

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

A Big Data BBVA Research Project

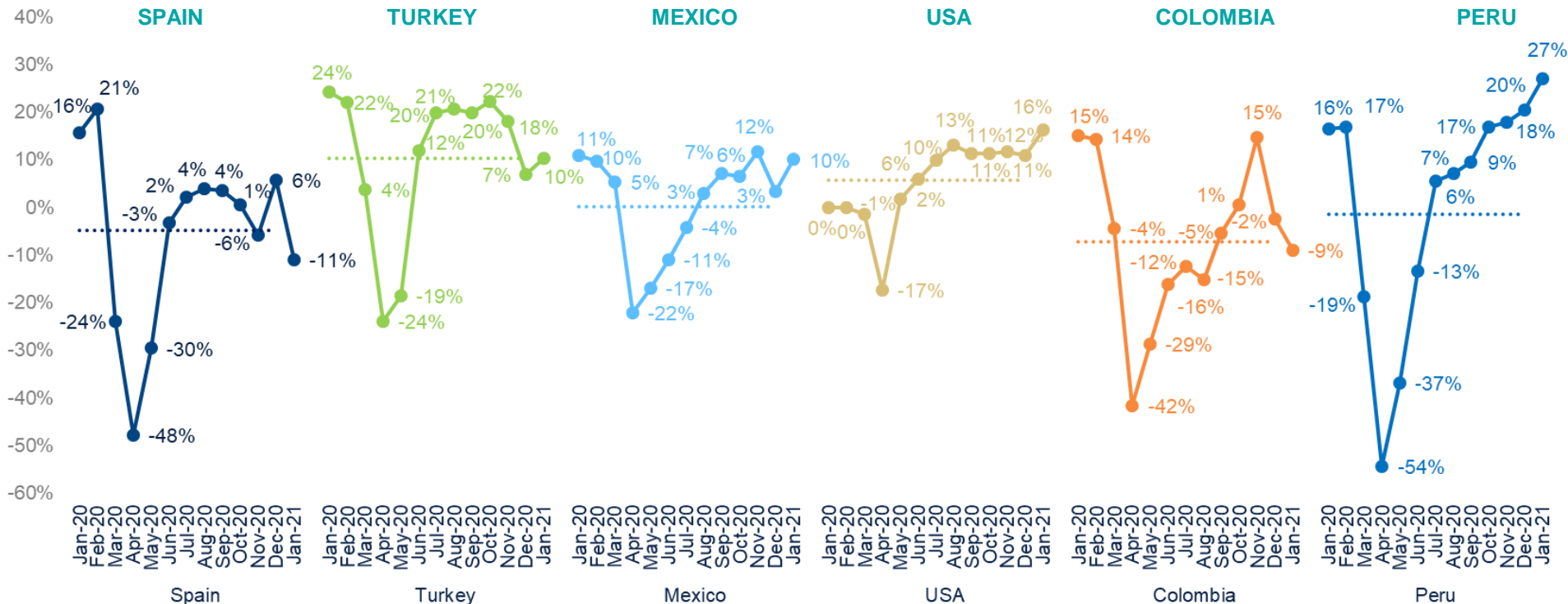
Monthly presentation

February, 2021

On monthly basis, consumption growth accelerated during January, except in Spain and Colombia

