

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

## A Big Data BBVA Research Project

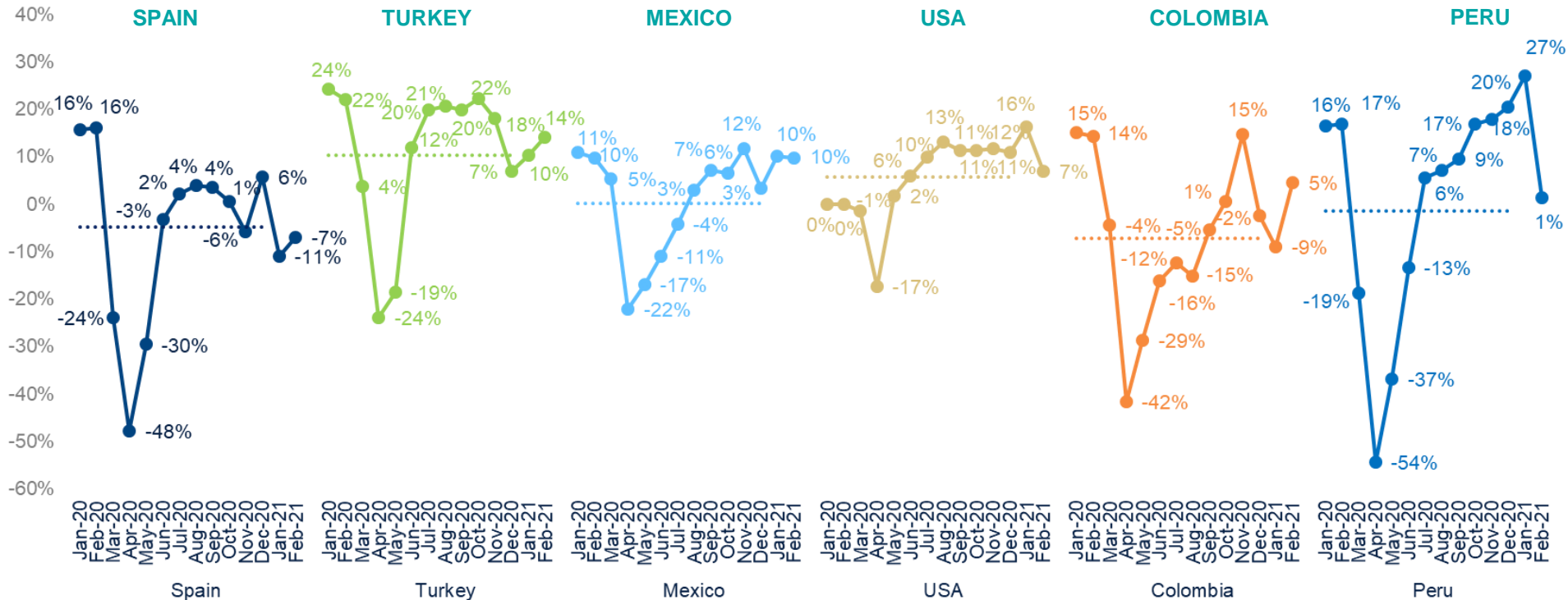
**Monthly presentation**

March, 2021

# Consumption growth accelerated during February in Turkey and Colombia, while decelerated sharply in Peru given new restrictions

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

(% daily YoY average by month and year. Dashed line shows the 2020 average growth by country)



