



CONSUMER SPENDING TRACKER

JULY 2024

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KEY DEVELOPMENTS

In July 2024, both the total number of non-cash transactions, and the total non-cash spending volume experienced an annual increase.

Non-resident non-cash spending continued to grow annually. The non-cash spendings in hotels increased, however the average transaction volume has decreased.

Tbilisi residential property transactions have increased compared to the same period of the previous year. New mortgage issuances also grew annually.

The annual growth of non-cash spending in restaurants stays positive. The average spending per transaction has increased.

Note: Sector growth is based on POS and E-commerce payments through TBC channels; Growth rates may differ from market turnover dynamics due to the changing share of non-cash transactions and TBC market share

NOTICE

Due to a change in data categorization the report has been updated. New categories have been added: “Delivery Services”, and “Telecommunication and Digital Services”. Furthermore, categories doctor and medical equipment have been summed up into a new group called “Healthcare”, and car repair category has been replaced by “Car Expenses”. Some other graphs have also been updated and may not coincide with previous issues exactly.

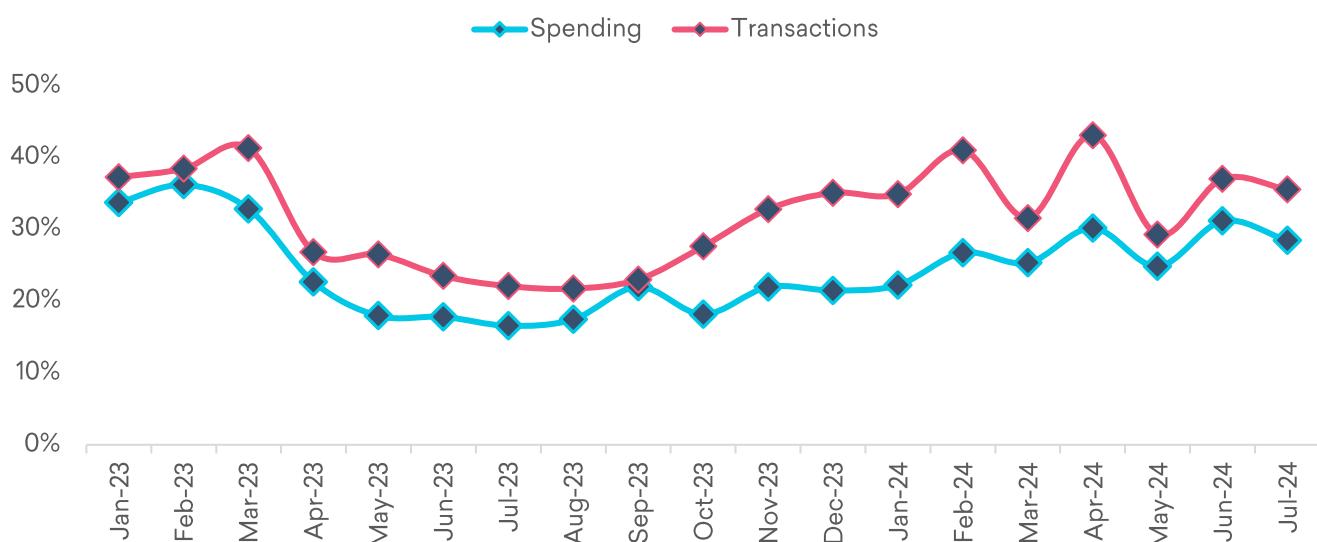
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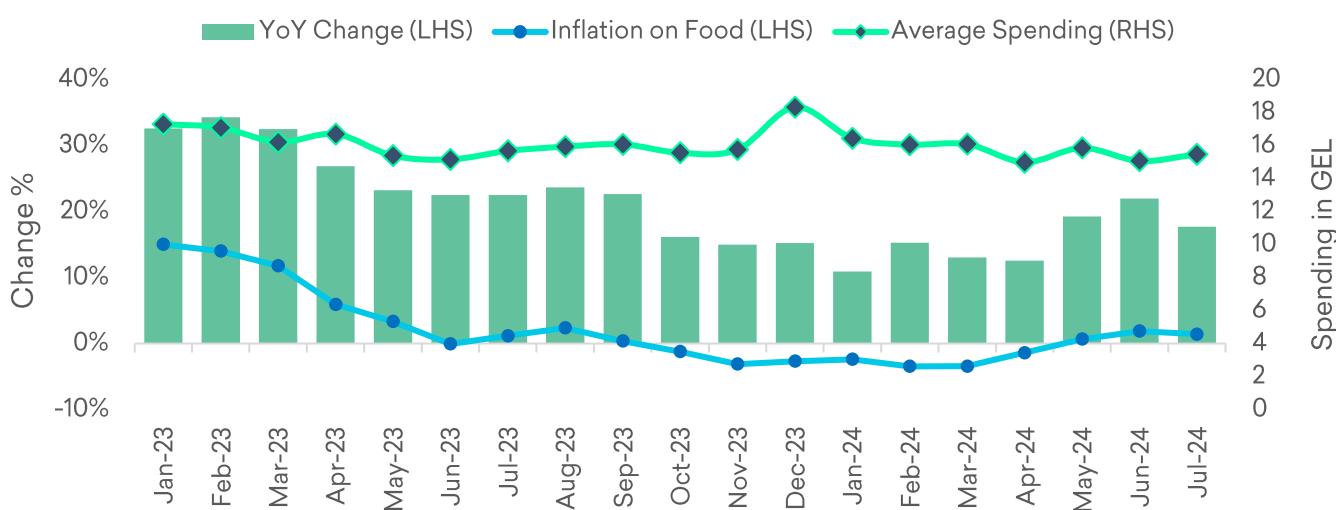
Total non-cash spending continues to increase

- After a significant drop in May, the year-over-year growth of total number of non-cash transactions and total spending recovered and reached 37% and 31% respectively. In July 2024, the annual growth rate of the number of total non-cash transactions, through TBC Bank's channels, reached 36%, while the growth of total non-cash spending volume amounted to 28%.
- The non-cash spending on groceries through TBC Bank's channels grew by 18% compared to July 2023. Since May 2024 Inflation on foods and non-alcoholic beverages grew to be positive and amounted to 1% in July. During the same period, the average spending in July reached to GEL 15.5.

