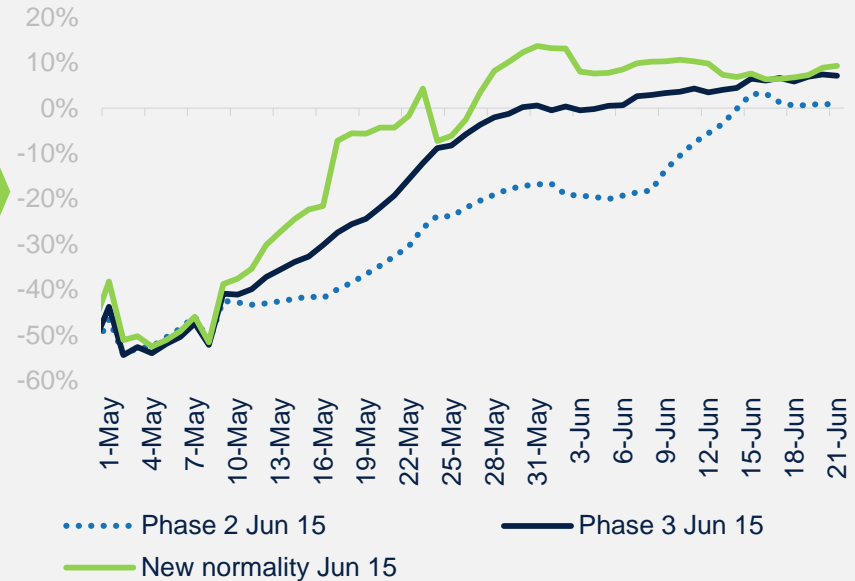
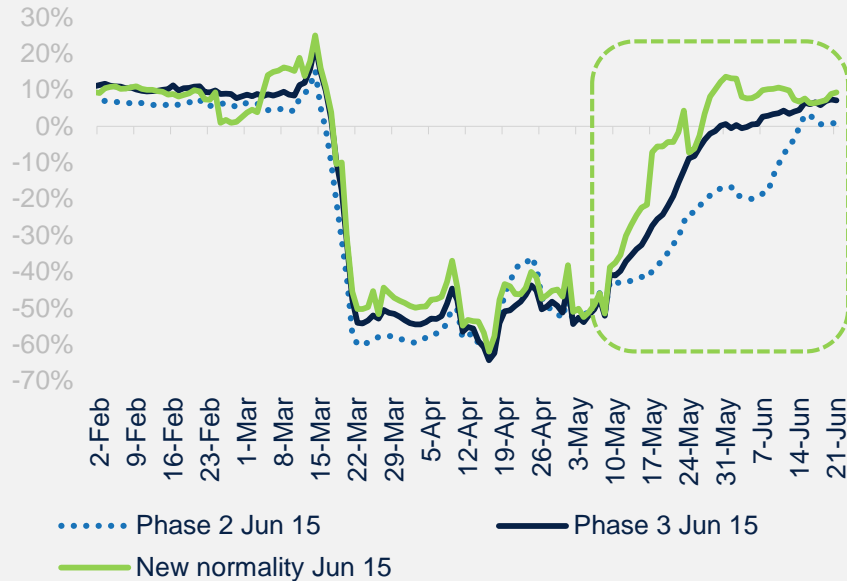


Card spending of **services** has **decreased more than goods** consumption in all the countries, but differences are more accentuated in **Spain, Turkey and Colombia.**

# Topic of the week: Spain. National card expenditure keeps growing in every group of provinces, which consolidates in positive growth rates since last week

