

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

A Big Data BBVA Research Project

Monthly presentation

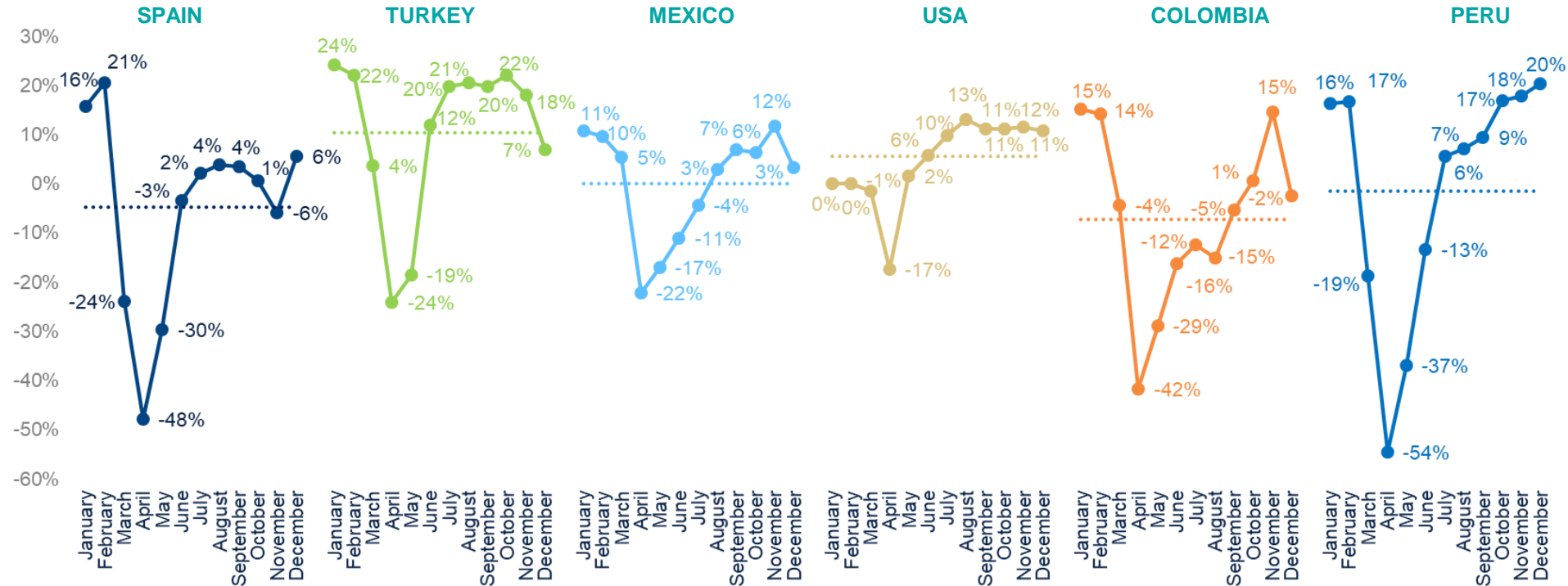
January, 2021

CONSUMPTION IN 2020 IN A NUSTHELL

The Covid-19 impact on consumption was much more intense during the first wave than in the rest of the year 2020

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: TOTAL CONSUMPTION EVOLUTION IN 2020

(% daily YoY average by month and year. Dashed line shows the yearly average growth by country)