BBVA RESEARCH BIG DATA CONSUMPTION INDICES: TOTAL CONSUMPTION EVOLUTION IN 2020 AND 2021

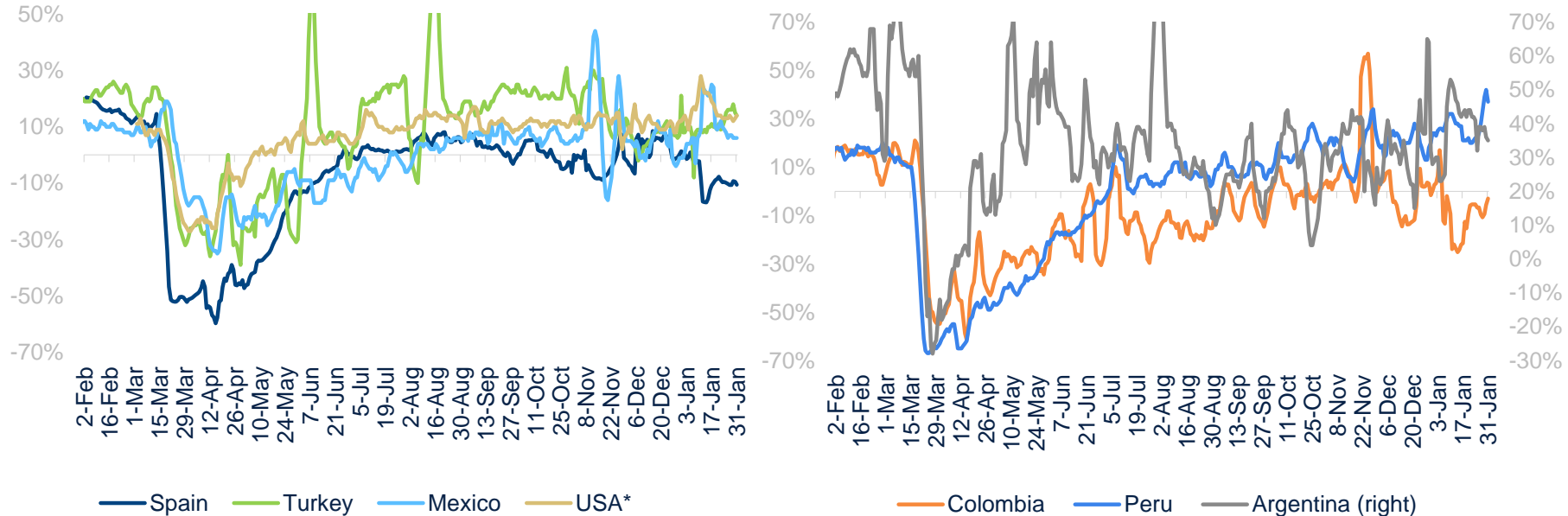
(% daily YoY average by month and year. Dashed line shows the yearly average growth by country)



Consumption growth rates kept on the positive area in January, but not in Spain and Colombia

BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

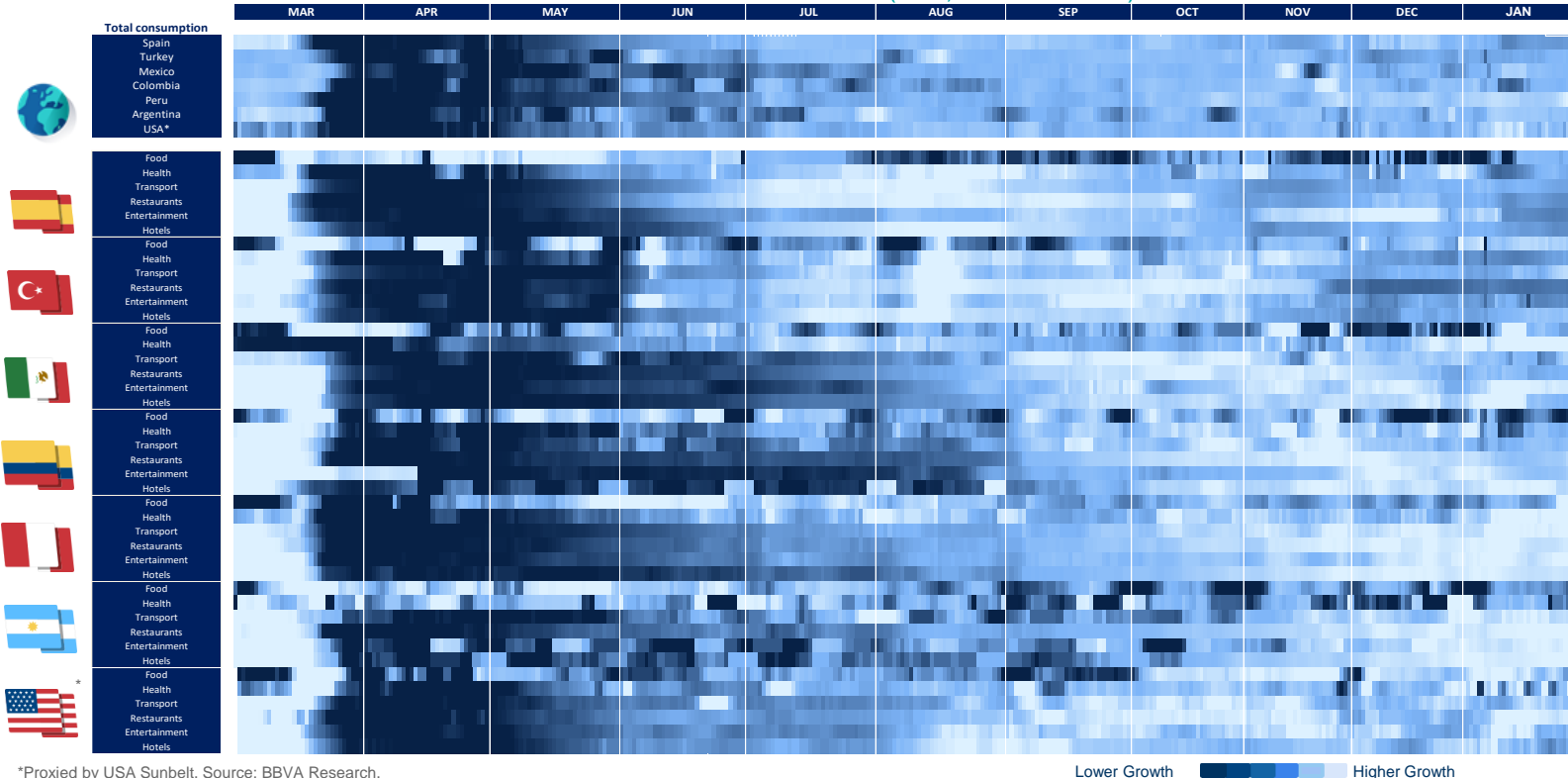


Source: BBVA Research. * Proxied by USA Sunbelt

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.

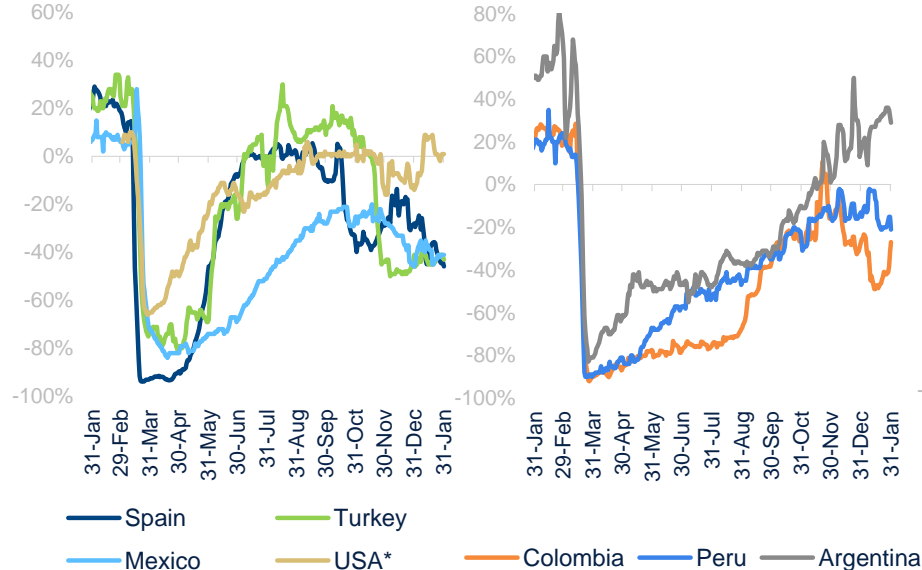
Series are coloured according to the history of each series since March 20 until the end of the series. The darker blue represents the lower 90% percentile and the lighter one represents the upper 10% percentile.

