

# PostFinance consumption indicator

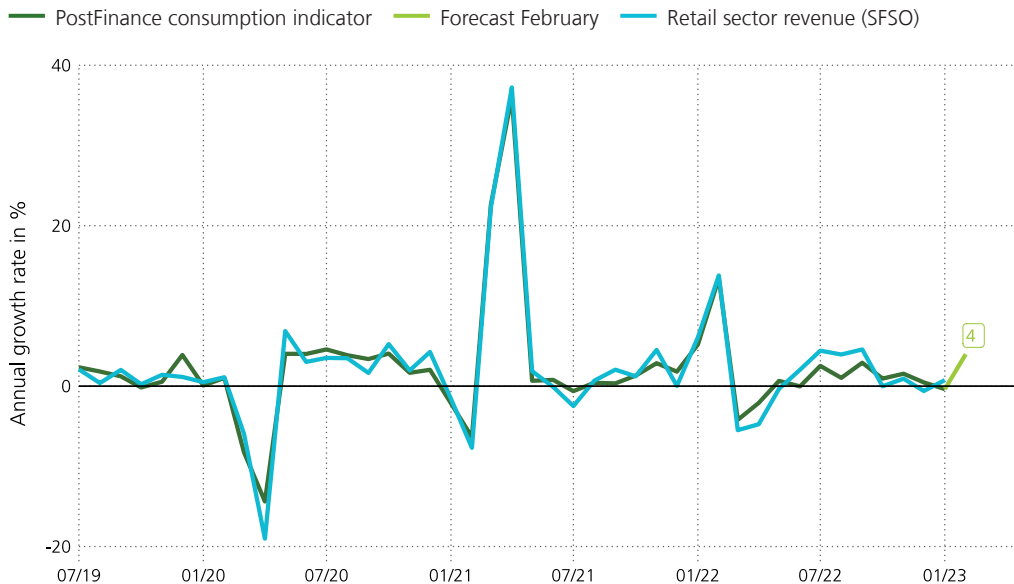
March 2023

**PostFinance** 

## Swiss consumption bounces back

Following rather restrained consumption towards the end of 2022 and the beginning of this year among the Swiss population, spending increased again significantly in February. The PostFinance consumption indicator climbed by a nominal 4.0 percent in February compared to the same month last year. The Swiss spent significantly more on leisure activities in particular than in the previous year.

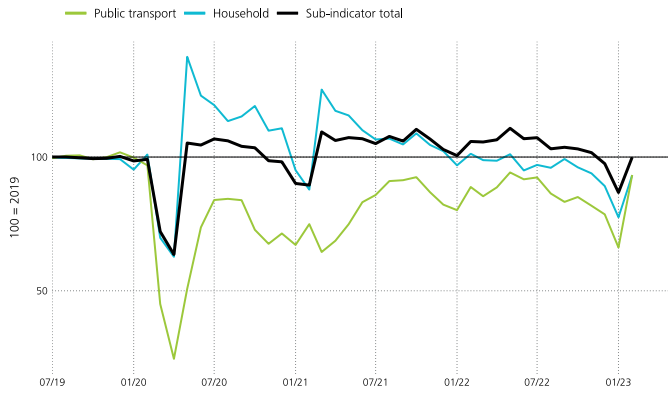
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Source retail sector revenue: SF50, [www.pxweb.bfs.admin.ch/pxweb/en](http://www.pxweb.bfs.admin.ch/pxweb/en)

