

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

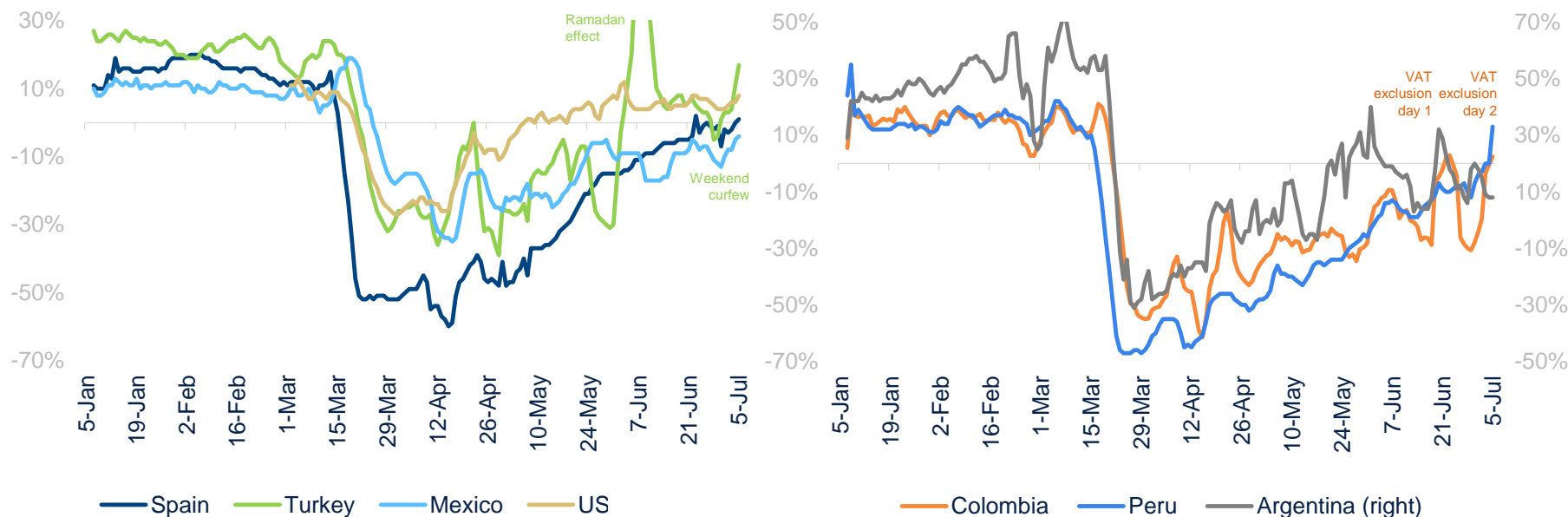
A Big Data BBVA Research Project

July 9th, 2020

The pace of recovery moderated at the end of June as some of the countries are getting closer to normality

