CONSUMER SPENDING TRACKER

APRIL 2026

Irina Kvakhadze
Senior Vice President, Research

Tea Pavliashvili
Analyst, Research

Key Developments

In April 2026, according to the data from TBC Bank's payment channels, consumers' non-cash expenses as well as the total number of transactions keep growing annually.

Non-cash spending in hotels decreased annually, which is mainly explained by the geopolitical tension in the extended region.

In April 2026, non-cash spending in restaurants increased by 15% annually, while the average spending per transaction was GEL 33.

During the same month, non-cash expenses on apparel and accessories increased by 16% year over year.

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

TBC CAPITAL

Growth rate of total non-cash spending is positive

- In April 2026, the total non-cash spending volume and the number of total non-cash transactions through TBC Bank's channels increased annually by 13% and 15%, respectively.
- During the same period, residents accounted for 87% of the total non-cash spending through TBC Bank's channels while non-residents took a 13% share.

Figure 1. Total non-cash spending and number of non-cash transactions (annual change, %)

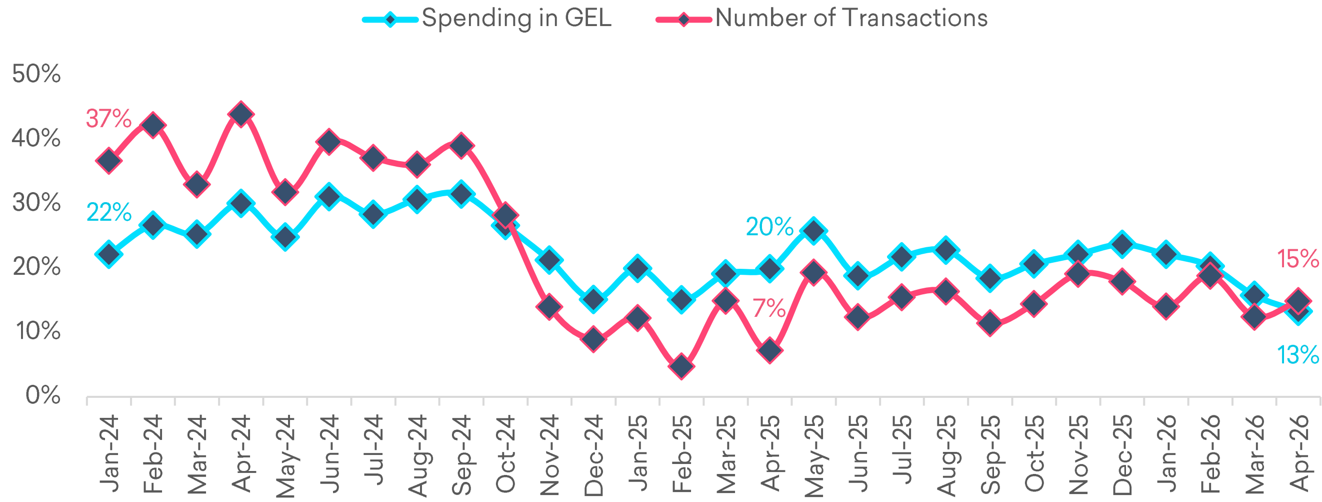
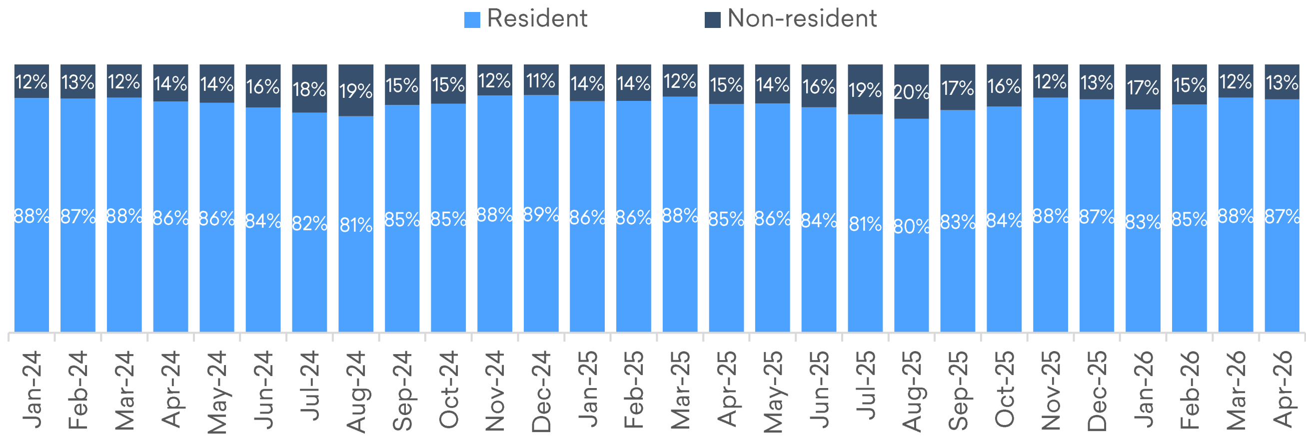


Figure 2. Distribution of total non-cash spending among residents and non-residents (share, %)



Source: TBC Bank's Channels, Georgia

Grocery shopping represents the largest portion of total non-cash spending

> In April 2026, a 30% share of the total non-cash expenses through TBC Bank's channels was spent on grocery shopping, while spending in restaurants accounted for a 15% share.

> During the same month, the non-cash spending on grocery shopping increased annually by 17%, while the average transaction volume marked GEL 17. Inflation on foods and non-alcoholic beverages was 8%.

Figure 3. Non-cash spending distribution by categories (share, %)

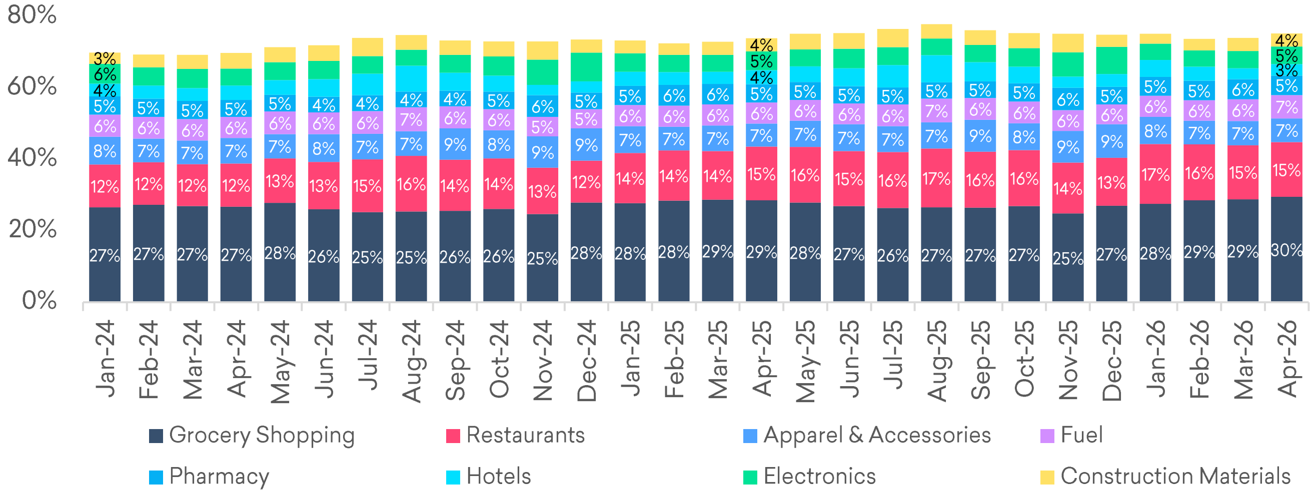
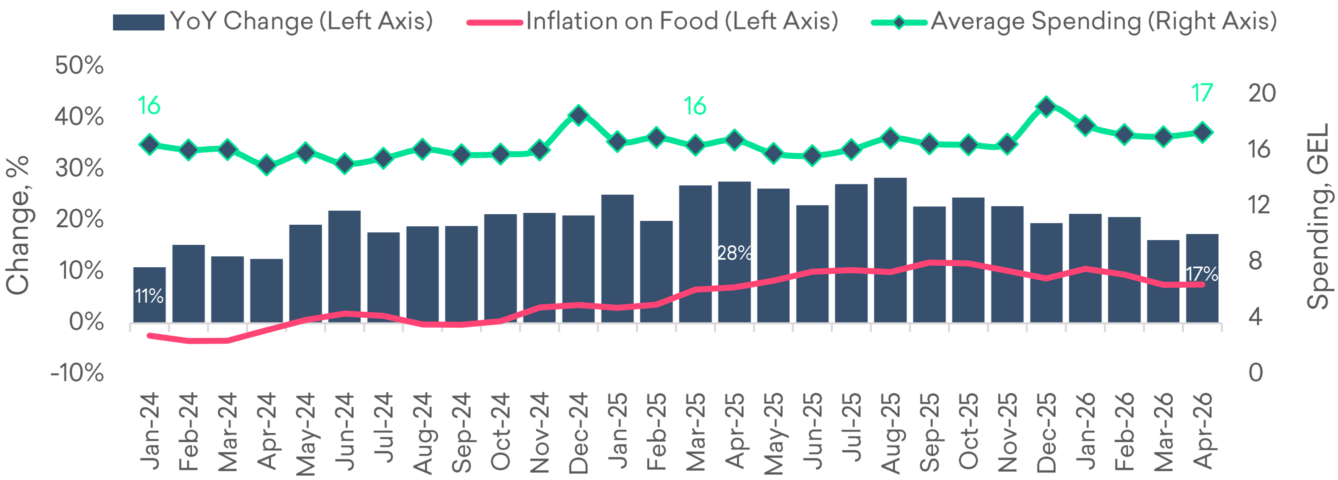