Total Non-cash Spending and Number of Non-cash Transactions (YoY % Change)



Grocery: Non-cash spending growth and average transaction volume

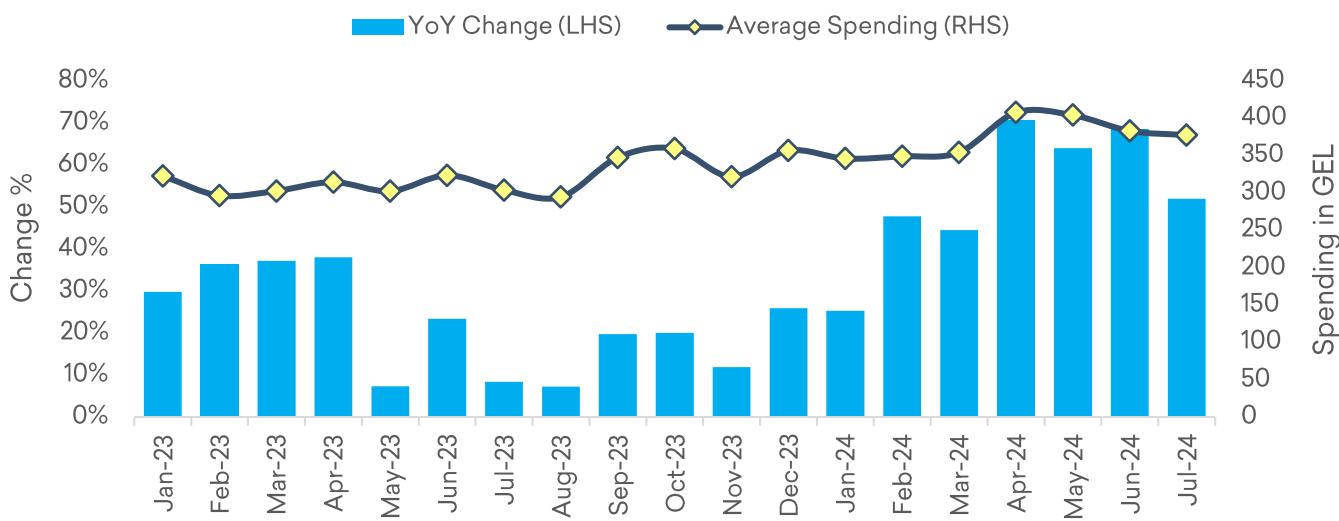


Source: TBC Bank's Channels, Georgia

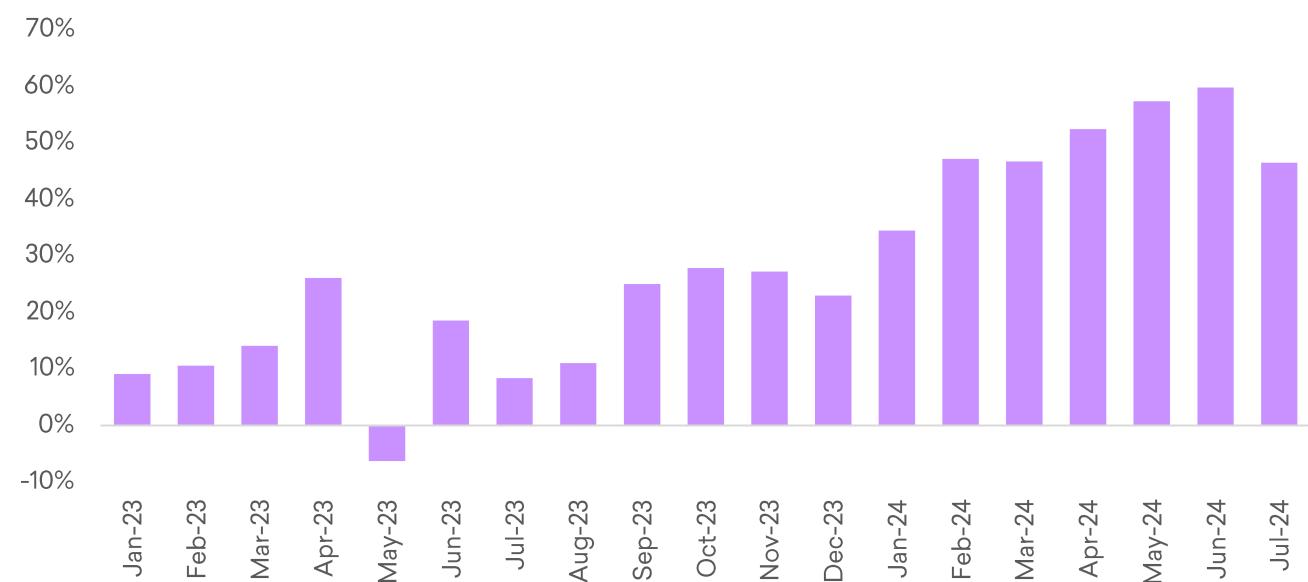
The non-cash spending by non-residents continues to grow

- ▶ In July, non-cash spending in hotels, through TBC Bank's channels, increased by 52% annually. The average spending per transaction has started to decrease since May and amounted to GEL 377 in July 2024.
- ▶ During the same period, non-cash spending by non-residents, through TBC Bank's channels, rose by 46% annually.

Hotels: Non-cash spending growth and average transaction volume



Non-cash expenses of non-residents (YoY % change)