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

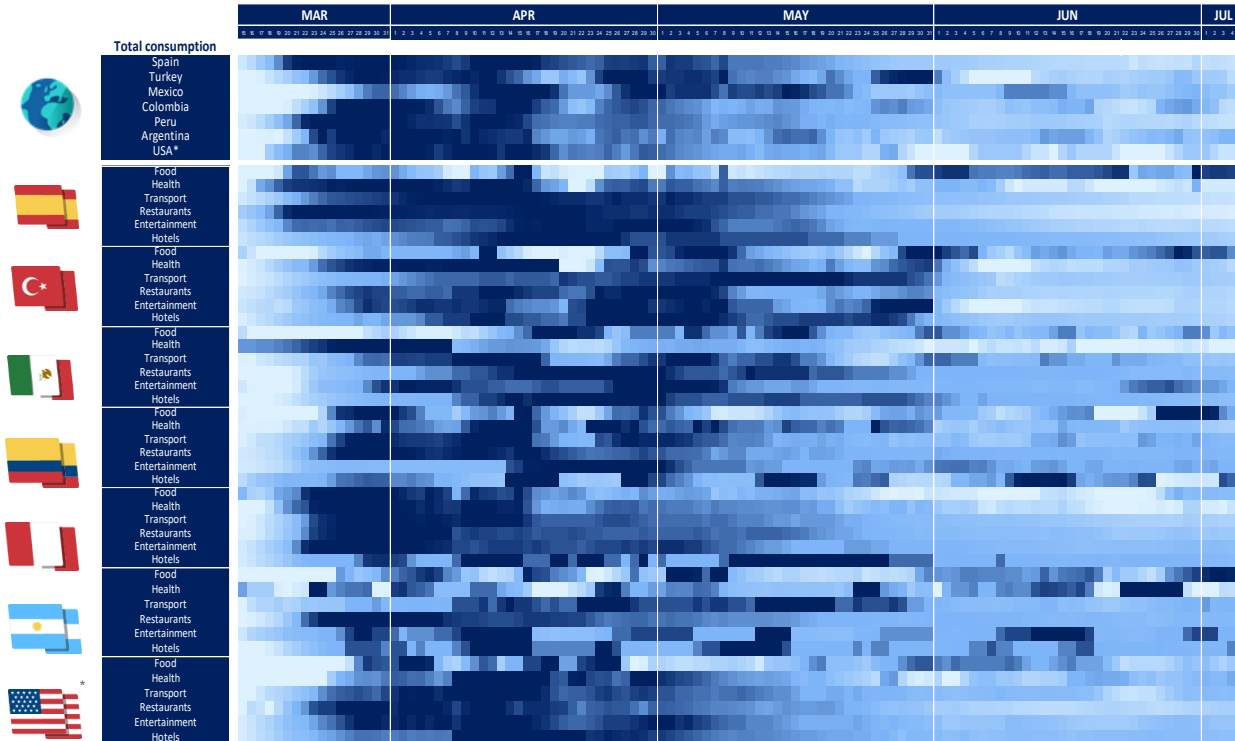


Source: BBVA Research. * Proxied by USA Sunbelt

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 worst is clearly behind us

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 started to correct in some countries. The rest of the segments continue catching up.
- Tourism & Hotels remained subdued but bottoming out. Entertainment & restaurants 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.

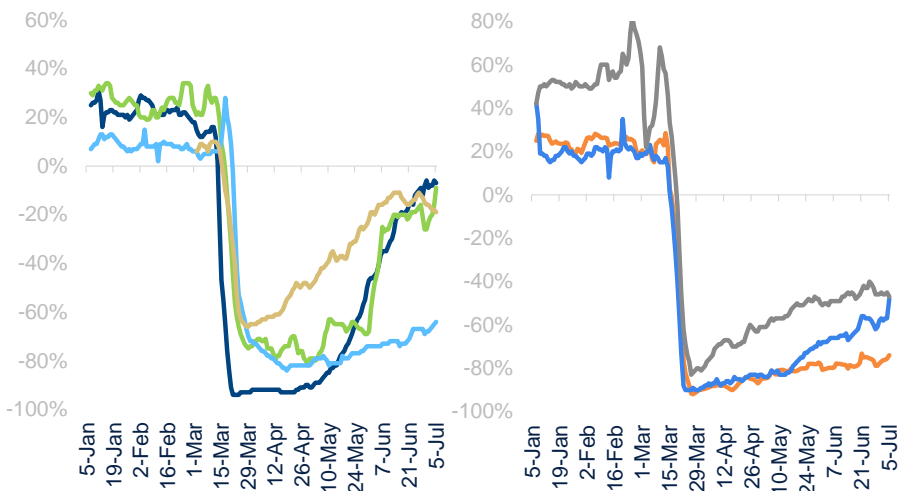
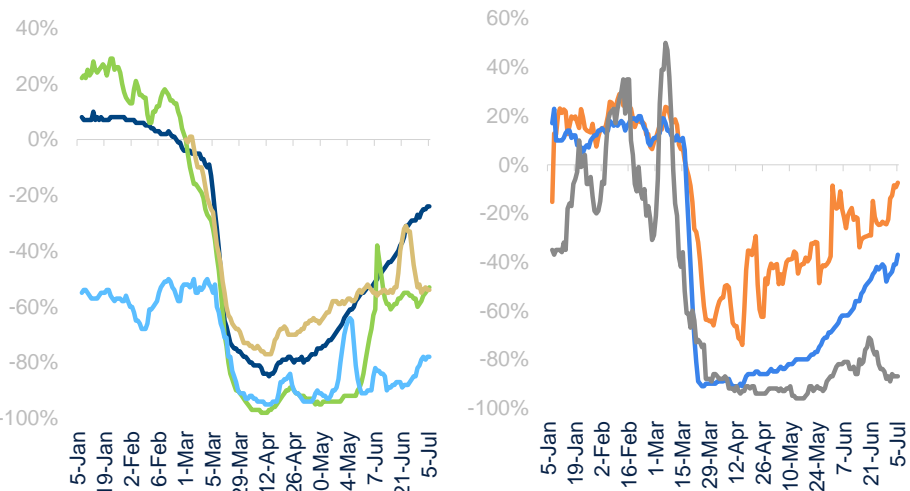
Transport expenditure kept recovering and restaurants continued catching up after mobility restrictions lift, especially in Europe.

