

# Absa's Merchant Spend Analytics | August 2024

**Briefly:** Month-to-month (MTM) performance  
Year-to-date (YTD) performance

Consumer Goods and Services

[cib.absa.africa](https://cib.absa.africa)

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# At a glance | August 2024

**1** MTM: Consumer spending and transaction volumes continued an upward trend

**2** YTD: Tepid performance within the food and clothing category muted overall growth in consumer spending and transaction volumes

**3** YTD: Credit and debit card transaction volumes decreased and stagnated across the core categories, since 2019

**4** YTD: In-store shopping continued to lag while online spending experienced a slight uptick

**5** In the spotlight: The automotive category navigated a complex consumer spending landscape

**Note: This report leverages Absa's Merchant Spend Analytics (MSA) and offers valuable insights into consumer behaviour trends and emerging patterns. This is a monthly report with a one-month lag.**

*The analysis presented in this report is based on the data available at the time of writing and is subject to change. Consumer spending data is inherently subject to limitations. Sampling methods and reporting lags can introduce some level of error. The findings presented in this report are based on our interpretation of the data and different interpretations are possible. This report may contain forward-looking statements about consumer spending trends. These statements are based on assumptions and are subject to risks and uncertainties. We encourage this report's users to carefully consider these limitations and to consult with other information sources before making any decisions based on the information presented here.*

# 1

## MTM performance

August 2024

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# Briefly | August 2024

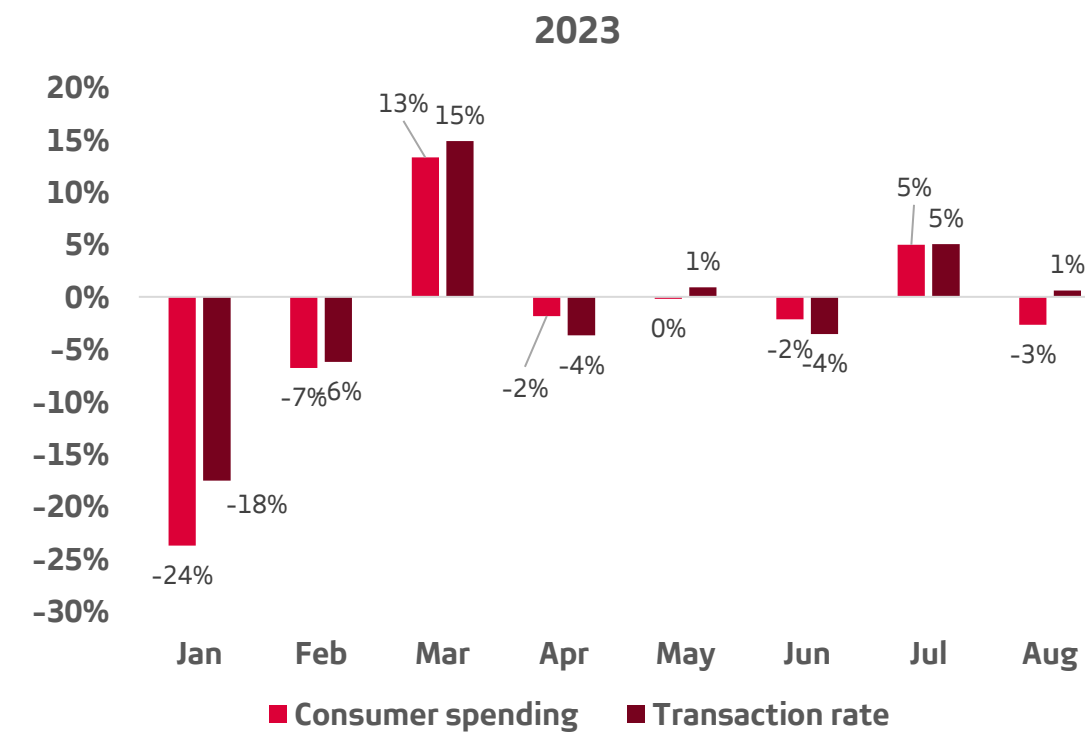
## Consumer spending continued an upward trend

Absa's merchant data show that there was a continued positive trend in consumer spending and transaction volumes, which grew by 1% and 3% respectively, compared to the previous month (graph 2). The core categories, which collectively own 94% of the MTD market share, exhibited relatively weak performance (Table 1), contributing towards this muted growth. Notably, this marks the first instance of consecutive monthly growth in 2024. When comparing August 2024's performance to that of August 2023 (Graph 1), both metrics demonstrate improvement, suggesting a positive shift in consumer behaviour and economic sentiment.

