WESTPAC CARD TRACKER 19 JANUARY 2024.



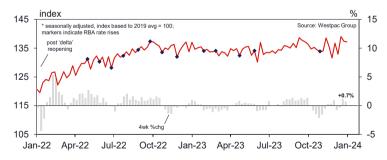


Spending sputters through Christmas-New Year period



- The Christmas-New Year period has been a sporadic one for consumer-related card activity with bursts around key sales weeks followed by sharp pull-backs. Through this, the underlying trend still looks to be weak albeit with volatility making trends less certain.
- Overall, the Westpac Card Tracker Index* has posted a net 3pt gain since our last report in mid-December. At 137.2 the latest index read for the week ending January 13 is slightly above the four week average, a relatively good result given the absence of special sales events. However, quarterly growth remains negative after moving back into contraction in December.
- Note that recent swings are over and above the normal large seasonal shifts seen around this time of year. In raw, unadjusted terms card activity surged 20% in the lead-in to Christmas, reversing almost all of this since the turn of the year.
- The 'choppy' theme is also evident in the performance of key sales periods. As noted previously, 'Black Friday' saw non-food discretionary card activity up 1% on the previous year but 'Cyberweek' activity was down slightly, by 0.3%, on last year. 'Super Saturday' was weaker still, down 1.2% on the previous year but Boxing Day activity was relatively strong, activity up 3.4% on last year. The picture is broadly consistent with consumers more actively seeking out discounts to deal with cost of living pressures.
- The category detail continues to show the latest slowing in quarterly momentum being driven by discretionary services – hospitality and travel in particular – with lower fuel prices also having a discernible effect.
- By state, weakness centres on Victoria and NSW with activity still posting reasonable gains across other states.

1. Westpac Card Tracker Index*



* see p10 or more details on the Index construction.

"... quarterly growth remains negative after moving back into contraction in December."

The **Westpac Card Tracker** presents indicators based on the millions of credit and debit card transactions processed by Westpac every day. The measures are a timely guide to shifts in spending. See p10 for a detailed explanation.

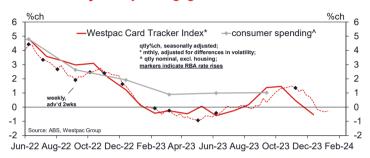
This report is produced by Westpac Economics. **Matthew Hassan**, Senior Economist Email: economics@westpac.com.au This issue was finalised on 19 January 2024.

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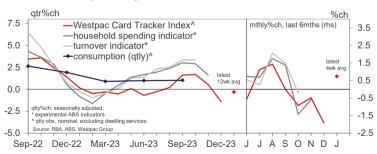
Momentum back in contractionary territory



2. Card activity and spending: growth momentum



3. Consumer spending: selected indicators



- Chart 2 shows the Westpac Card Tracker's quarterly growth pace alongside nominal spending growth from the national accounts. After recovering somewhat through August-September, the growth pulse fell back into contractionary territory in the final quarter of 2024 and remains in slight negative in early January. Latest reads have quarterly momentum running at around -0.25%qtr in nominal terms, implying a sizeable decline in inflation-adjusted terms, especially per capita. Inflation is currently running at just over 1%qtr and population growth is running at just over 0.6%qtr.
- Other timely ABS indicators are starting to confirm the loss of momentum into year-end. In particular, the ABS household spending indicator showed a slowdown consistent with the Westpac data for November. The next turnover indicator update is due January 23.

qtly%ch	Q2	Q3	Q4	latest
Westpac Card Tracker*	-0.7	1.6	-1.4	-0.3
Other indicators (nomina	l)			
Household spending*	1.7	3.0	n.a.	2.9
Turnover*	1.4	3.3	n.a.	3.4
Consumer spending (qtly)#			
Nominal	1.0	1.0	n.a.	n.a
Real	0.0	-0.1	n.a.	n.a

All series are seasonally adjusted, latest is latest weekly obs (12wks %ch on previous 12wks) or latest monthly obs (3mths %ch on previous 3mths). See p10 for more details.