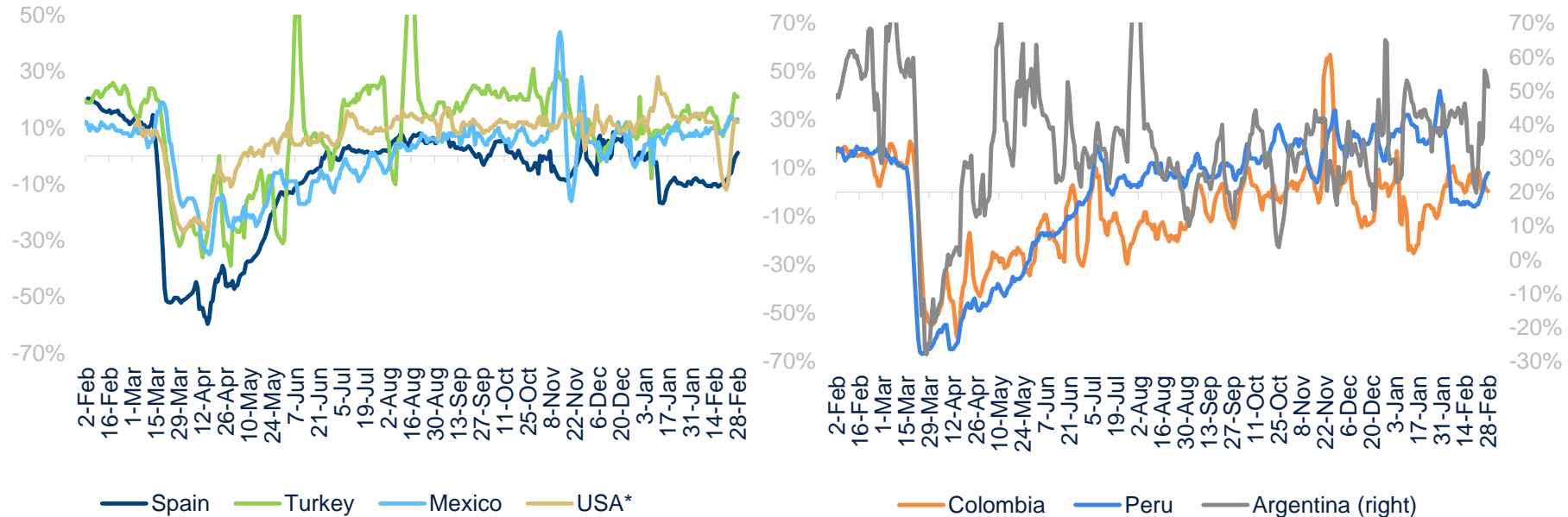
Source: BBVA Research. \* Proxied by USA Sunbelt

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 growth rates remain in the positive area at the end of February. USA gained ground after the storm and Peru is starting to recover from the new lockdown too