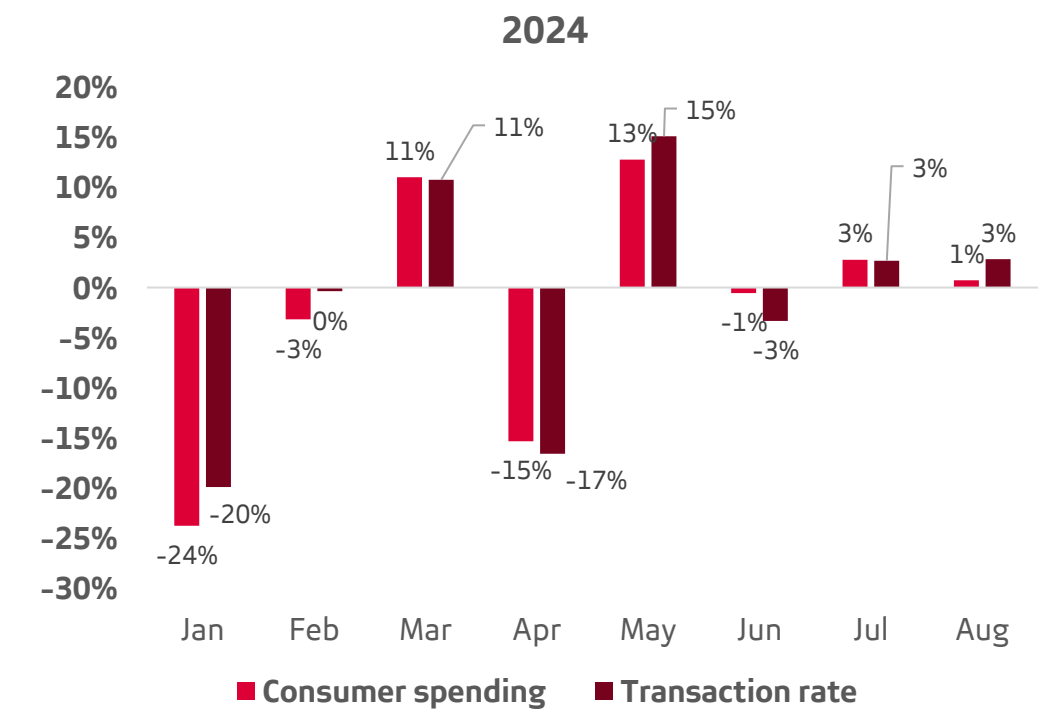
One significant development was the emergence of **government** as part of the top 10 core categories, which removed **telecommunication** from its usual spot. Government transactions on a MTM basis had a minor 0.3% increase, therefore this shift occurred due to a 10% decrease in telecommunication spending (Table 1), rather than an increase in government transactions. These government transactions include utility payments, fines, postal services, court costs and other government services.

The core categories that dominate consumer spending in August 2024 are the following:

Core categories	Market share
Food	50.66%
Business and professional services	14.09%
Clothing	8.36%
Home and garden	5.75%
Specialty stores	4.57%
Building and hardware	3.52%
Garages	2.12%
Automotive	2.06%
Health and beauty	1.69%
Government	1.18%



Graph 1  
Source: Absa's Merchant Spend Analytics



Graph 2  
Source: Absa's Merchant Spend Analytics

Tracked consumer spending categories	% change
Digital print media	22%
Warehousing and storage	15%
Gambling	10%
Tourism	9%
NGOs: Social and religious services	8%
<b>Business and professional services*</b>	8%
Sports, outdoor and travel	8%
<b>Health and beauty*</b>	4%
Domestic and cleaning services	4%
<b>Specialty*</b>	3%
<b>Food*</b>	1%
Games and gaming	1%
Stationery and office furniture	1%
<b>Government*</b>	0%
<b>Building and hardware*</b>	0%
Medical services	0%
Funeral services	-1%
Care services	-2%
<b>Clothing*</b>	-3%
Electronic equipment and computers	-3%
Transport	-3%
<b>Garages*</b>	-3%
<b>Home and garden*</b>	-4%
Health practitioners	-5%
<b>Automotive*</b>	-5%
Books and newspapers	-10%
Telecommunications	-10%
Commercial and industrial services	-12%
Education	-21%

Table 1  
Source: Absa's Merchant Spend Analytics

\*Core category

2

**YTD performance**

August 2024 vs August 2023

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# YTD | Total consumer spending

## Deceleration in consumer spending continued

Internal data reveals a deceleration in consumer spending (+6%) and transaction volumes (+8%) for the YTD period ending in August 2024, compared to the same period in 2023 (Graph 3). Although consumer spending growth outpaced the current inflation rate, it was moderated by tepid performance within the food and clothing categories, which collectively constitute nearly 59% of market share in spending (Table 3). For the period under review, these categories experienced modest gains of only 3% and 1% respectively (Table 2). In contrast, home and garden, and business and professional services, which represent 20% of the market, are driving growth with a substantial 14% and 16% increase in spending, respectively.

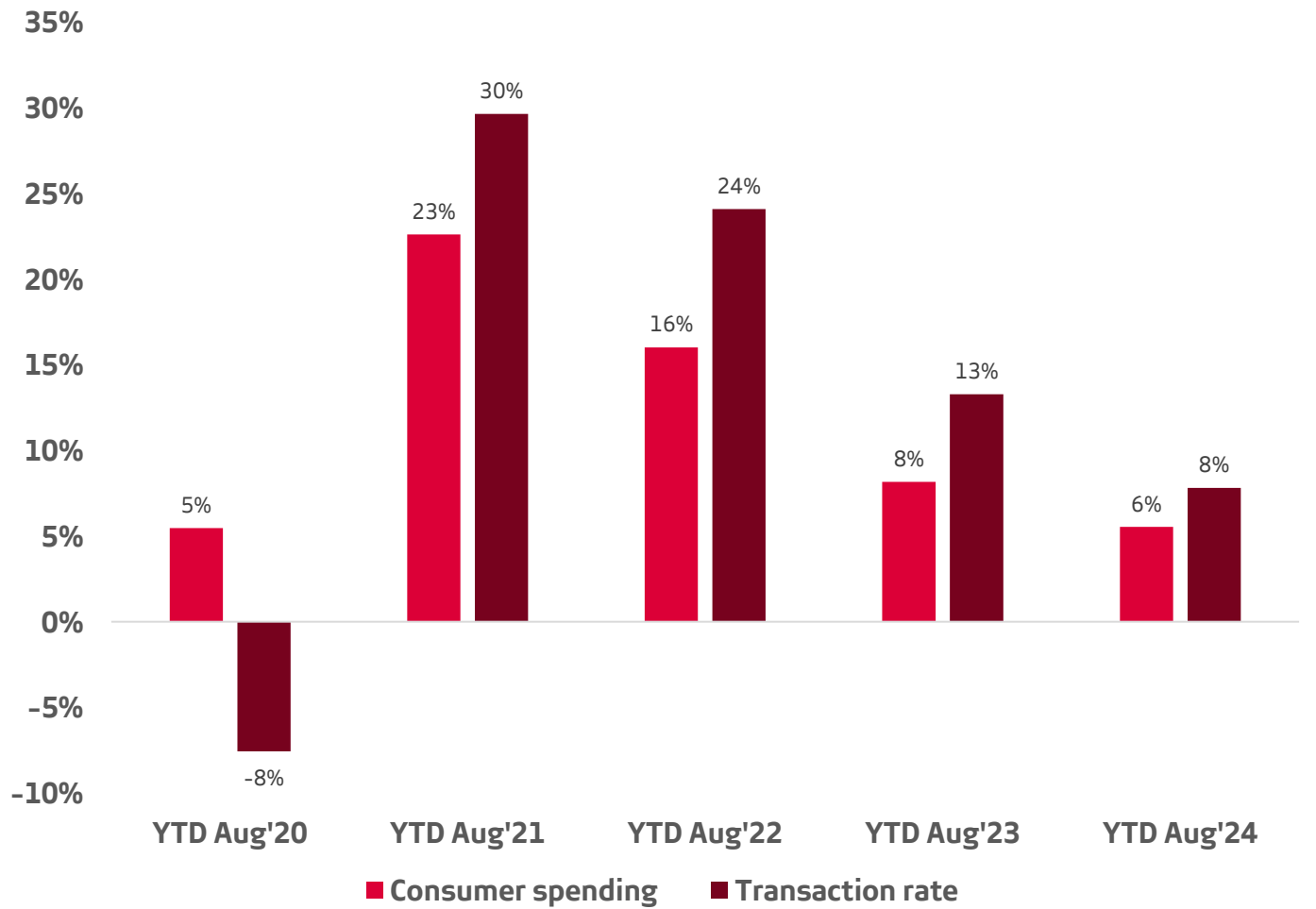
While the top five performing categories are non-core categories and come from a low base, their YTD performance relative to the same period in 2023 is noteworthy (Table 2). Despite their limited size and impact on aggregate spending, these categories have shown significant growth. Gambling continues to see a significant uptick in growth as consumers may be increasingly turning to it as a means of supplementing their income. This is a deeply concerning trend as it poses financial risk for consumers. It is crucial for the gambling industry to make consumers aware of the dangers of gambling addiction and where to seek help when needed.

