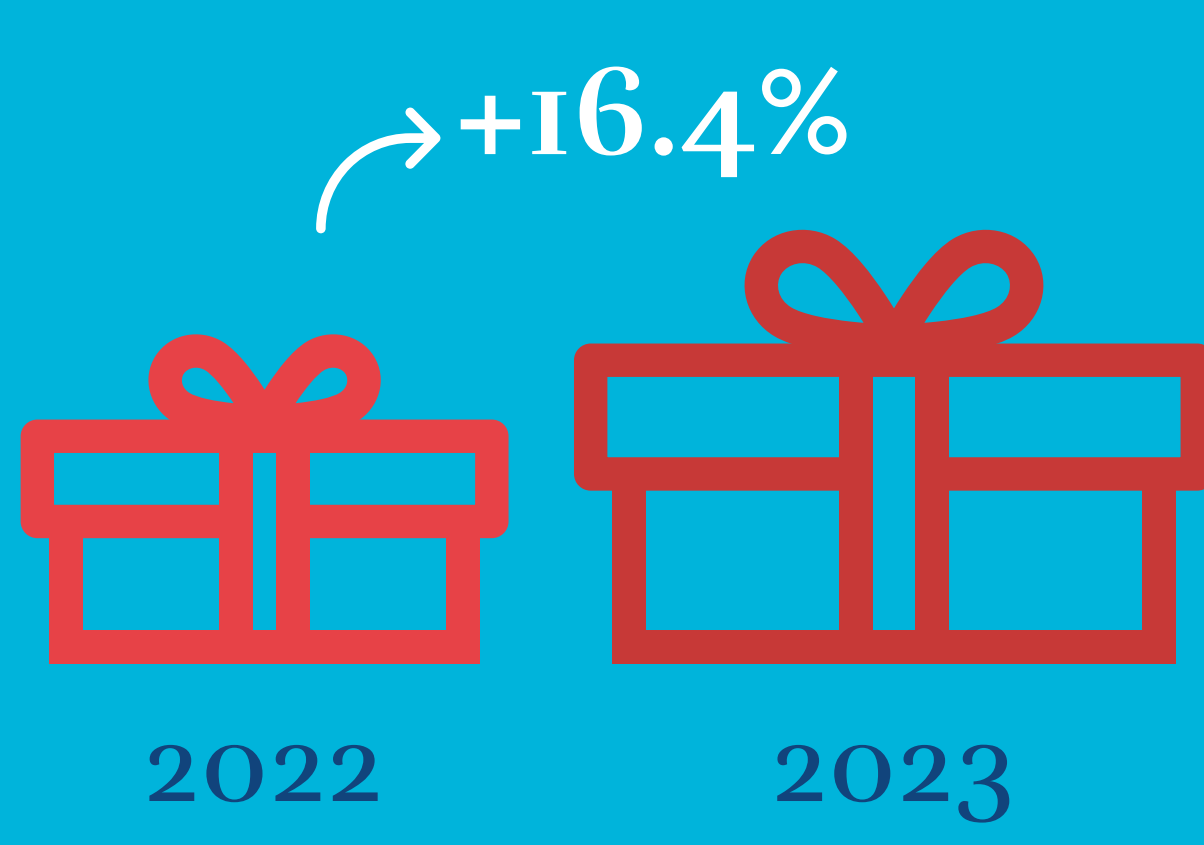


# Christmas 2023

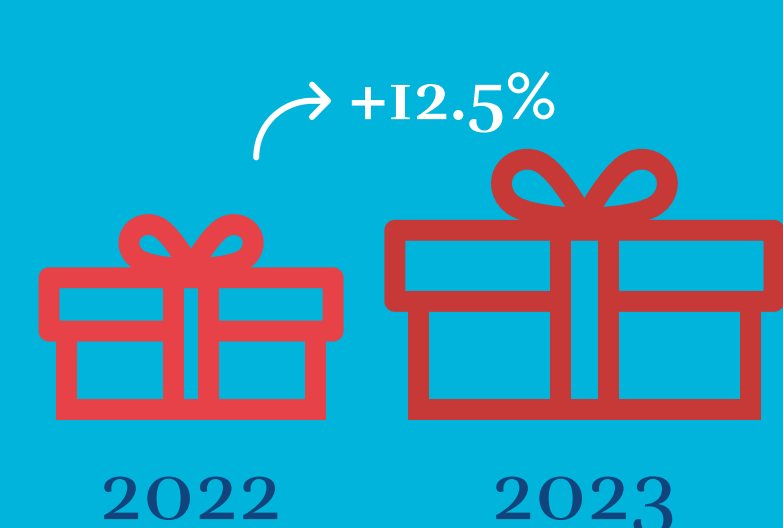
Portugal, Thursday January 4th