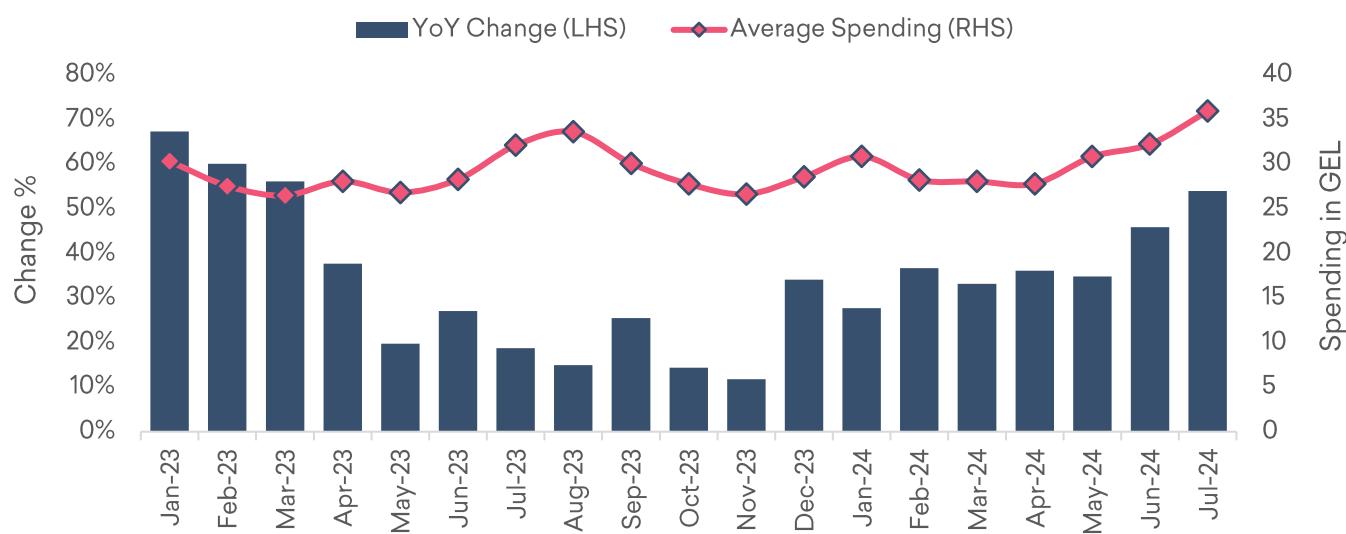


Source: TBC Bank's Channels, Georgia

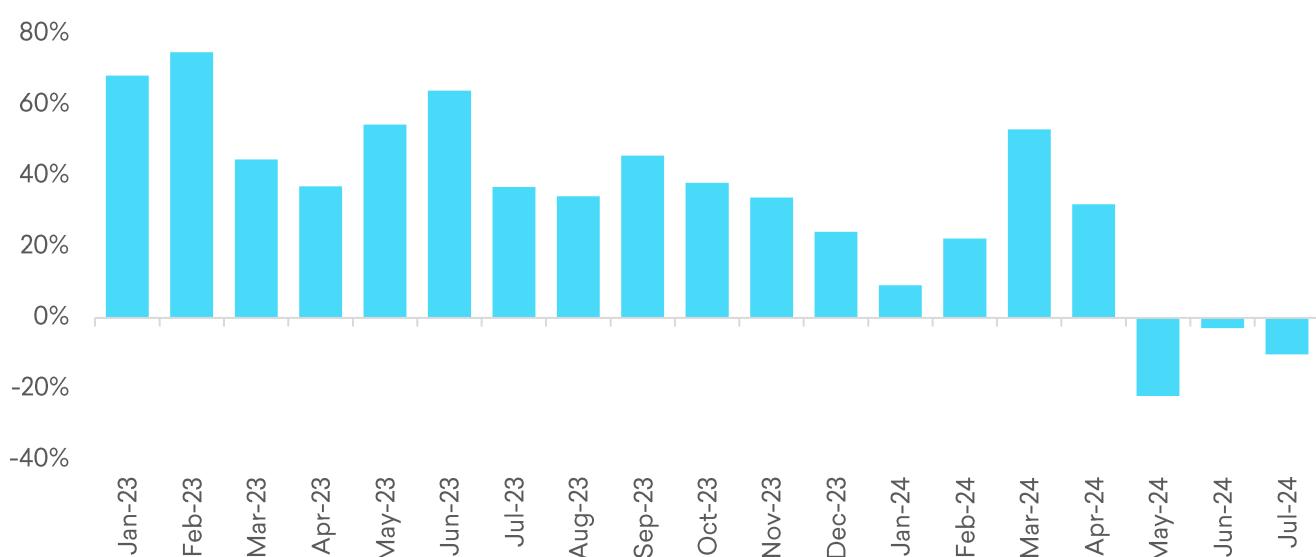
Non-cash spending in restaurants increased by 54% annually

- In July 2024, non-cash spending in restaurants through TBC Bank's channels surged with an annual growth rate of 54%. Following a notable growth, the average spending per transaction in restaurants reached GEL 36.
- Non-cash spending on entertainment, through TBC bank's channels, has been showing negative year-over-year changes since May 2024. In July, the annual difference amounted to -10%.

Restaurants: Non-cash spending growth and average transaction volume



Entertainment: Non-cash spending (YoY % change)