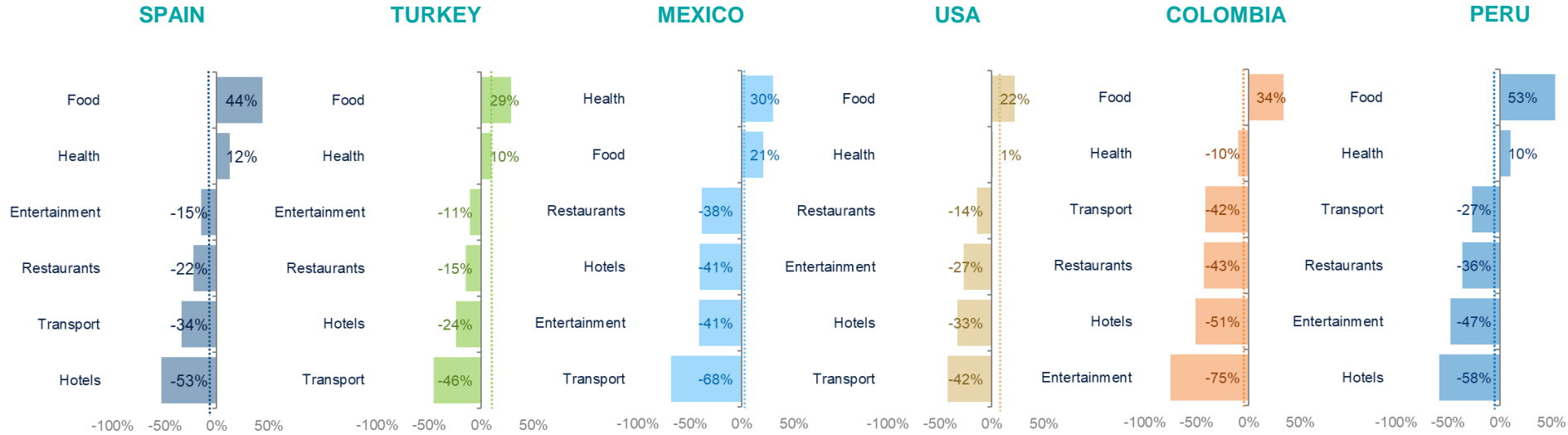


CONSUMPTION IN 2020 IN A NUSTHELL

By sector of activity, the impact of Covid-19 has been heterogeneous too. Food and health was the most benefitted ones and tourism related sectors the most damaged in 2020

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: TOTAL CONSUMPTION EVOLUTION IN 2020

(% daily YoY average by year and sector. Dotted line shows the yearly average growth by country)

