

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

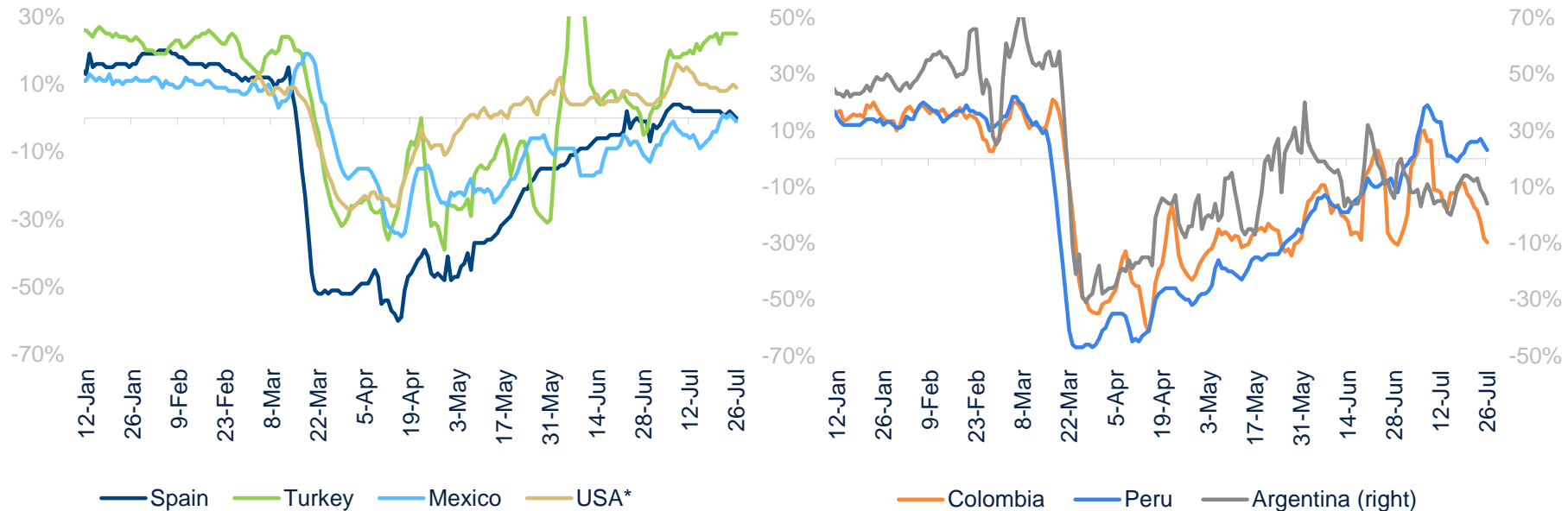
A Big Data BBVA Research Project

July 30th, 2020

Growth rates stabilized in USA and Europe in positive values with Turkey outperforming, while they decelerated in the Latam countries