* ABS experimental measures. Household spending indicator based on bank transaction data (seasonally adjusted by Westbac). Turnover based on BAS returns for consumer-sector

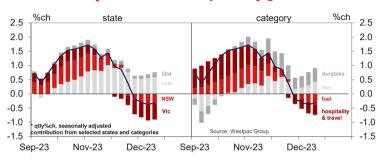
businesses: #Consumer spending excludes housing costs.

Sources: ABS, Westpac Group

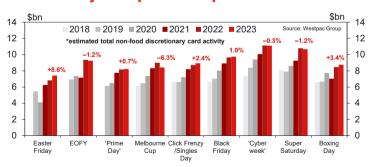
Hospitality, travel, Vic & NSW driving weakness



4. Card activity: contribution to quarterly growth



5. Card activity: sales periods compared



- The category and state detail continue to show weakness centred on discretionary services, especially hospitality, and in NSW and Victoria. That said, in both cases the quarterly pace of contraction has levelled out with some tentative signs in the last few weeks that the pace of decline is slowing, particularly in NSW.
- Chart 4 shows how selected states and categories have contributed to the weakening in growth momentum.
 Some of the slowdown also reflects declining fuel prices since October. Notably, activity has continued to rise across 'the rest'.
- As noted, non-food discretionary card activity was down materially on last year for the 'Super Saturday' week (-1.2%) but up strongly 'Boxing Day' week (+3.4%).

	Oct	Nov	Dec	13/1
Westpac Card Tracker	136.2	135.5	132.9	137.2
By category				
- discretionary	134.7	135.2	131.8	137.7
- essential	135.2	133.1	128.8	133.9
By state				
- NSW	129.6	129.6	127.0	134.1
- Vic	134.4	133.3	128.3	135.8
- Qld	145.0	145.5	144.3	152.3
- WA	144.4	145.1	143.9	146.3
- SA	143.6	145.4	141.6	146.0

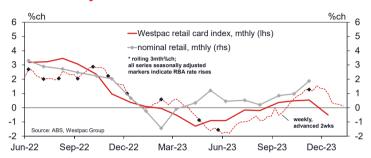
All indexes based on the value of spending-related transactions, seasonally adjusted, 2019 avg=100, see p10 for more details incl. classifications.

Sources: ABS, Westpac Group

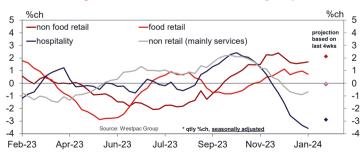
Retail down but basic food, non-food segments steady



6. Card activity: retail



7. Card activity: broad retail and non-retail groups



- Retail components of card activity also weakened into year-end, again largely driven by the 'hospitality' components. Basic food retail instead lifted through the period, some of which may be switching from dining out to self-catering as an effort to economise. Non food retail has seen steady gains, a significant improvement on the material declines recorded for much of the year.
- ABS retail sales surprised to the high side in November, recording a 2% jump led by big gains for non-food retail during the 'Black Friday' sales. Shifting sales patterns may be exaggerating this effect with previous November sales estimates revised lower once December and January updates are available (see here for more details). Preliminary December figures are due January 30 with Q1 real retail sales due out on February 6.