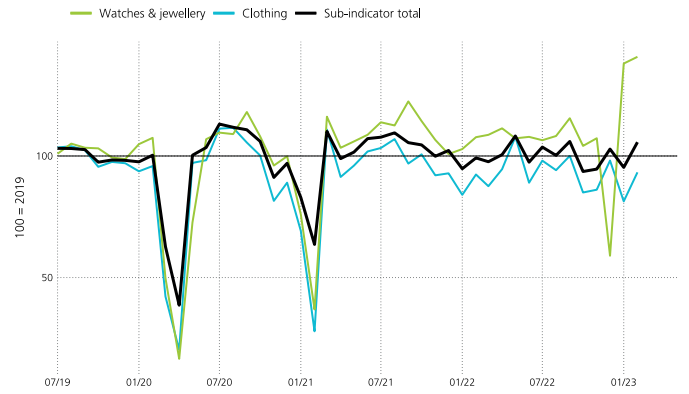
With 2.5 million customers, PostFinance is one of the largest financial institutions in Switzerland. Every month, we analyse our customers' anonymized payment transactions. This enables us to ascertain in almost real time how people in Switzerland spend their money each month. At the same time, the aggregated figures provide meaningful and up-to-date information about economic developments in Switzerland. The PostFinance consumption indicator shows year-on-year consumer spending adjusted for sales and holiday effects. It is therefore similar to the retail sales figures published by the Federal Statistical Office, but is available more quickly. Our data are also more comprehensive, covering for example restaurant and public transport expenditure. This allowed us to develop seasonally adjusted consumption indicators that include spending on specific goods and services ("everyday & household", "beauty & wellness", "recreation & leisure" and "travel").

## “Everyday & household” sub-indicator



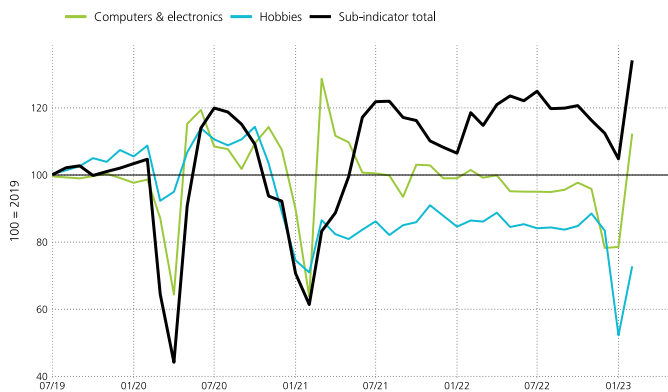
Spending on daily necessities rose again in February for the first time since the middle of last year. The increase can be seen, for example, in expenditure on household items and public transport. The latter likely relates to the Swiss population’s increasing mobility, which is also reflected in the “Travel” sub-indicator.

## “Beauty & wellness” sub-indicator



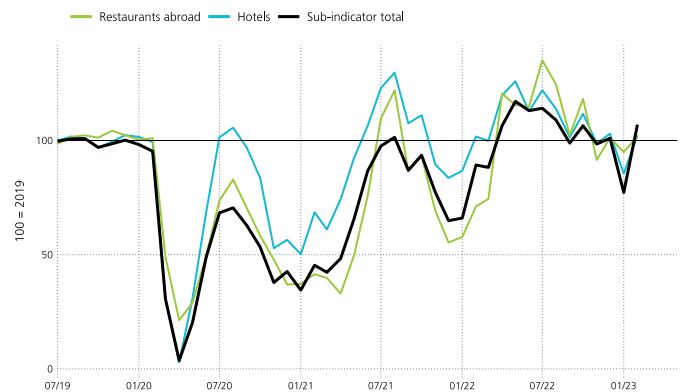
In February, Swiss consumers were willing to spend more money on beauty and wellness products than in previous months. Spending increased on watches and jewellery in particular, which had seen a strong increase in the previous month, as well as on clothing.

## “Recreation & leisure” sub-indicator



Strong growth in consumer spending was reported in the computer and electronics sector in February. In February, significantly more money was spent on personal hobbies than in January, which was comparatively weak.

## “Travel” sub-indicator



Swiss people’s inclination to travel increased significantly in February. This was reflected in spending on hotels and restaurants abroad, which recently returned to higher levels than at the beginning of the year.



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