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

TRANSPORT

RESTAURANTS



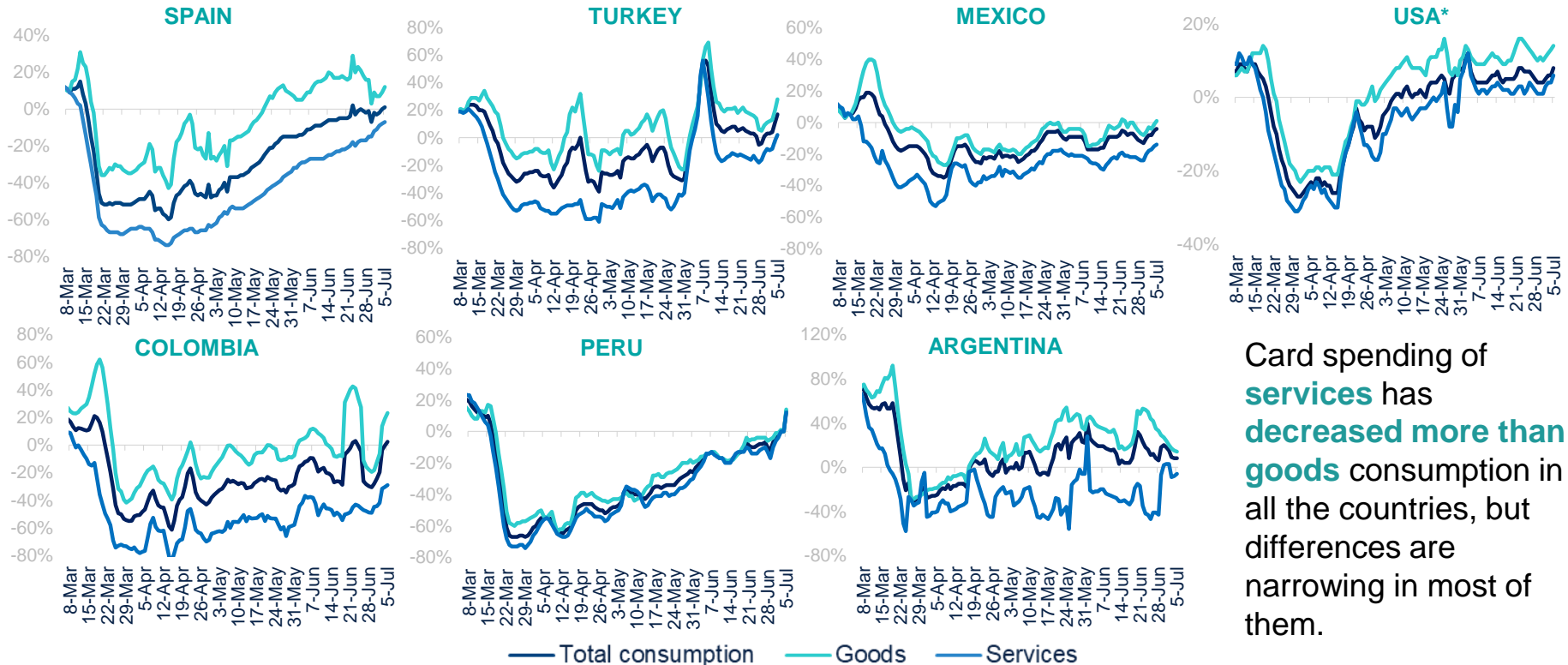
Spain Turkey Colombia Peru
Mexico USA* Argentina (right)

Spain Turkey Colombia Peru
Mexico USA* Argentina (right)

