



# **June IDAT Report**

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## IDAT - Activity

- IDAT - Services
- IDAT - Goods
- IDAT - Regional
- IDAT - Selected Sectors
- IDAT-state

The background features a large, central orange rounded rectangle. To its left and right are two yellow curved shapes, resembling the left and right sides of a pair of parentheses. The text 'IDAT-Activity\*' is centered over the orange rectangle.

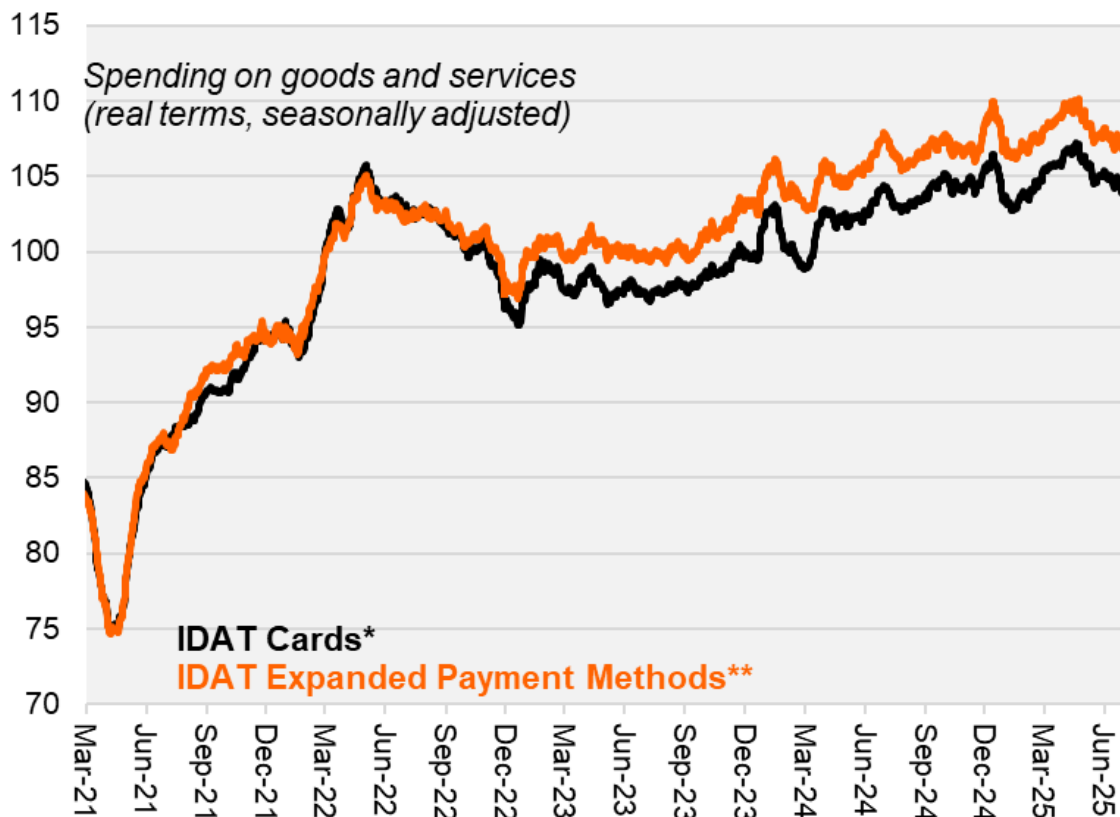
# IDAT-Activity\*



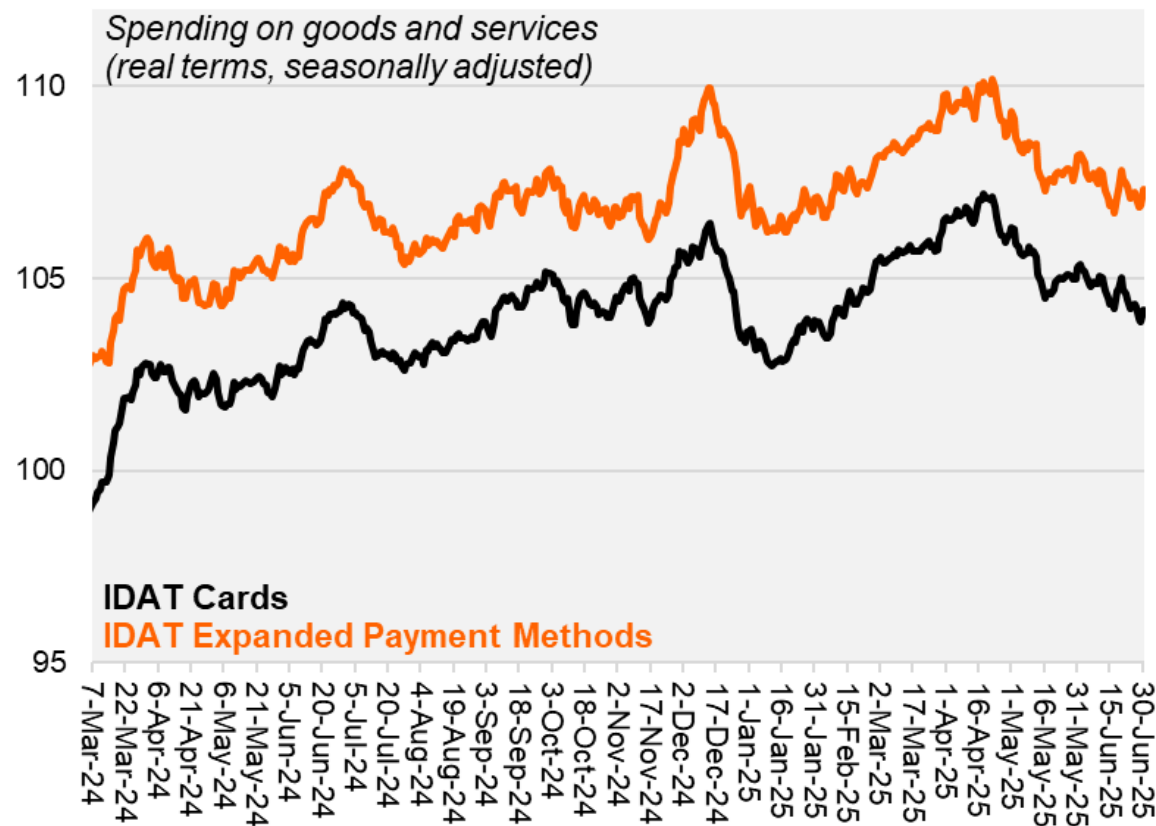
\*IDAT-Activity is the average between IDAT-Services and IDAT-Goods

# IDAT-Activity contracted by 0.7% in June (seasonally adjusted monthly variation)

IDAT - Activity (SA, 28d moving avg)



IDAT - Activity (zoom: SA, 28d moving avg)



\*IDAT-Cards: Include spending on goods and services only with cards

\*\*IDAT- Expanded Payment Methods: Also include flows of instant payments (PIX), other types of bank transfers (TED/DOC) and bank slip payment flows ("boletos") from individuals to corporates who are Itaú account holders