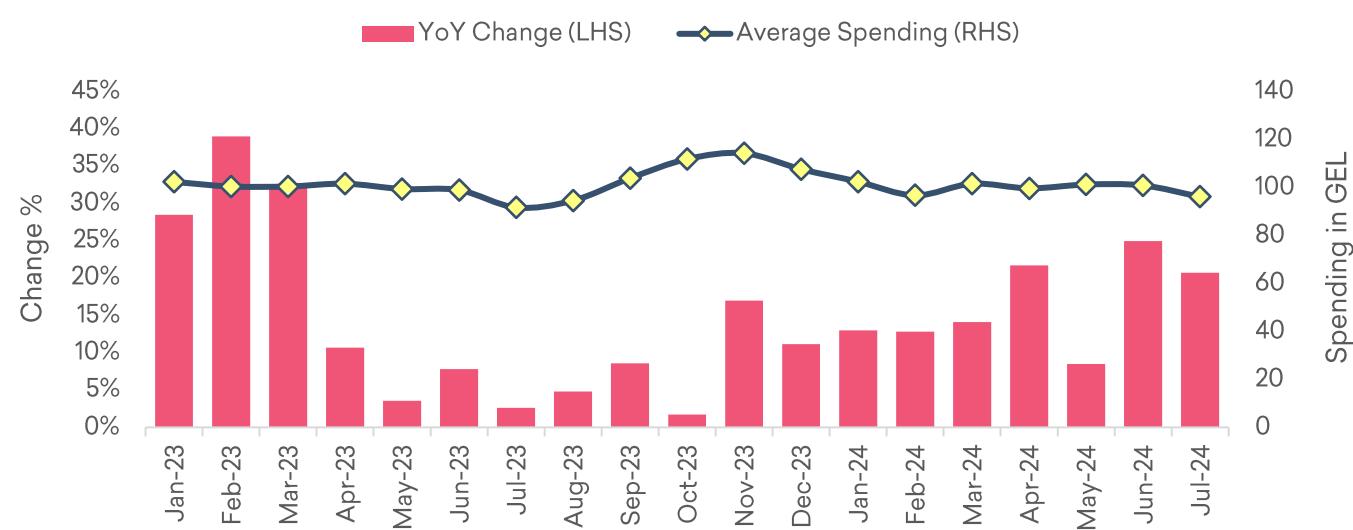


Source: TBC Bank's Channels, Georgia

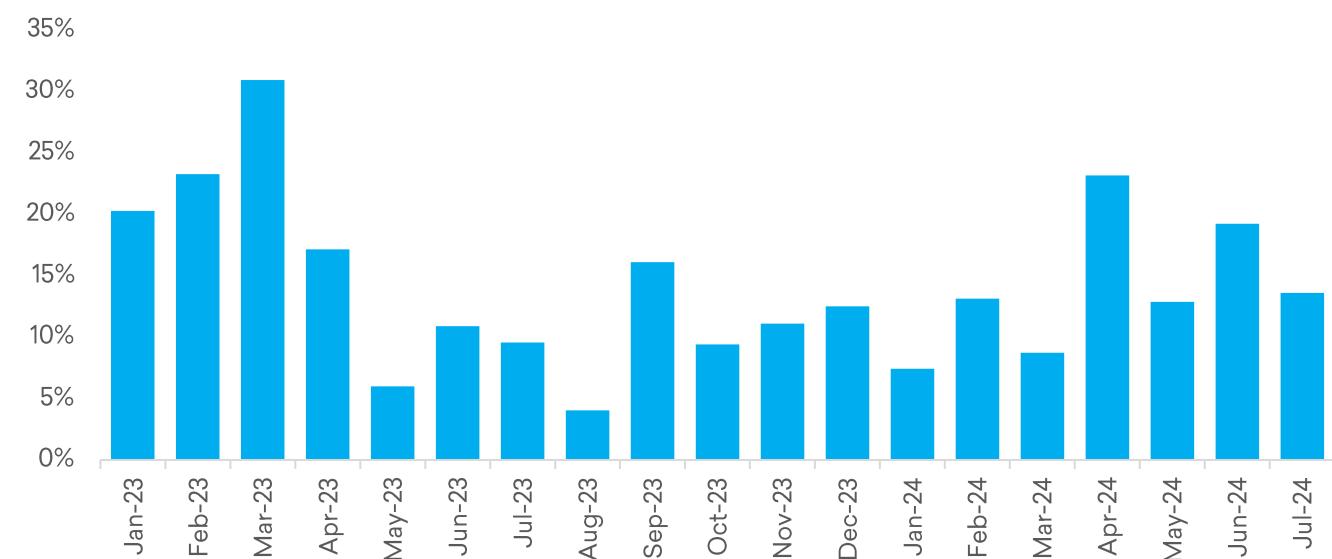
Growth of non-cash spending on apparel & accessories remains positive

- In July 2024, non-cash spending on apparel & accessories through TBC Bank's channels saw an annual growth rate of 21%. The average transaction volume amounted to GEL 96 in July.
- In other retail stores, non-cash spending through TBC Bank's channels grew by 14% annually.

Apparel & Accessories: Non-cash spending growth and average transaction volume



Other Retail Stores: Non-cash spending (YoY % change)

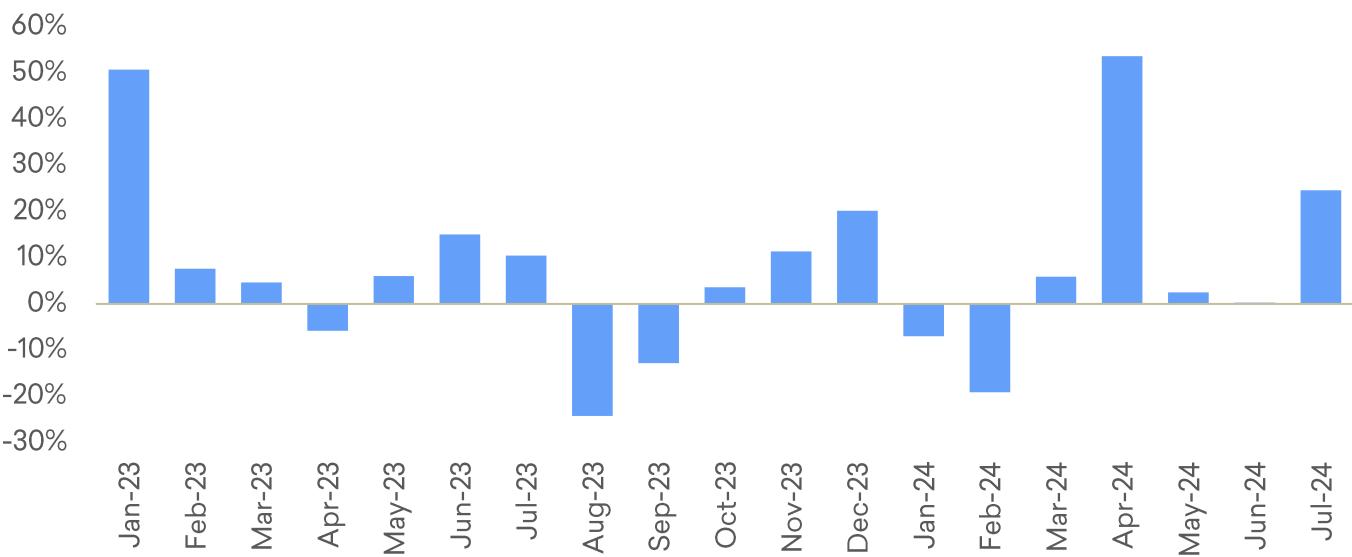


Source: TBC Bank's Channels, Georgia

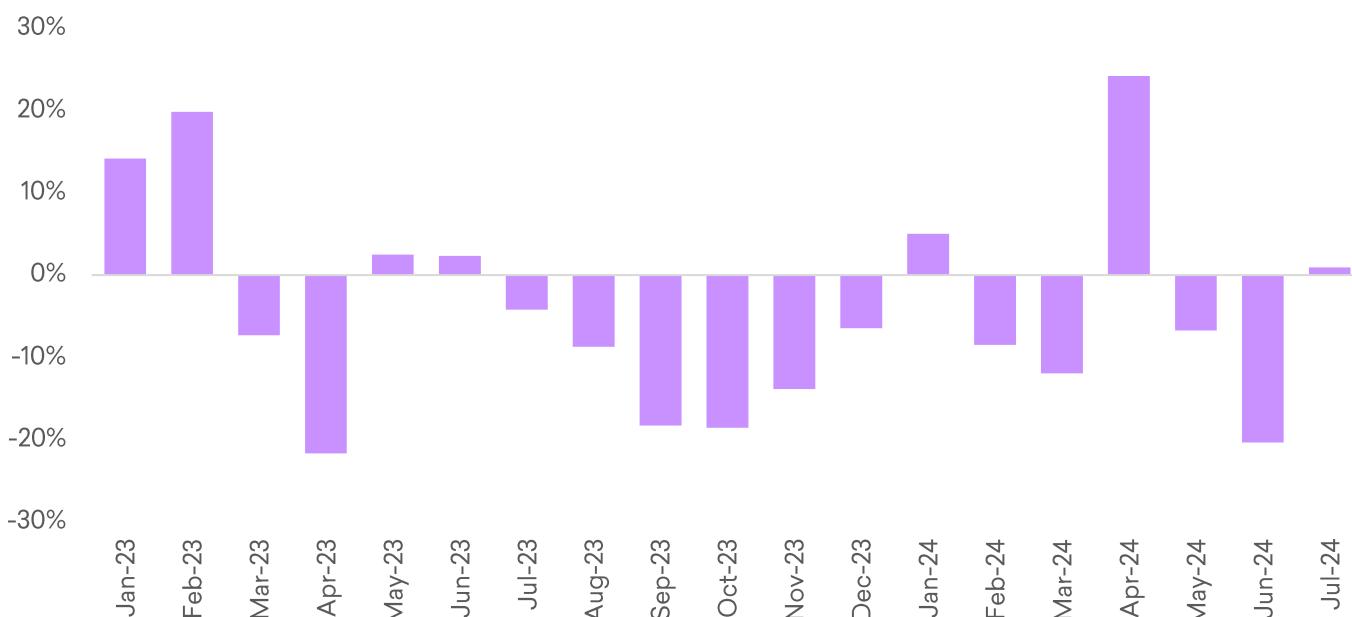
the annual growth of residential properties sold in Tbilisi is positive

- ▶ In July 2024, the volume of new mortgage issuance rose by 24.6% annually.
- ▶ In July 2024, the year-over-year change in the number of residential property transactions in Tbilisi, became positive after two month of negative annual change and amounted to 1%.