## Variation of physical and online purchases (in no.) in December

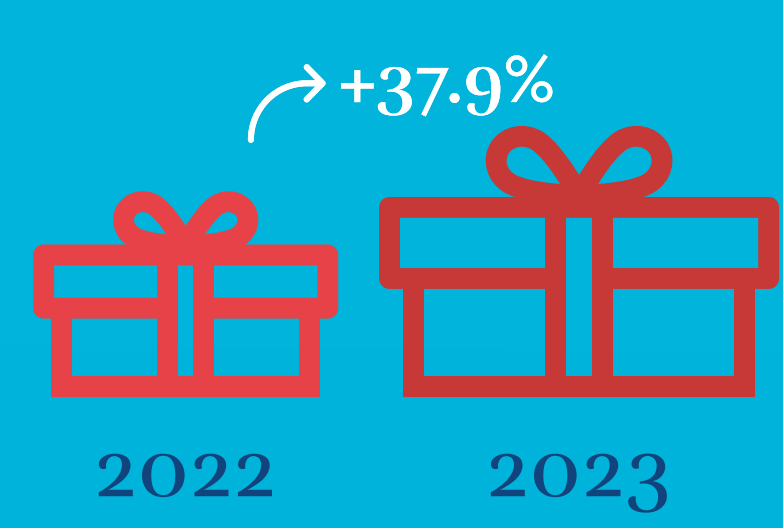
### Total purchases



### Physical purchases

