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# Impact Study of Omicron on Credit Card Sales

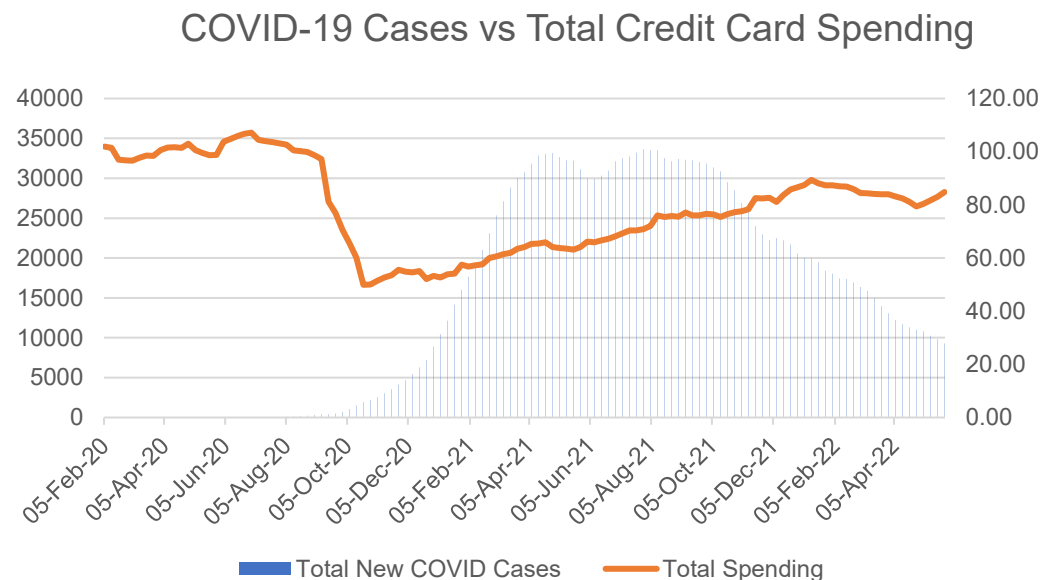
Citi Finance



## COVID-19 vs Total Credit Card Spending

[GRAPH 1]

[COMMENTS]

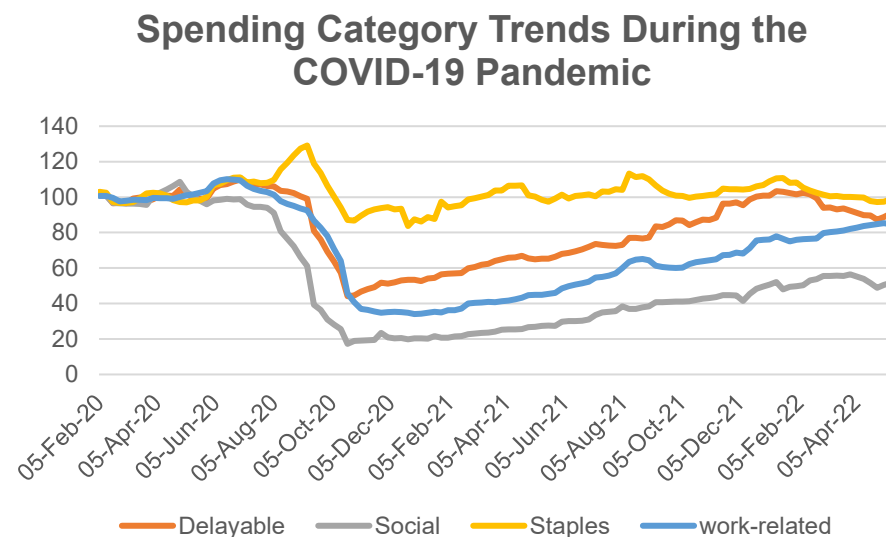


- Omicron (Nov 2021–May 2022) led to a **moderate Q1 slowdown**, not as severe as prior waves.
- Spikes in COVID cases consistently caused dips in overall card spending.

## Spending Category Trends During the COVID-19 Pandemic

[GRAPH 2]

[COMMENTS]



- Staples remained stable; Work-related rebounded quickly.
- Delayable and Social spending dropped the most during each wave.
- Omicron showed only a mild impact on these trends.



## Strategic Recommendations Based on Omicron Impact

- Historical trends show spending dropped significantly during COVID waves, especially in **Delayable** and **Social** categories.
- **Staples** remained stable, while **Work-related** spending rebounded quickly after each wave.
- During the **Omicron wave (Nov 2021–May 2022)**:
  - A moderate decline was observed, mainly in non-essential spending.
  - The impact was **less severe** than previous waves due to lighter restrictions.
- **Recommendations:**
  - Revisit and lower **Q1–Q2 2022 forecasts** for Delayable and Social categories by 5–10%.
  - Maintain stable forecasts for Staples and Work-related segments.
  - Continue monitoring **public health trends** for proactive forecast adjustments.