The recovery continued to be uneven across sectors and countries. The recovery of the LATAM countries continued, except in Colombia

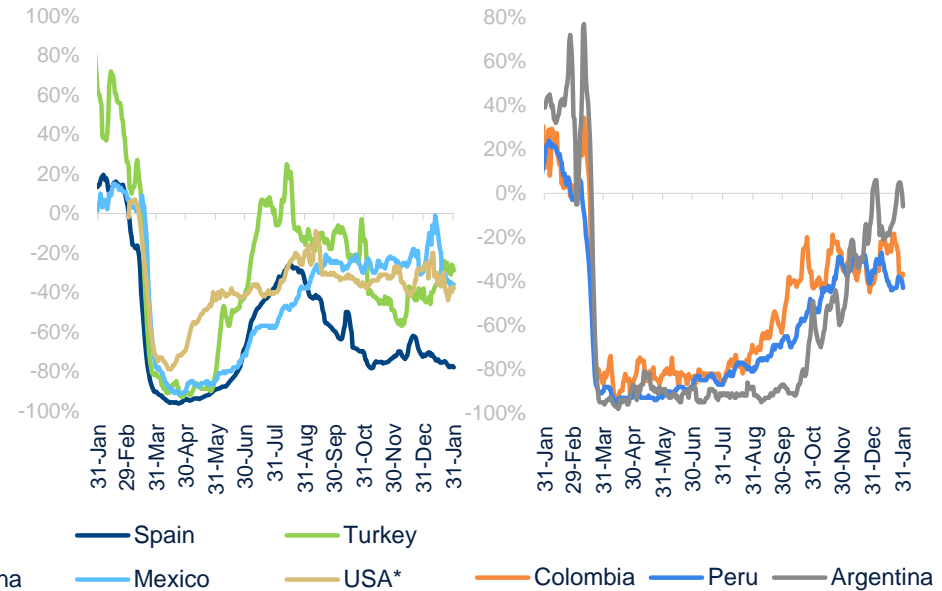
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

RESTAURANTS



HOTELS

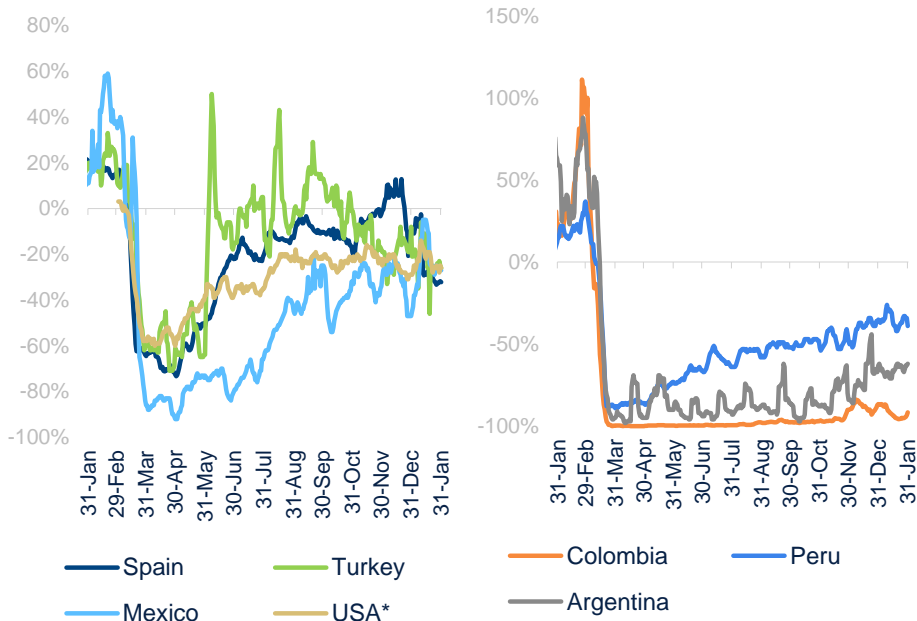


While entertainment expenditure recovered faster in developed countries, transport spending did it in the LATAM countries

