

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

## **A Big Data BBVA Research Project**

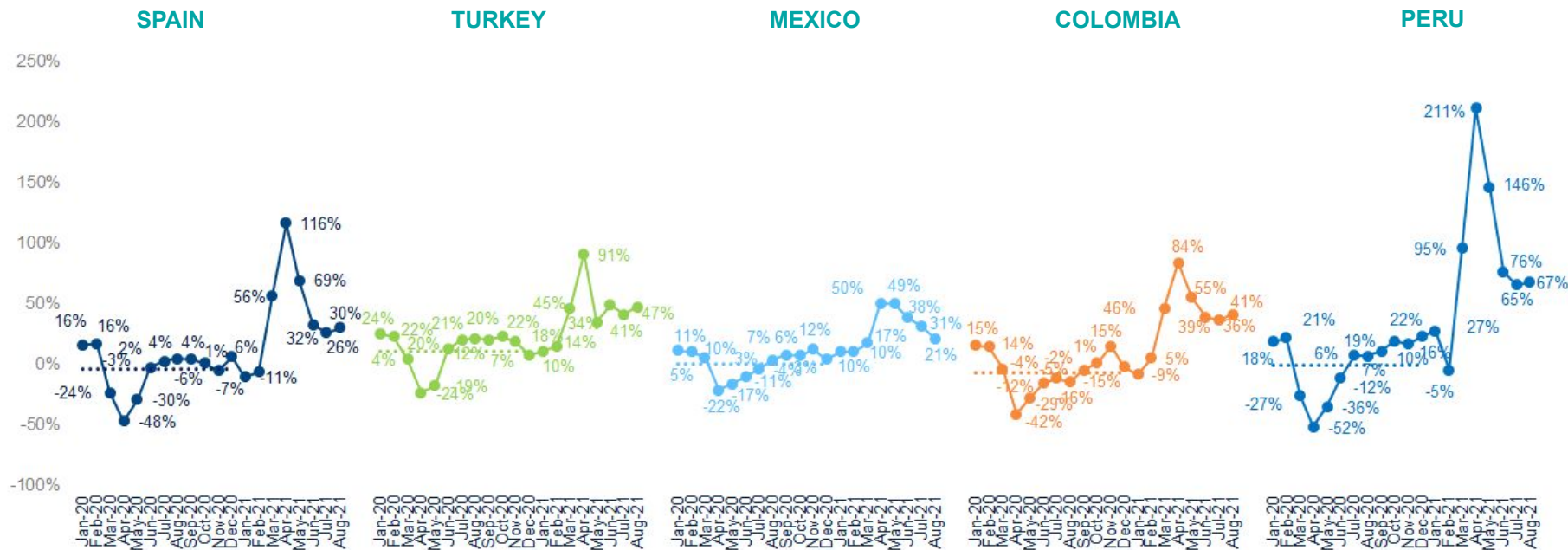
**Monthly presentation**

September, 2021

# Consumption growth rates showed a small rebound in August in most countries, only Mexico maintain a downward trend.

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

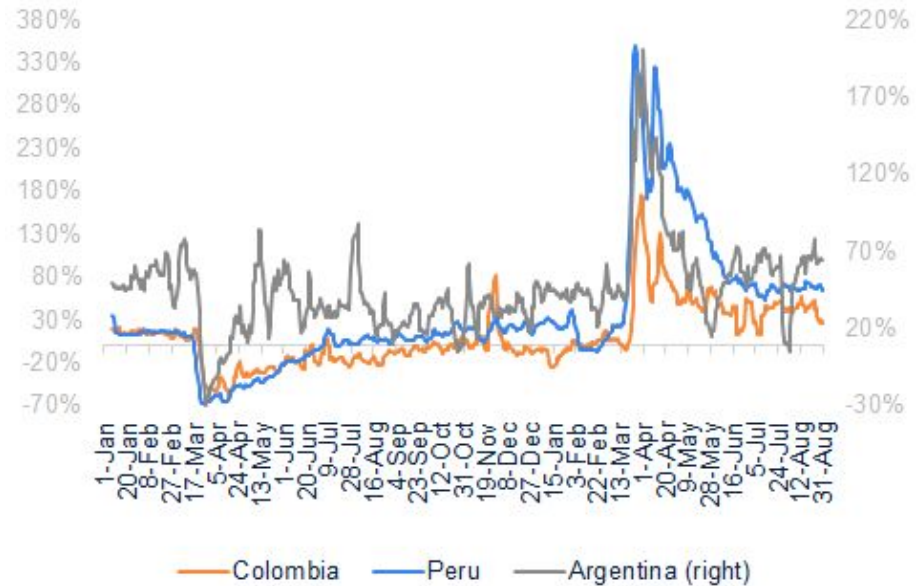