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

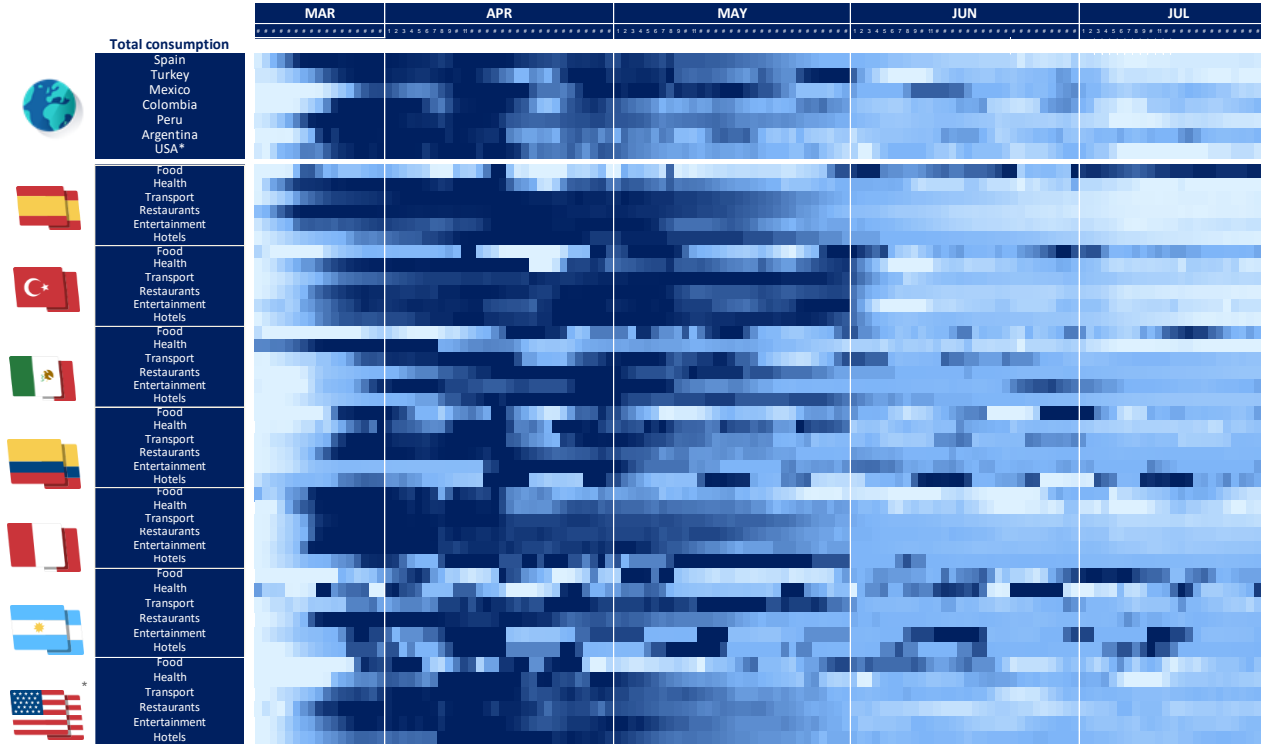


Source: BBVA Research. * Proxied by USA Sunbelt

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: the recovery by sectors seems clearer in Spain and Turkey

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, but it moderated in most of the countries.
- Tourism & Hotels started to recover in some countries as well as entertainment & restaurants

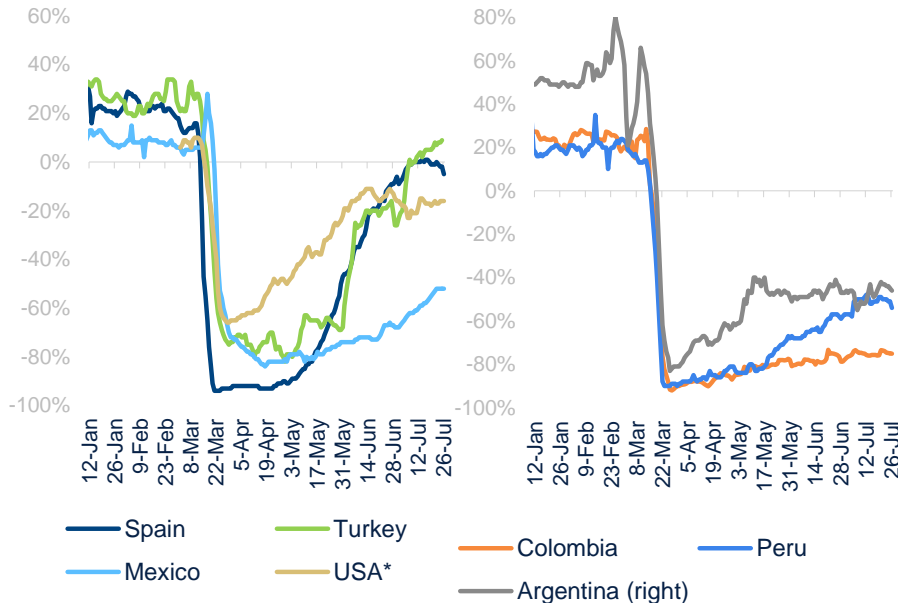
Series are coloured according to the history of each series. The darker blue represents the lower 90% percentile and the lighter one represents the upper 10% percentile.

Restaurants expenditure continued increasing in Turkey, while it stabilized in most of the countries. Entertainment expenditure slowed