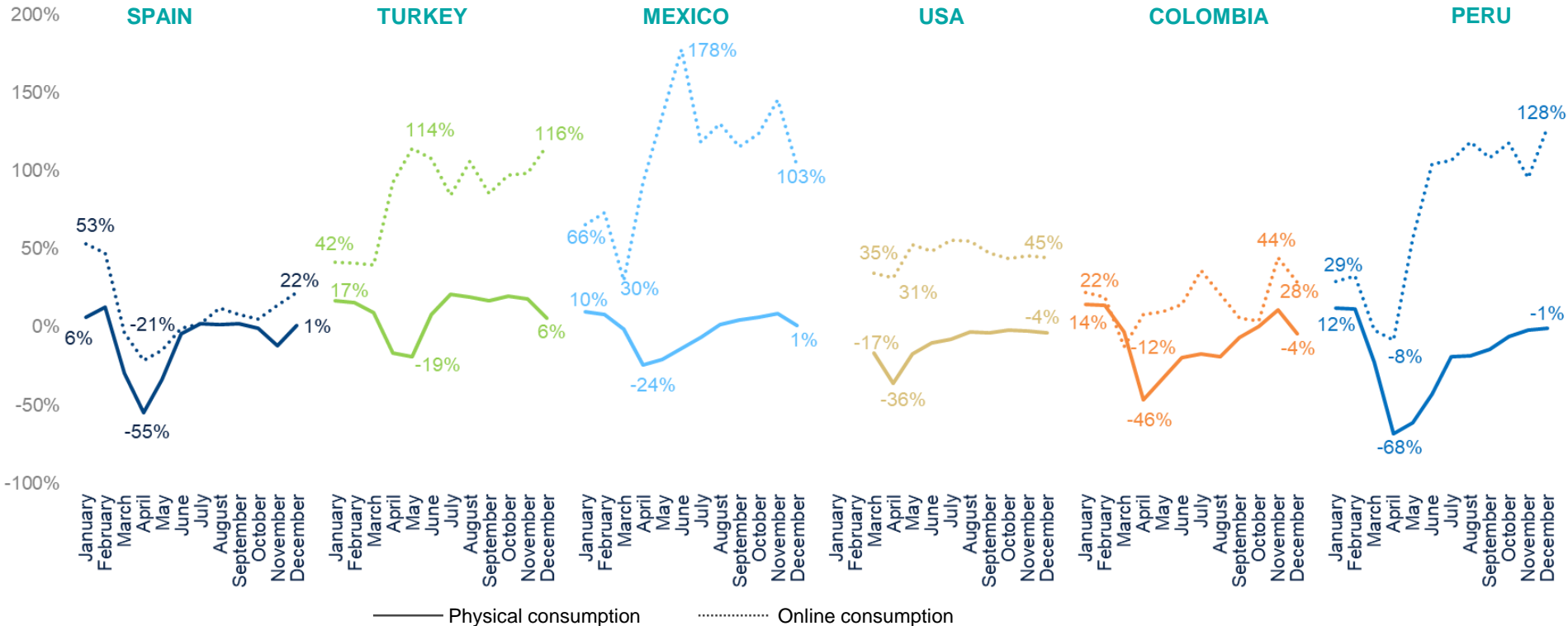


CONSUMPTION IN 2020 IN A NUSTHELL

E-commerce gained ground, specially in emerging countries

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE IN 2020

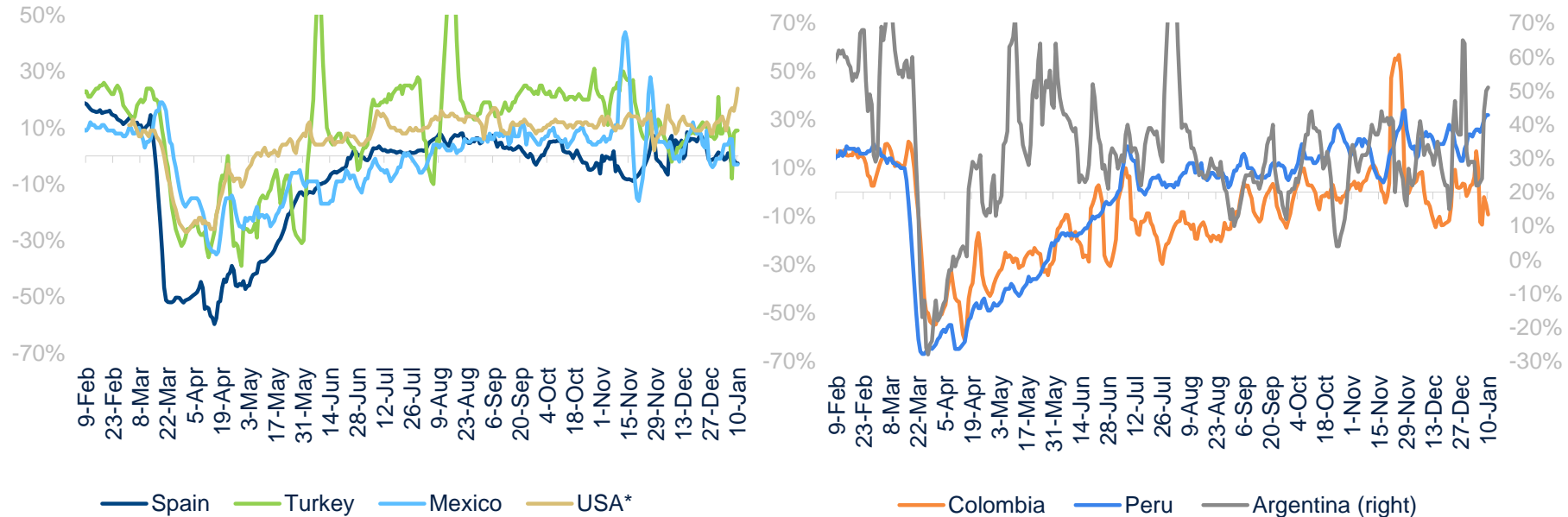
(% daily YoY average by month. Full line shows the physical consumption and dotted line the online one by country)



Consumption growth rates moderated during the last month, except in the USA, Peru and Argentina