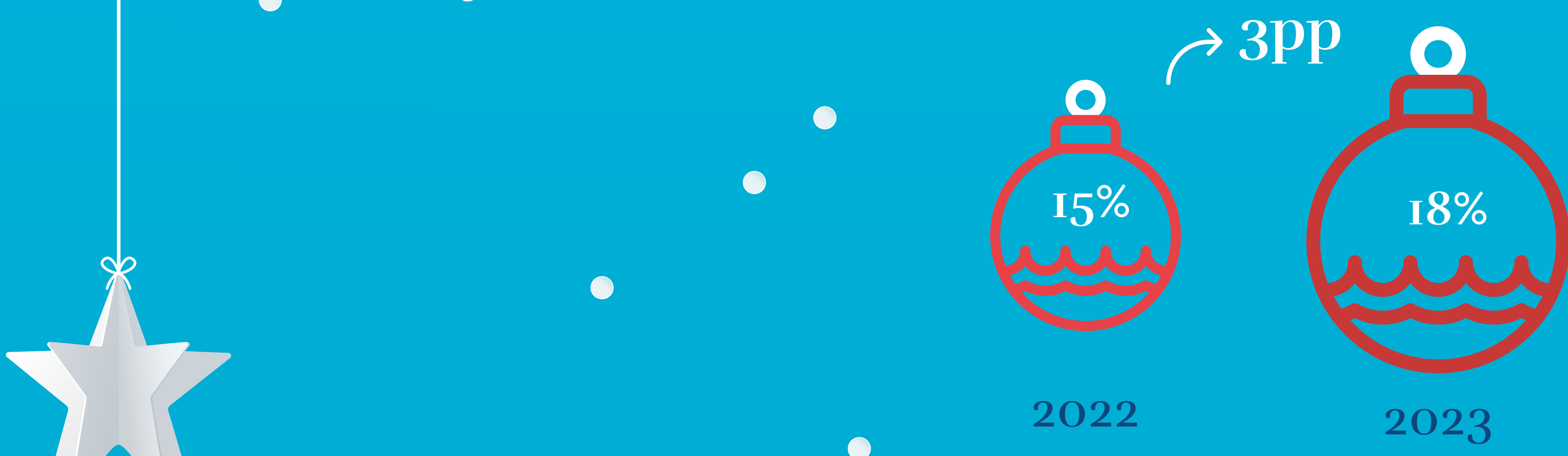


### Online purchases

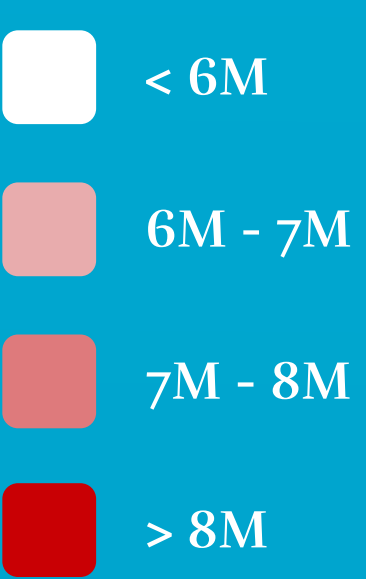
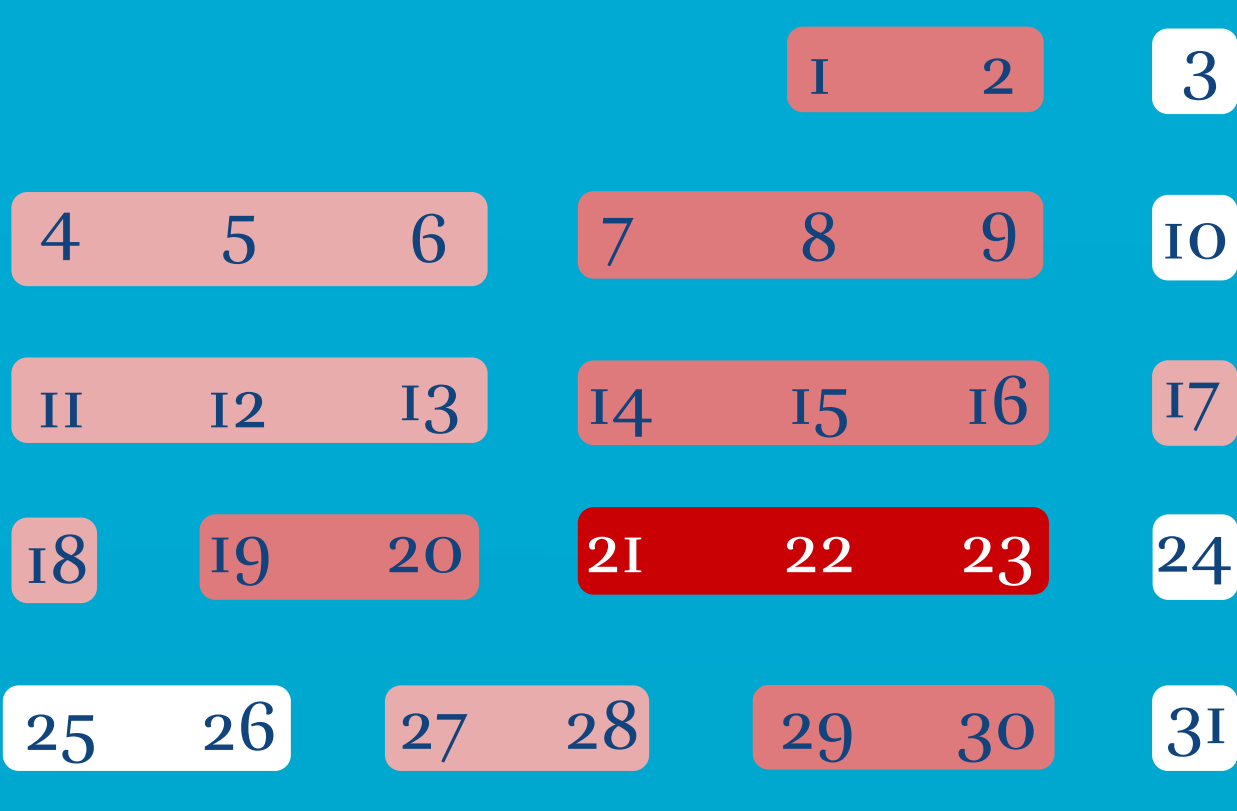