Figure 4. Grocery: non-cash spending growth and average transaction volume



Source: Geostat, TBC Bank's Channels, Georgia

Spending on goods accounted for 64% of total non-cash spending

- In April 2026, the distribution of the total non-cash spending through TBC Bank's channels between goods and services was 64% and 36%, respectively.
- During the same period, grocery shopping accounted for a 46% share of the total non-cash spending on goods through TBC Bank's channels.

Figure 5. **Non-cash spending distribution by goods and services (share, %)**

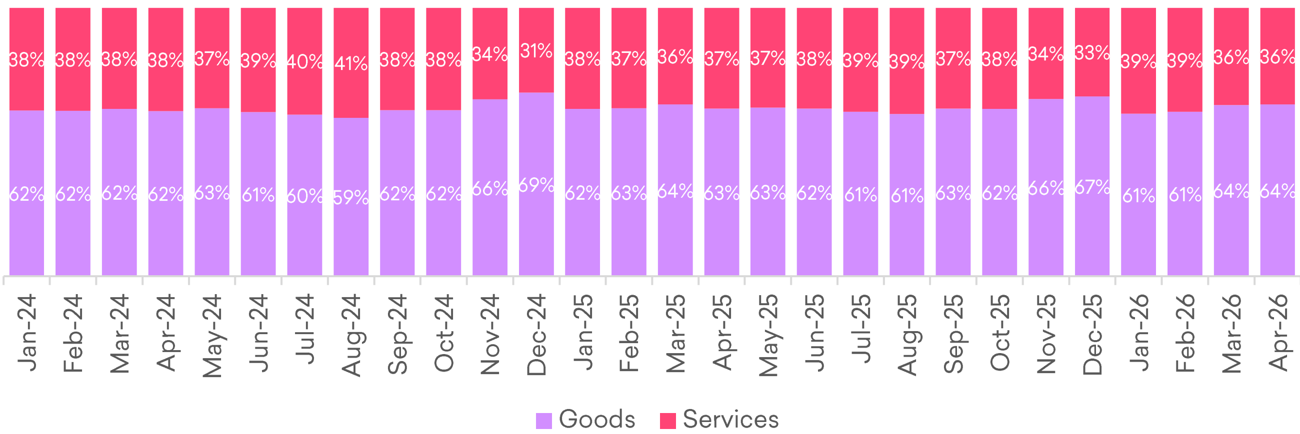


Figure 6. **Share of spending on goods by categories, April 2026**

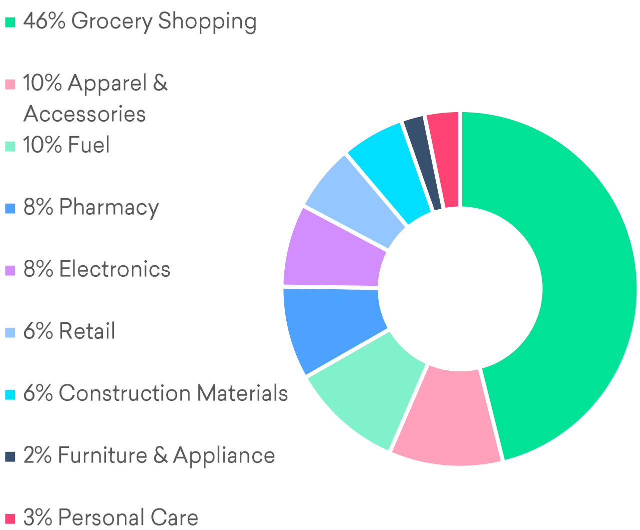
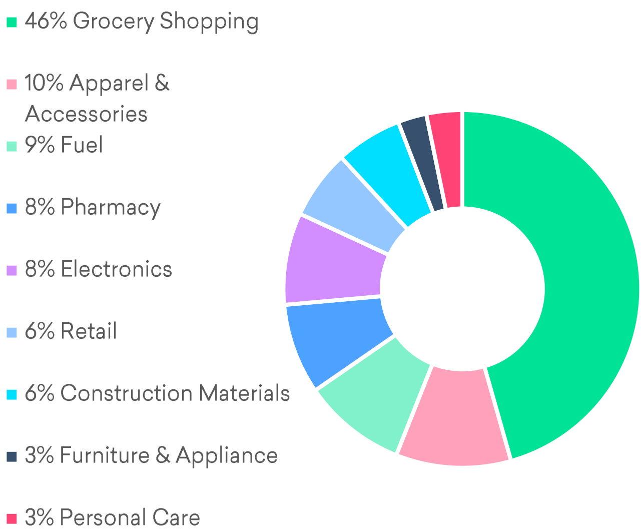


Figure 7. **Share of spending on goods by categories, April 2025**



Source: TBC Bank's Channels, Georgia

Non-residents hold the larger portion of non-cash spending in hotels

- In April 2026, through TBC Bank's channels, the total non-cash spending in hotels decreased annually by 7%, which is mainly explained by the geopolitical tension in the extended region. The average transaction volume posted GEL 439.

- During the same month, the breakdown of the total non-cash spending in hotels through TBC Bank's channels between residents and non-residents was 19% and 81%, respectively.