## Non-core categories outperforming core categories

Table 3 tracks market share of the core categories between YTD August 2019 to YTD August 2024. Data indicates notable shifts in market share dynamics. The food and clothing categories have collectively witnessed the most significant loss in market share. Before the pandemic, these two categories accounted for 69% of the overall market share. However, as at YTD August 2024, their combined share dropped to 59%.

Several factors contributed to these changes. The emergence and growth of the township economy, offering more affordable options, may have diverted consumer spending away from traditional retail channels. Additionally, the closure of stores by major retailers played a role in the loss of market share in the food category. In the clothing category, economic pressures and the increasing popularity of fast fashion contributed to a decline in market share and the rise of international online retailers further impacted traditional brick-and-mortar clothing stores.

Conversely, the business and professional services category experienced a growth in market share. This category, which encompasses legal services, insurance sales and payment aggregators often used by small businesses, benefited from the growing adoption of merchant machines.



Graph 3 Source: Absa's Merchant Spend Analytics

YTD Aug'24	
Tracked consumer spending categories	% change
Gambling	85%
Digital print media	46%
Stationery and office furniture	27%
Warehousing and storage	27%
Education	18%
Commercial and industrial services	17%
Government	17%
<b>Business and professional services*</b>	<b>16%</b>
Sports, outdoors and travel	15%
<b>Home and garden*</b>	<b>14%</b>
Care Services	13%
Funeral services	13%
Health practitioners	10%
Medical services	10%
<b>Automotive*</b>	<b>7%</b>
<b>Health and beauty*</b>	<b>7%</b>
<b>Specialty stores*</b>	<b>7%</b>
Tourism	6%
Electronic equipment and computers	5%
Games and gaming	4%
<b>Food*</b>	<b>3%</b>
<b>Clothing*</b>	<b>1%</b>
NGOs: Social and religious services	1%
<b>Telecommunication*</b>	<b>0%</b>
<b>Garages*</b>	<b>-1%</b>
Books and newspapers	-2%
<b>Building and hardware*</b>	<b>-4%</b>
Transport	-8%
Domestic and cleaning services	-11%

Table 2 Source: Absa's Merchant Spend Analytics \*Core category

	Market share: Core categories					
	Aug YTD'19	Aug YTD'20	Aug YTD'21	Aug YTD'22	Aug YTD'23	Aug YTD'24
Food	56%	58%	53%	50%	51%	50%
Clothing	13%	12%	12%	12%	9%	9%
Home and garden	5%	6%	7%	6%	5%	6%
Speciality stores	5%	5%	5%	5%	5%	5%
Building and hardware	4%	4%	4%	4%	4%	4%
Business and professional services	2%	4%	6%	9%	12%	14%
Garages	3%	2%	2%	3%	2%	2%
Health and beauty	2%	2%	2%	2%	2%	2%
Automotive	2%	2%	2%	2%	2%	2%
Telecommunications	2%	2%	2%	2%	1%	1%