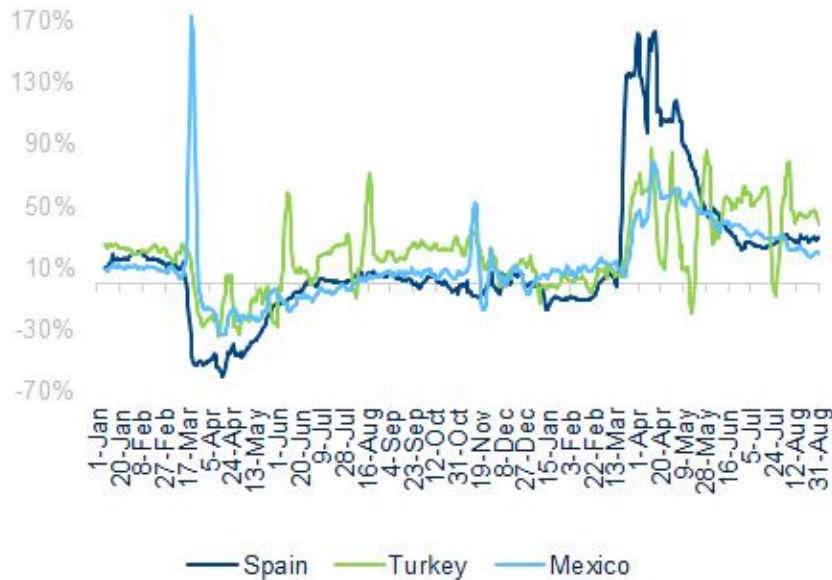
(% daily YoY average by month and year. Dashed line shows the 2020 average growth by country)



# The rebound was more evident in Turkey and Argentina towards the end of the month.

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES

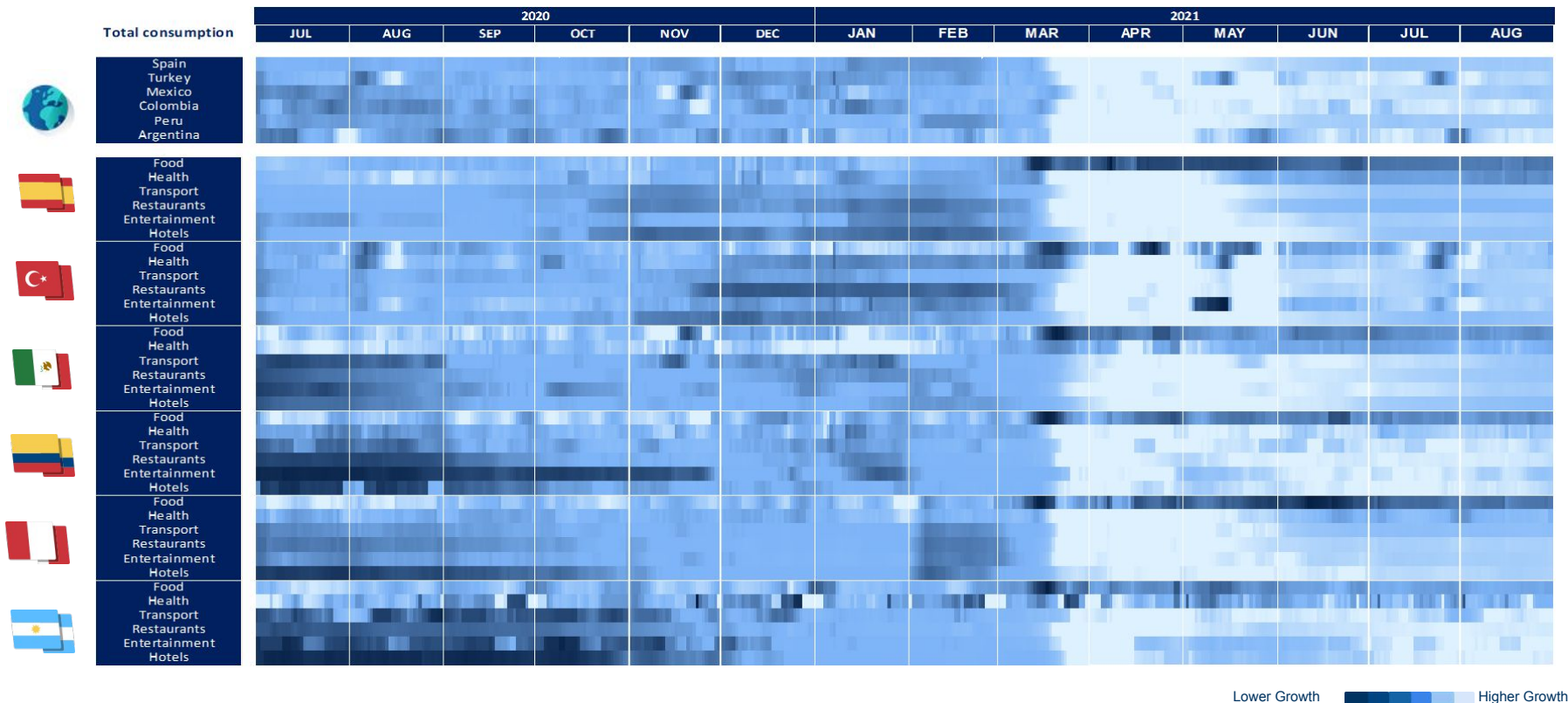
(Total consumption by card, % YoY, 7D cumulative)