Figure 8. Hotels: total non-cash spending growth and average transaction volume

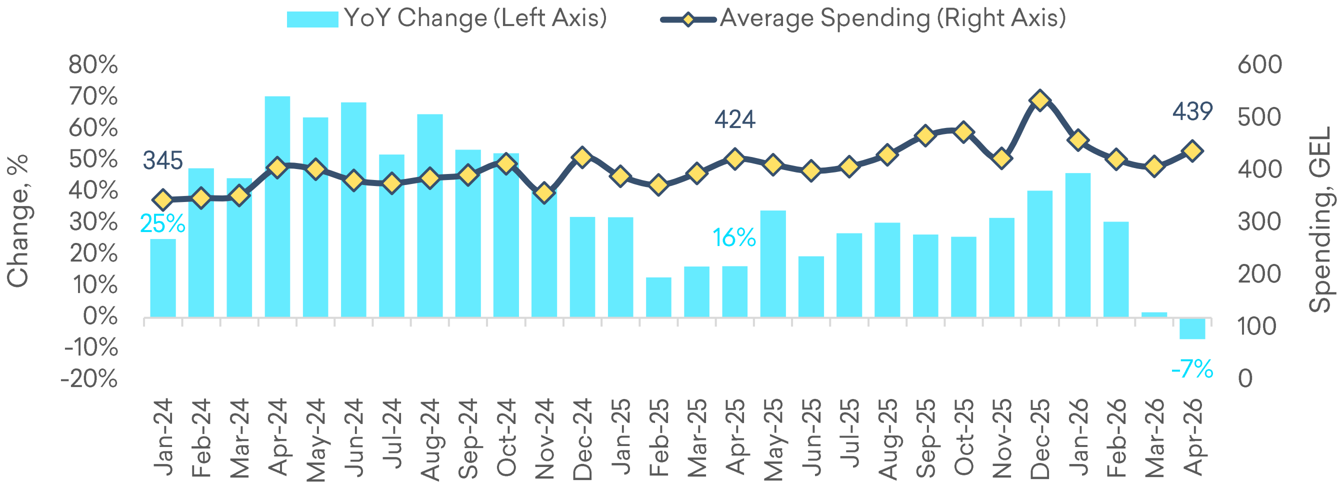
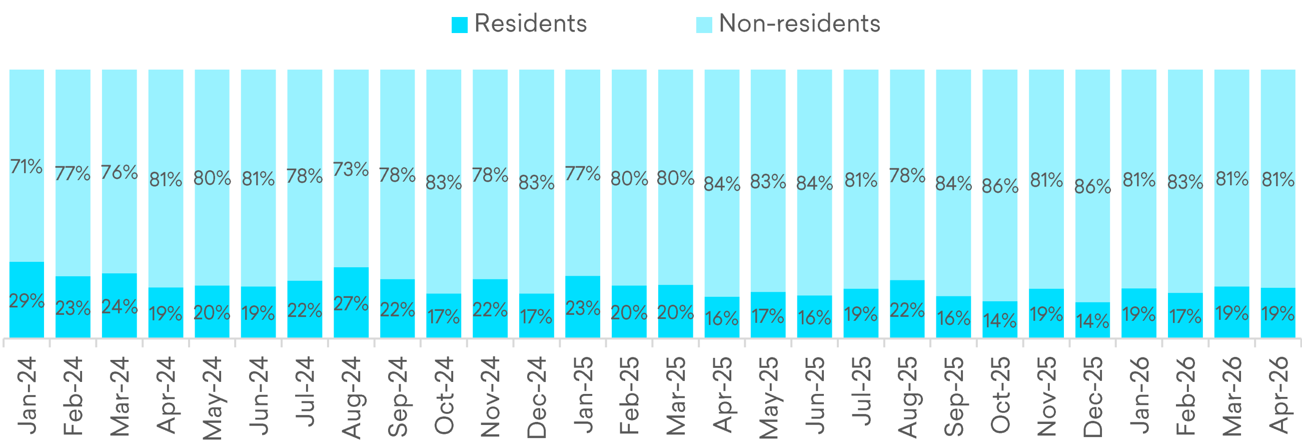


Figure 9. Hotels: non-cash spending among residents and non-residents (share, %)



Source: TBC Bank's Channels, Georgia

Residents' non-cash spending in hotels increased annually by 14%

> In April 2026, residents' non-cash spending in hotels through TBC Bank's channels increased by 14% compared to April 2025. The average spending per transaction posted GEL 211.

> During the same period, non-cash spending in hotels by non-residents decreased by 11% on an annual basis, while the average spending marked GEL 588.

Figure 10. Hotels: non-cash spending growth and average transaction volume by residents

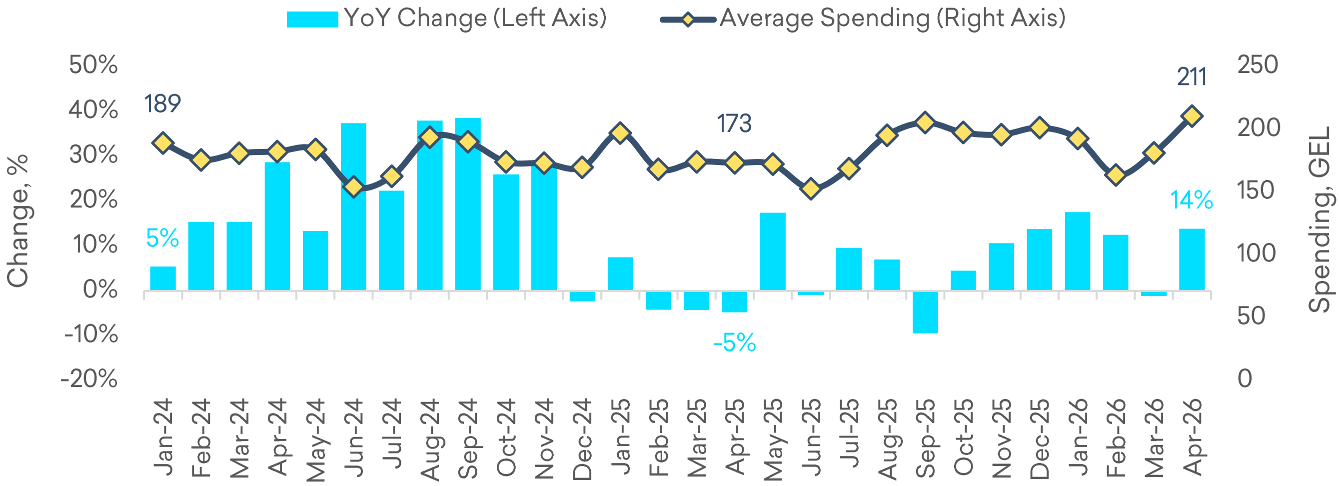
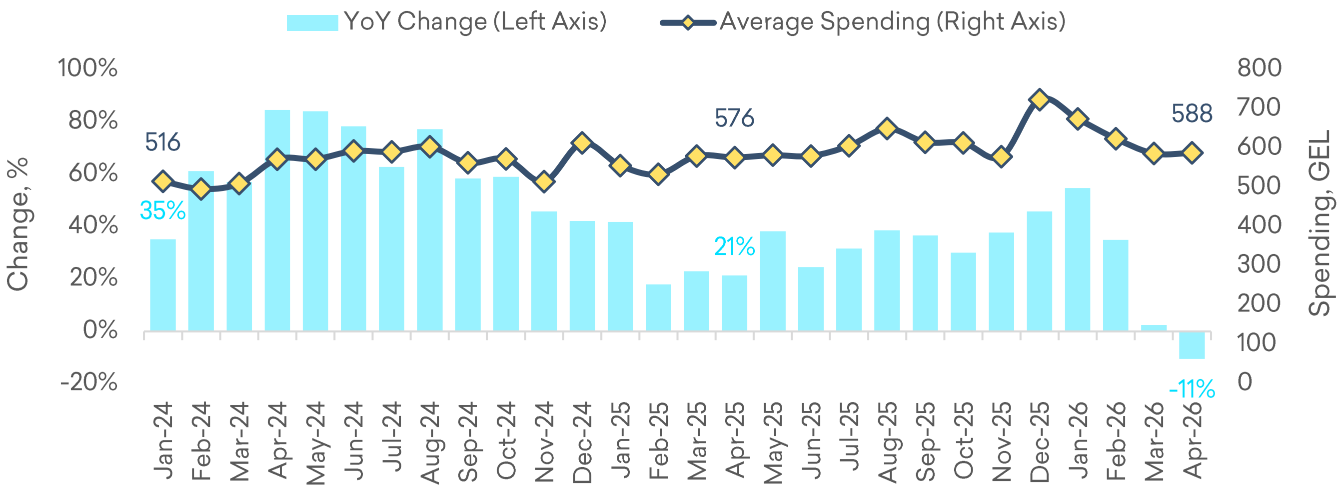


Figure 11. Hotels: non-cash spending growth and average transaction volume by non-residents



Source: TBC Bank's Channels, Georgia

Non-cash spending in restaurants is increasing annually

> In April 2026, the total non-cash spending in restaurants through TBC Bank's channels experienced an annual increase of 15%. As for the average transaction volume, the figure posted was GEL 33.