Table 3 Source: Absa's Merchant Spend Analytics

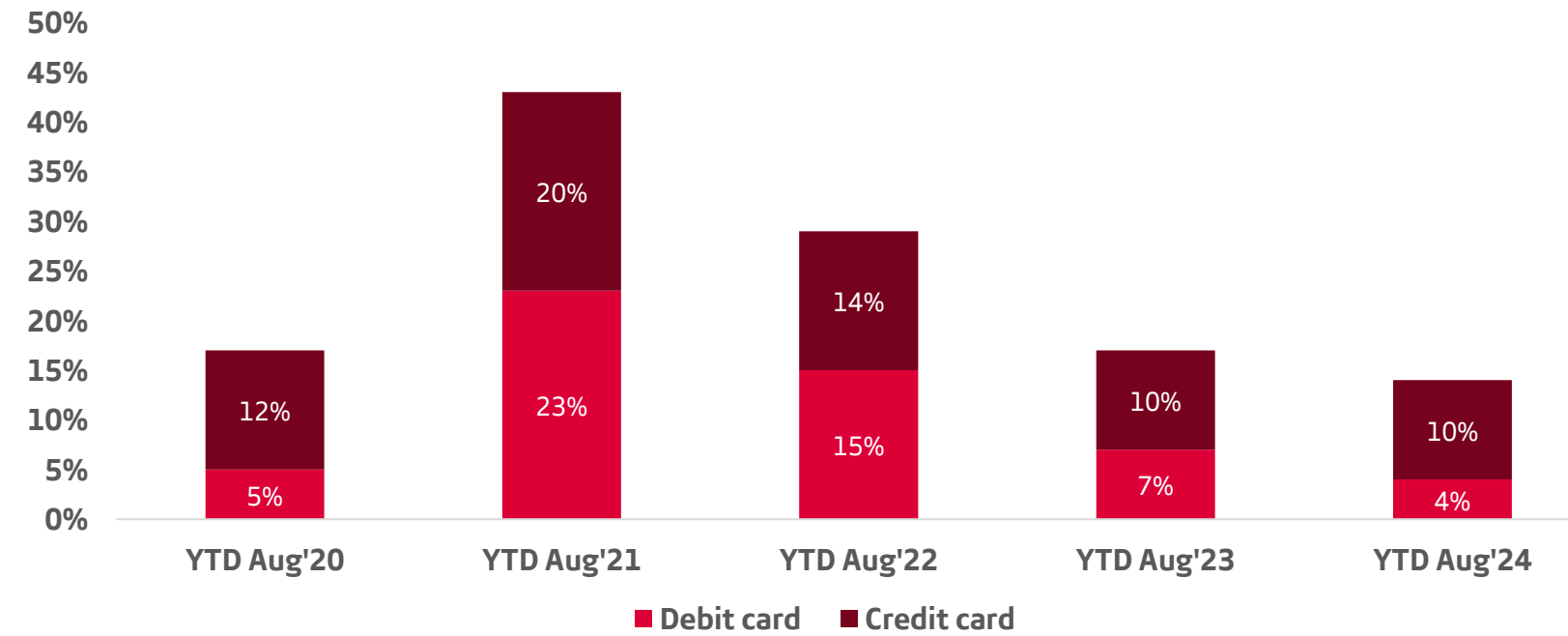
# YTD | Credit cards vs debit cards

## Card transactions slowed amid weaker consumer spending

Internal data indicates a growing consumer preference for credit cards to purchase goods and services. As illustrated in Graph 4, credit card use increased steadily at 10% (YTD'23: 10%) while debit card use growth decelerated to 4% (YTD'23: 7%).

Tables 4 and 5 compare the distribution of transactions between credit and debit cards for core categories. YTD, debit cards accounted for 78% (YTD'23: 79%) of total card transactions, while credit cards accounted for 22% (YTD'23: 21%). Overall, debit card transactions declined by 2% since 2019. The migration of transactions towards credit cards may have been driven by the economic challenges faced by consumers. It would be interesting to see how current policy adjustments, such as the reduction in interest rates and the easing of the consumer price index (CPI) coupled with the Two-pot Retirement System's implementation, could potentially influence the relative use of debit and credit cards.

There was a decrease or stagnation in the volumes of credit and debit card transactions across the core categories since 2019, except for the business and professional services category. There was a sustained increase in debit and credit card use within the business and professional services sector. This growth can be attributed to the expanding adoption of merchant machines by businesses operating in this field, providing customers with greater convenience and flexibility. This suggests that COVID-19 significantly altered consumer spending habits, causing credit card transactions to steadily increase over time.



Graph 4  
Source: Absa's Merchant Spend Analytics

	Credit card (YTD)					
	2019	2020	2021	2022	2023	2024
Food	12%	13%	11%	11%	11%	11%
Business and professional services	1%	1%	3%	3%	4%	4%
Clothing	2%	1%	1%	1%	1%	1%
Home and garden	1%	2%	2%	2%	2%	2%
Speciality stores	1%	1%	1%	1%	1%	1%
Building and hardware	1%	1%	1%	1%	1%	1%
Garages	1%	1%	1%	1%	1%	1%
Automotive	1%	0.4%	0.5%	0.5%	1%	1%
Health and beauty	1%	0.5%	1%	1%	0.4%	0.4%
Telecommunication	0%	0.2%	0.1%	0.1%	0.1%	0.1%
<b>Total</b>	<b>20%</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>22%</b>

Table 4  
Source: Absa's Merchant Spend Analytics

	Debit card (YTD)					
	2019	2020	2021	2022	2023	2024
Food	47%	48%	42%	42%	44%	42%
Business and professional services	2%	2%	7%	7%	10%	11%
Clothing	13%	11%	11%	11%	8%	8%
Home and garden	4%	4%	5%	5%	4%	4%
Speciality stores	5%	4%	4%	4%	4%	4%
Building and hardware	3%	3%	3%	3%	3%	3%
Garages	2%	2%	2%	2%	2%	2%
Automotive	2%	1%	2%	2%	2%	2%
Health and beauty	1%	1%	2%	2%	1%	1%
Telecommunications	2%	1%	2%	2%	1%	1%
<b>Total</b>	<b>80%</b>	<b>79%</b>	<b>79%</b>	<b>79%</b>	<b>79%</b>	<b>78%</b>