Dynamics of new mortgages issued by TBC Bank (YoY % change, FX-adjusted)



Number of residential properties sold in Tbilisi (YoY % change)

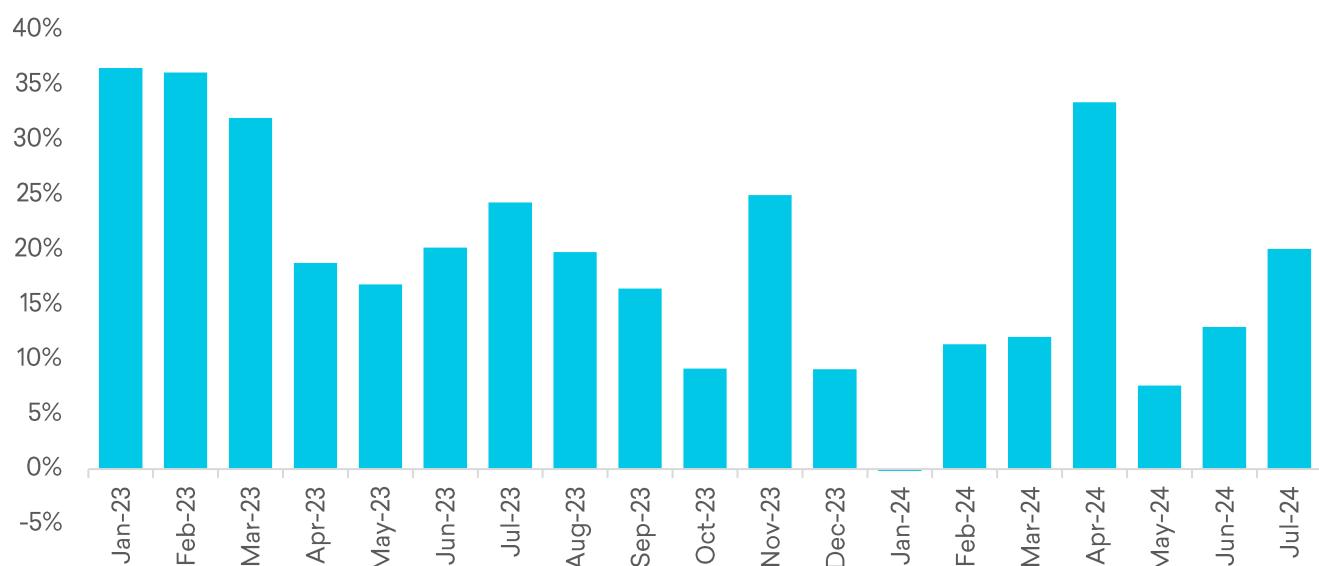


Source: TBC Bank, NAPR

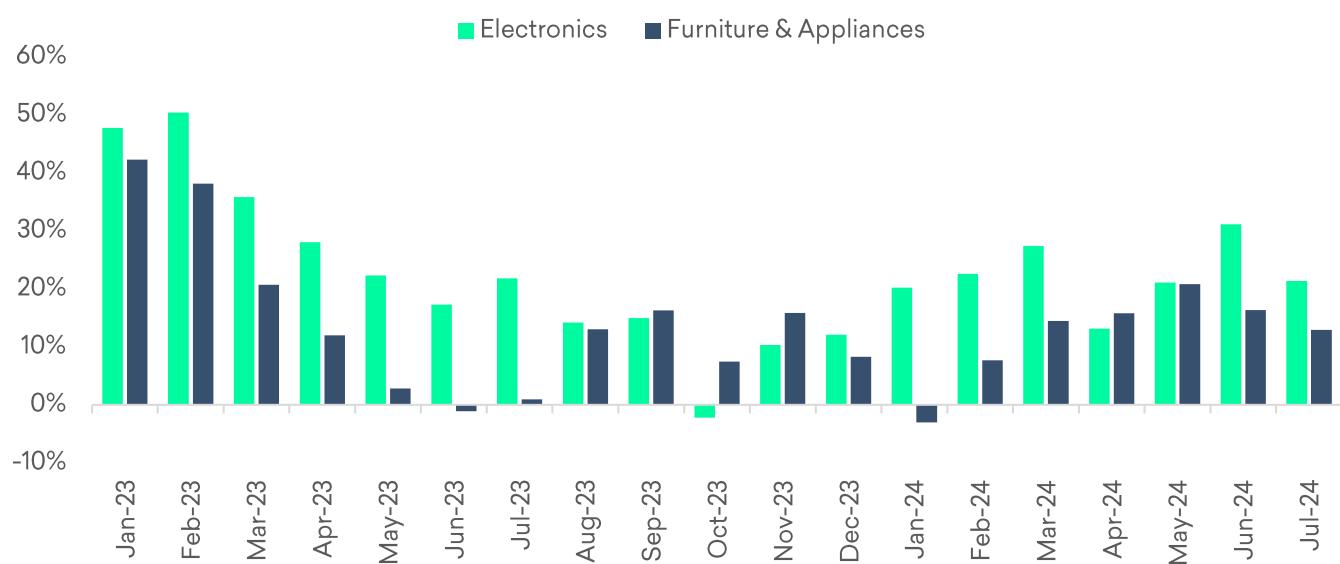
Non-cash spending on construction materials increased by 20% annually

- ▶ In July 2024, non-cash spending on construction materials through TBC Bank's channels experienced an annual growth of 20%.
- ▶ Non-cash spending on electronics through TBC Bank's channels enlarged by 21% compared to previous year.
- ▶ There was a 13% annually increase in non-cash spending on furniture & appliances through TBC Bank's channels in July 2024.