## E-commerce weight increase

The share of online purchases in total electronic purchases has been increasing, standing at 18% in December 2023



M T W T F S S



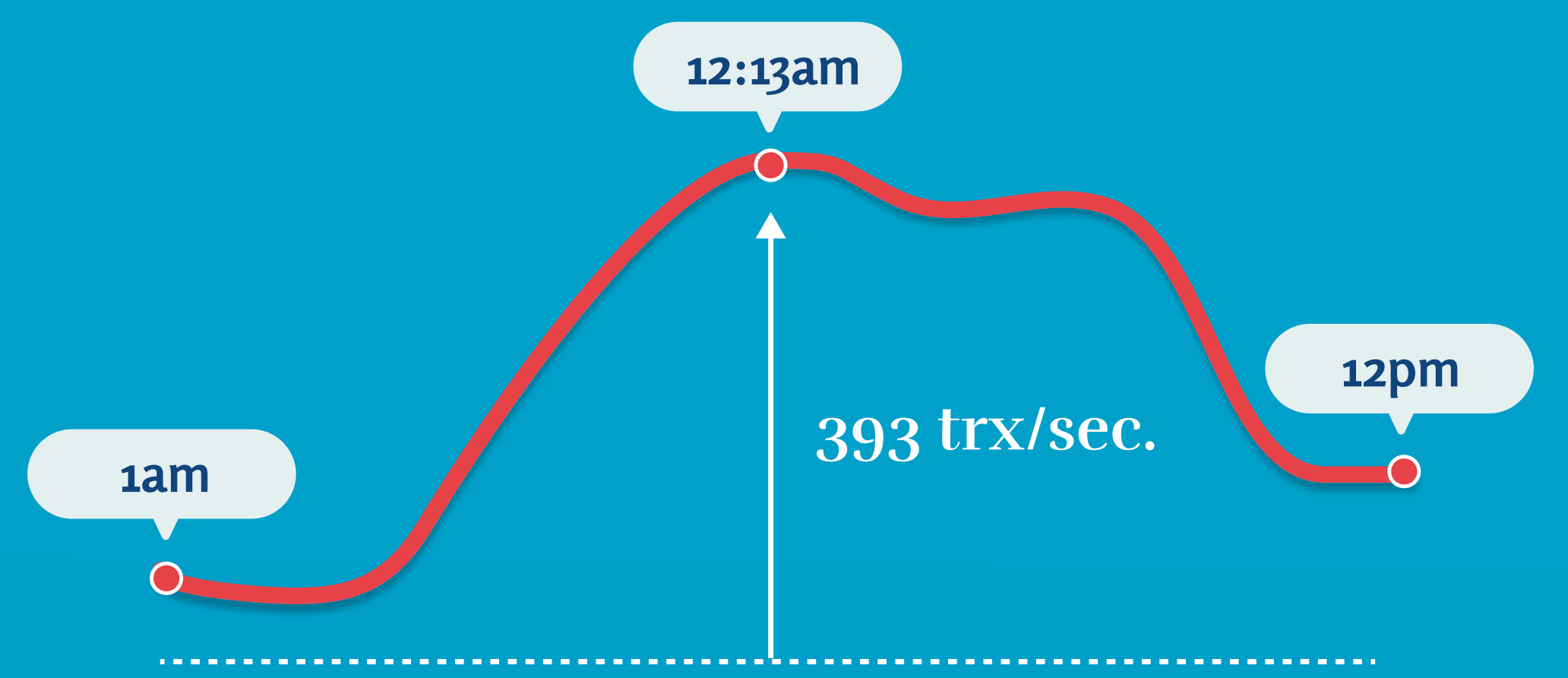
Purchases (in no.) by day in December 2023