> During the same month, residents took a 72% share of the total non-cash spending in restaurants through TBC Bank's channels, while non-residents accounted for the remaining 28%.

Figure 12. Restaurants: total non-cash spending growth and average transaction volume

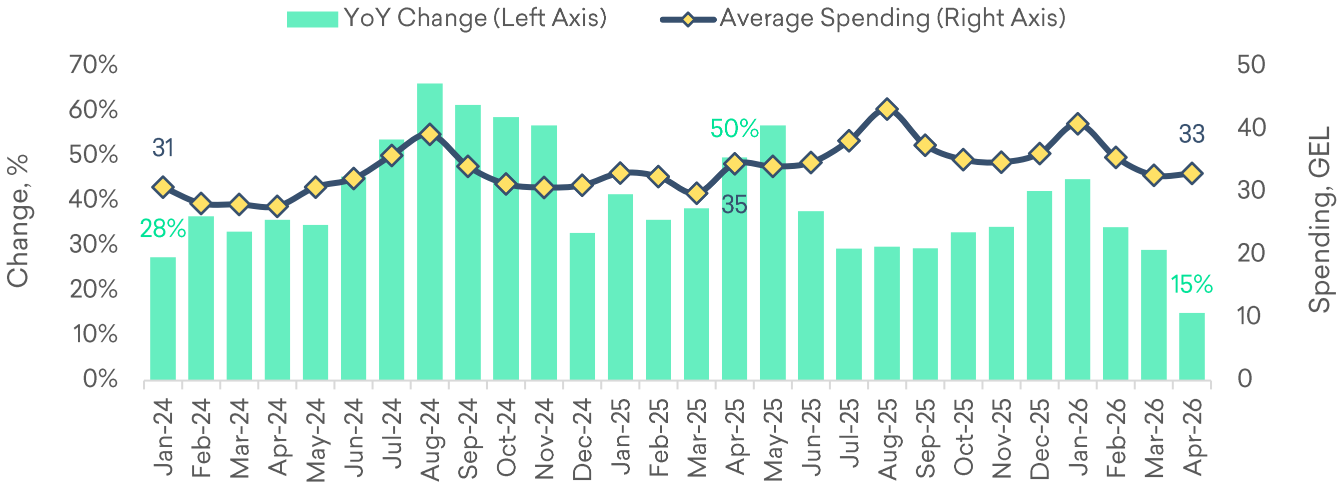
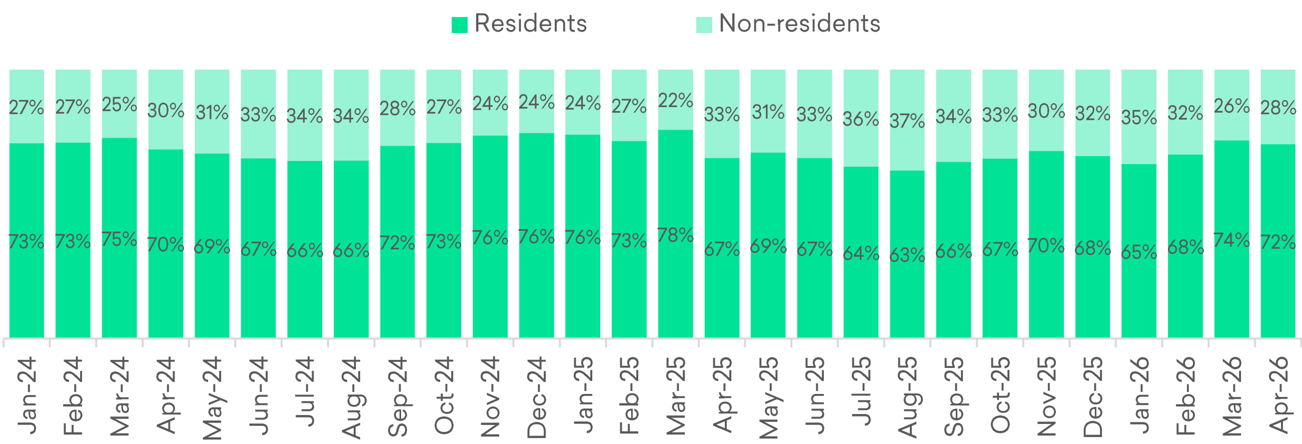


Figure 13. Restaurants: non-cash spending among residents and non-residents (share, %)



Source: TBC Bank's Channels, Georgia

The average spending of residents in restaurants marked GEL 26

> In April 2026, the non-cash spending in restaurants by residents increased annually by 24%, while the average transaction volume was GEL 26.

> During the same month, non-residents' non-cash spending in restaurants through TBC Bank's channels decreased annually by 3%. The average spending per transaction marked GEL 114.

Figure 14. Restaurants: non-cash spending growth and average transaction volume by residents

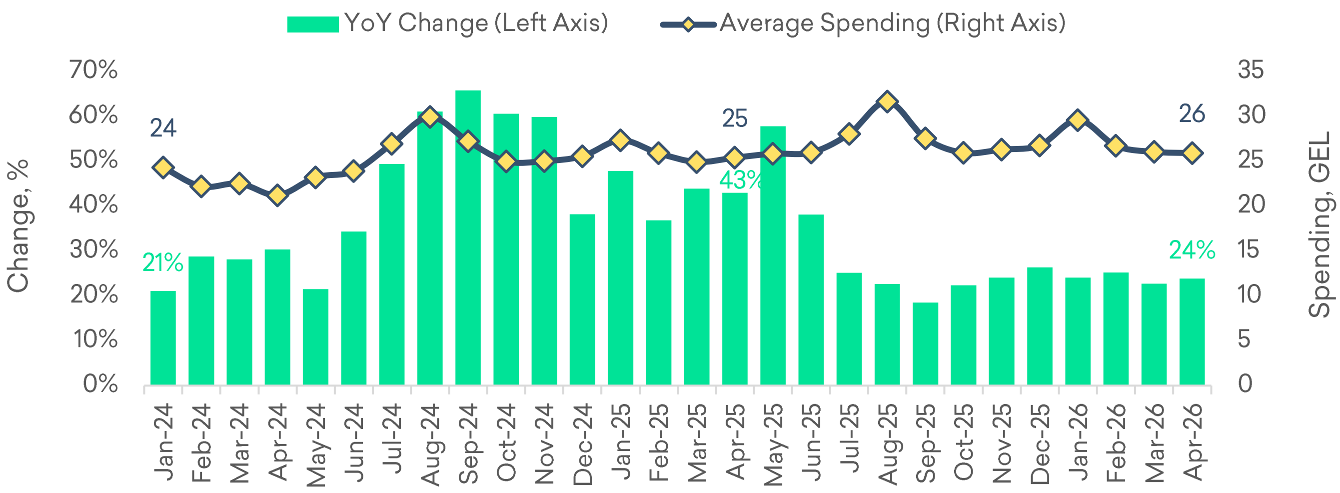
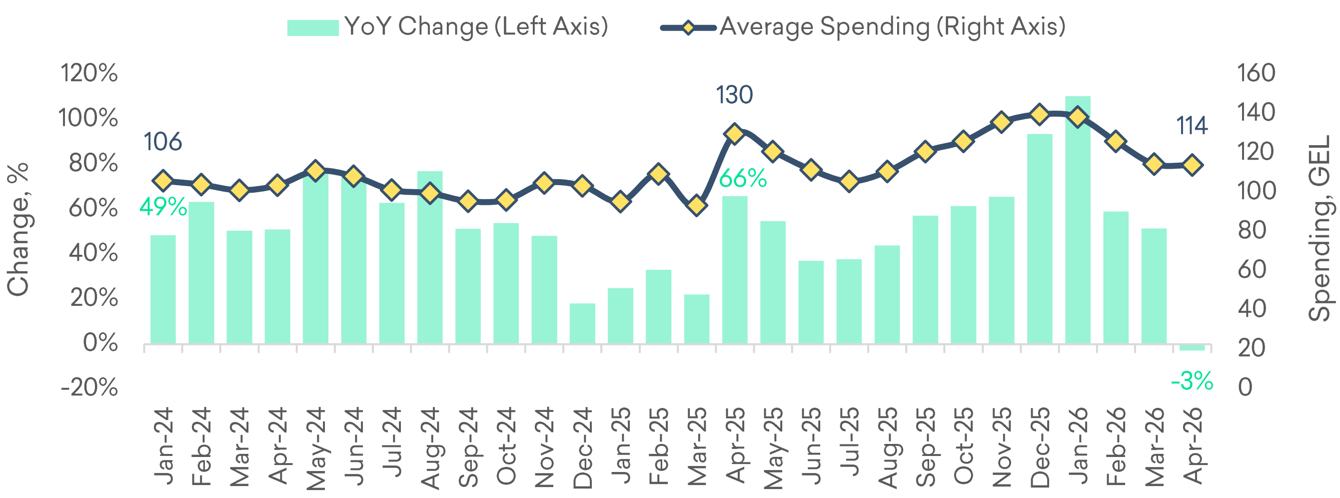