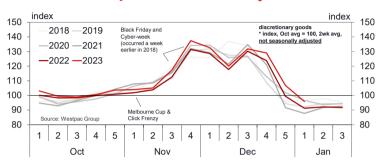
Oct	Nov	Dec	13/1
141.3	141.2	138.4	142.1
0.5	0.5	-0.5	0.1
-0.9	-0.6	-1.6	-0.8
130.4	129.2	126.7	132.4
-0.4	2.0	n.a.	n.a.
1.2	2.2	n.a.	n.a.
1.0	1.9	n.a.	n.a.
1.6	1.8	n.a.	n.a.
	141.3 0.5 -0.9 130.4 -0.4 1.2	141.3 141.2 0.5 0.5 -0.9 -0.6 130.4 129.2 -0.4 2.0 1.2 2.2 1.0 1.9	141.3 141.2 138.4 0.5 0.5 -0.5 -0.9 -0.6 -1.6 130.4 129.2 126.7 -0.4 2.0 n.a. 1.2 2.2 n.a. 1.0 1.9 n.a.

All indexes based on the value of spending-related transactions, seasonally adjusted. 2019 avg=100, see p10 for more details. Sources: ABS, Westpac Group

Full Christmas-New Year 'wash-up'



8. Christmas sales periods: 2023 vs history



9. Non food discretionary card activity: Christmas-NY period

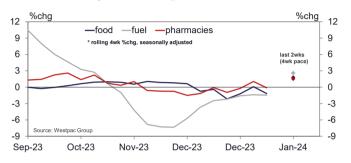


- Our last few reports tracked the lead-in to Christmas compared to previous years. This report looks at the final 'wash-up'.
- Chart 8 shows how 'discretionary goods' card activity has tracked compared to previous years in non seasonally adjusted terms. The comparison shows a strong initial lift over the Black Friday week was followed by a 'Cyber-week' gain more in line with previous years and a fairly patchy finish - 'Super Saturday' week a little underdone compared to previous years but 'Boxing Day' week performing noticeably better. It also shows a somewhat milder 'let down' into the new year.
- Chart 9 shows the share of total non-food discretionary card activity over the entire Christmas-New Year period that occurred in each of these sales event weeks (for the 2023 this covers the eight weeks from the week ending November 25 through to the week ending January 13). Interestingly, despite the strong initial lift, both 'Black Friday' and 'Cyber-week' saw a reduced share of total activity compared to last year and the years prior. 'Super Saturday' activity was also down a touch on 2022. However, 'Boxing Day' week activity was up noticeably, to a 3yr high as a share of total activity. 'Cyber week' was still the biggest week of the year overall.
- No doubt there are many things going on here. It may be that buyers see Boxing Day sales as potentially offering better bargains than the early Christmas sales. They may also be more inclined to shop in-store. However it may also be the case that Black Friday and Cyber week effect is becoming more spread out as retailers maintain specials for longer rather than target the specific sales event days.

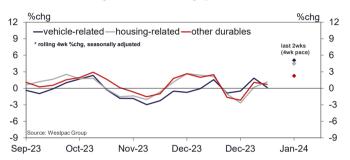
Detailed charts



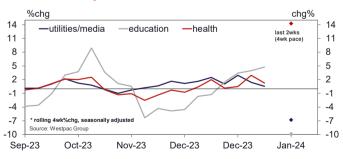
10. Card activity: essential goods



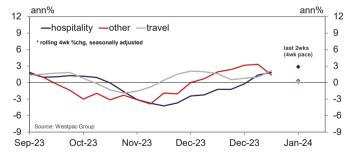
11. Card activity: discretionary goods



12. Card activity: essential services



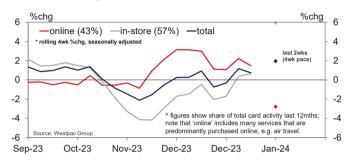
13. Card activity: discretionary services



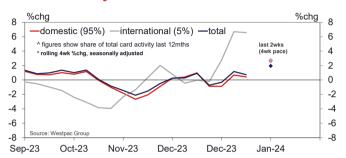
Detailed charts



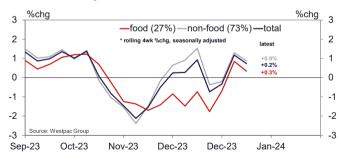
14. Card activity: online vs in-store



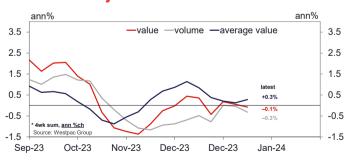
15. Card activity: domestic vs international