Source: BBVA Research. 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: August brought higher dynamism in tourism related sectors

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

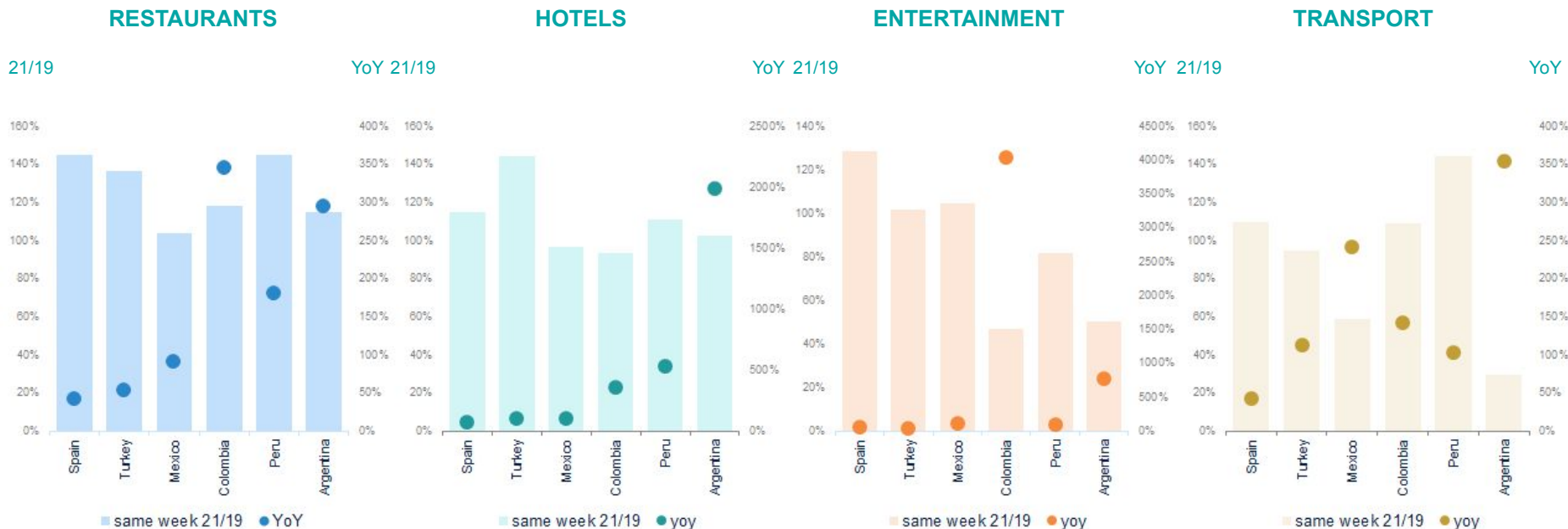


Series are coloured according to the history of each series since March 20 until the end of the series. The darker blue represents the lower 90th percentile and the lighter one represents the upper 10th percentile.