Figure 15. Restaurants: non-cash spending growth and average transaction volume by non-residents



Source: TBC Bank's Channels, Georgia

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

- In April 2026, the total non-cash spending on apparel & accessories through TBC Bank's channels experienced a 16% year over year increase. As for the average transaction volume, the figure marked GEL 106.

- During the same month, the distribution of the total non-cash spending on apparel & accessories through TBC Bank's channels between residents and non-residents was 84% da 16%, respectively.

Figure 16. Apparel & accessories: non-cash spending growth and average transaction volume

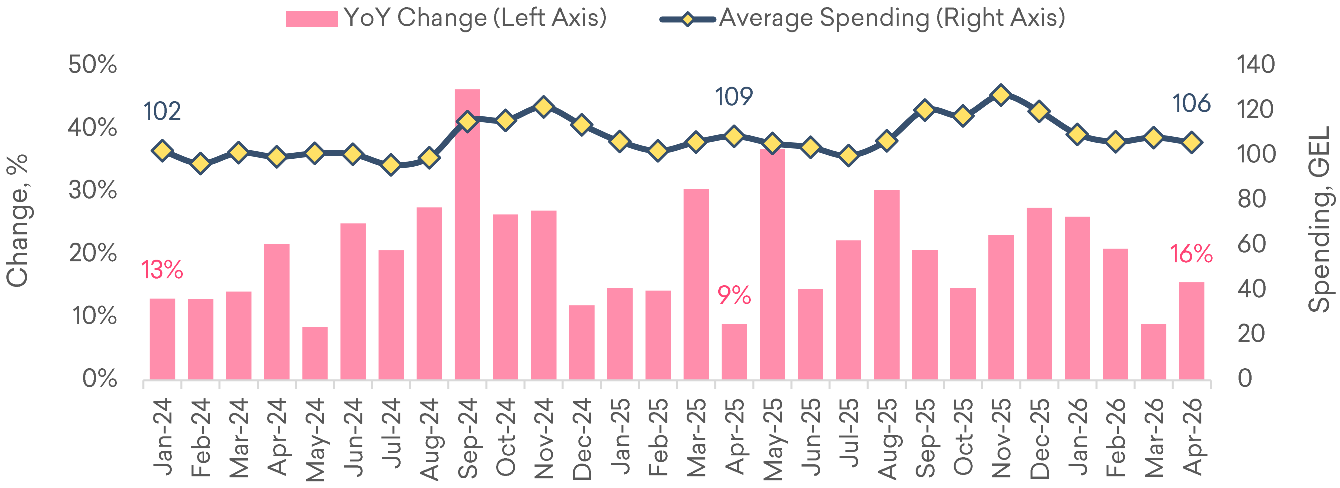
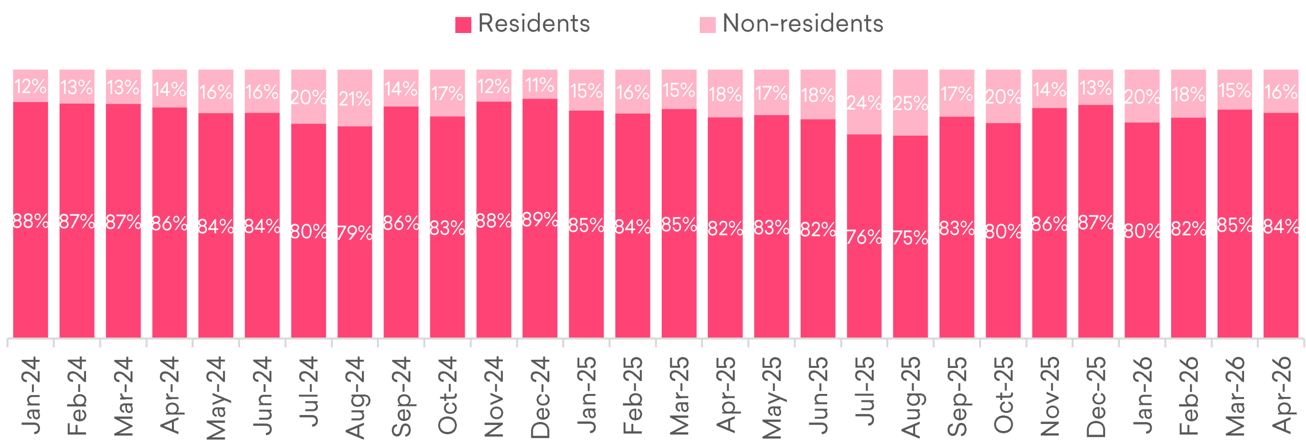


Figure 17. Apparel & accessories: non-cash spending among residents and non-residents (share, %)



Source: TBC Bank's Channels, Georgia

Non-resident's non-cash spending on apparel & accessories is increasing annually

> In April 2026, residents' non-cash spending on apparel & accessories through TBC Bank's channels increased by 18% annually. The average transaction volume was GEL 96.

> During the same period, through TBC Bank's channels, non-residents' non-cash spending on apparel & accessories increased by 5% on a yearly basis, while the average transaction volume posted GEL 236.