Table 5  
Source: Absa's Merchant Spend Analytics



# YTD | Online and in-store spending

## The evolving retail landscape

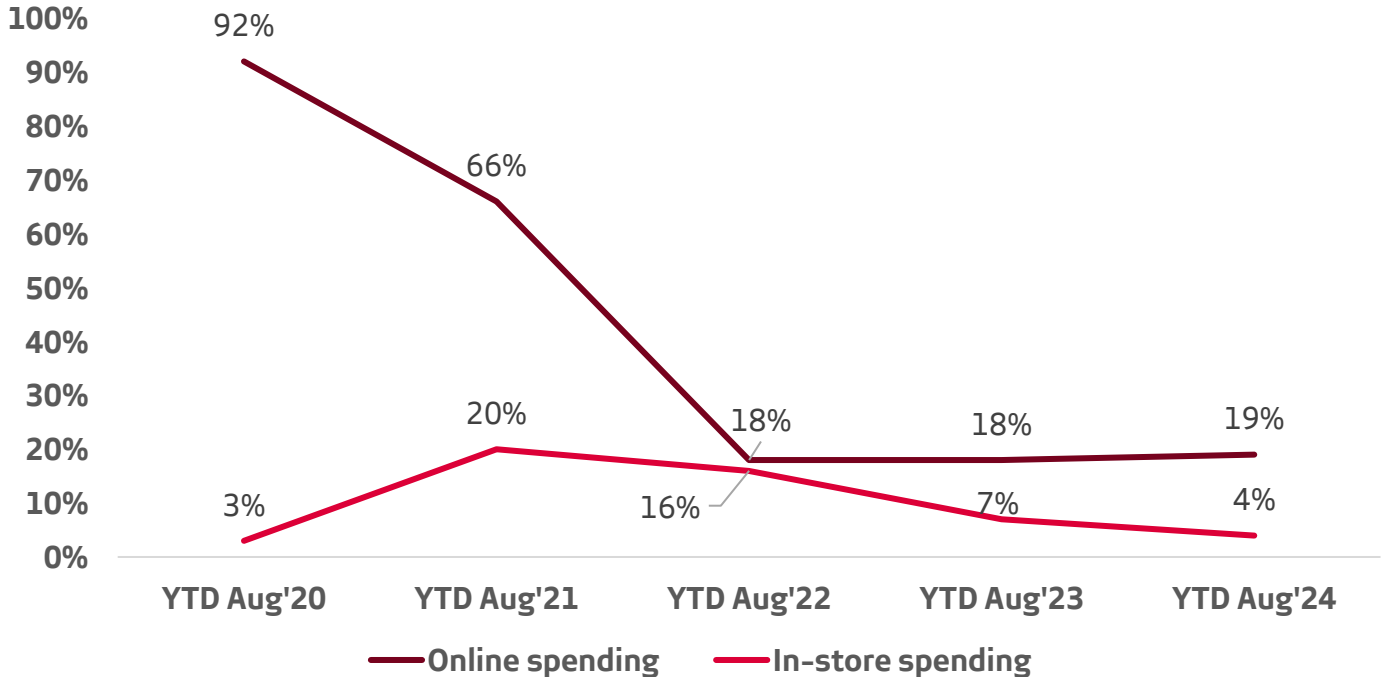
The retail landscape is undergoing a shift, with online shopping gaining popularity over traditional in-store purchases. In South Africa, the trend is particularly evident as emerging international online retailers have entered the market, increasing competition for existing local players. While online spending showed a notable increase during the period under review, in-store transactions still dominate the retail landscape.

## In-store spending continued to lag

According to our internal data, in-store spending experienced a modest increase of 4% YTD Aug'24 compared to a 7% increase observed during the same period in 2023 (Graph 5). The food category, which represents 53% of in-store spending (Table 9), contributed significantly to this subdued growth, with an increase of only 3% (YTD Aug'23: 11%). Furthermore, business and professional services, accounting for 13% of in-store spending, exhibited a more limited growth of 15% this year, a stark contrast to the 46% growth in 2023. While the top contributing categories demonstrated signs of recovery, their growth remained relatively modest, except for food, business and professional services, and building and hardware, which experienced a deceleration in growth.

## Online shopping gained momentum

Meanwhile, online spending witnessed a slight uptick by YTD Aug'24 (19%), driven primarily by growth in the home and garden (+35%), business and professional services (+23%), food (+15%) and clothing (+24%) categories, which collectively constitute 81% of online transactions (Table 7). As with in-store spending, growth in these top contributing online spending categories has been moderating, with the food, and home and garden categories serving as notable exceptions. The online marketplace, particularly for food and clothing, has become increasingly competitive, with major retailers competing for market share. The growth in the food category (Table 6) is likely attributable to the expanding number of retailers offering online delivery services and extending these to more areas across the country.



Graph 5  
Source: Absa's Merchant Spend Analytics

## Top contributors and growth rates: Online spending vs in-store spending

Categories	Growth rates: Online spending				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
Business and professional services	55%	56%	12%	28%	23%
Clothing	136%	50%	100%	37%	24%
Digital print media	-51%	-15%	3814%	98%	51%
Electronic equipment and computers	27%	70%	81%	33%	20%
Food	477%	246%	21%	0%	15%
Government	48%	38%	-43%	21%	15%
Home and garden	3798%	53%	-3%	22%	35%
Speciality stores	78%	18%	42%	26%	24%
Tourism	-47%	58%	150%	28%	1%
Transport	-35%	0%	61%	6%	-22%

Table 6  
Source: Absa's Merchant Spend Analytics

Categories	Growth rates: In-store spending				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
Food	8%	10%	9%	11%	3%
Business and professional services	58%	165%	86%	46%	15%
Clothing	-10%	29%	11%	-22%	0%
Speciality stores	-7%	18%	22%	3%	7%
Building and hardware	3%	32%	7%	4%	-4%
Home and garden	2%	33%	3%	-12%	1%
Garages	-19%	31%	24%	-2%	0%
Automotive	-6%	35%	18%	10%	5%
Health and beauty	12%	18%	27%	-12%	7%
Telecommunications	-5%	29%	21%	-2%	5%

Table 8  
Source: Absa's Merchant Spend Analytics

Top contributors: Online spending	
Categories	Contribution
Business and professional services	24%
Clothing	9%
Digital print media	2%
Electronic equipment and computers	2%
Food	20%
Government	1%
Home and garden	29%
Speciality stores	1%
Tourism	2%
Transport	6%

Table 7  
Source: Absa's Merchant Spend Analytics

Top contributors: In-store spending	
Categories	Contribution
Food	53%
Business and professional Services	13%
Clothing	9%
Speciality stores	5%
Building and hardware	4%
Home and garden	4%
Garages	2%
Automotive	2%
Health and beauty	2%
Telecommunications	1%