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

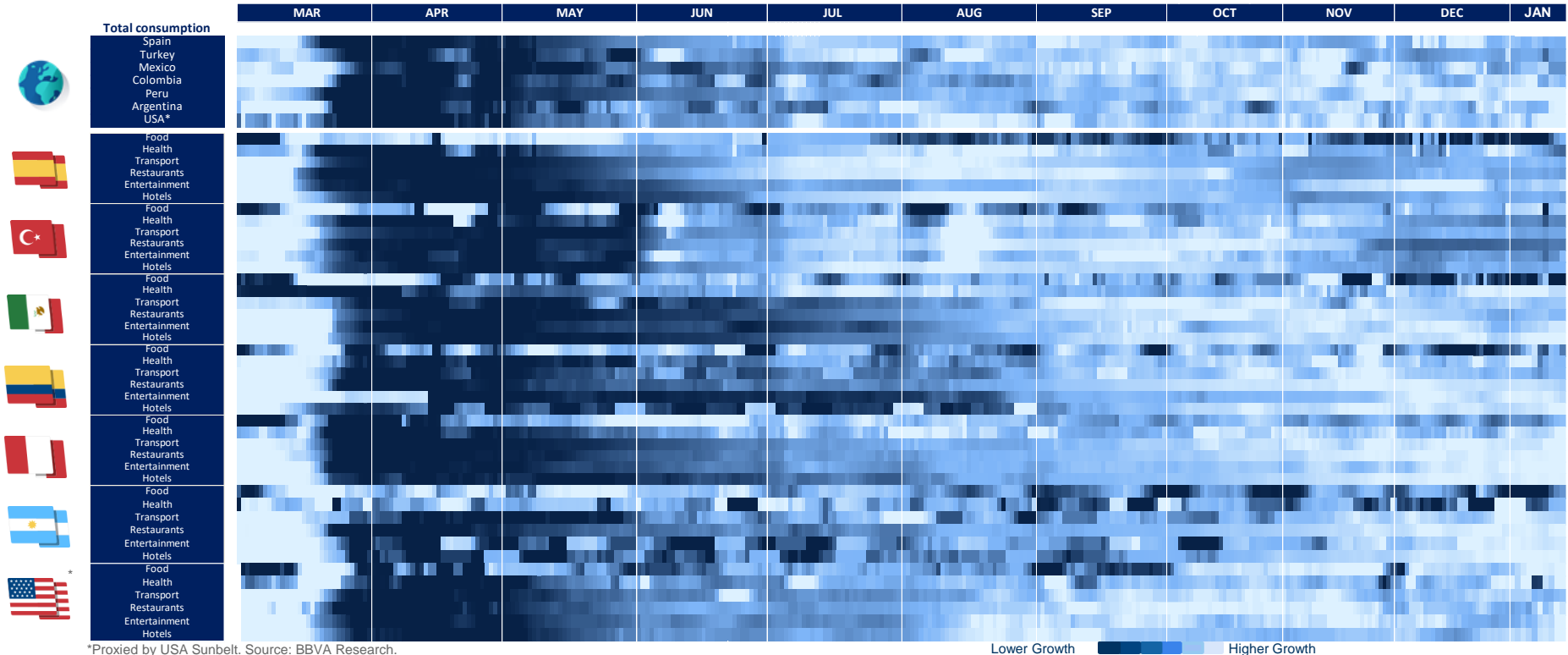


Source: BBVA Research. * Proxied by USA Sunbelt

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: however, the impact of this second wave on consumption is quite different from the first one

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



*Proxied by USA Sunbelt. Source: BBVA Research.