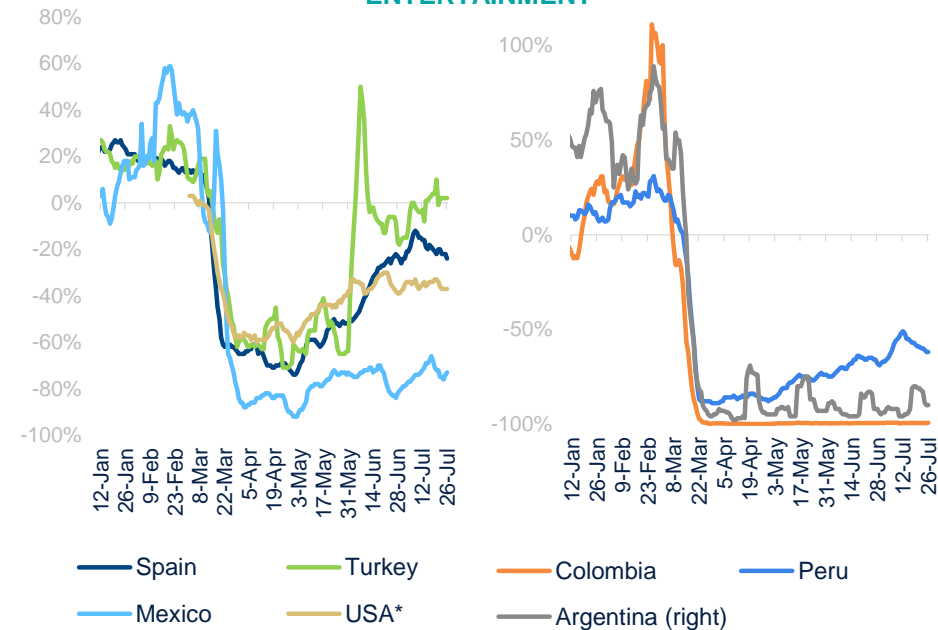
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

RESTAURANTS



ENTERTAINMENT

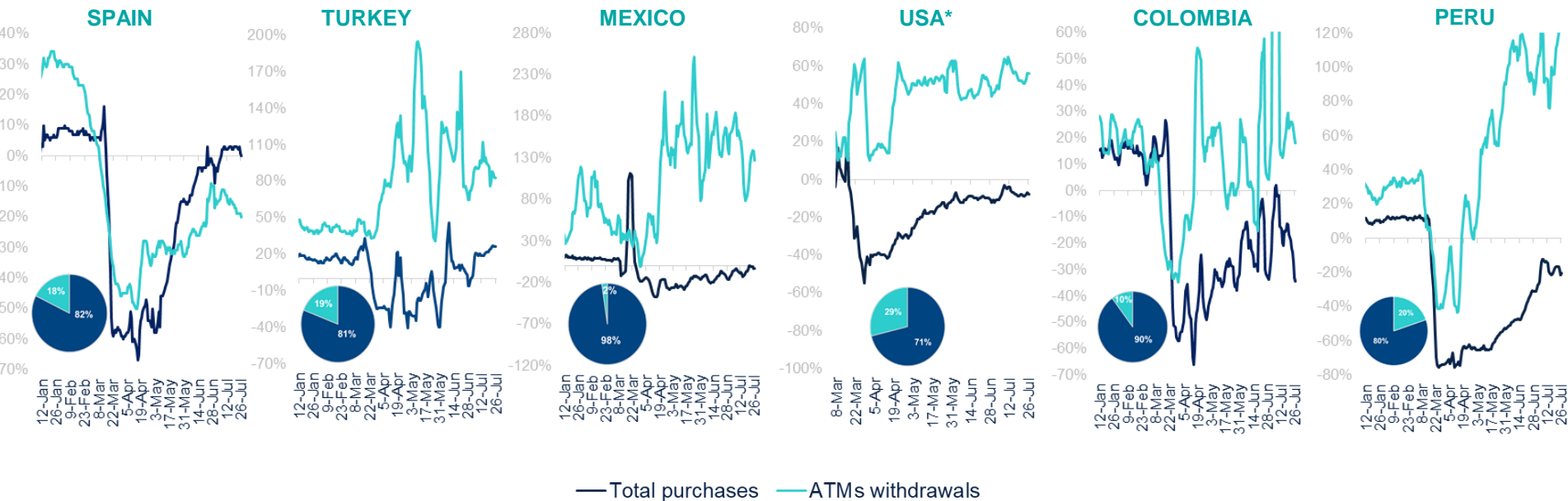


Source: BBVA Research. * USA = Proxied by USA Sunbelt

Technology matters: the gap between e-commerce growth and physical purchases remained. Online sales are increasing in all the countries, but in Spain given the importance of travel expenditures