## SPANISH AVERAGE EXPENDITURE BY PROVINCE ACCORDING TO PHASES

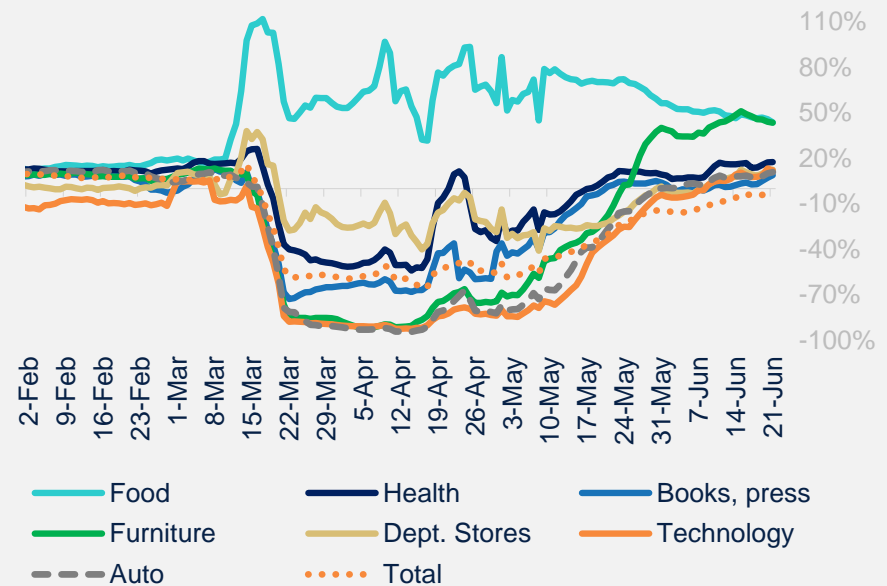
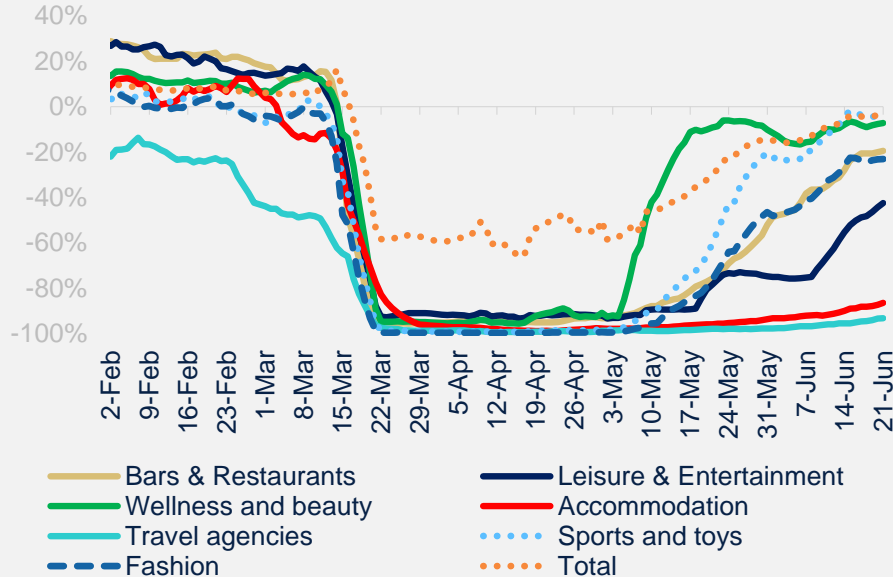
(2020 VS 2019, YoY %)





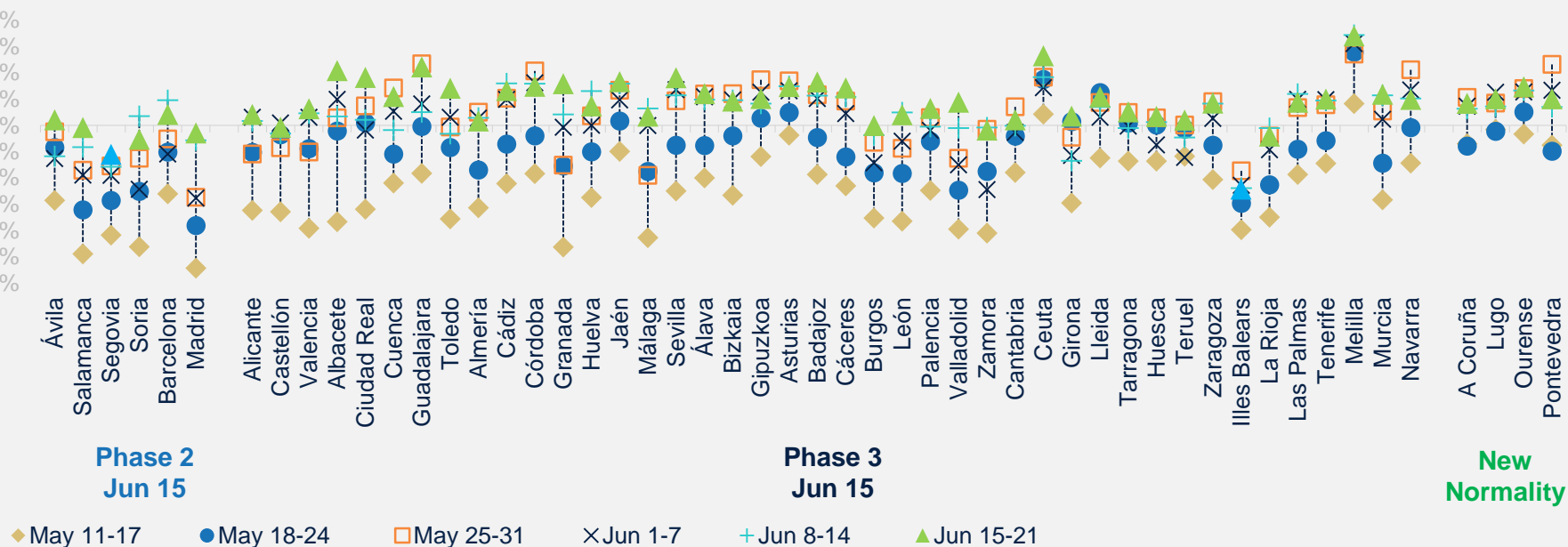
# Topic of the week: Spain. The recovery is consolidating. Travel agencies and accommodation remain as the most reluctant consumption sectors