# Restaurants and hotels show an overall favorable behaviour during Holidays. Entertainment & transport recovers at different speed

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES IN AUGUST

(Consumption by card, % YoY and ratio 2021/2019 comparing the same week, 7D cumulative)

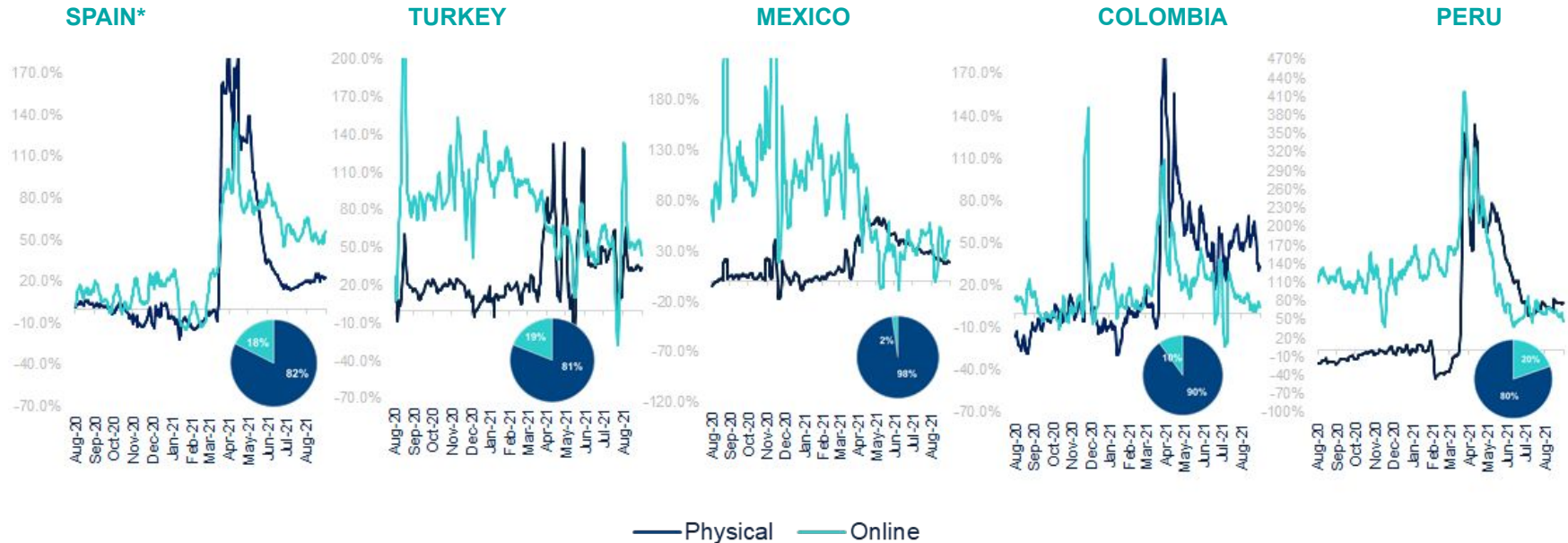




# The gap between e-commerce and physical purchases continues to narrow. Purchases seem to be showing a less volatile behaviour, except in Turkey.