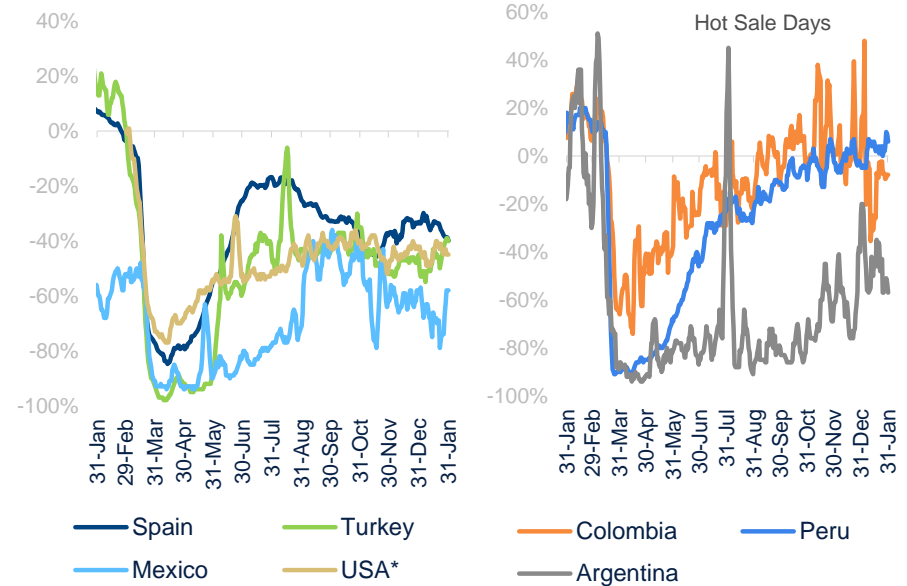
BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

