

# UK Spend Trends 2.0 at a Glance

Barclays UK Spend Trends 2.0 (ST2) is a set of signals designed to provide an in-depth view into consumer spending in the UK across more than 250 industries, as well as customer age-groups and online/in-store groupings. Building on Barclays' strong history of publishing insights about UK consumer spending, UK Spend Trends 2.0 uses anonymized and aggregated transactions across Barclays debit and credit cards to produce a daily signal going back to February 2016.

## UK Spend Trends 2.0

- Based on about 12bn anonymised and aggregated Barclays debit and credit card transactions from February 2016 to present, it is one of the most refined signals of its kind in the UK, aggregating the equivalent of 90 transactions per second.
- It includes any Sterling payment made with a Barclays debit or credit card both in-person (in-store) and over the internet (online).
- It provides daily signals on consumer spending across more than 250 industries. The signals are updated weekly on Fridays with a one-week lag.
- The signals are provided in strata that are based on Merchant Category Codes, customer age-groups and online/in-store flags, resulting in a total of over 1,000 independent time series.
- Aggregates of the spending Barclays observes in different categories are adjusted using a stratified bias-correction model for market share and population demographics in order to produce signals that represent more accurate estimates of consumer spending for the UK population as a whole.

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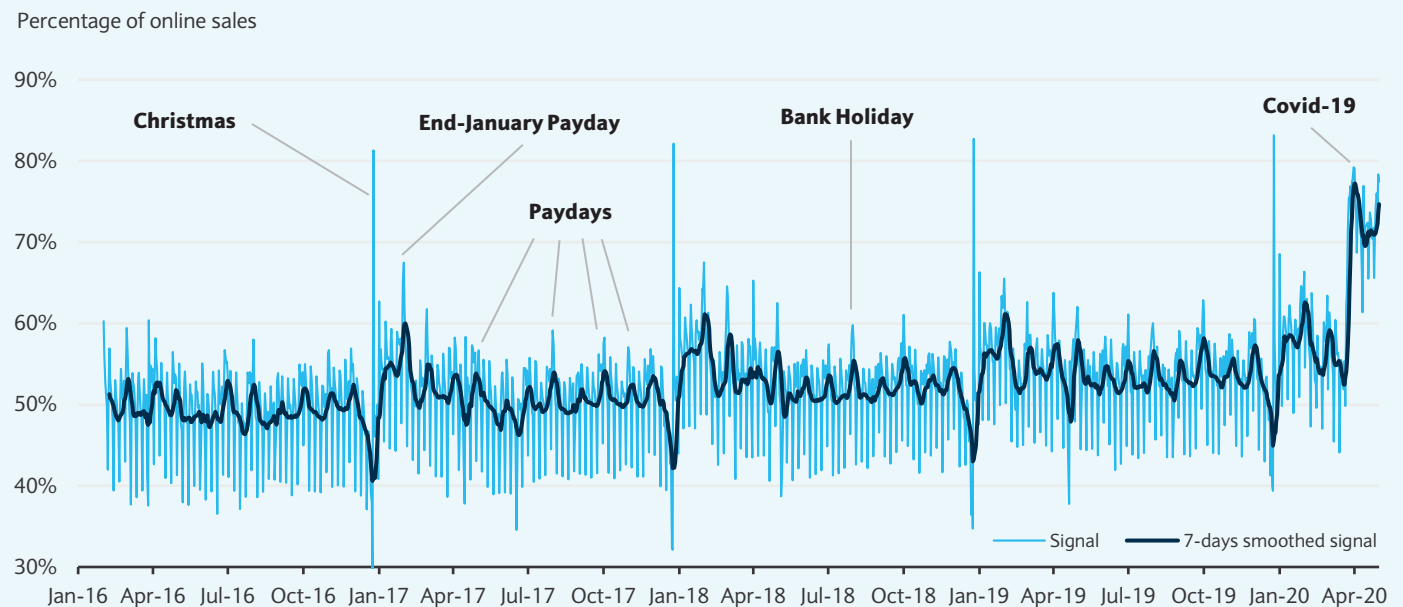
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## Share of online sales across all industries

Percentage of online (not in store) sales for the aggregate U.K. Spend Trends 2.0 signal. We observe the typical seasonality as well as spikes in online discretionary spend around month end pay dates. Online sales surged following the Covid-19 lockdown.



Source: Barclays Research, UK Spend Trends 2.0

## Key features of UK Spend Trends 2.0

- It includes information on 250 industries
- It includes information on consumer trends within demographic groupings as well as splits between online and in-store spending across industries
- It provides daily signals on consumer spending, giving subscribers control on adjustments and the ability to select time periods of interest
- It is published weekly, with daily signals from the previous week, enabling more timely insights into how consumer spending is evolving
- It is generated using a de-biasing process, with the aim to produce signals that are representative of total spending in the UK rather than Barclays-specific observations
- With a normalised history going back to 2016, it allows subscribers to place new datapoints in context and enhances their ability to draw in-depth insights

## Applications of UK Spend Trends 2.0

- Assess the share and growth trends of online sales for specific industries
- Cross-industry analysis of consumer behaviour and demographics
- Assess the impact of market, economic and political events (e.g., Covid-19) on consumer spending
- Economic analysis of consumer spending with one of the most comprehensive dataset available, providing a powerful indicator of consumer confidence
- Consistent signal feed allows for ongoing modelling
- The features provided are:

Column name	Example	Description
date	2019-05-13	A date with a YYYY-MM-DD format
category_code	5411	A valid Merchant Category Code (MCC) as defined by iso.org, or a synthetic code defined by Barclays
category_name	Grocery stores and supermarkets	The name corresponding to the category_code column
age_group	18-29	An aggregated age group. It can be 18-29 or 30-54 or 55-64 or over 65.
online	1	A flag indicating whether the signal is online (1) or in-store (0)
signal	67.039	The signal, defined as the total de-biased Sterling amount normalized by the average daily spending for all industries in February 2016.

## How to receive UK Spend Trends 2.0

- UK Spend Trends 2.0 can be purchased on a subscription basis from Barclays
- Every Friday, we deliver signals updated through the prior Friday
- Please contact [dataservices@barclays.com](mailto:dataservices@barclays.com) to find out how to subscribe to UK Spend Trends 2.0

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