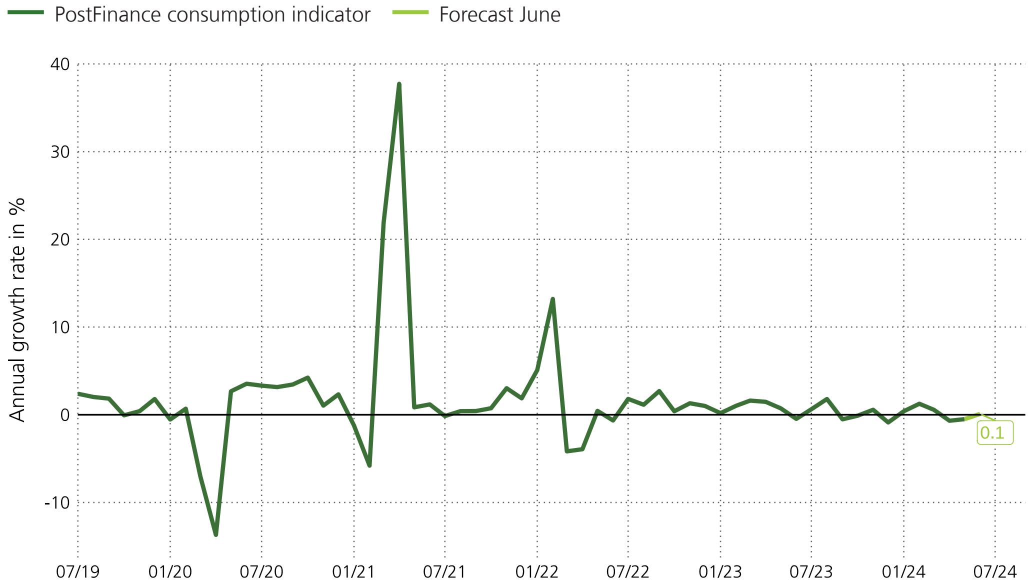
PostFinance consumption indicator

July 2024

Swiss consumption trending sideways

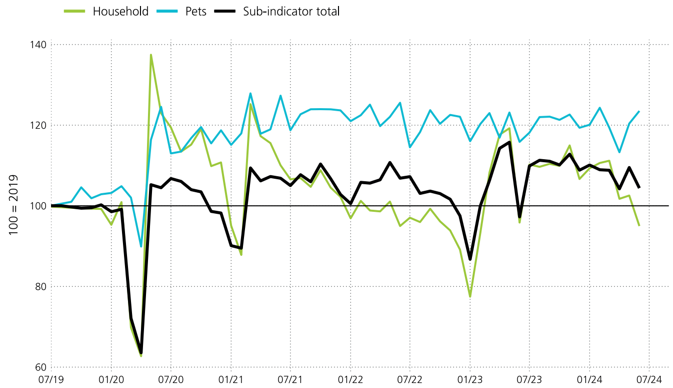
Swiss consumption continues to remain stable. According to the PostFinance consumption indicator, consumer spending in June was 0.1 percent higher than the same month last year when adjusted for calendar effects. This means that strong impetus for Switzerland's weakening economic performance has not materialized. However, in light of pessimistic sentiment ratings among Swiss consumers and the strained financial situation in many households, the stability of expenditure levels is remarkable.

PostFinance consumption indicator



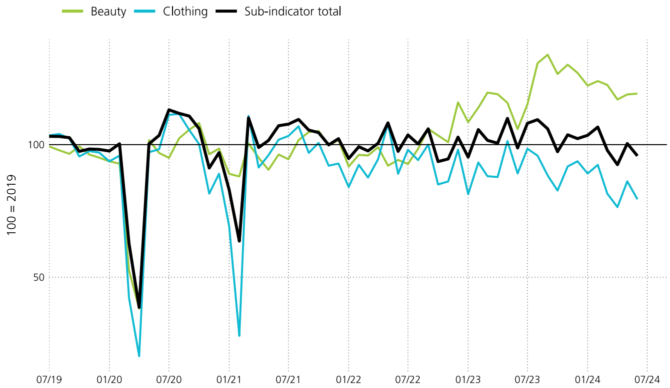
With 2.5 million customers, PostFinance is one of the largest financial institutions in Switzerland. Every month, we analyse our customers' anonymized payment transactions. This enables us to ascertain in almost real time how people in Switzerland spend their money each month. At the same time, the aggregated 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. In addition to the main indicator, we have developed seasonally adjusted consumption indicators, that include spending on specific goods and services ("everyday & household", "beauty & wellness", "recreation & leisure" and "travel"). The main indicator is published in annual growth rates, the sub-indicators are presented as indices.

"Everyday & household" sub-indicator



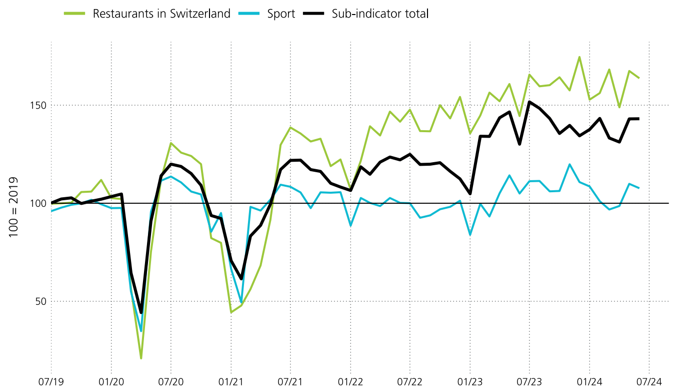
Consumer spending on everyday goods fell again slightly in June. In particular, Swiss residents spent less on household items than in the previous month. By contrast, more money was invested in pets once again.

"Beauty & wellness" sub-indicator



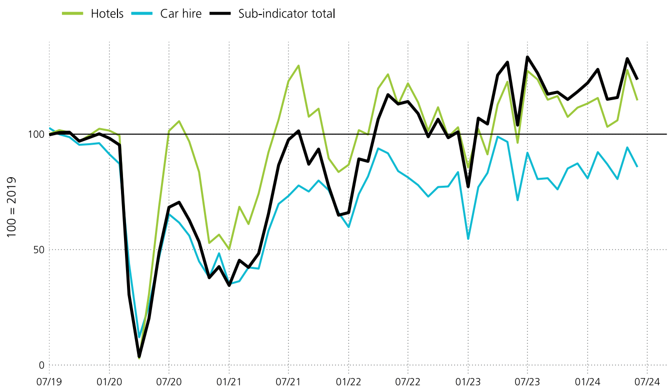
Expenditure in the beauty and wellness sector seems to be somewhat subdued at present, with spending on new clothes in particular down on recent years. General beauty treatments, meanwhile, are still in fashion. Expenditure in this sector rose marginally in June.

"Recreation & leisure" sub-indicator



Overall spending in the leisure sector has largely been trending sideways for a year now. This is primarily due to the fact that the strong growth in spending on restaurant visits after the pandemic has gradually been losing momentum. Expenditure on sporting activities also remained mostly stable.

"Travel" sub-indicator



Spending on travel declined slightly in June, but stayed at a high level. This was reflected in both hotel stays and car rentals.

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