Figure 18. Apparel & accessories: non-cash spending growth and average transaction volume by residents

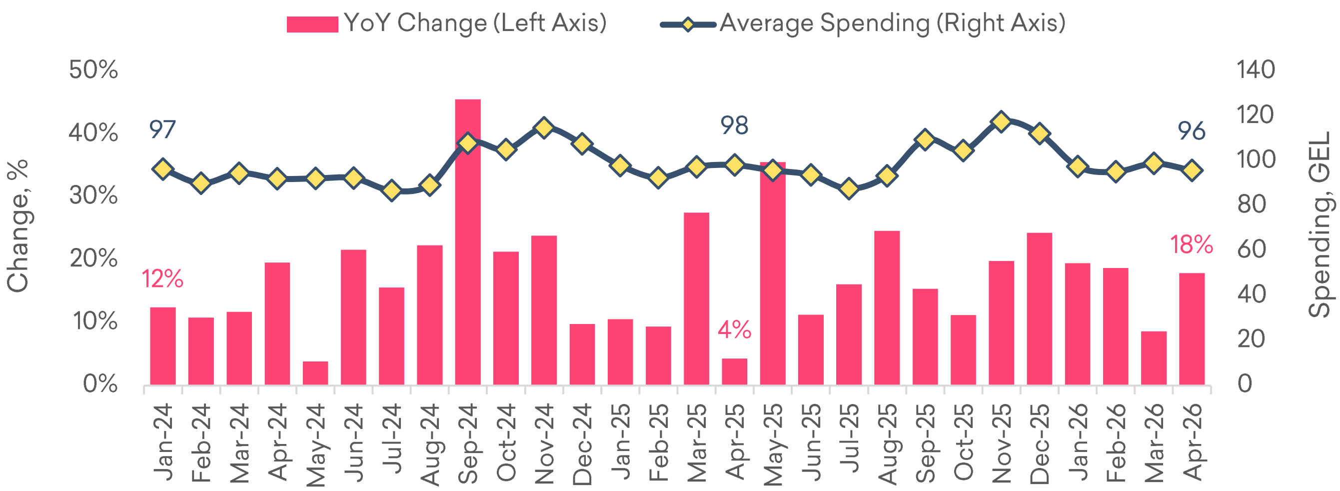
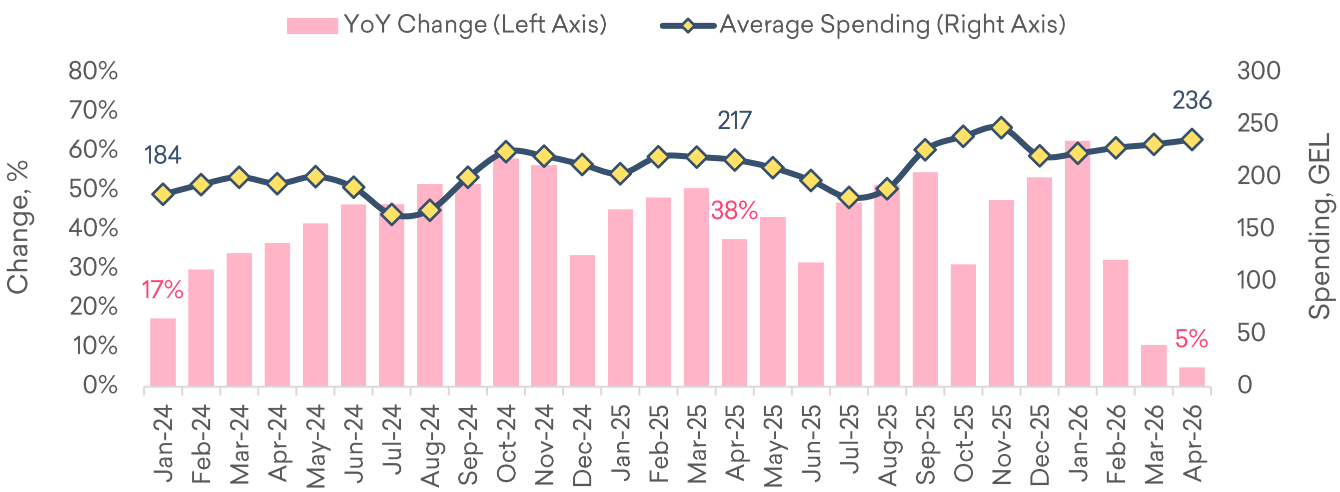


Figure 19. Apparel & accessories: non-cash spending growth and average transaction volume by non-residents



Source: TBC Bank's Channels, Georgia

Growth of non-cash spending on fuel is positive

> In April 2026, the total non-cash spending on fuel increased by 27% on an annual basis. The average transaction volume was GEL 56.

> During the same month, non-cash spending on car expenses through TBC Bank's channels experienced an annual increase of 8%, while the average spending per transaction marked GEL 39.

Figure 20. **Fuel: non-cash spending growth and average transaction volume**

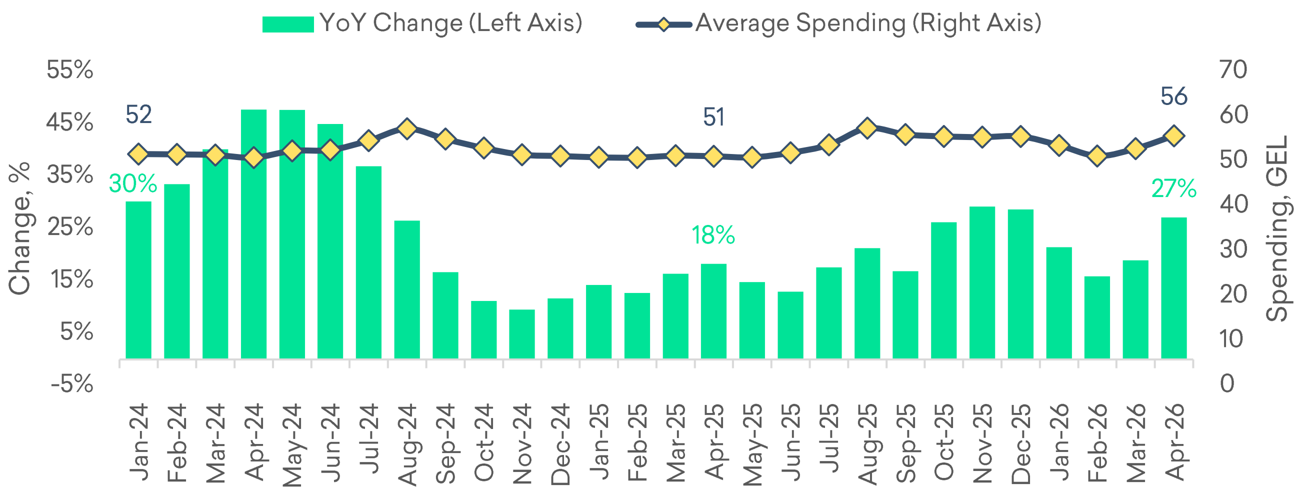
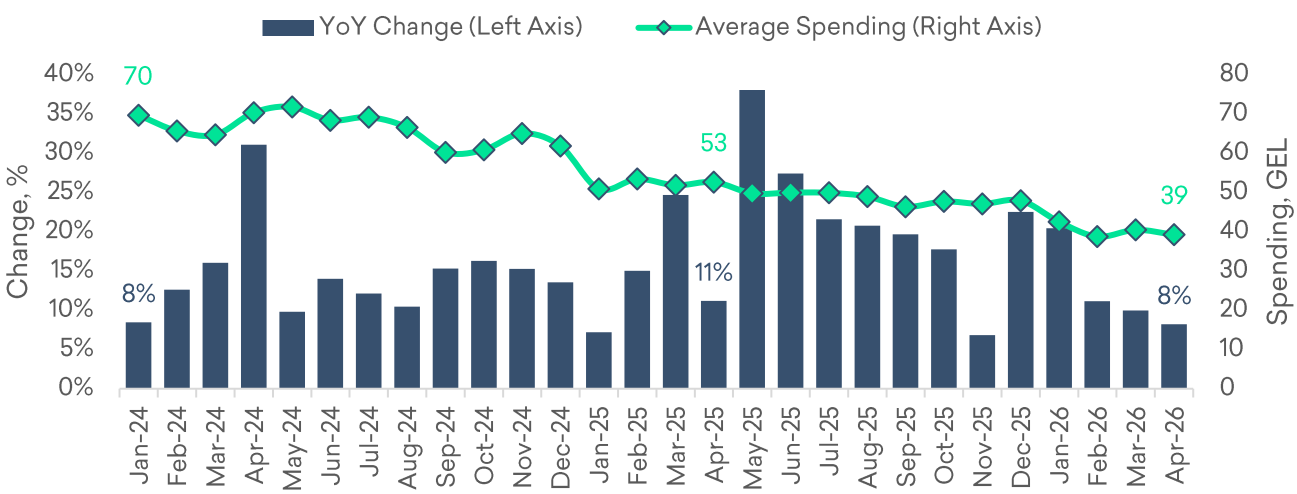


Figure 21. **Car repair: non-cash spending growth and average transaction volume**



Source: TBC Bank's Channels, Georgia

Non-cash spending on pharmacy increased annually by 20%

> In April 2026, the total non-cash spending on pharmacy through TBC Bank's channels increased by 20% year over year. The average transaction volume marked GEL 28.