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

The gap between goods and services expenditure reduced in some countries

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

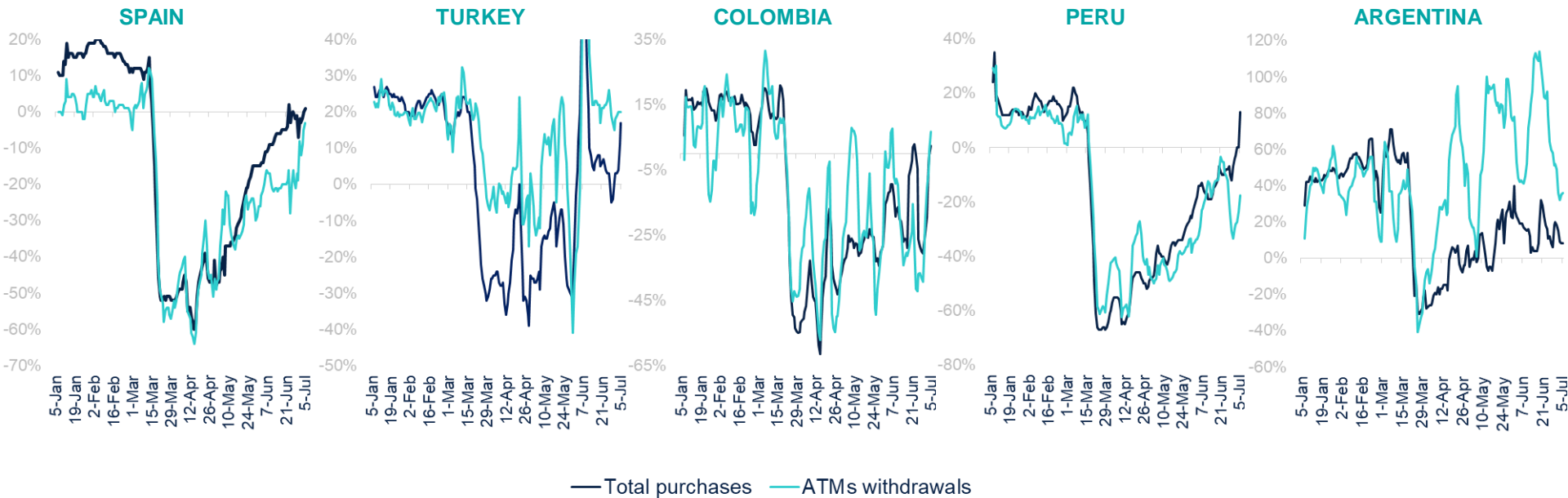


Card spending of **services** has **decreased more than goods** consumption in all the countries, but differences are narrowing in most of them.

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

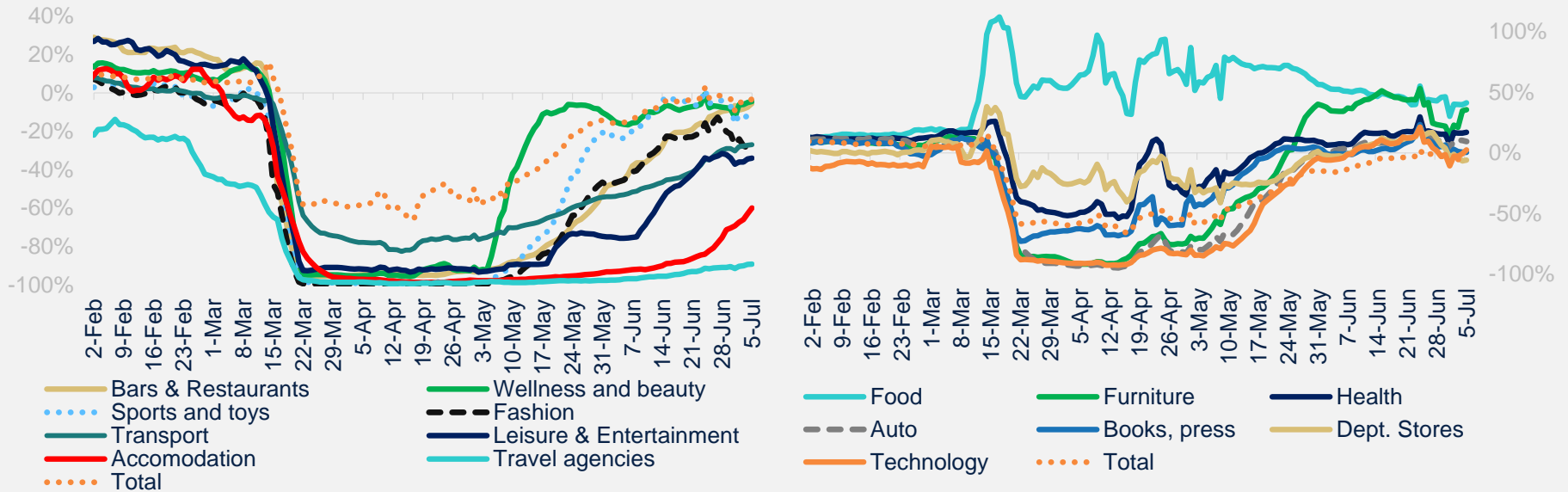
BBVA RESEARCH BIG DATA CONSUMPTION INDICES: CARD PURCHASES VS ATM WITHDRAWALS

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



Topic of the week: Spain. The recovery is consolidating. Accommodation negative growth moderated further this week