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE

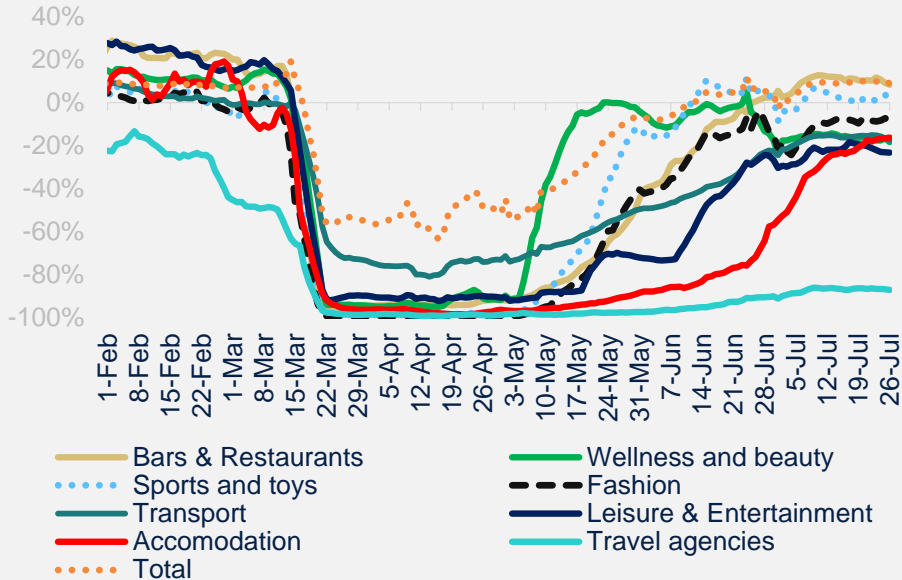
(Total consumption by Point of Sales. % YoY, 7D cumulative. Pie chart reflects the proportion of online and physical purchases in 2019)



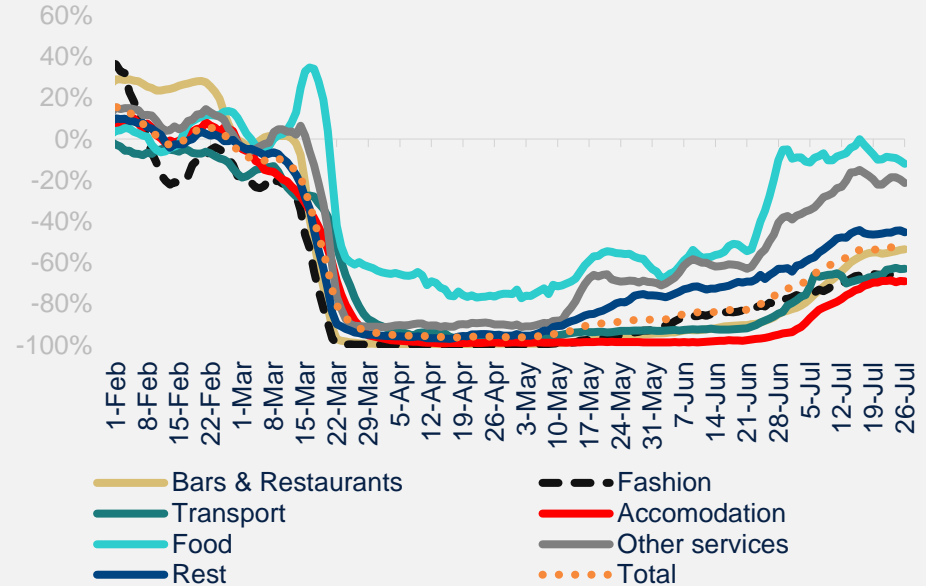
Topic of the week: Spain. The recovery continued among national consumers. Foreign expenditure is still stagnant

SPAIN: AVERAGE EXPENDITURE BY SECTOR (% YoY, 7D cumulative)