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



# Topic of the week: Spain. Card expenditure rose in 42 provinces. This increase exceeded 10% yoy in 23 of them, which are in the new normality or Phase 3

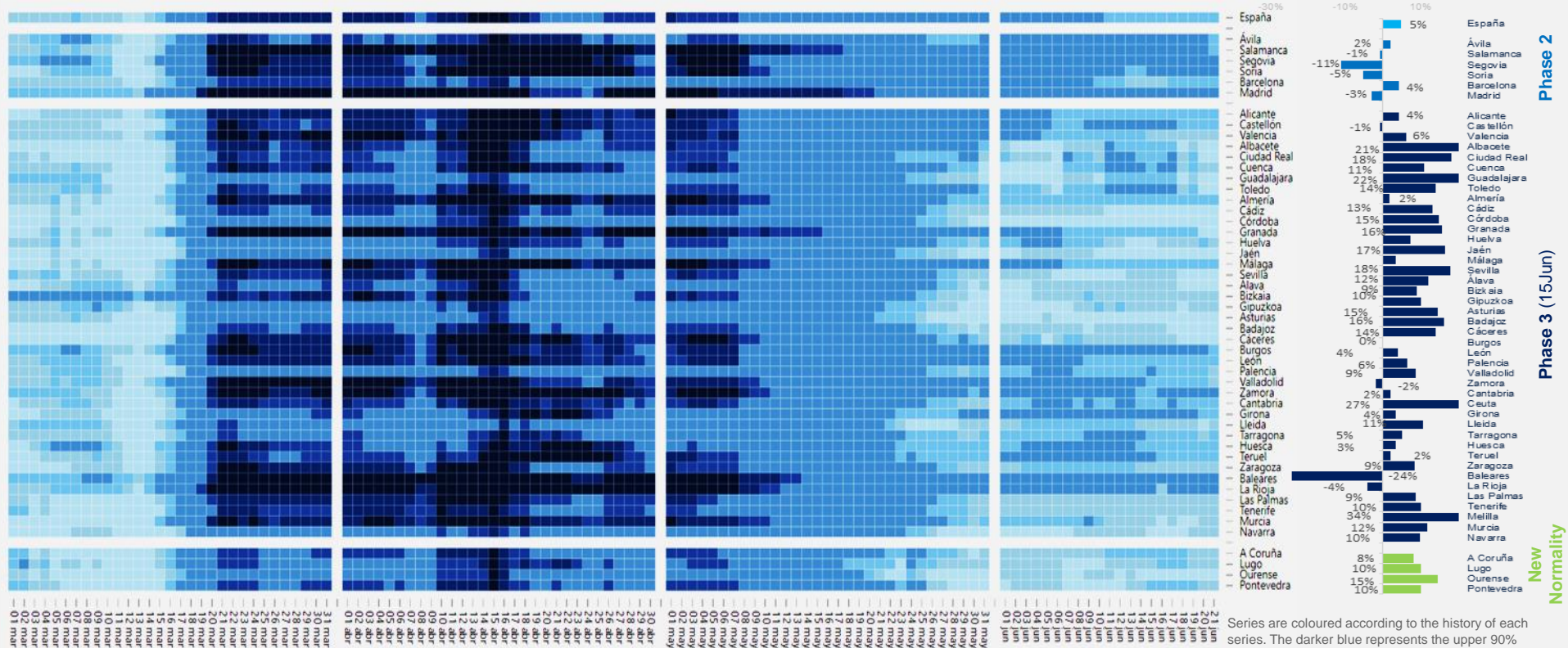
## YEARLY CHANGE OF SPANISH AVERAGE EXPENDITURE BY PROVINCE ACCORDING TO PHASES (2020 VS 2019, YoY %)