# Decline observed in services and stability in goods

Heat map IDAT Expanded (mom/sa)								
Breakdown IDAT-Activity	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
	1.8%	-1.3%	-0.2%	1.2%	1.0%	-0.5%	-0.6%	-0.7%
<b>IDAT-Services</b>	3.6%	-1.4%	-1.5%	2.3%	-0.1%	-0.2%	-0.3%	-1.4%
Food services	1.5%	-0.2%	-1.3%	1.3%	-0.9%	0.4%	-0.3%	-0.5%
Lodging	5.2%	-6.2%	-0.4%	7.3%	2.1%	-1.7%	-0.6%	-4.3%
Recreation	9.5%	-1.0%	-2.3%	2.6%	-1.1%	-5.2%	4.7%	-1.5%
Beauty services	4.6%	-4.9%	2.7%	0.5%	2.1%	0.7%	-2.3%	-0.2%
Other personal services	5.9%	-5.4%	2.1%	-2.2%	3.5%	3.0%	-1.4%	0.2%
<b>IDAT-Goods</b>	0.0%	-1.3%	1.1%	0.1%	2.2%	-0.9%	-0.9%	0.0%
<b>IDAT-Goods sensitive to income</b>	2.7%	-1.8%	0.5%	0.8%	3.2%	0.0%	0.0%	-0.2%
Fuel, Lubricants	2.5%	-0.3%	0.1%	0.6%	2.0%	-0.9%	-0.9%	1.1%
Hyper, Supermarkets	0.2%	-0.1%	0.1%	0.8%	1.5%	1.0%	-1.3%	0.4%
Pharmaceutical, medical	1.2%	-3.1%	-1.6%	0.6%	1.7%	0.0%	1.8%	-1.3%
Fabric, apparel, footwear	4.7%	-10.1%	6.3%	1.1%	1.6%	1.0%	-2.5%	1.1%
Books, periodicals, magazines	7.2%	-4.4%	-4.7%	-1.9%	0.7%	0.0%	1.3%	0.4%
Other goods of personal use	2.7%	3.5%	-0.2%	1.0%	7.1%	0.3%	0.8%	-1.3%
<b>IDAT-Goods sensitive to credit</b>	-0.5%	-1.3%	0.6%	-1.3%	0.0%	-1.0%	-1.7%	-0.5%
Office, IT and Communication goods	2.2%	-6.0%	3.3%	0.9%	1.8%	-0.3%	0.4%	0.0%
Construction material	-0.4%	-1.1%	-0.5%	0.5%	-1.9%	-0.9%	-1.1%	-2.3%
Furniture and appliances	-1.7%	-2.7%	0.9%	0.9%	-5.5%	-4.3%	-1.4%	0.7%
Vehicles and parts	-0.4%	-0.8%	0.7%	-2.4%	1.5%	-0.5%	-2.0%	0.0%

Source: Itaú

# Considering data up to June, the IDAT-Activity grew by 2.8%YTD

IDAT Heatmap (YoY, nsa)										
Breakdown	out/24	nov/24	dez/24	jan/25	fev/25	mar/25	abr/25	mai/25	jun/25	YTD*