Construction materials: Non-cash spending (YoY % change)



Electronics and Furniture & appliances: Non-cash spending (YoY % change)

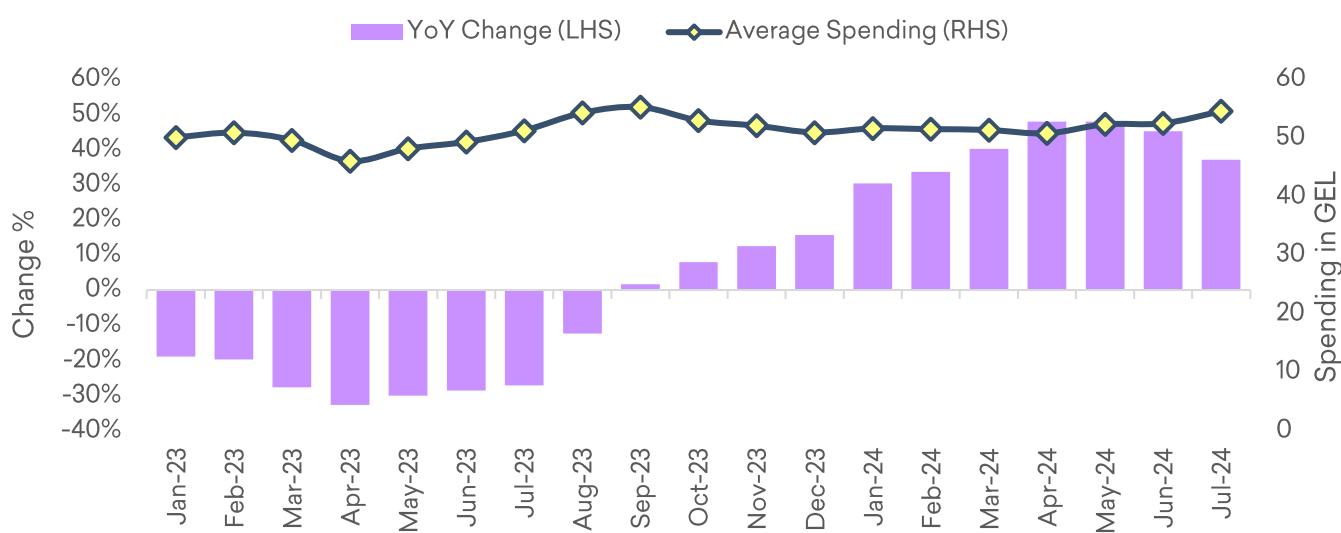


Source: TBC Bank's Channels, Georgia

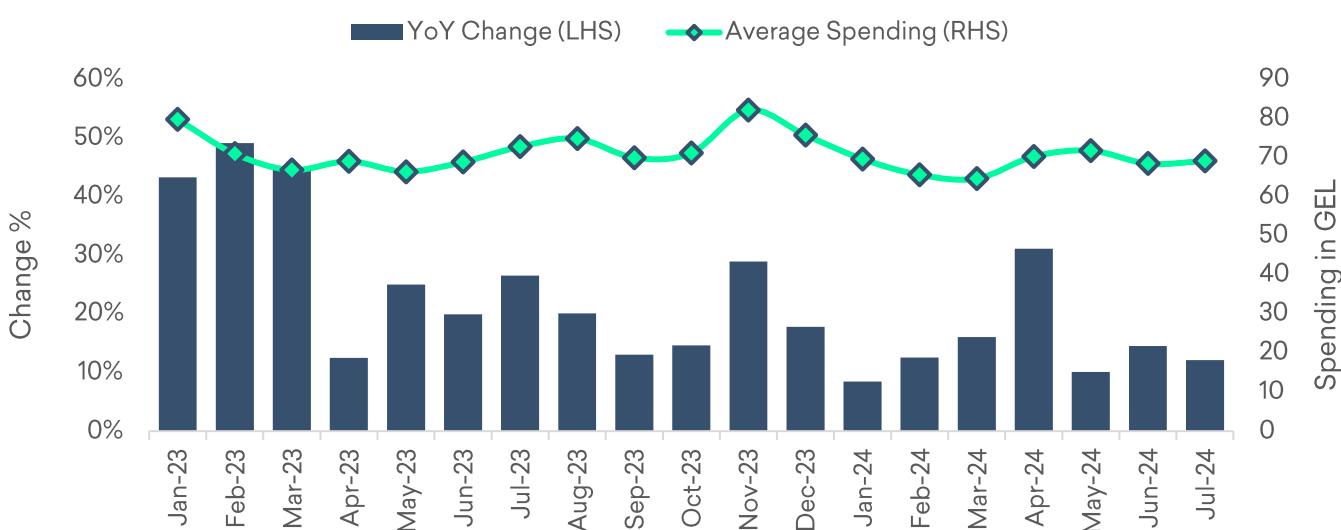
Growth of non-cash spending on fuel remains positive

- In July 2024, non-cash spending on fuel through TBC Bank's channels reached 37%. The average spending per transaction on fuel increased to GEL 54.5.
- In July 2024, non-cash spending on car expenses through TBC Bank's channels grew by 12% annually. The average spending per transaction presented GEL 69.