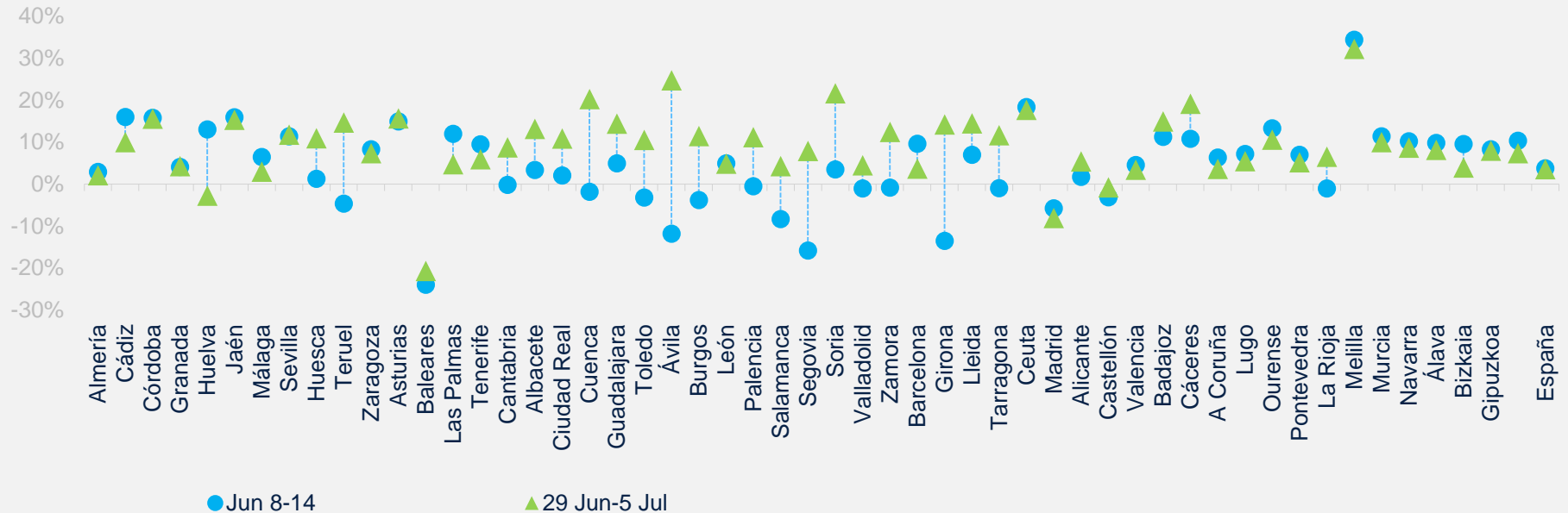
SPAIN: AVERAGE EXPENDITURE BY SECTOR
(% YoY, 7D cumulative)



Source: BBVA Research

Topic of the week: Spain. Card expenditure rose in 48/52 provinces. This growth, which exceeded 10% yoy in 26 of them, moderated compared to the previous week

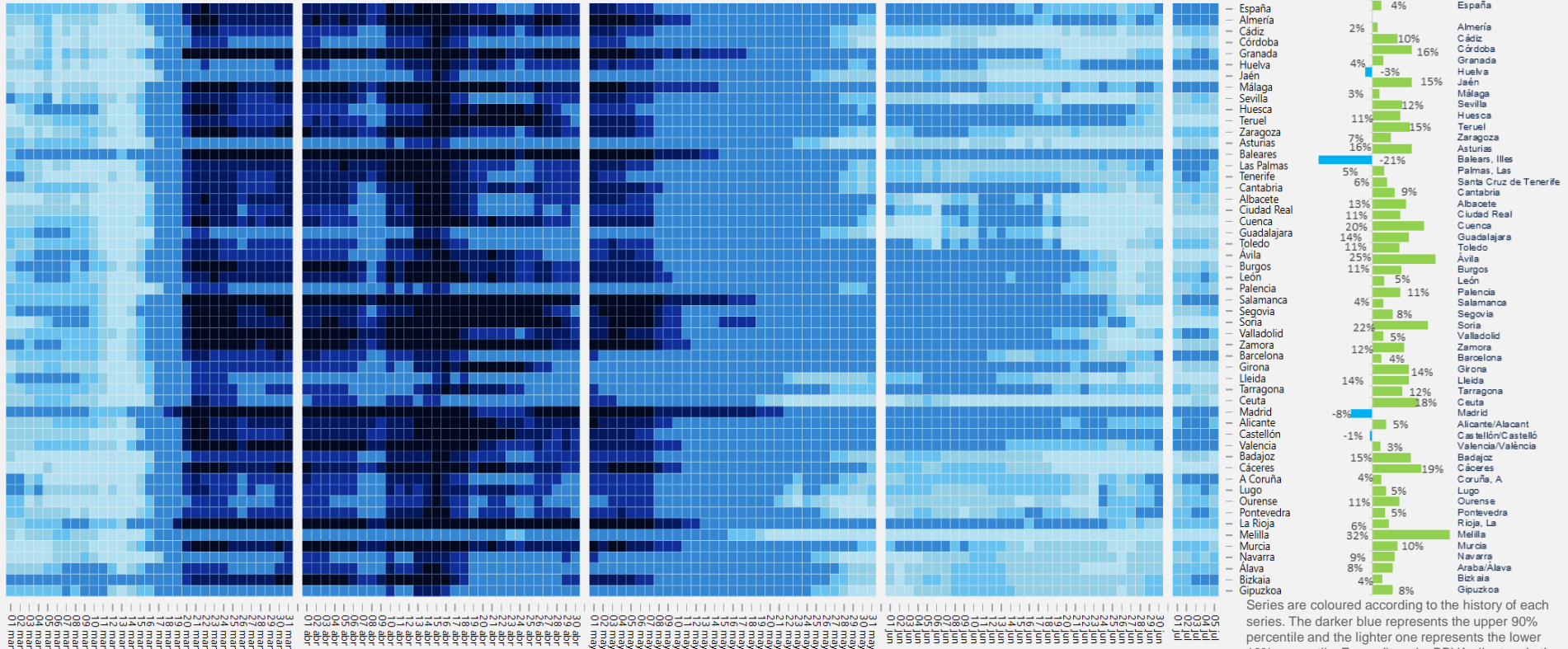
SPAIN: YEARLY CHANGE OF SPANISH AVERAGE EXPENDITURE BY PROVINCE (% YoY, 7D cumulative)