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

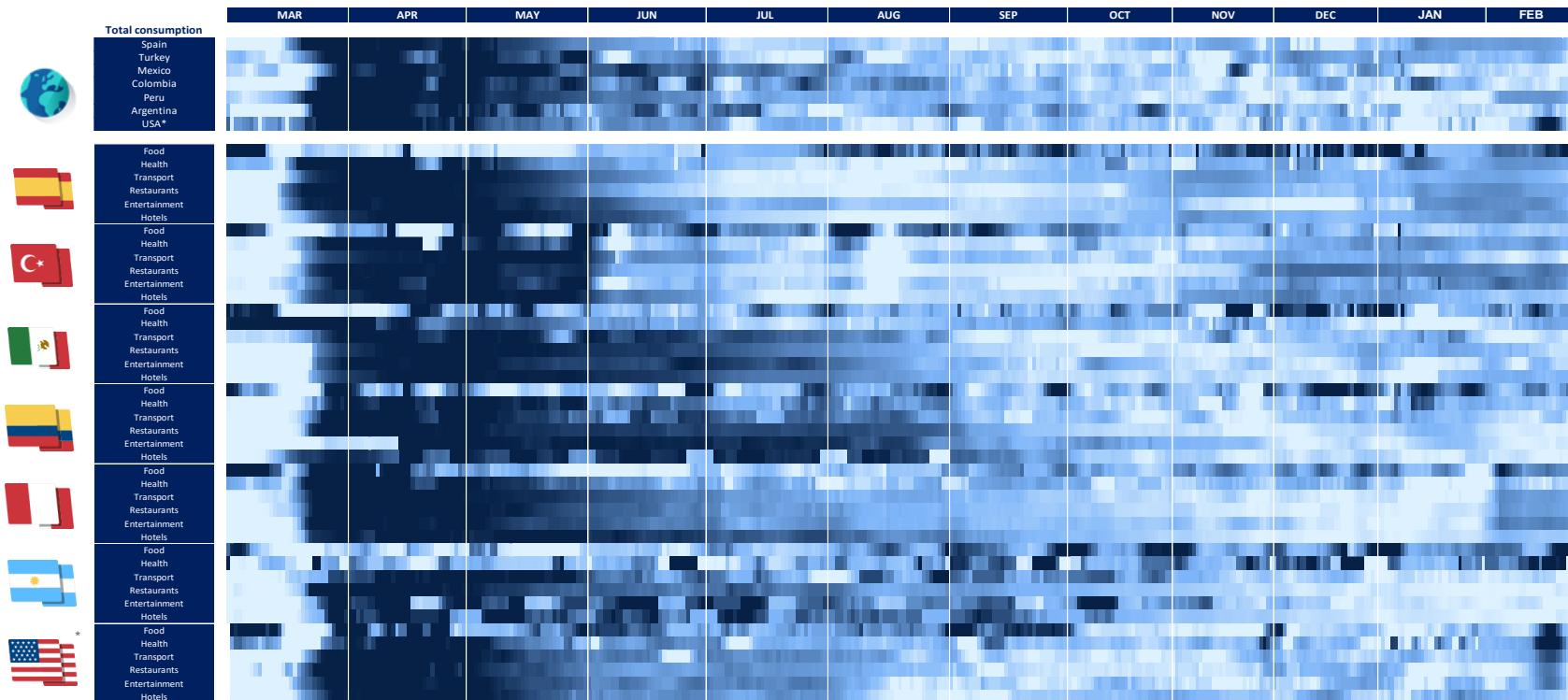


Source: BBVA Research. \* Proxied by USA Sunbelt

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# Consumption Diffusion Heat Map: the impact of the third wave was higher than the second one, but still far away from the first one

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



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

Lower Growth  Higher Growth 

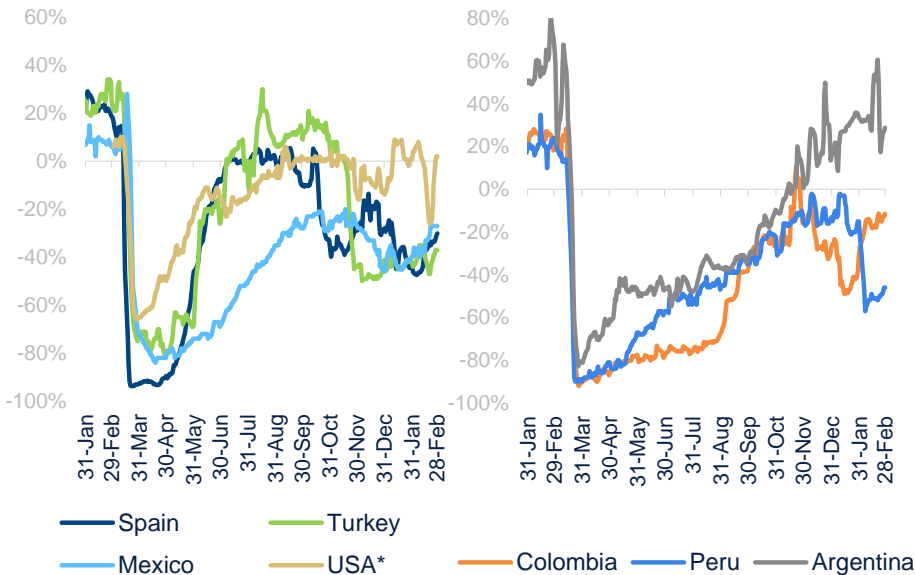
Series are coloured according to the history of each series since March 20 until the end of the series. The darker blue represents the lower 90% percentile and the lighter one represents the upper 10% percentile.