NATIONAL



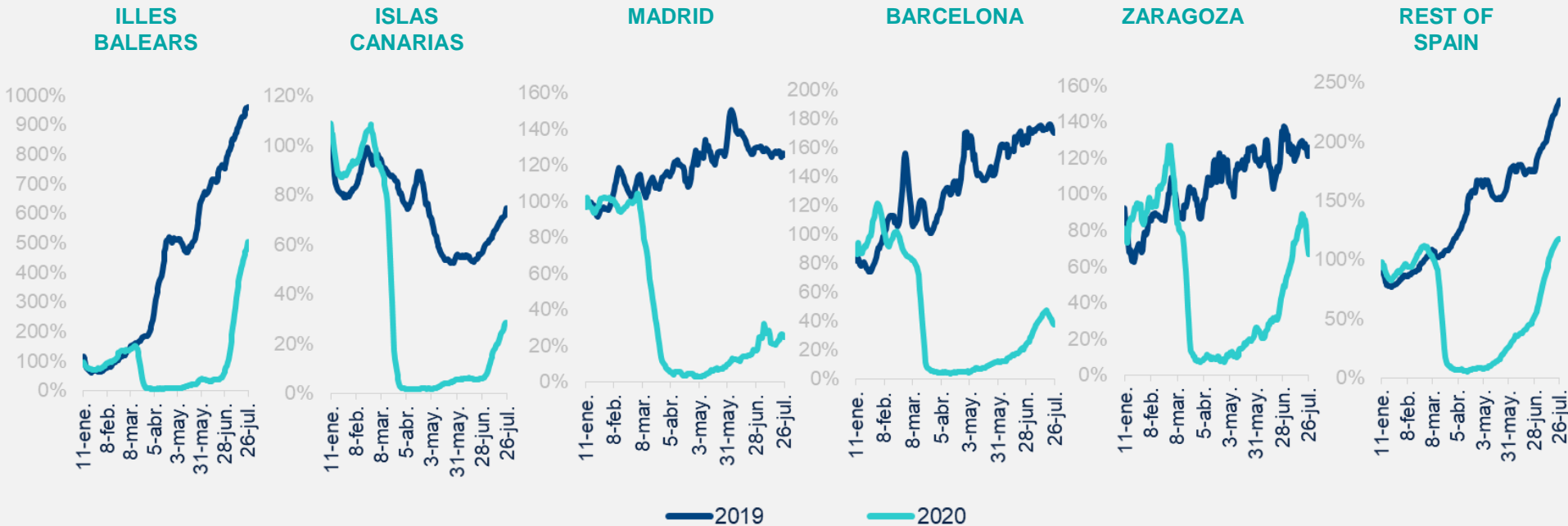
FOREIGN



Topic of the week: Spain. The slump in foreign expenditure is still high in touristic areas and big cities, but reducing in most of them

SPAIN: AVERAGE WEEKLY EXPENDITURE WITH FOREIGN CARDS BY PROVINCE

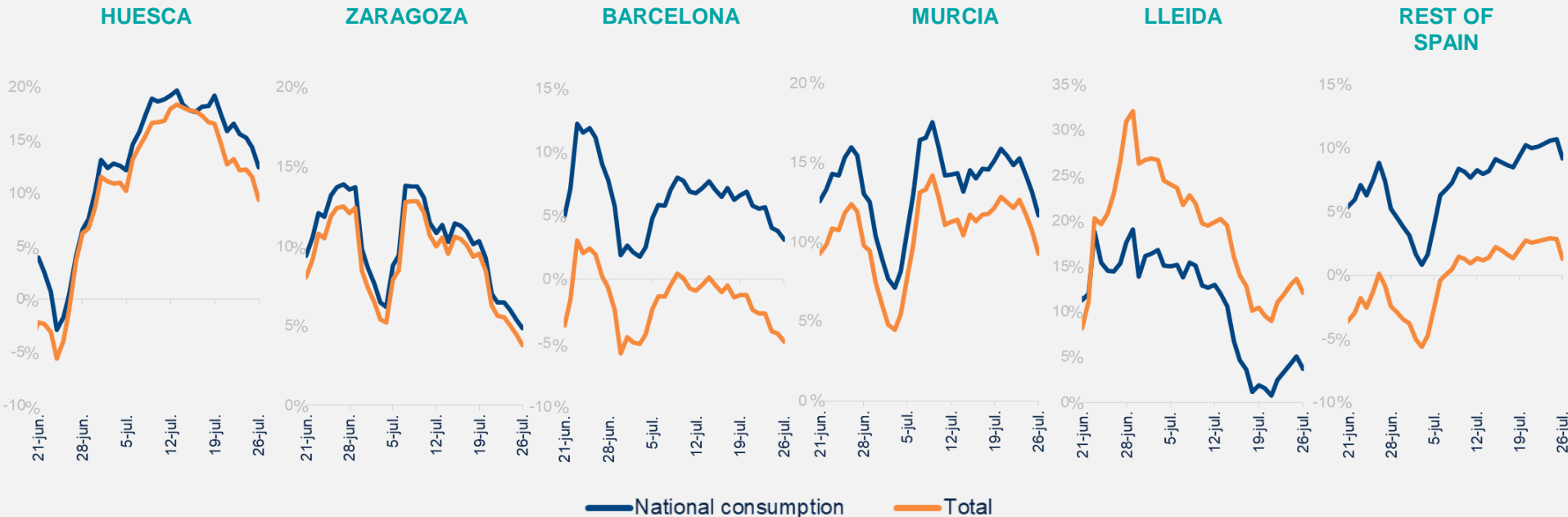
(Average January-February 2020 = 100)