16. Card activity: food vs non-food



17. Card activity: value vs volume (ann%ch)



Westpac card indicators*



	2022		2023							week	ending:		
Q3	Q1 Q2	Q4	Q1	Q2	Q3	Q4	Oct	Nov	Dec	23/12	30/12	6/1	13/1
34.1 1	pac Card Tracker Index 122.7 129.6	136.0	135.6	134.6	136.8	134.8	136.2	135.5	132.9	132.9	139.1	137.4	137.2
3.4	5ch 3.1 5.6	1.4	-0.3	-0.7	1.6	-1.4	1.7	0.5	-1.4	-0.2	-0.3	-0.4	-0.3
25.6	ann%ch 11.6 15.4	14.2	10.4	3.9	2.0	-0.8	1.0	0.3	-0.8	-0.2	-0.1	0.2	0.3
	tegory												
5.6	cretionary 121.4 130.9	136.5	136.2	135.4	137.2	133.9	134.7	135.2	131.8	133.5	138.7	137.2	137.7
29.2	ential 123.7 127.3	131.7	132.9	132.7	133.1	132.4	135.2	133.1	128.8	129.4	138.0	135.8	133.9
27.9	ces 107.6 121.6	128.6	130.2	131.4	135.3	128.6	130.6	128.8	126.4	129.7	135.7	132.6	134.5
0.4 1	cretionary services 105.8 123.1	130.6	131.7	132.6	137.0	128.8	131.1	128.9	126.4	129.9	135.3	132.3	134.5
0.2	ential services 112.7 116.7	123.6	125.6	127.5	130.1	128.9	129.5	129.1	128.1	129.1	137.1	133.5	134.6
9.2	s 133.9 136.8	139.5	138.4	137.4	137.1	137.0	137.9	138.1	135.1	134.2	140.9	140.4	138.1
12.3 1	cretionary goods 137.8 140.5	140.8	140.4	139.0	137.6	136.7	136.8	139.5	133.7	137.9	142.8	143.2	141.6
33.7	ential goods 128.0 132.2	136.5	135.8	134.8	134.7	135.2	139.0	136.8	129.7	129.6	138.4	137.0	133.6
2.0	* 133.6 137.8	142.6	141.8	140.5	141.0	140.3	141.3	141.2	138.4	137.0	145.0	144.0	142.1
3.1	ch 2.1 3.2	0.4	-0.5	-0.9	0.4	-0.5	0.5	0.5	-0.5	0.4	0.3	0.2	0.1
15.7	ann%ch 9.4 11.7	9.0	6.2	2.0	-0.7	-1.6	-0.9	-0.6	-1.6	-1.1	-1.0	-0.8	-0.8
	ate												
9.9	W 120.1 127.3	131.8	131.4	129.9	130.2	128.7	129.6	129.6	127.0	130.5	136.5	135.2	134.1
5.5	122.8 130.6	135.1	133.6	134.7	135.8	132.0	134.4	133.3	128.3	132.3	137.1	135.8	135.8
9.6 1	127.4 135.7	143.4	144.7	144.6	145.9	144.9	145.0	145.5	144.3	145.1	152.9	151.1	152.3
4.6 1	125.2 130.3	140.3	142.1	141.7	142.8	144.5	144.4	145.1	143.9	143.5	149.7	148.8	146.3
8.0	126.9 134.7	142.4	142.6	141.2	142.7	143.5	143.6	145.4	141.6	142.0	149.1	149.0	146.0
8.0	126.9 134./	142.4	142.6	141.2	142								

All indexes based on the value of spending-related transactions, seasonally adjusted by Westpac, 2019 avg=100. See p10 for more details.