## Total Purchases during December



Variation (indexed) of the top 3 days of Christmas in no. of total purchases

## Transactions peak on December 23rd



## Variation (indexed) of MB WAY purchases in December (in no.)

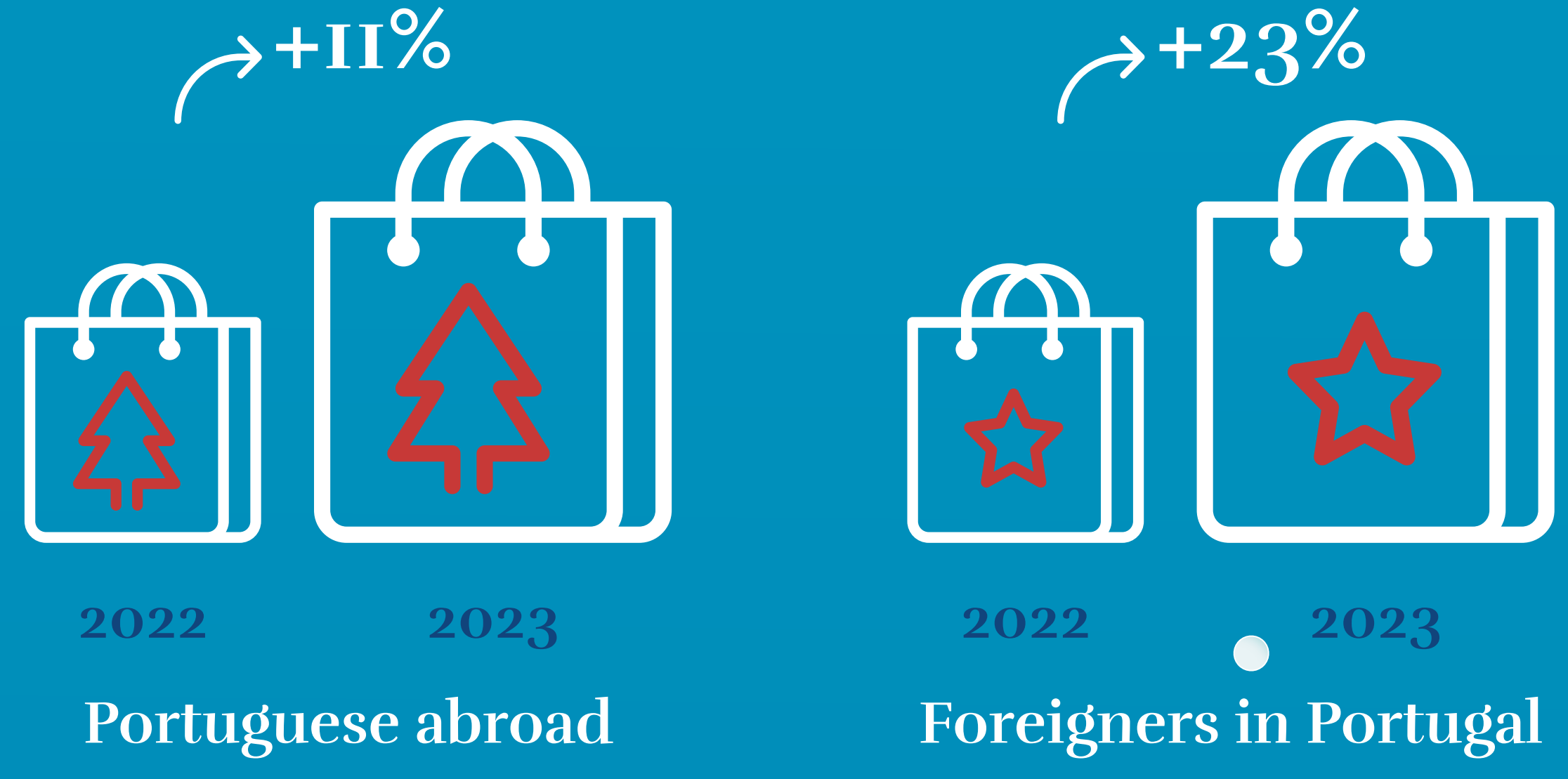


## Significant growth of MB WAY



## Physical purchases abroad and by foreigners

Variation (in no.) of physical purchases of Portuguese cards abroad and of foreigners in Portugal in December



Sectors with the highest growth of purchases (in no.) in December, compared to the monthly average for the rest of the year

## Highest growth Home & Decoration