Table 9  
Source: Absa's Merchant Spend Analytics



**3**

**Spotlight: Automotive**

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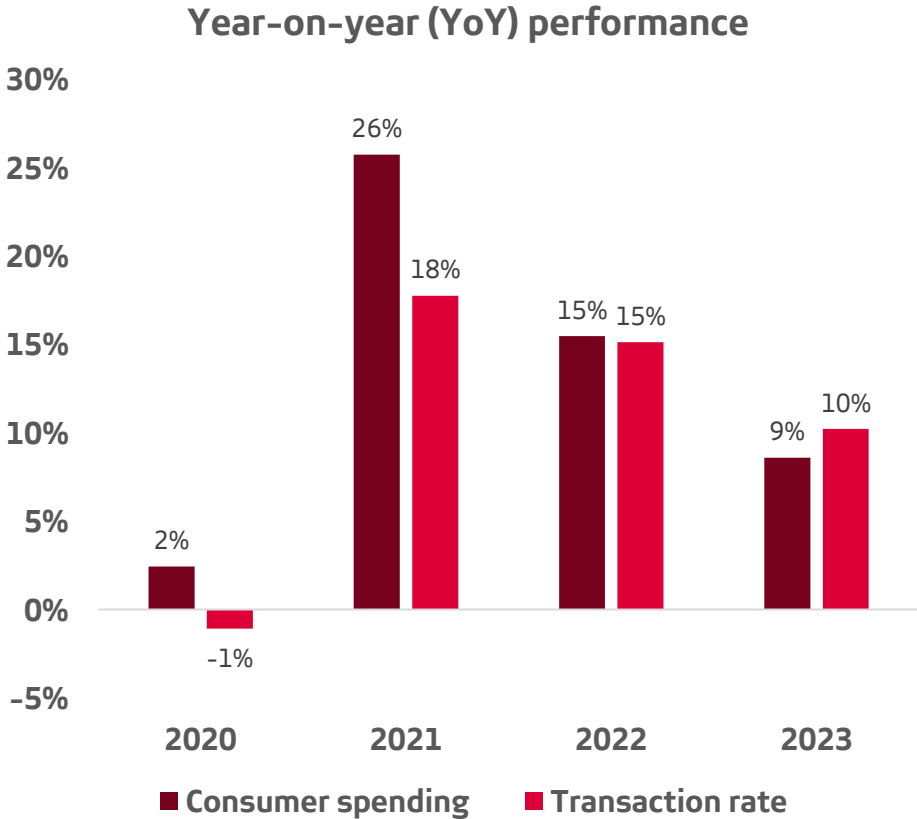
# Spotlight | Automotive

## Automotive category navigated a complex consumer spending landscape

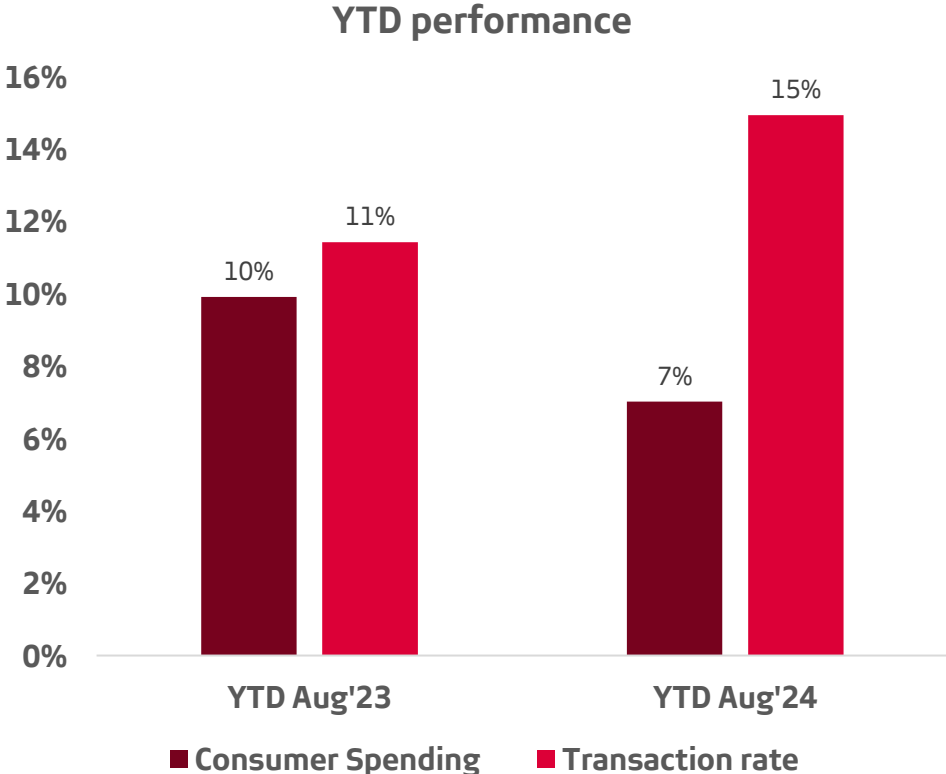
The automotive sector faced major setbacks due to COVID-19 travel restrictions. However, once these restrictions were lifted in 2021, there was a notable increase in both consumer spending and transaction volumes (Graph 6), but this growth has since slowed down. Key subcategories driving this slowdown included automotive parts, car and truck dealerships, and motor vehicle supplies and parts, which collectively comprise 82% of market share. These top three contributing categories have experienced a decline in growth since 2021 (Table 8), as consumers shifted their spending priorities to essential goods and services amid economic challenges. While YTD Aug'24 spending in the automotive sector did not show a significant increase compared to the same period in 2023 (Graph 7), the volume of transactions are significantly more.

Online spending\* within the automotive category witnessed a substantial surge, with YTD Aug'24 performance reaching 770%. Although not a major contributor to the overall online spending landscape, this category has demonstrated consistent growth over the years.