Topic of the week: Spain. The restrictions triggered by the outbreaks moderated the recovery in some of the affected provinces

SPAIN: AVERAGE WEEKLY EXPENDITURE WITH BY PROVINCE

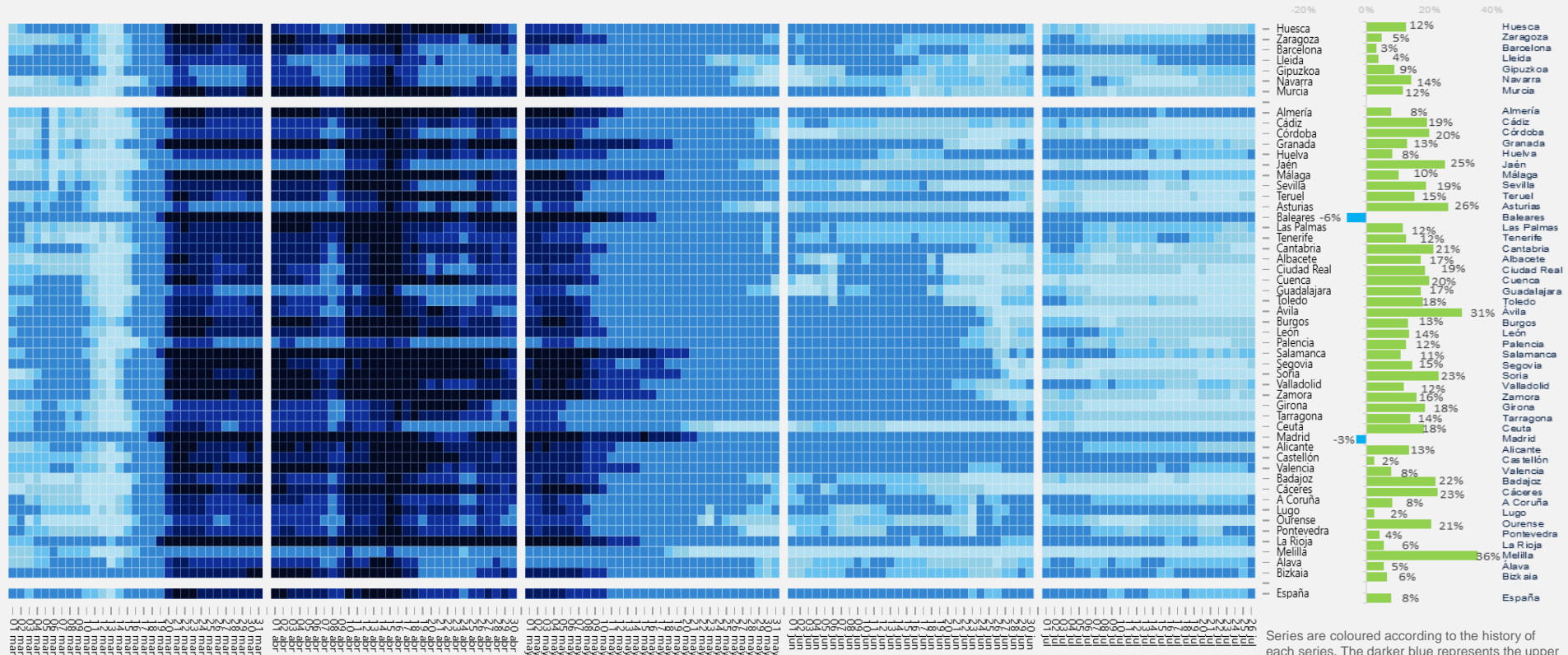
(Average January-February 2020 = 100)



Topic of the week: Spain. The Spending recovery. 50 provinces are growing

SPAIN: AVERAGE WEEKLY EXPENDITURE BY PROVINCE* (% YoY, 7D cumulative)

20-26 JUL EXPENDITURE (% YOY)



Source: BBVA Research

Lower Growth

Higher Growth

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 by BBVA client and other Spanish cards registered in TPV BBVA

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