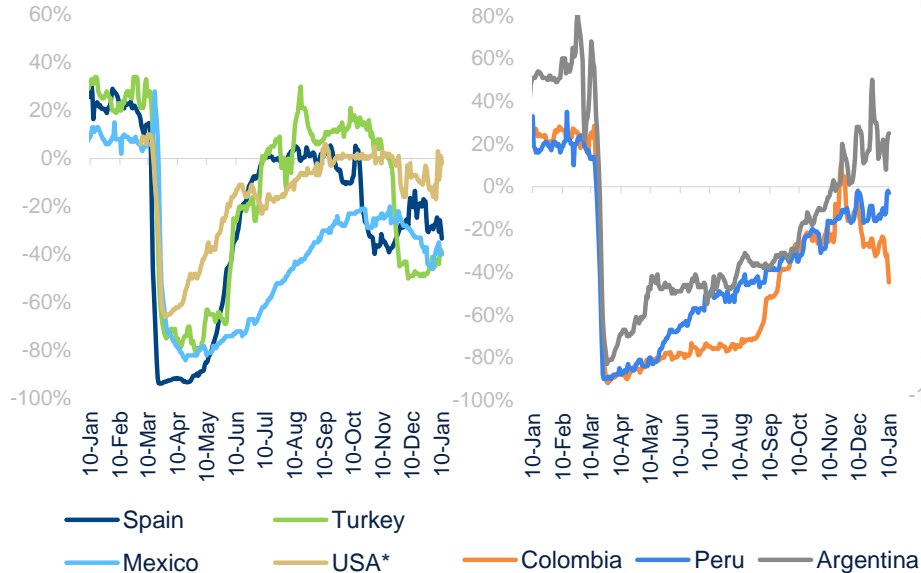
Series are coloured according to the history of each series since March 20 until the end of the series. The darker blue represents the lower 90% percentile and the lighter one represents the upper 10% percentile.

The recovery continued to be uneven across sectors and countries. The restrictions in Turkey are having a significant impact. The recovery of the LATAM countries continued, but moderated in Colombia

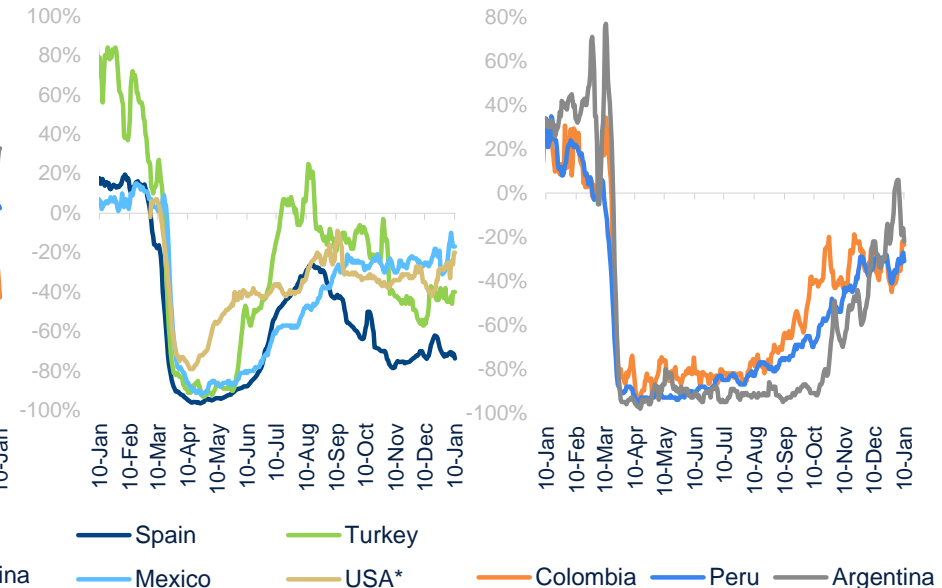
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