# Topic of the week: Spain. The recovery is consolidating

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

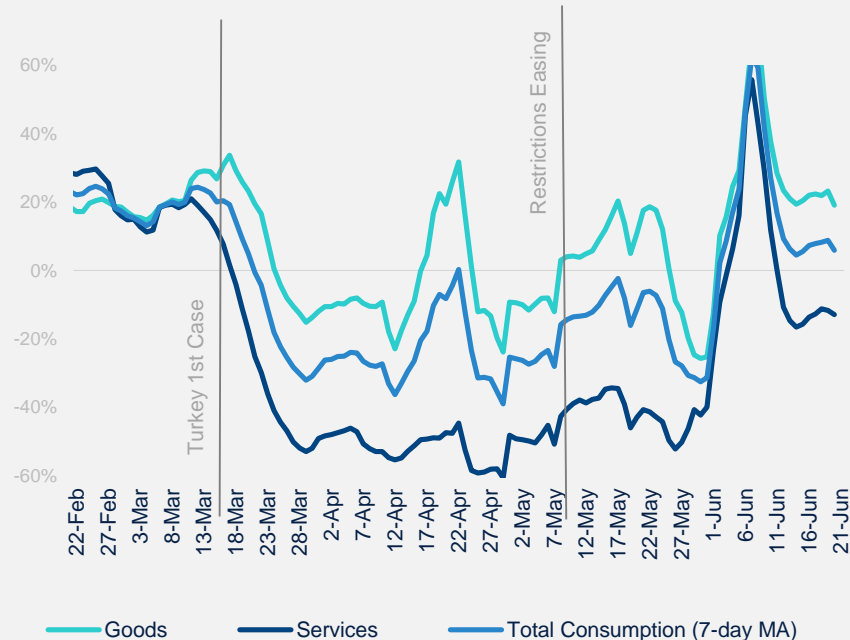
8-14 JUN EXPENDITURE (% YOY)



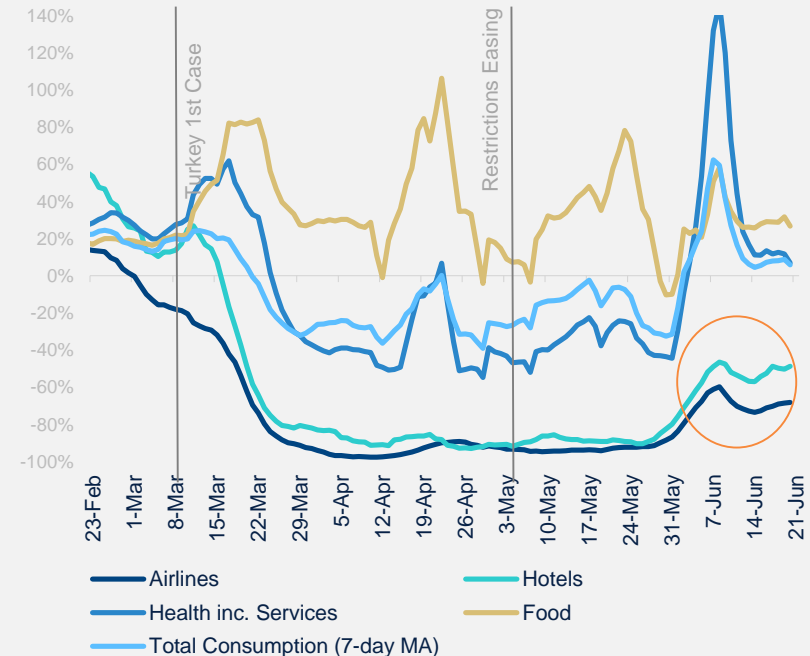
Series are coloured according to the history of each series. The darker blue represents the upper 90th percentile and the lighter one represents the lower 10th percentile. Expenditure by BBVA client and other Spanish cards registered through TPV BBVA