Topic of the week: Spain. The recovery continues consolidating

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

29JUN-5JUL EXPENDITURE (% YOY)



Source: BBVA Research

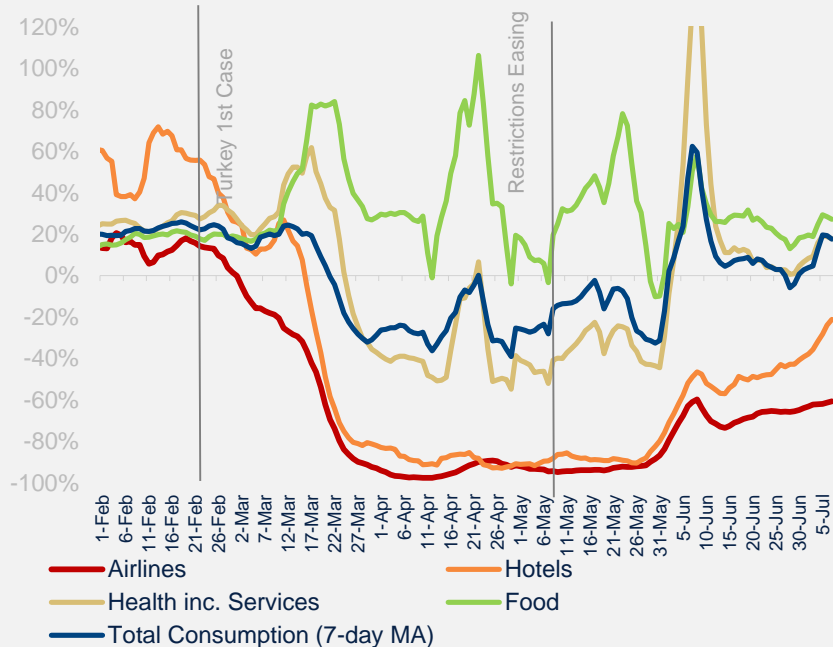
Lower Growth

Higher Growth

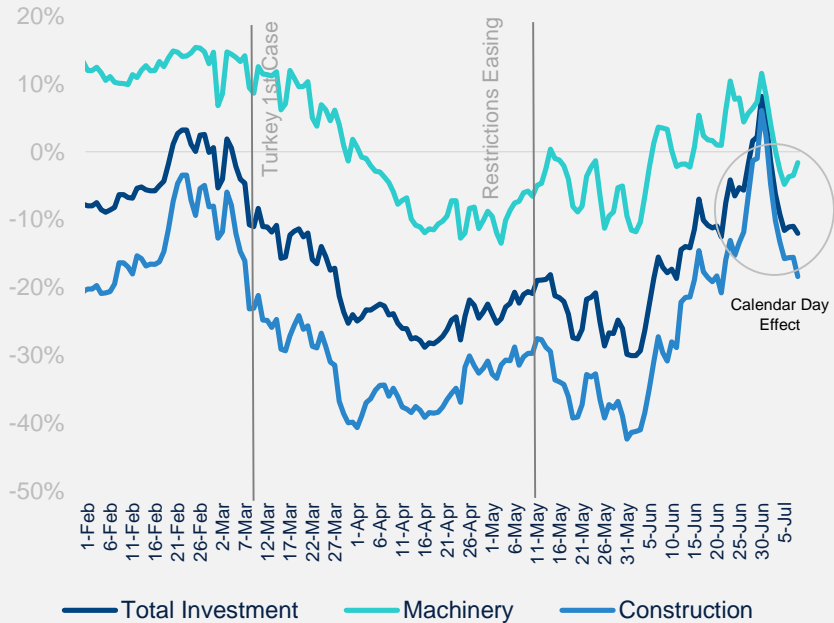
Series are coloured according to the history of each series. The darker blue represents the upper 90% percentile and the lighter one represents the lower 10% percentile. Expenditure by BBVA client and other Spanish cards registered through TPV BBVA