# The recovery is still uneven across sectors and countries. New waves and restrictions narrowed the gap between LATAM countries and the rest

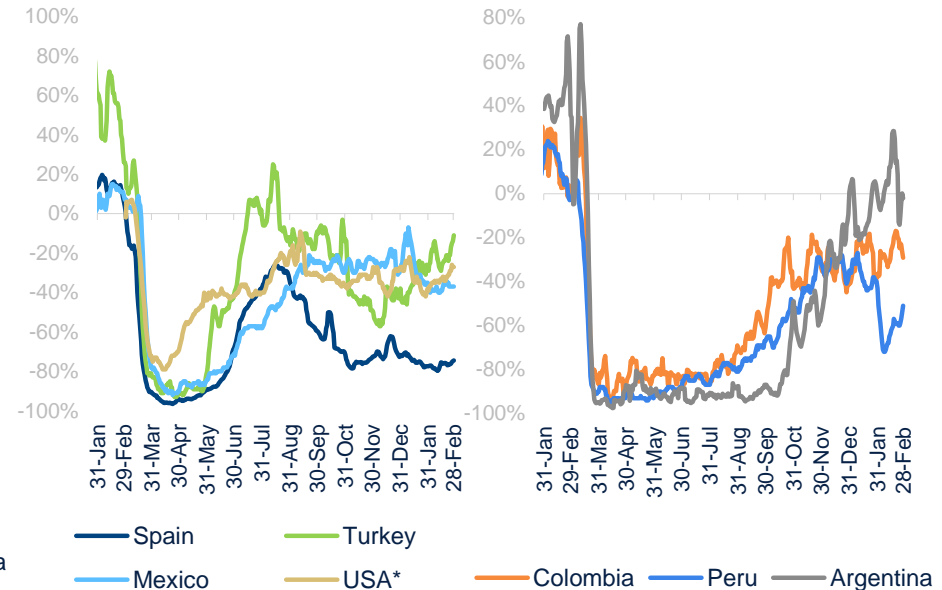
## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