> During the same month, the total non-cash spending on personal care increased annually by 15%. As for the average transaction volume, the figure posted GEL 74.

Figure 22. Pharmacy: non-cash spending and average transaction volume

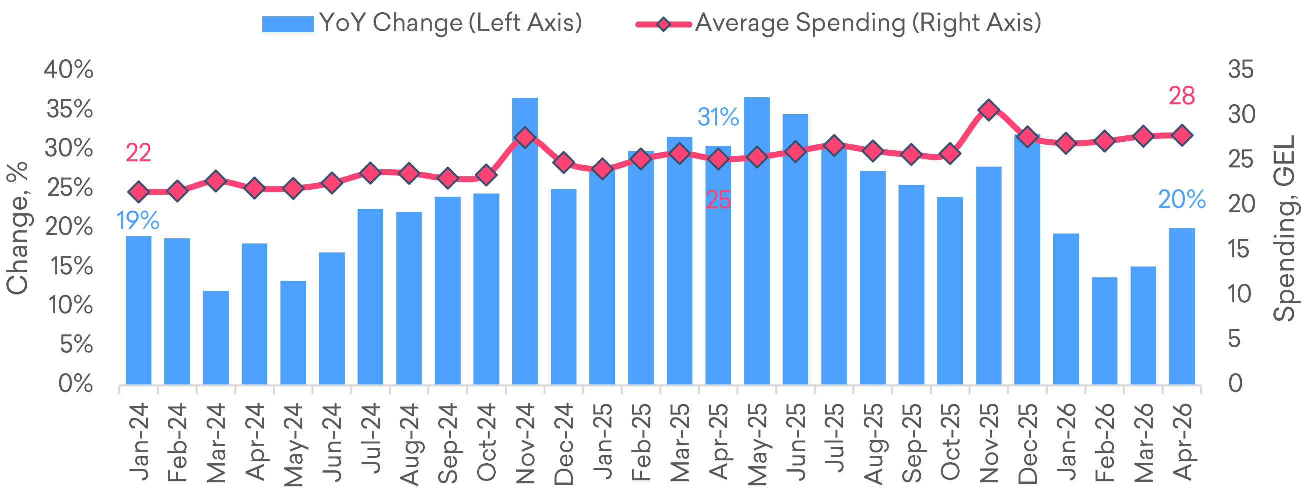
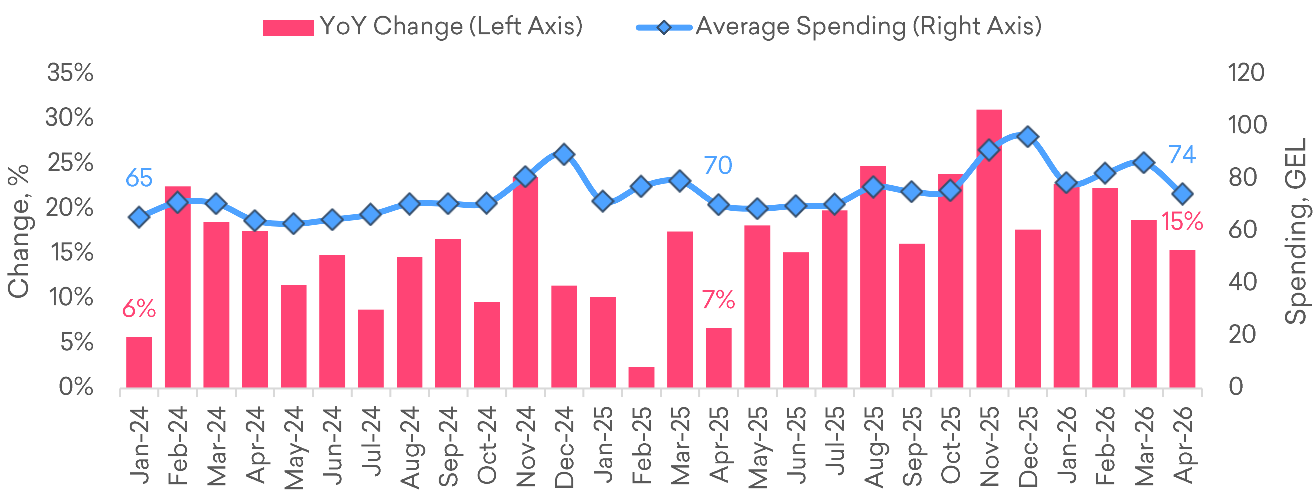


Figure 23. Personal care: non-cash spending and average transaction volume



Source: TBC Bank's Channels, Georgia

Growth of non-cash spending on electronics is positive

- In April 2026, non-cash spending on electronics through TBC Bank's channels experienced an annual increase of 5%.
- During the same month, non-cash spending on furniture & appliances decreased annually by 4%.

Figure 24. Electronics: non-cash spending (annual change, %)

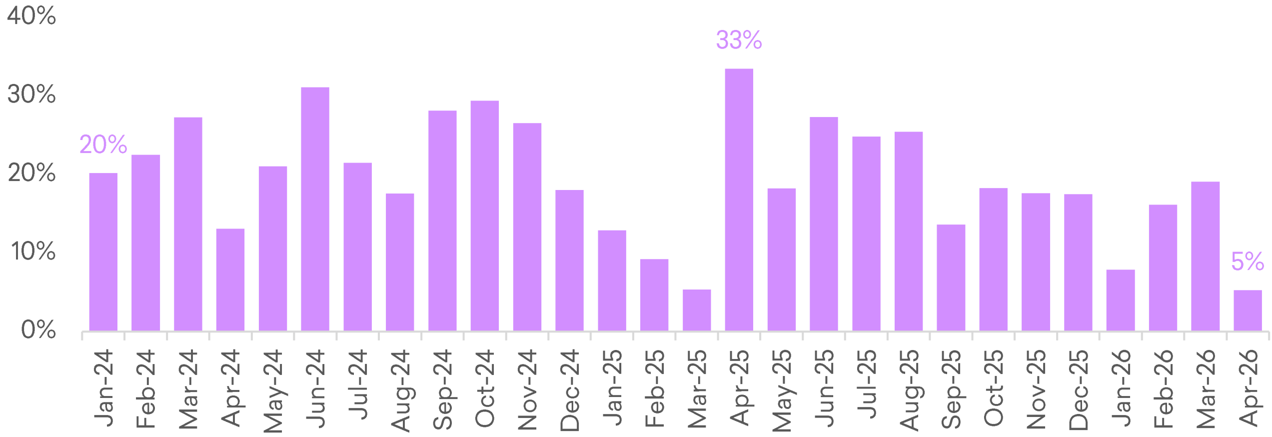
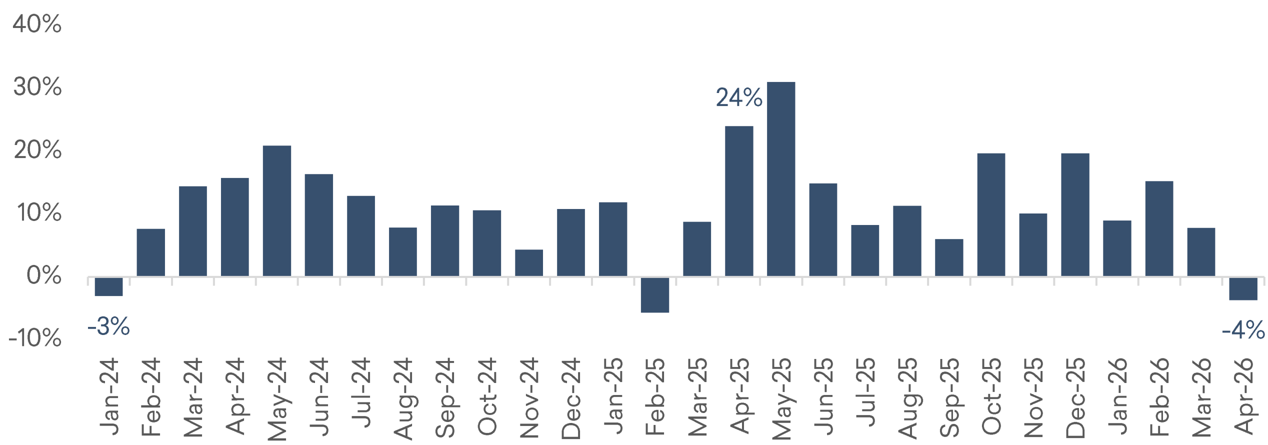