Fuel: Non-cash spending growth and average transaction volume



Car expenses: Non-cash spending growth and average transaction volume

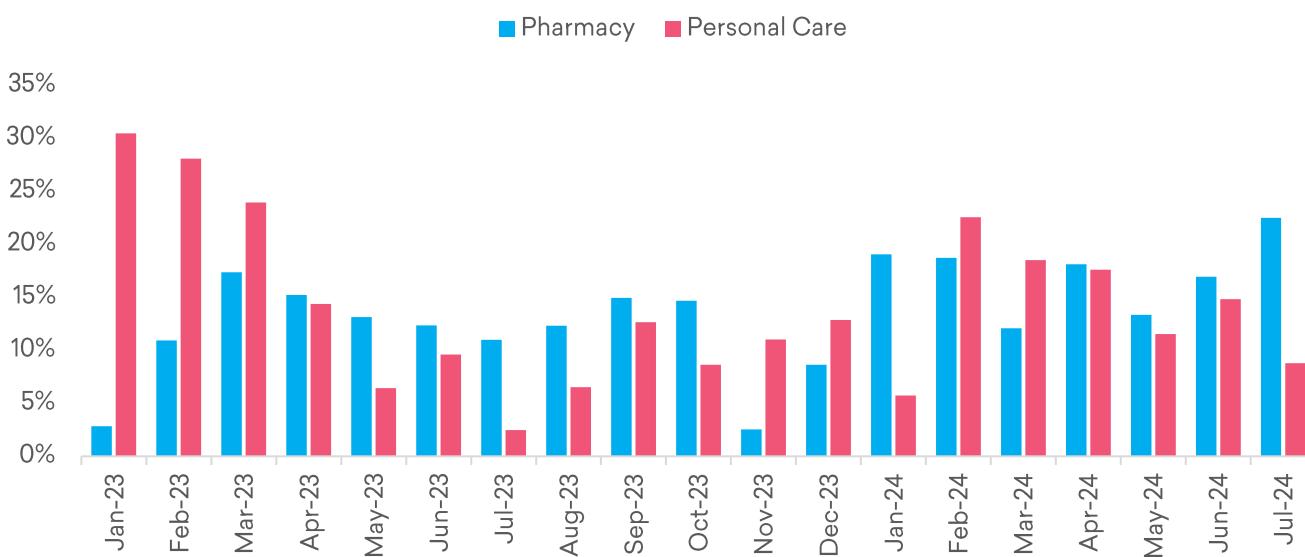


Source: TBC Bank's Channels, Georgia

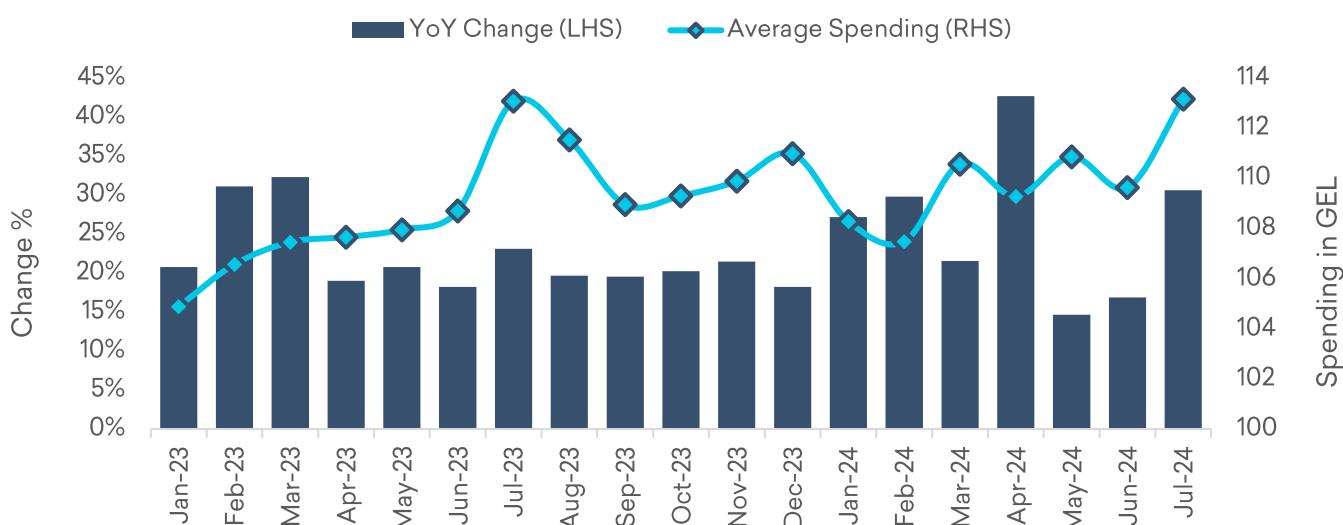
Non-cash spending on pharmacy continues to rise

- In July 2024, non-cash spending through TBC Bank's channels grew by 22% annually on pharmacy items and by 9% on personal care products.
- Non-cash spending on healthcare expenses through TBC Bank's channels saw a 31% annual increase. Furthermore, in July 2024 the average spending per transaction for healthcare showed a great rise and reached GEL113.

Pharmacy and Personal care: Non-cash spending (YoY% change)



Healthcare: Non-cash spending (YoY % change)