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES: PHYSICAL VS ONLINE

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

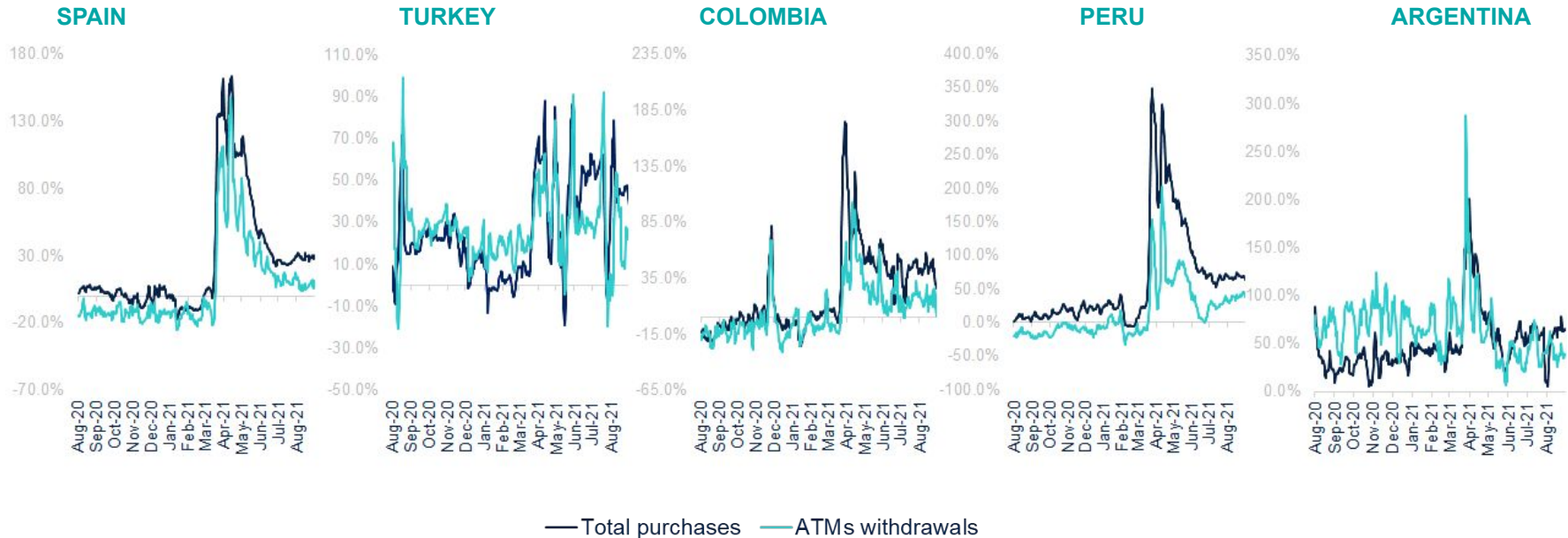


Source: BBVA Research.\* In the case of Spain, the online series considers non physical data, which includes online purchases, as well as purchases done by call, mobile phone using apps, by postal code or online subscriptions.

# Cash seems to be losing momentum in recent months against card spending, except in Argentina and Peru.

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

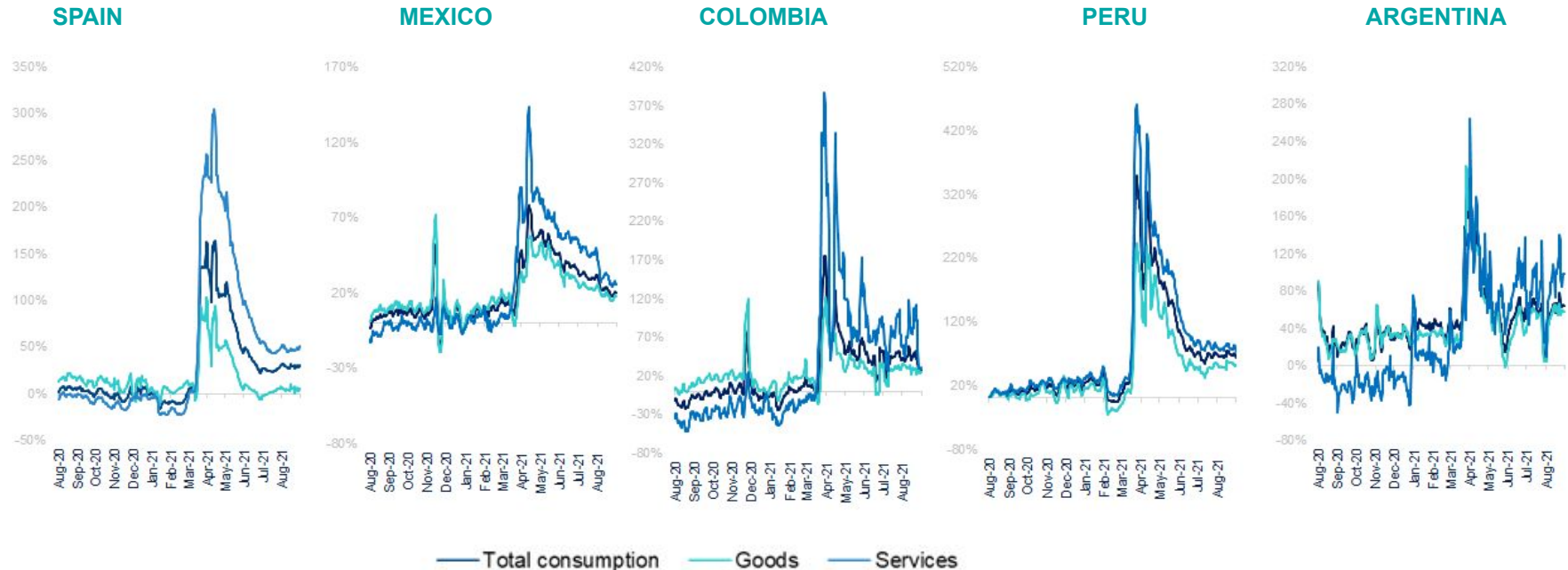
(Total consumption by Point of Sales. % YoY, 7D cumulative)



# Services growth rates have surpassed goods. The gap between both has widened since the 2Q-21

## BBVA RESEARCH BIG DATA CONSUMPTION INDICES: GOODS VS SERVICES

(Total consumption by Type of Product % YoY, 7D cumulative)





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

## **A Big Data BBVA Research Project**

**Monthly presentation**

September, 2021