RESTAURANTS



HOTELS

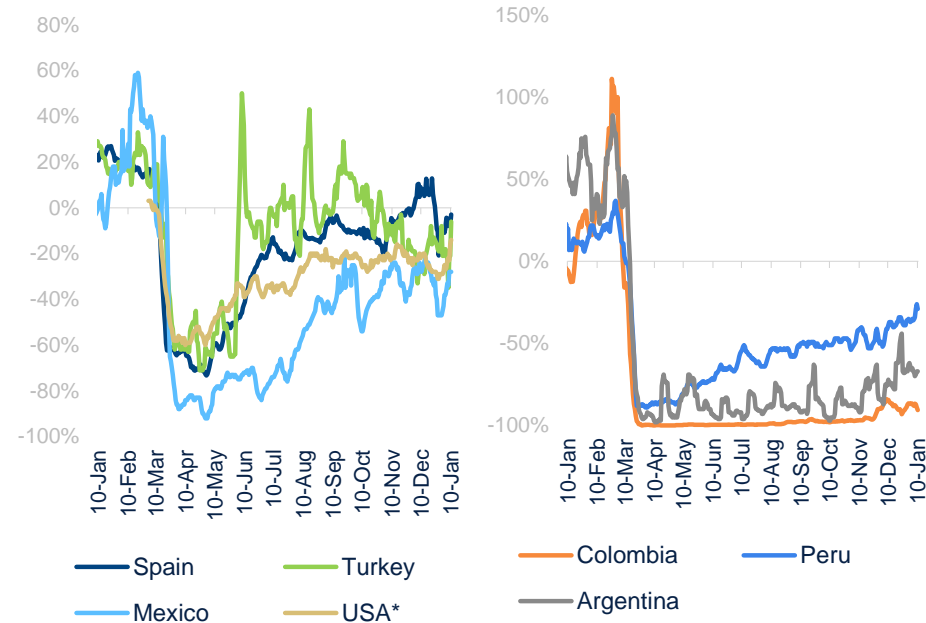


While entertainment expenditure recovered faster in developed countries, transport spending did it in the LATAM countries

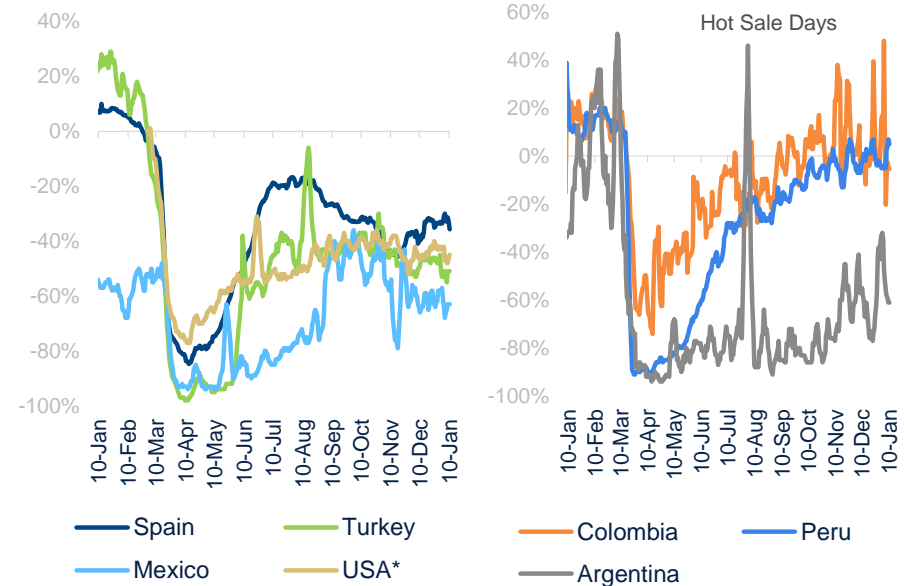
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