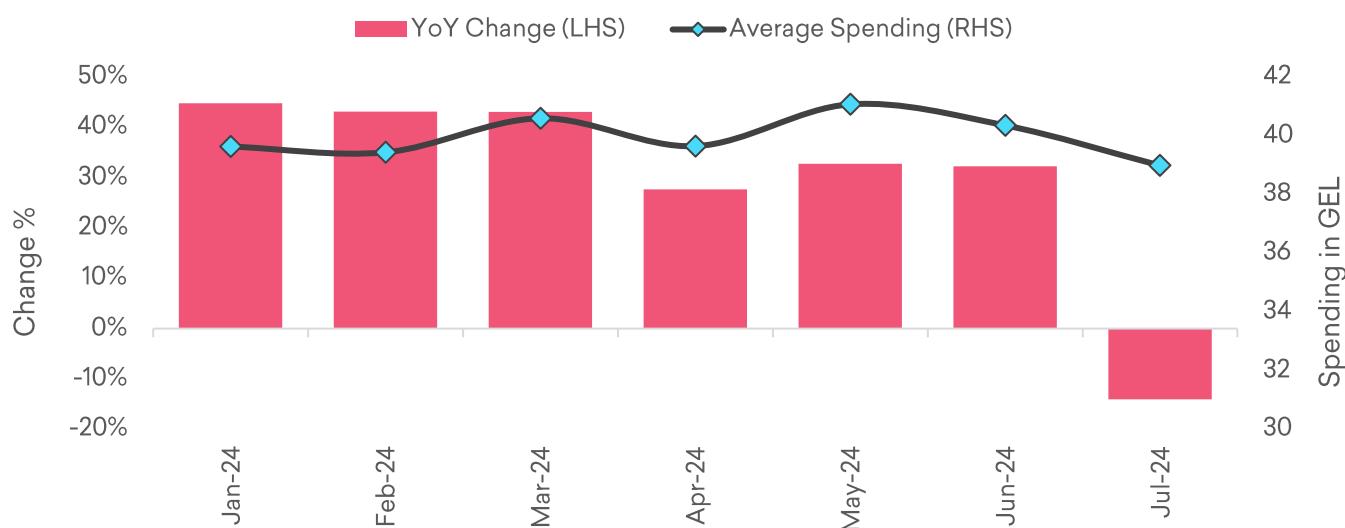


Source: TBC Bank's Channels, Georgia

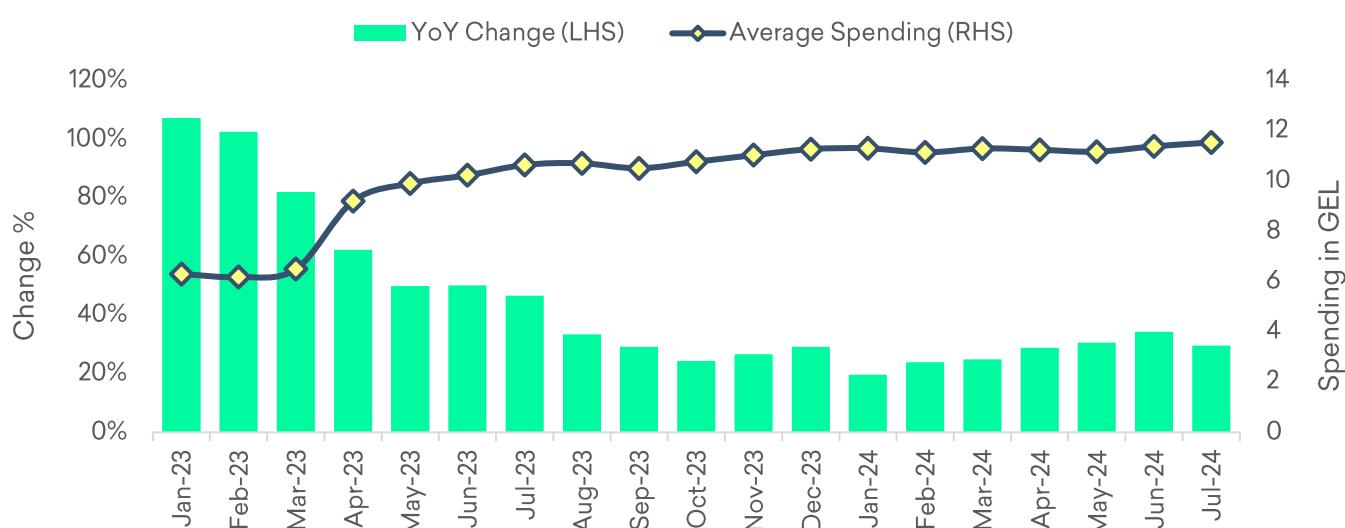
Non-cash spending on delivery services decreased by 14% annually

- In July 2024, non-cash spending on delivery services showed negative year-over-year change and amounted to -14%. Average spending per transaction was GEL 39.
- In July 2024, non-cash spending through TBC Bank's channels increased by 30% annually on telecommunication and digital services. The non-cash average spending amounted to GEL 11.54.

Delivery: Non-cash spending (YoY% change)



Telecommunications and Digital Services : Non-cash spending (YoY% change)

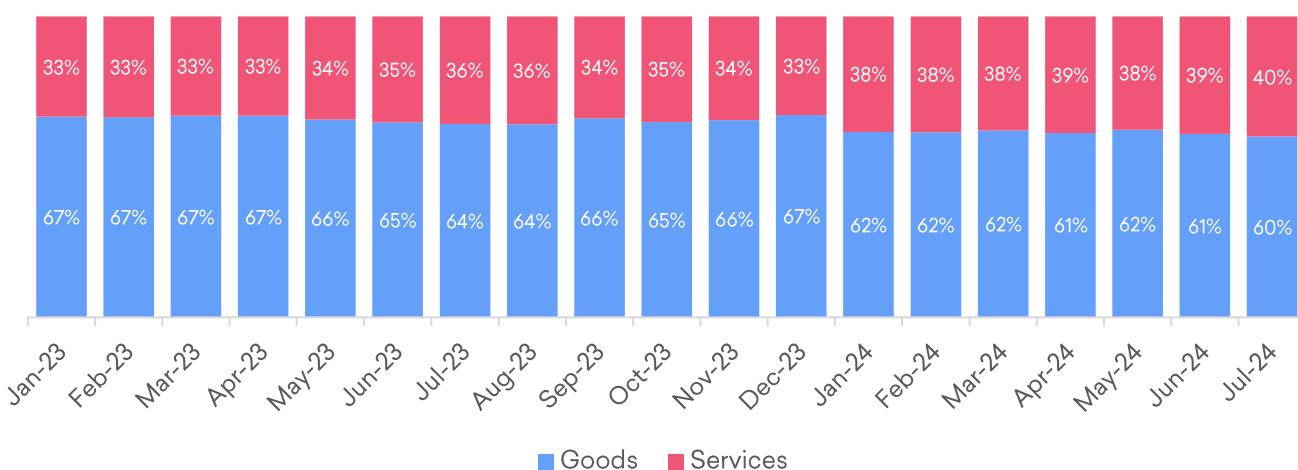


Source: TBC Bank's Channels, Georgia

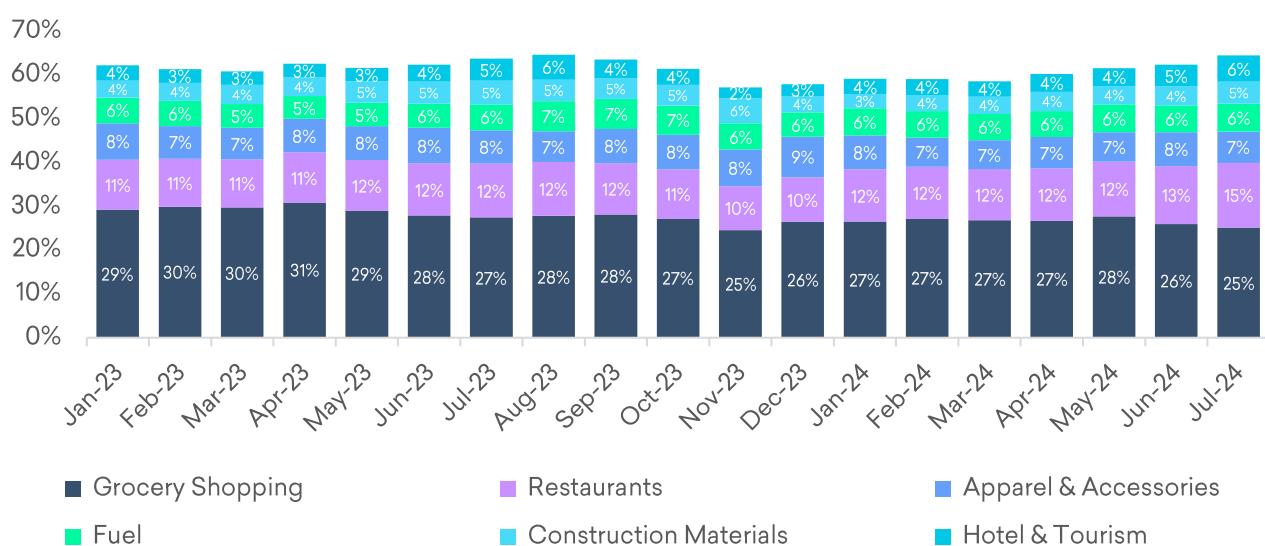
In July, expenditures on grocery shopping remains as the highest share in total spending

- In July 2024, the distribution of the total non-cash spending through TBC Bank's channels between goods and services respectively amounted to 60% and 40%, respectively. The results marked the lowest share of total non-cash expenditure on goods throughout the last year.
- The share of restaurants covered 2% more than in June and amounted to 15% of the total non-cash spending in July 2024. The share of grocery shopping, which represents the largest spending category in total non-cash transactions through TBC Bank's channels, fell to 25%.

Non-Cash Spending Distribution by Goods and Services (% share)



Non-Cash Spending Distribution by Categories (% share)



Source: TBC Bank's Channels, Georgia

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