### RESTAURANTS



### HOTELS

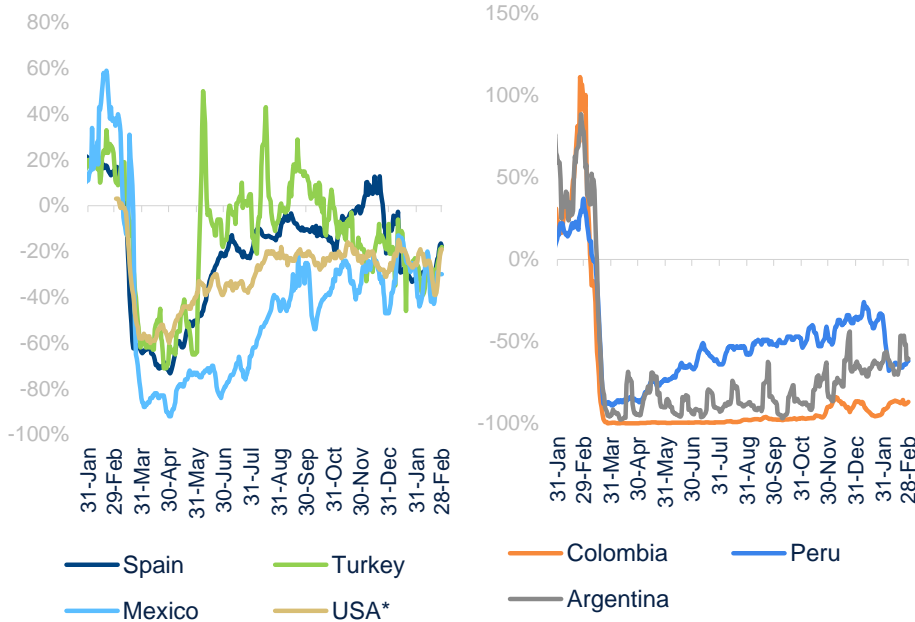


# Entertainment expenditure remained less subdued in LATAM, while the opposite happened for transport spending

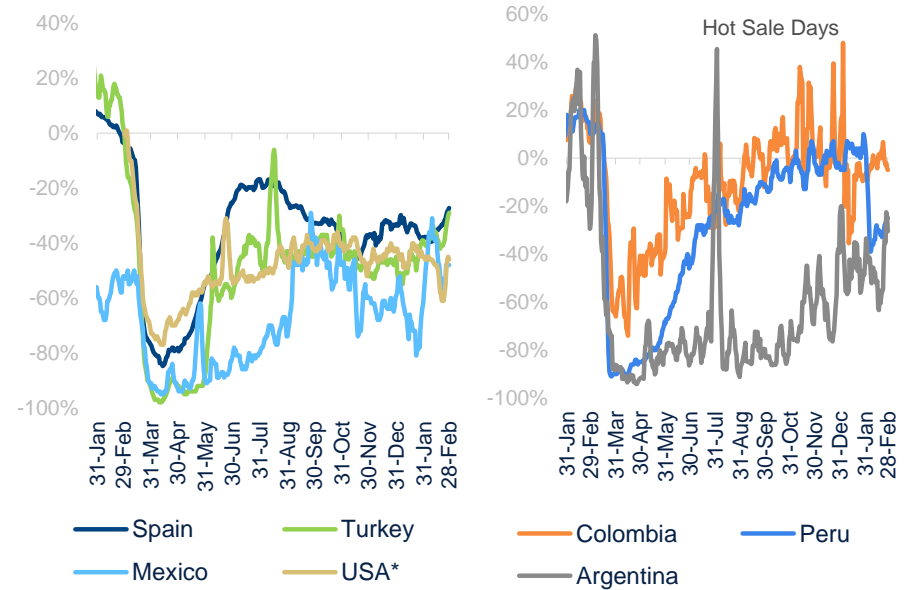
## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

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

### ENTERTAINMENT



### TRANSPORT

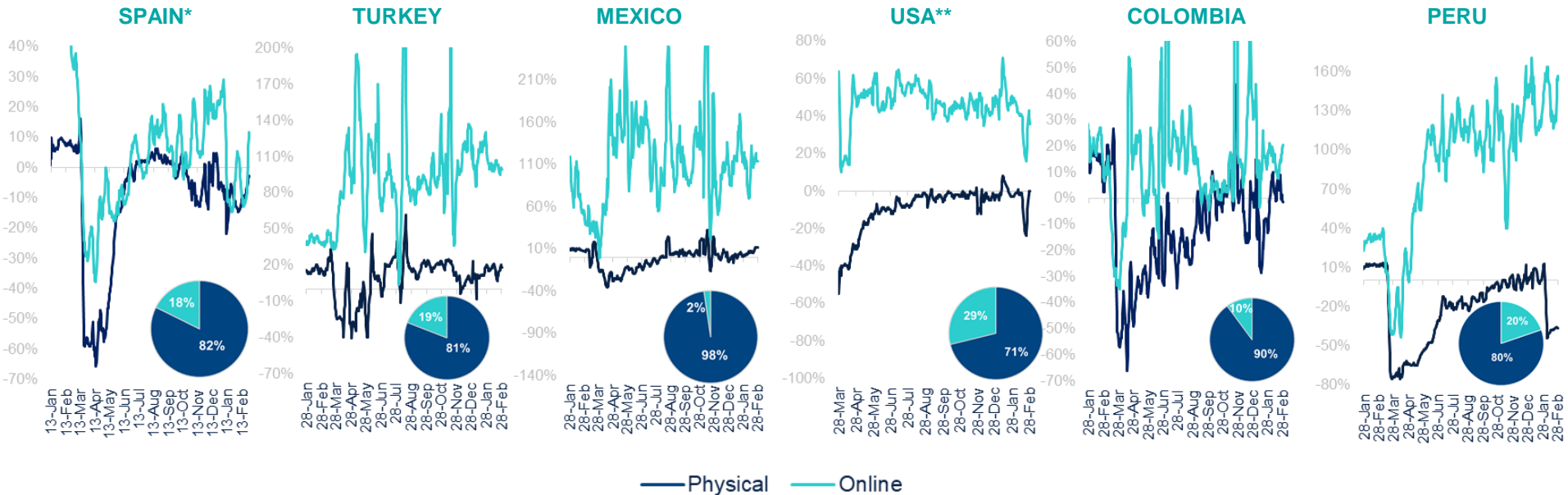


Source: BBVA Research. \* USA = Proxied by USA Sunbelt

# Technology matters: the gap between e-commerce and physical purchases widened in Peru with the new restrictions

## 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 subscriptions. \*\* USA = Proxied by USA Sunbelt.

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