Credit card\* use remains prevalent in the automotive sector compared to debit card use, reflecting consumers' continued reliance on credit. As the economy continues to strengthen, the automotive sector could experience an increase in consumer spending. Consumers may be more inclined to fulfil delayed purchases or address long-overdue car maintenance needs. As consumer confidence and spending power increase, the automotive market may be poised for recovery.



Graph 6  
Source: Absa's Merchant Spend Analytics



Graph 7  
Source: Absa's Merchant Spend Analytics

Subcategories	Spending changes (YoY)			
	2020	2021	2022	2023
Automotive parts: Accessory stores	-2%	21%	15%	12%
Car and truck dealer (new and used) sales and services	2%	20%	11%	4%
Motor vehicle supplies and new parts	16%	50%	35%	6%
Automotive tire stores	6%	37%	9%	3%
Automotive service shops	3%	41%	18%	12%
Tire re-treading and repair shops	23%	32%	20%	7%
Motorcycle dealers	5%	127%	21%	-5%
Miscellaneous automotive, aircraft and farm equipment dealers	23%	37%	10%	4%
Automotive body repair shops	5%	30%	13%	21%
Truck and utility trailer rentals	182%	58%	15%	18%

Table 8  
Source: Absa's Merchant Spend Analytics

Subcategories	Spending changes	
	YTD Aug'23	YTD Aug'24
Automotive parts: Accessory stores	16%	13%
Car and truck dealer (new and used) sales and services	-3%	7%
Motor vehicle supplies and new parts	-10%	12%
Automotive tire stores	-3%	3%
Automotive service shops	13%	9%
Tire re-treading and repair shops	14%	4%
Motorcycle dealers	12%	-5%
Miscellaneous automotive, aircraft and farm equipment dealers	4%	20%
Automotive body repair shops	15%	20%
Truck and utility trailer rentals	13%	22%

Table 9  
Source: Absa's Merchant Spend Analytics

\*Refer to the heatmap section on page 13 for the detail.



# 4

## Heatmaps

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# Heatmap

## Consumer spending changes per category

Category	2020	2021	2022	2023
Automotive	2%	26%	15%	9%
Books and newspapers	10%	22%	20%	4%
Building and hardware	12%	21%	7%	3%
Business and professional services	98%	85%	65%	38%
Care services	6%	35%	29%	23%
Clothing	-1%	21%	1%	-13%
Commercial and industrial services	21%	34%	28%	15%
Digital print media	24%	94%	310%	40%
Domestic and cleaning services	58%	84%	44%	-4%
Education	-14%	6%	32%	17%
Electronic equipment and computers	20%	23%	9%	5%
Food	11%	10%	9%	9%
Funeral services	39%	37%	2%	40%
Gambling	-31%	47%	20%	-10%
Games and gaming	74%	470%	73%	15%
Garages	-15%	29%	21%	-3%
Government	-2%	20%	17%	5%
Health and beauty	14%	15%	18%	-5%
Health practitioners	-2%	24%	6%	6%
Home and garden	42%	25%	0%	1%
Medical services	5%	39%	19%	10%
NGOs: Social and religious services	-25%	35%	24%	9%
Speciality stores	-2%	14%	16%	6%
Sports, outdoors and travel	4%	42%	81%	29%
Stationery and office furniture	9%	33%	25%	23%
Telecommunications	6%	11%	22%	-5%
Tourism	-43%	46%	84%	20%
Transport	-22%	-2%	104%	11%
Warehousing and storage	75%	-8%	17%	-4%
Overall	11%	18%	14%	8%

Tracking year-on-year changes per category  
Source: Absa's Merchant Spend Analytics

Tracked consumer spending categories	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24
Automotive	-10%	0%	2%	-4%	9%	-6%	12%	-5%
Books and newspapers	4%	-35%	-11%	-10%	9%	-16%	3%	-10%
Building and hardware	-19%	-3%	2%	-9%	11%	-3%	6%	0%
Business and professional services	-23%	0%	14%	-22%	13%	-3%	5%	8%
Care services	26%	-13%	-4%	3%	7%	-7%	15%	-2%
Commercial and industrial services	-2%	-4%	-4%	11%	0%	-3%	21%	-12%
Digital print media	-9%	-6%	177%	-36%	45%	-22%	-49%	22%
Domestic and cleaning services	13%	-9%	13%	-3%	2%	-1%	6%	4%
Education	373%	-13%	-64%	-14%	-3%	-36%	71%	-21%
Electronic equipment and computers	-17%	-5%	9%	-21%	4%	5%	3%	-3%
Food	-21%	-3%	13%	-15%	14%	-1%	2%	1%
Clothing	-46%	-12%	22%	-9%	13%	10%	-10%	-3%
Funeral services	8%	-8%	3%	1%	13%	6%	1%	-1%
Gambling	3%	-16%	13%	-31%	58%	5%	17%	10%
Games and gaming	-54%	2%	14%	-9%	2%	7%	-8%	1%
Garages	-10%	1%	6%	-10%	10%	-7%	4%	-3%
Government	21%	-6%	-4%	4%	9%	-6%	23%	0%
Health and beauty	-23%	0%	9%	-13%	22%	-6%	6%	4%
Health practitioners	18%	9%	-9%	5%	5%	-14%	21%	-5%
Home and garden	-24%	-4%	3%	-12%	17%	-5%	7%	-4%
Medical services	6%	14%	20%	-18%	-3%	-11%	11%	0%
NGOs: Social and religious services	-51%	-13%	41%	-39%	22%	13%	-17%	8%
Speciality stores	-43%	2%	17%	-22%	19%	0%	-5%	3%
Sports, outdoor and travel	-8%	-14%	14%	-22%	10%	-2%	6%	8%
Stationery and office furniture	41%	-55%	-5%	-15%	16%	-8%	12%	1%
Telecommunications	-21%	-1%	10%	-15%	12%	-1%	0%	-10%
Tourism	-8%	-3%	2%	-19%	0%	0%	4%	9%
Transport	-7%	2%	-1%	-13%	11%	-4%	13%	-3%
Warehousing and storage	-19%	3%	-3%	-5%	20%	10%	29%	15%

