

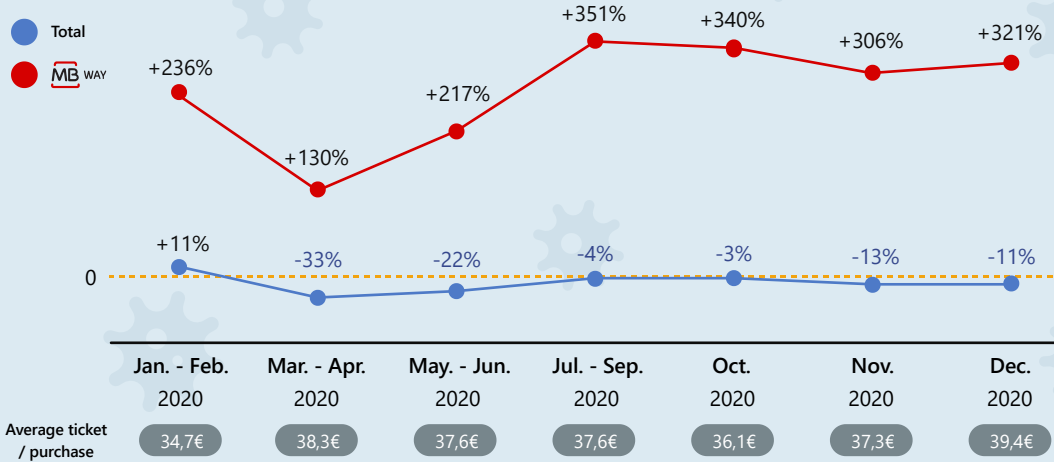
# CHANGES IN PORTUGUESE CONSUMPTION HABITS

January 8, 2021

## PHYSICAL COMMERCE

### Variation in the number of physical purchases

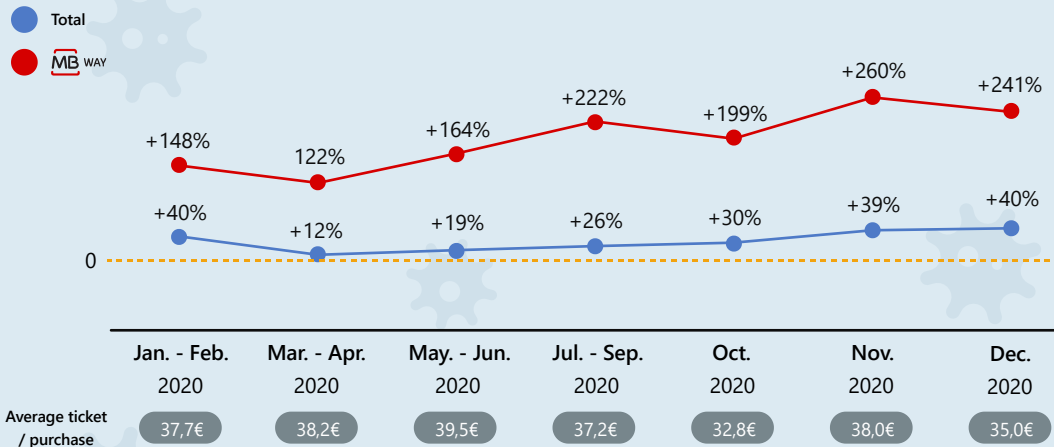
Compared to the same period in 2019



## ONLINE COMMERCE

### Variation in the number of online purchases

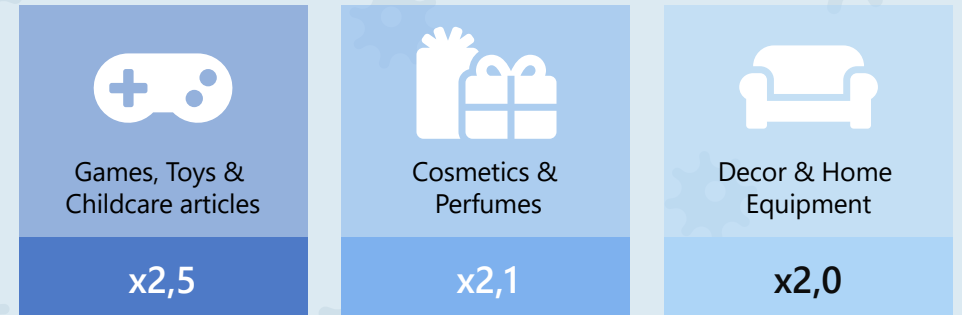
Compared to the same period in 2019



## CHRISTMAS CURIOSITIES

### Top sectors with greater variation in the number of purchases in December 2020

Compared to the rest of the year (Jan. - Nov. 2020)



December 23<sup>rd</sup>

Day with **the highest number of physical purchases** in the year 2020

+57% compared to the daily average of December 2020



December 24<sup>th</sup>

The peak time of transactions during the Christmas season was at 11:30 am, with **312 transactions per second**