*composite based on transactions in retail categories; seasonal adjustment and rounding may result in small revisions to previously published estimates.

Sources: ABS, Westpac Group

About the Westpac card data indicators



The indicators presented in this report are based on the millions of credit and debit card transactions processed by Westpac every day. Transactions covering over ten million merchants are classified into over 700 categories. These are in turn grouped into higher level aggregates that provide a timely guide to wider economic trends.

The main focus of these indicators is consumer spending. Where possible, we have sought to exclude 'non spending' transactions such as: money transfers; tax payments; loan repayments; charitable donations; and superannuation contributions.

It should also be noted that these indicators will also be affected by shifts between card and non card transactions. This may be a significant factor during the COVID-19 pandemic – health concerns about the use of physical cash are likely seeing higher use of cards, particularly where contact-less transactions are available. Transaction flows also include reversals/refunds which have been a significant phenomenon in areas such as travel.

All transaction data is compiled at a highly aggregated level so that individual customer or merchant data is never revealed.

Index construction

The key metrics used in this report are indexes of spending-related card activity where the base of 100 is average activity in 2019. As an example, if transaction flows are 5% above their average level in 2019, the index read for the period is 105. If flows in a subsequent period are 8% above the average level in 2019, the index read for this period is 108. Growth between the two periods can be calculated simply as the change between the two index reads, i.e. 2.9%.

All measures are adjusted for regular seasonality. Weekly estimates are generated using the US Bureau of Labor's MoveReg weekly seasonal adjustment program. Note that in some cases, high levels of volatility during the COVID period mean it is not possible to produce seasonally adjusted estimates for some historical periods.

Also, note that previous versions of this report used different approaches to seasonal adjustment and measurement more generally. This means Index reads will not be comparable. See the 'About the Westpac card data indicators' sections from earlier reports to view detail.

Classifications

Note that the measures and classifications used for card data and this report do not align completely with those used in official ABS statistics on retail sales and consumer spending. There are a range of differences including around both coverage and classification. As such, the card data should be treated as broadly indicative.

The transaction data is grouped into 29 categories that are then combined into four main as follows:

Discretionary goods: durable goods, clothing and vehicle-related.

Discretionary services: recreation, gambling, professional services, hotels, restaurants and cafes, airlines, car rental, travel agencies and transport.

Essential goods: food, fuel and pharmacies.

Essential services: utilities, education and healthcare.

The report also uses two additional classifications:

Retail/non retail: based on the extent to which categories cover sales that are in scope for the <u>ABS retail survey</u>.

COVID group: based on a classification Westpac developed to assess the impact of the Coronavirus (see here for more). 'Most exposed' is travel, tourism, hospitality and recreational services; 'big ticket' is vehicles and major household items; 'stock-piling' is food, pharmaceuticals and healthcare; 'residual' is all other categories combined.

Westpac Economics directory



Sydney

Level 19, 275 Kent Street Sydney NSW 2000 Telephone (61-2) 8254 8720 Facsimile (61-2) 8254 6907

Luci Ellis

Chief Economist Westpac Group

Matthew Hassan Senior Economist

Andrew Hanlan

Senior Economist

Justin Smirk
Senior Economist

Elliot Clarke Senior Economist

Ryan Wells Economist

Illiana Jain Economist

Auckland

Takutai on the Square Level 8, 16 Takutai Square Auckland, New Zealand Telephone (64-9) 336 5671 Facsimile (64-9) 336 5672

Kelly EckholdChief Economist. New Zealand

Darren GibbsSenior Economist

Satish Ranchhod Senior Economist

Paul Clark Industry Economist

London

Camomile Court, 23 Camomile St, London EC3A 7LL United Kingdom

Singapore

12 Marina View #27-00, Asia Square Tower 2 Singapore, 018961

New York

39th Floor 575 Fifth Avenue New York, 10017 USA

Publication enquiries, Westpac Economics, economics@westpac.com.au

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