<b>IDAT-Activity</b>	6.5%	6.5%	1.4%	3.8%	7.5%	2.4%	2.5%	2.8%	-1.2%	<b>2.8%</b>
<b>IDAT-Services</b>	6.1%	9.0%	2.2%	4.9%	8.4%	6.6%	3.1%	4.5%	-1.2%	<b>4.3%</b>
Food services	7.0%	10.2%	3.3%	6.8%	6.5%	3.5%	2.0%	3.4%	-1.8%	<b>3.4%</b>
Lodging	1.3%	3.0%	-5.3%	-0.7%	8.2%	15.6%	6.9%	5.2%	-1.1%	<b>5.5%</b>
Recreation	-1.1%	13.4%	14.4%	-2.3%	11.6%	12.2%	1.1%	6.0%	-2.6%	<b>3.9%</b>
Beauty services	26.4%	24.7%	12.3%	14.4%	21.7%	6.9%	7.6%	10.7%	2.3%	<b>10.1%</b>
Other personal services	15.5%	10.8%	11.1%	4.0%	12.1%	1.8%	-1.1%	6.3%	2.9%	<b>3.8%</b>
<b>IDAT-Goods</b>	6.9%	4.0%	0.5%	2.7%	6.5%	-1.7%	1.9%	1.2%	-1.1%	<b>1.3%</b>
<b>IDAT-Goods sensitive to income</b>	9.2%	8.2%	4.2%	5.0%	11.1%	5.3%	6.1%	9.5%	5.7%	<b>7.0%</b>
Fuel, lubricants	1.7%	1.4%	-1.4%	2.3%	6.7%	0.3%	0.8%	0.6%	0.8%	<b>1.8%</b>
Hypermarkets, Supermarkets	2.3%	3.5%	-1.5%	1.4%	3.2%	-2.9%	8.9%	1.5%	1.5%	<b>2.2%</b>
Pharmaceutical, medical	13.2%	9.9%	4.0%	4.2%	7.3%	0.3%	-0.9%	6.0%	1.3%	<b>2.8%</b>
Fabric, apparel, footwear	10.0%	11.2%	2.1%	3.7%	15.4%	2.3%	4.9%	8.6%	3.2%	<b>6.1%</b>
Books, periodicals, magazines	0.0%	6.3%	2.9%	1.1%	4.0%	-6.8%	-4.5%	1.8%	-2.7%	<b>-0.7%</b>
Others goods of personal use	12.5%	10.6%	10.9%	9.0%	16.0%	16.4%	17.8%	20.8%	15.5%	<b>15.9%</b>
<b>IDAT-Goods sensitive to credit</b>	13.3%	4.6%	3.5%	2.7%	7.3%	-4.7%	-7.1%	-4.4%	-8.1%	<b>-2.9%</b>
Office, IT and Communication goods	14.5%	7.1%	0.4%	-1.5%	5.0%	-2.9%	-2.1%	2.4%	-2.2%	<b>-0.3%</b>
Construction material	6.5%	0.5%	-1.5%	-1.4%	7.2%	-3.4%	-9.2%	-4.5%	-10.1%	<b>-4.0%</b>
Furniture and appliances	3.5%	0.0%	-0.7%	-4.1%	2.4%	-11.3%	-12.7%	-11.3%	-12.4%	<b>-8.5%</b>
Vehicles and parts	18.0%	7.5%	6.2%	5.8%	8.6%	-3.6%	-5.4%	-2.9%	-6.6%	<b>-1.4%</b>