Figure 25. Furniture & appliances: non-cash spending (annual change, %)

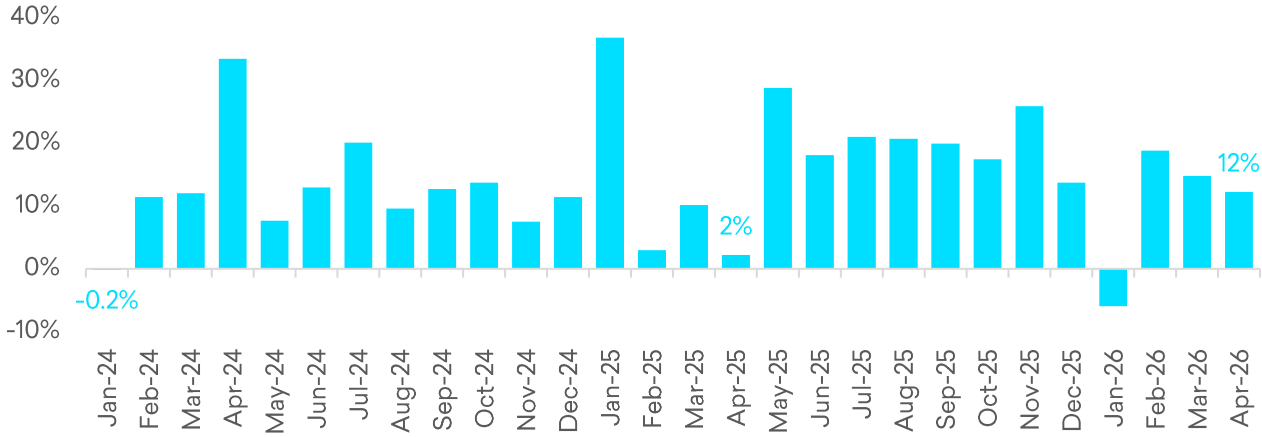


Source: TBC Bank's Channels, Georgia

Non-cash spending on construction materials increased annually by 12%

> In April 2026, the non-cash spending on construction materials through TBC Bank's channels increased by 12% on a yearly basis.

Figure 26. **Construction materials: non-cash spending (annual change, %)**



Source: TBC Bank's Channels, Georgia

LEGAL NOTICE

This publication (the “Publication”) has been prepared and distributed by TBC Capital LLC (“TBC Capital”) member of TBC Bank Group PLC (“Group”) for informational purposes only and independently of the respective companies mentioned herein. Nothing in this Document shall constitute an offer or invitation to treat to solicit buying or selling any assets and/or securities and/or offering the approval/disbursement of loan facilities and nothing herein shall form the basis of any contract or commitment whatsoever or shall be considered as a recommendation to take any such actions. Since distribution of this Publication may be restricted by law in certain jurisdictions, persons into whose possession this Publication comes are required by TBC Capital to inform them-selves about and to observe any and all restrictions applicable to them. As this Publication is not directed to or intended for distribution, directly or indirectly, to or use by any person or entity in any jurisdiction where such distribution, publication, availability or use would be contrary to the applicable law or which would require any registration or licensing within such jurisdiction, neither TBC Capital nor any member of the Group nor any of their respective director(s), partner(s), employee(s), affiliates, adviser(s) or agent(s) (“Representatives”) accept any direct or indirect liability to any person in relation to the publication, distribution, possession or usage of this Publication in or from any jurisdiction. This Document is neither intended to provide any investment, business, tax and/or legal advice, nor financial, tax, legal and/or any other type of due diligence. Each recipient of the document should be aware that in the event this research is used, TBC Capital is not responsible for the results associated with the use of the research, and it is recommended that each recipient conduct independent research and a detailed assessment regarding the issues discussed in the document. Any decision should be made under consideration and sole discretion of the recipient of this Document. Any and all data and/or information contained in this Document is obtained from the third party sources and TBC Capital disclaims any direct or indirect liability arising in connection with accuracy and/or completeness of information/data therein. Specifically, any financial data, projections, or models included in this Document are based on information provided by third parties. TBC Capital makes no representation or warranty, express or implied, as to their accuracy, completeness, or reasonableness. Therefore, this information should not be considered a definitive analysis or the basis for any decision. Such information may be subject to change independently from and without notice of TBC Capital, and neither TBC Capital nor any member of the Group nor any of their Representatives are under any obligation to update or keep information contained in this Document. Distribution of this Publication, at any time, does not imply that information herein is correct, accurate and/or complete as of any time after its preparation date or that there has been no change in business, financial condition, prospects, credit worthiness, status or affairs of the respective companies or anyone else since that date. Accordingly, this Publication should not be considered as a complete description of the markets, industries and/or companies referred to herein and no reliance should be placed on it. TBC Capital does not undertake to update this Publication or to correct any inaccuracies therein which may become apparent. The Publication may include forward-looking statements, but not limited to, statements as to future operating results. Any “forward-looking statements”, which include all statements other than statements of historical facts, involve known and unknown risks, uncertainties and other important factors beyond TBC Capital’s control that could cause the actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding present and future business strategies and the environment operating in the future. By their nature, forward-looking statements involve risks and uncertain- ties because they relate to events and depend on circumstances that may or may not occur in the future. No assurances can be given that the forward-looking statements in this document will be realized. TBC Capital does not intend to update such forward-looking statements. Opinions, forecasts, estimates and/or statements relating to expectations regarding future events or the possible future performance of investments represent TBC Capital’s own assessment and interpretation of information available to it currently from third party sources. Information obtained from the third party sources believed to be reliable, but that there is no guarantee of the accuracy and/or completeness of such information. TBC Capital or any member of the Group may have a business relationship with, or seek to establish a business relationship with, the companies discussed in this publication. Consequently, there may be a potential conflict of interest that could affect the objectivity of the information contained herein; however, in compliance with best standards, TBC Capital has established appropriate practices and procedures that effectively ensure the independence and impartiality of the information provided. This Document is strictly confidential, may not be reproduced, redistributed or published, in whole or in part, in any form for any purpose, without the written permission of TBC Capital, and neither TBC Capital nor any member of the Group nor any of their Representatives accept any liability whatsoever for the actions of third parties in this respect. TBC Capital makes no expressed or implied representation or warranty of usefulness in predicting the future performance or in estimating the current or future value of any security or asset, and expressly disclaims all warranties of merchantability or fitness for a particular purpose or use with respect to any data included in this Publication. Without limiting any of the foregoing and to the extent permitted by law, TBC Capital or any member of the Group or any of their Representatives expressly disclaim all liability whatsoever (in negligence or otherwise) for any loss or damages however arising, directly or indirectly, from any use of this Publication or its contents (including without limitation to the accuracy and/or completeness of information therein) or otherwise arising in connection with this Publication or for any act or failure to act by any party on the basis of this Publication.

TBC CAPITAL

www.tbccapital.ge