Tracking MTM changes per category  
Source: Absa's Merchant Spend Analytics



# Heatmap

## Online and in-store spending changes per category

Tracked consumer spending categories	Online				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
<b>Automotive*</b>	-31%	7%	35%	39%	770%
Books and newspapers	26%	32%	-19%	9%	11%
<b>Building and hardware*</b>	67%	50%	22%	15%	-10%
<b>Business and professional services*</b>	55%	56%	12%	28%	23%
Care services	-10%	-34%	-20%	-100%	n/a
<b>Clothing*</b>	136%	50%	100%	37%	24%
Commercial and industrial services	304%	-72%	75%	70%	-26%
Digital print media	-51%	-15%	3814%	98%	51%
Domestic and cleaning services	28%	11%	75%	-18%	-35%
Education	44%	77%	18%	15%	33%
Electronic equipment and computers	27%	70%	81%	33%	20%
<b>Food*</b>	477%	246%	21%	0%	15%
Funeral services	n/a	n/a	1632%	-55%	13338%
Gambling	n/a	n/a	n/a	n/a	n/a
Games and gaming	47%	7856%	50%	29%	14%
<b>Garages*</b>	386%	-63%	34%	777%	6%
Government	48%	38%	-43%	21%	15%
<b>Health and beauty*</b>	-55%	-22%	-1%	14%	-9%
Health practitioners	-28%	77%	16%	78%	48%
<b>Home and garden*</b>	3798%	53%	-3%	22%	35%
Medical services	533%	200%	15%	12%	20%
NGOs: Social and religious services	18%	27%	6%	-16%	4%
<b>Specialty stores*</b>	78%	18%	42%	26%	24%
Sports, outdoors and travel	2%	60%	97%	24%	18%
Stationery and office furniture	-32%	-18%	-35%	-36%	15%
Telecommunications	12%	-11%	-11%	10%	-42%
Tourism	-47%	58%	150%	28%	1%
Transport	-35%	0%	61%	6%	-22%
Warehousing and storage	7%	6%	8%	-86%	100%
Overall performance	92%	66%	18%	18%	19%

Tracking YTD changes per category  
Source: Absa's Merchant Spend Analytics

\*Core categories

Tracked consumer spending categories	In-store spending				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
<b>Automotive*</b>	-6%	35%	18%	10%	5%
Books and newspapers	-17%	26%	55%	15%	-10%
<b>Building and hardware*</b>	3%	32%	7%	4%	-4%
<b>Business and professional services*</b>	58%	165%	86%	46%	15%
Care services	6%	29%	40%	21%	13%
<b>Clothing*</b>	-10%	29%	11%	-22%	0%
Commercial and industrial services	14%	42%	31%	10%	18%
Digital print media	46%	46%	56%	33%	27%
Domestic and cleaning services	25%	128%	61%	0%	-11%
Education	-18%	-9%	43%	17%	14%
Electronic equipment and computers	8%	31%	3%	1%	2%
<b>Food*</b>	8%	10%	9%	11%	3%
Funeral services	37%	52%	-11%	52%	13%
Gambling	-51%	60%	58%	-26%	86%
Games and gaming	-28%	256%	234%	11%	-6%
<b>Garages*</b>	-19%	31%	24%	-2%	0%
Government	-19%	28%	33%	7%	17%
<b>Health and beauty*</b>	12%	18%	27%	-12%	7%
Health practitioners	-7%	30%	9%	5%	10%
<b>Home and garden*</b>	2%	33%	3%	-12%	1%
Medical services	-1%	39%	19%	13%	9%
NGOs: Social and religious services	-46%	62%	34%	19%	0%
<b>Specialty*</b>	-7%	18%	22%	3%	7%
Sports, outdoor and travel	-12%	51%	73%	38%	15%
Stationery and office furniture	7%	39%	21%	24%	28%
Telecommunications	-5%	29%	21%	-2%	5%
Tourism	-46%	25%	96%	32%	8%
Transport	27%	42%	3945%	30%	13%
Warehousing and storage	32%	28%	21%	-7%	27%
Overall performance	3%	20%	16%	7%	4%

Tracking YTD changes per category  
Source: Absa's Merchant Spend Analytics

\*Core categories

# Heatmap

## Credit and debit card spending changes per category

Core categories	Debit card				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
Food	7%	12%	10%	11%	2%
Business and professional services	61%	141%	73%	45%	15%
Clothing	-7%	29%	11%	-21%	0%
Home and garden	21%	40%	3%	-3%	13%
Speciality stores	-7%	20%	21%	2%	6%
Building and hardware	5%	35%	9%	4%	-3%
Garages	-15%	36%	25%	-2%	2%
Automotive	-2%	35%	17%	10%	6%
Health and beauty	18%	21%	21%	-6%	6%
Telecommunications	-3%	28%	18%	-2%	-1%
Overall performance	5%	23%	15%	7%	4%

Tracking YTD changes per category  
Source: Absa's Merchant Spend Analytics

Core categories	Credit card				
	YTD Aug'20	YTD Aug'21	YTD Aug'22	YTD Aug'23	YTD Aug'24
Food	13%	10%	6%	9%	8%
Business and professional services	50%	97%	55%	37%	19%
Clothing	-20%	31%	36%	-4%	9%
Home and garden	129%	36%	-5%	1%	17%
Speciality stores	-7%	11%	26%	8%	11%
Building and hardware	1%	24%	3%	7%	-6%
Garages	-25%	22%	23%	-4%	-5%
Automotive	-17%	33%	20%	10%	9%
Health and beauty	-6%	6%	47%	-28%	8%
Telecommunication	5%	-16%	0%	15%	10%
Overall performance	12%	20%	14%	10%	10%

Tracking YTD changes per category  
Source: Absa's Merchant Spend Analytics



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