

Beverages

December US on-trade spend improves to +4%

Industry Overview

December on-trade spend +4% YoY

BAC aggregated credit and debit card spending in US “bars and restaurants” increased 3.7% year-on-year in December, improving vs November and October (+2.1%/+0.9%). Vs 2019, however, on-trade spend in December increased “just” 11.2% (vs +14.6%/+13.9% in Nov/Oct). That said, we also saw a significant dip in the ‘vs 2019 trend’ in both Dec-2022 and Dec-2021, suggesting that the 2019 December comp might be particularly tough.

(We measure spending in “bars and restaurants” for both “food and beverages”, using BAC aggregated credit and debit card data).

Please see our US economists' most recent report [BofA on USA: 'Tis the season\(al\)](#) for more on broader retail trends, methodology, disclaimers and limitations for BAC card data.

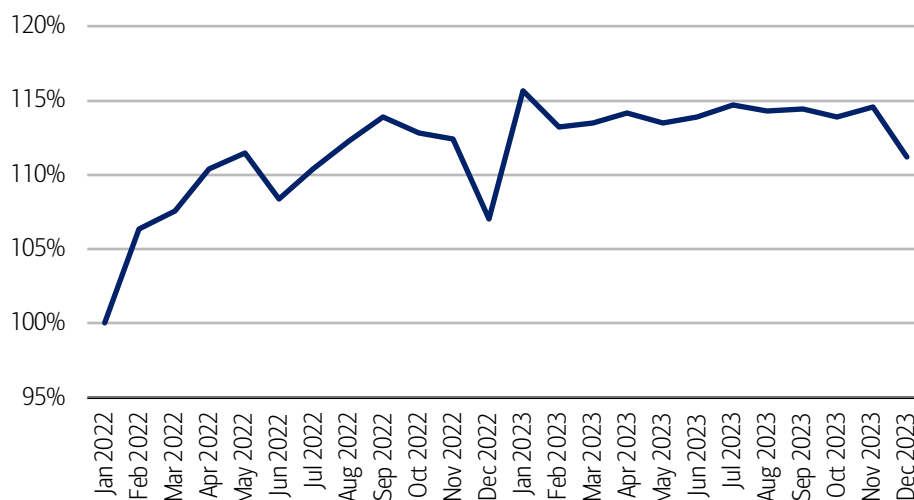
Off-trade Spirits and Beer decelerate

Nielsen data for December (4 weeks to December 30th) showed that spirits off-trade sales decelerated to +1.5% (from +4.6% in the 4 weeks to Dec 2nd). Vs 2019, sales grew +25% (vs prev. +31%), possibly affected by a negative calendar effect.

Beer off-trade sales (Nielsen) declined -1.8% in December, which compares to flat (-0.1%) in November. Vs 2019, sales grew +4% (prev. +8.5%).

Exhibit 1: BAC card spending in US “bars & restaurants” as a % of 2019: 7-day moving average

Card spending on “brick & mortar bars & restaurants” up 11% vs 2019 in December



Source: BAC Internal Data

BofA GLOBAL RESEARCH

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Equity
Europe
Beverages - Alcoholic

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