ENTERTAINMENT



TRANSPORT

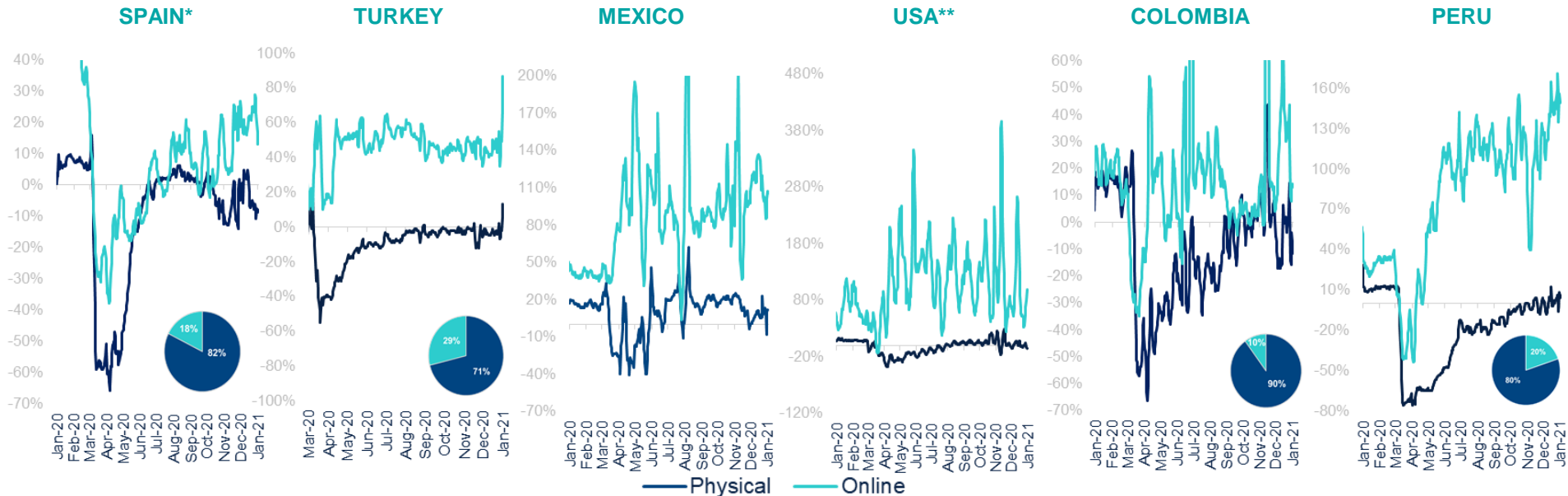


Source: BBVA Research. * USA = Proxied by USA Sunbelt

Technology matters: the gap between e-commerce and physical purchases kept 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)

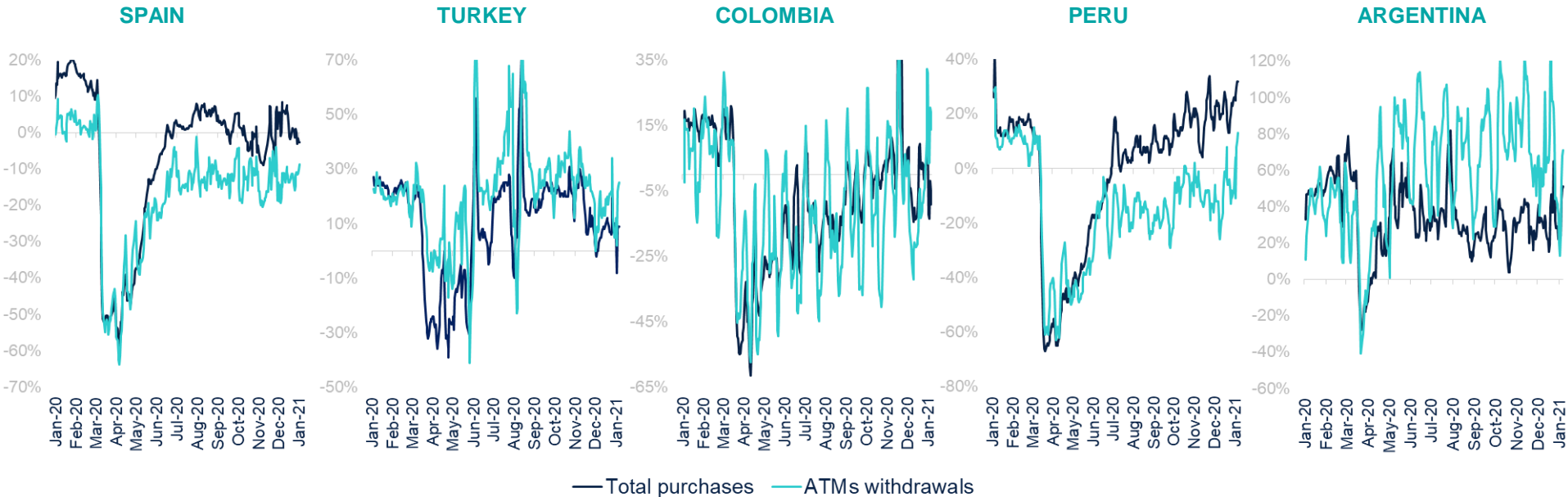


Source: BBVA Research.* In the case of Spain, the online series considers non physical data, which includes online purchases, as well as purchases done by call, mobile phone using apps, by postal code or online suscriptions. ** USA = Proxied by USA Sunbelt.

The difference between ATM withdrawals and card spending remained in Spain and Peru since June, pointing to a change in preferences of using cards instead of cash

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

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



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