Topic of the Week: Turkish consumption picked up again reaching February growth rates. Calendar effects moderated investment

TURKEY: GARANTI BBVA BIG DATA CONSUMPTION ITEMS (% YOY, 7D CUMULATIVE)

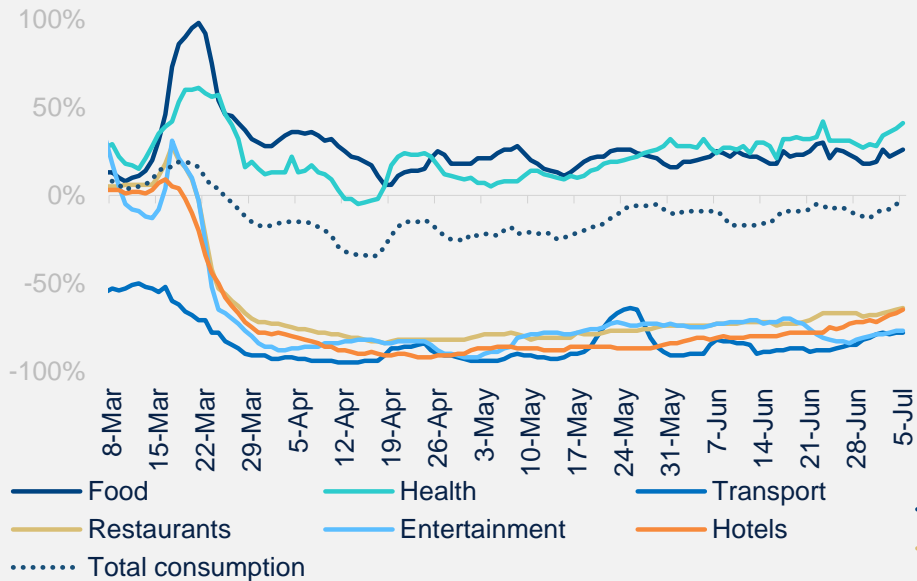


TURKEY: GARANTI BBVA BIG DATA DAILY INVESTMENT INDEX (% YoY, 7D cumulative)

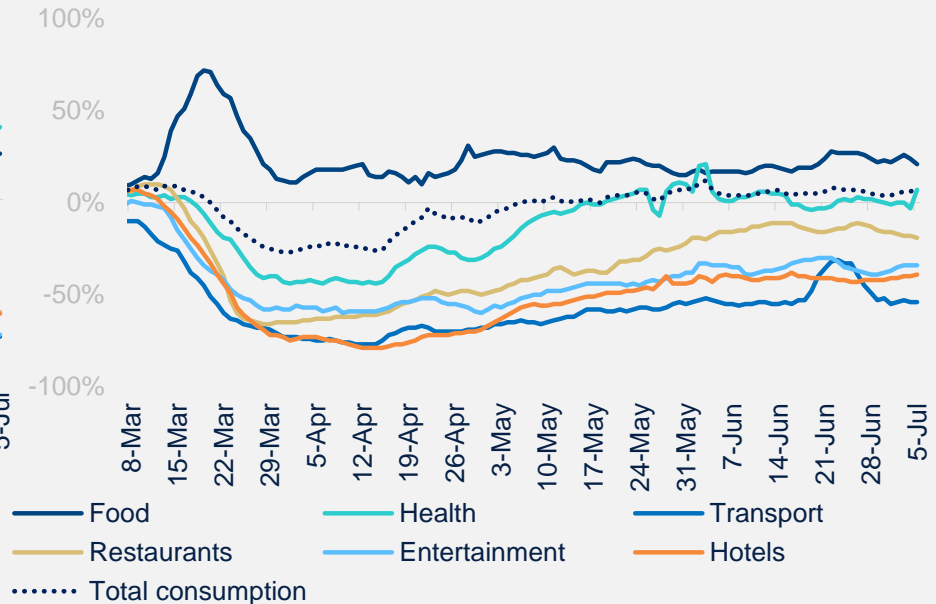


Topic of the Week: larger gap across sectors in Mexico than in the USA. Food & health expenditures as the most benefited ones