# Topic of the Week: Turkey. Positive Consumption rates, but still somehow constrained in the more restricted segments

**GARANTI BBVA BIG DATA CONSUMPTION AGRREGATES**  
(CUM 7 DAYS, YOY NOMINAL)

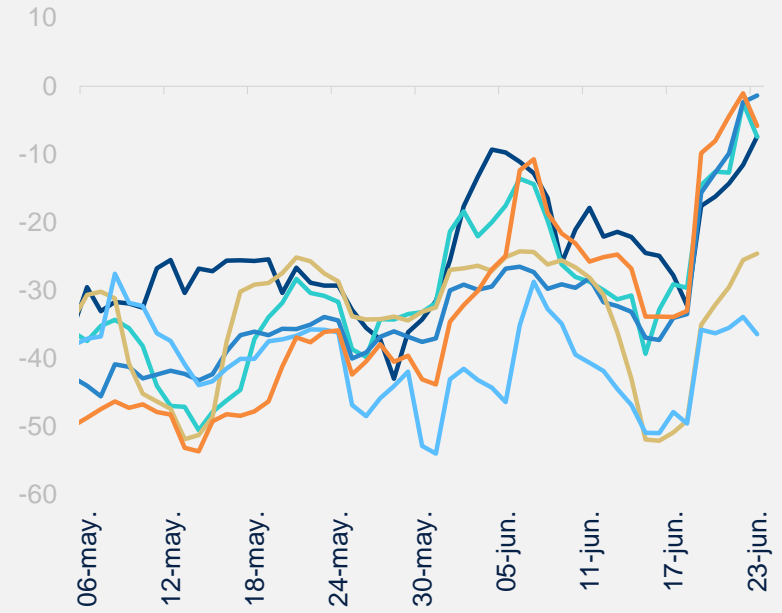
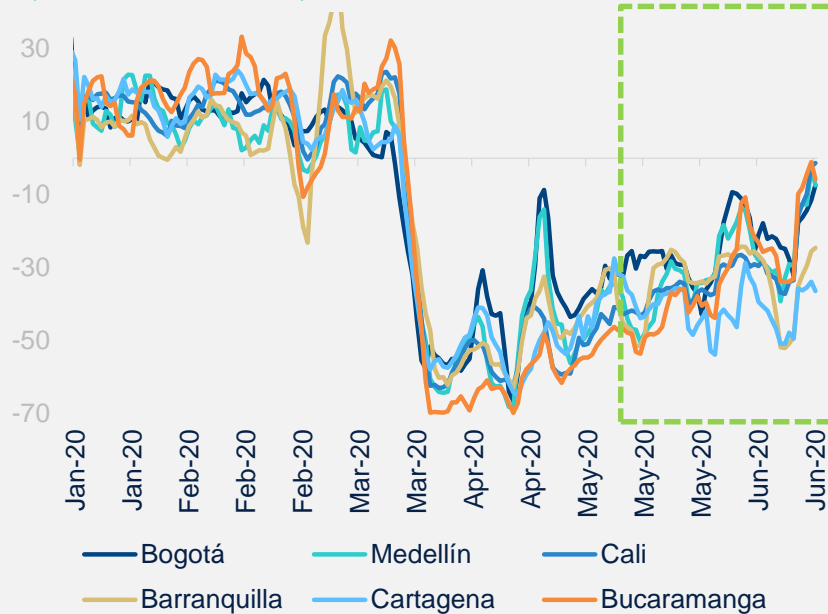


**GARANTI BBVA BIG DATA CONSUMPTION ITEMS**  
(CUM 7 DAYS, YOY NOMINAL)



# Topic of the week: Colombia. The VAT exclusion day had a significant impact on Colombian consumption, but with differences among cities

**COLOMBIAN AVERAGE EXPENDITURE BY PROVINCE**  
(2020 VS 2019, YoY %)



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