ENTERTAINMENT



TRANSPORT

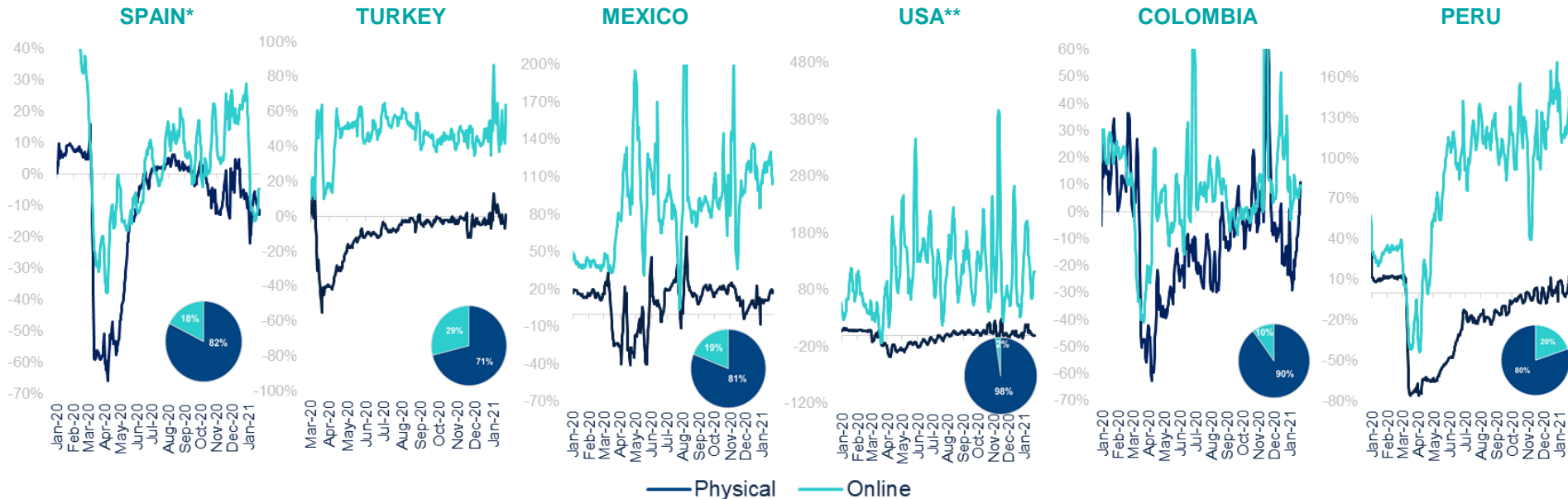


Source: BBVA Research. * USA = Proxied by USA Sunbelt

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)

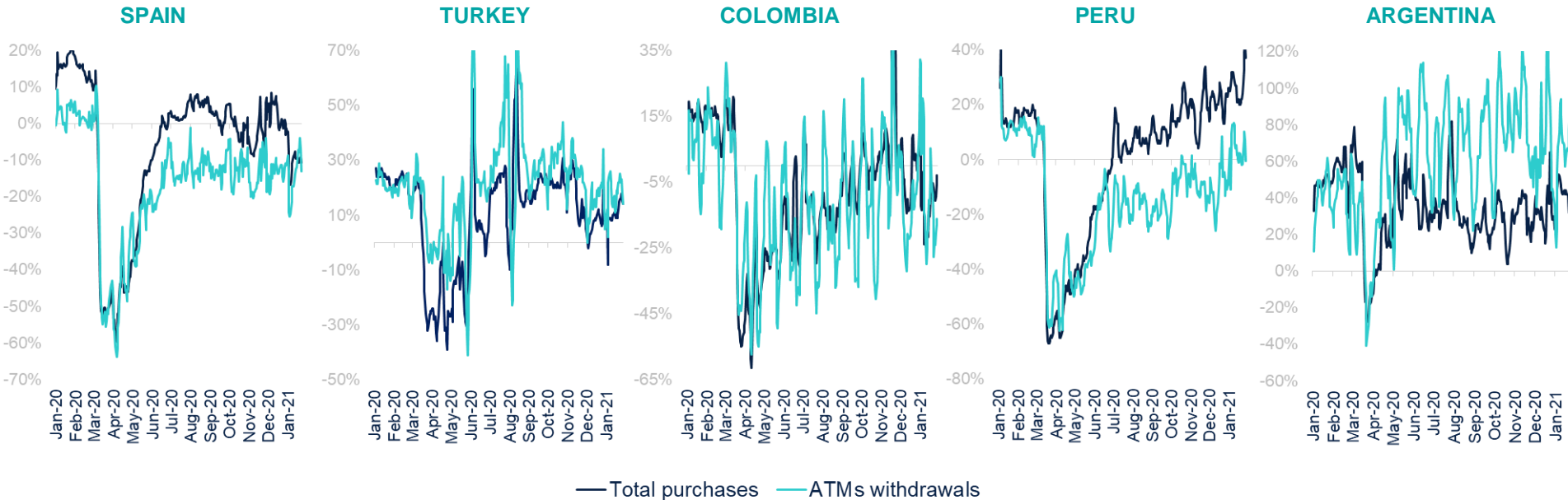


Source: BBVA Research.* In the case of Spain, the online series considers non physical data, which includes online purchases, as well as purchases done by call, mobile phone using apps, by postal code or online suscriptions. ** USA = Proxied by USA Sunbelt.

The difference between ATM withdrawals and card spending remained in Peru, but reduced in Spain during January

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

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



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