MEXICO: BIG DATA CONSUMPTION INDICES BY SECTOR (% YoY, 7D cumulative)

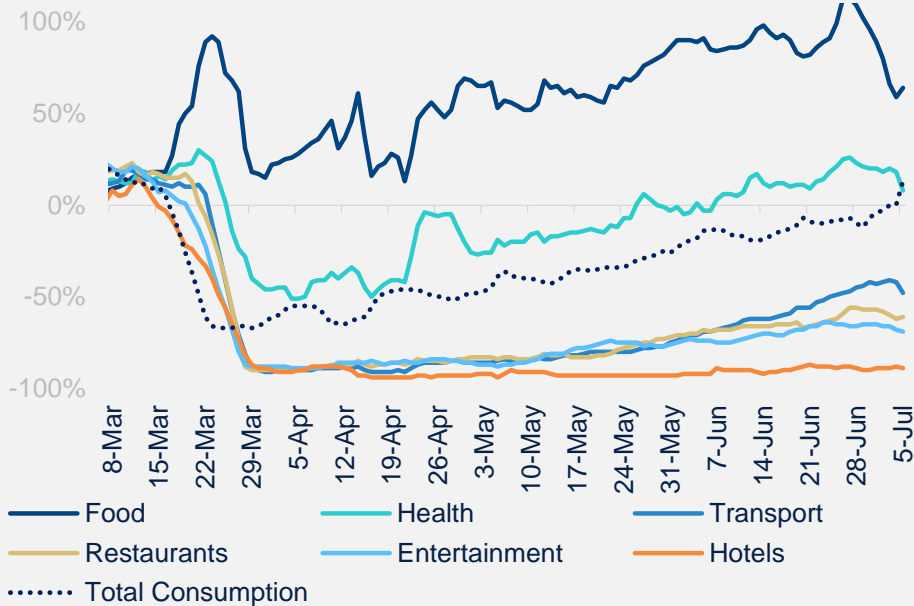


USA: BIG DATA CONSUMPTION INDICES BY SECTOR (% YoY, 7D cumulative)

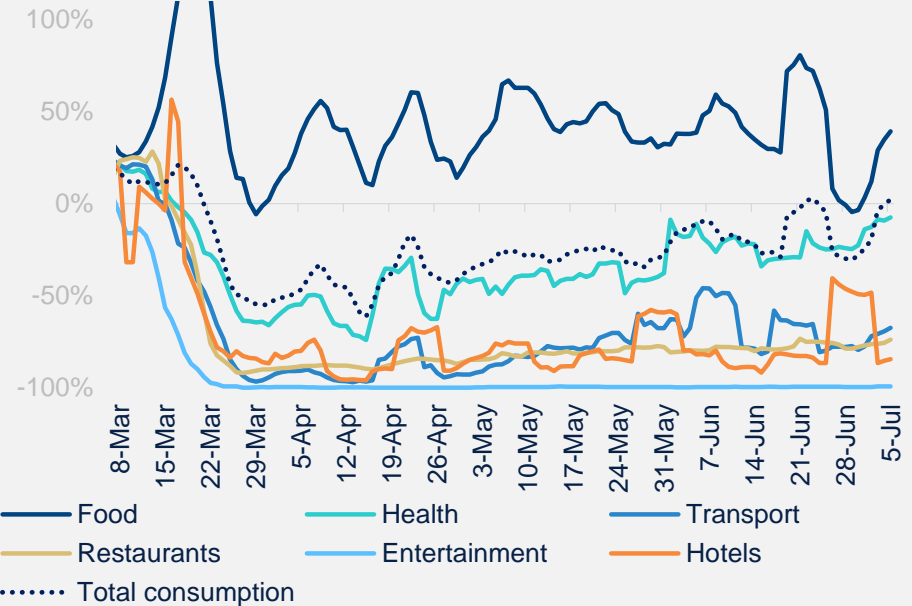


Topic of the Week: Peru and Colombia reached positive growth rates during the beginning of July

PERU: BIG DATA CONSUMPTION INDICES BY SECTOR (% YoY, 7D cumulative)



COLOMBIA: BIG DATA CONSUMPTION INDICES BY SECTOR (% YoY, 7D cumulative)



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