\*Considering data up to 30 of June

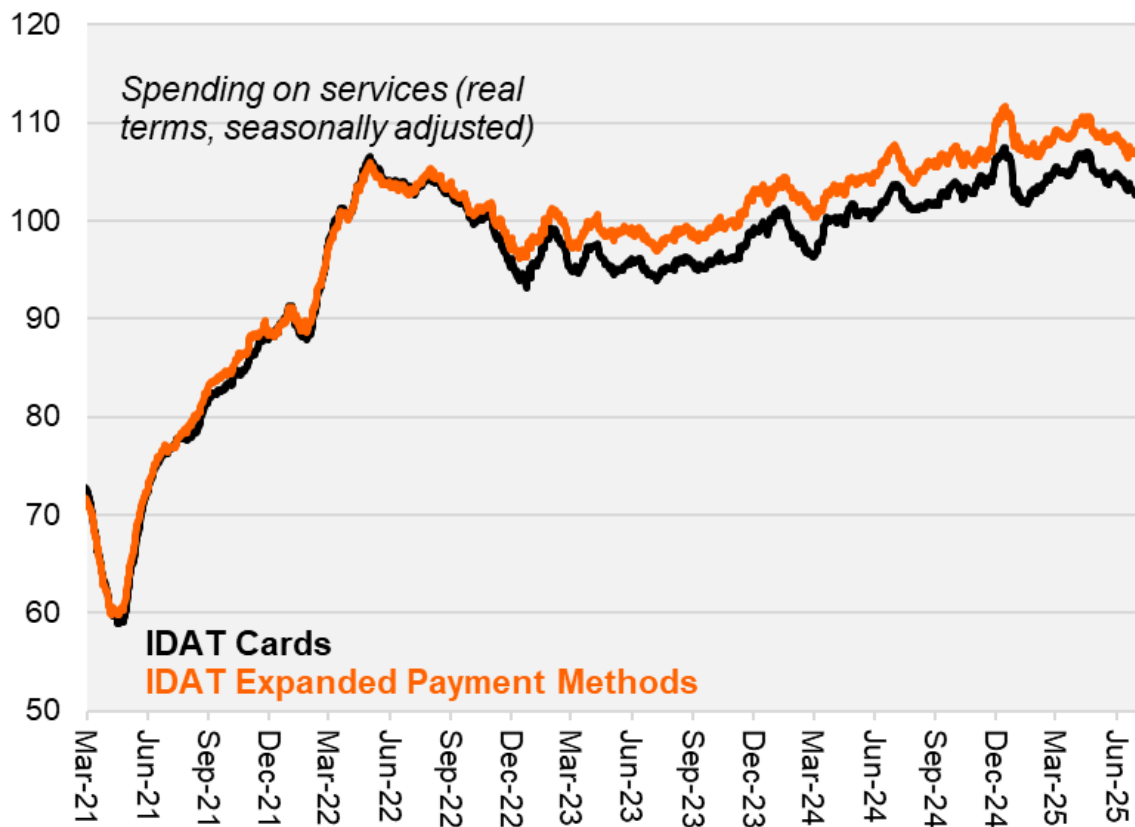
# IDAT-Services\*

\*IDAT-Services comprises the sectors corresponding to the “Services offered to households” component of the IBGE's monthly service sector survey (PMS), which includes restaurants, hotels, bars, beauty salons, entertainment services, etc. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly service sector survey (PMS). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

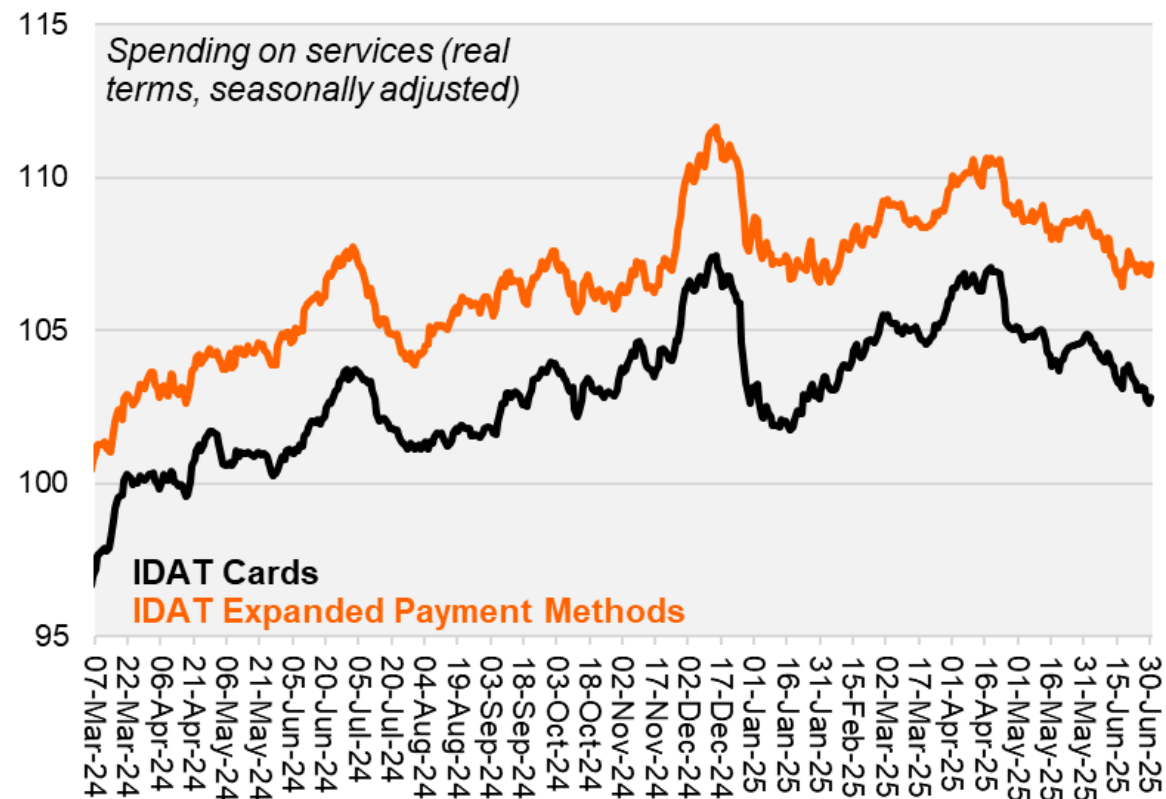


## IDAT-Services had a decline of 1.4% MoM/sa

IDAT - Services (SA, 28d moving avg)



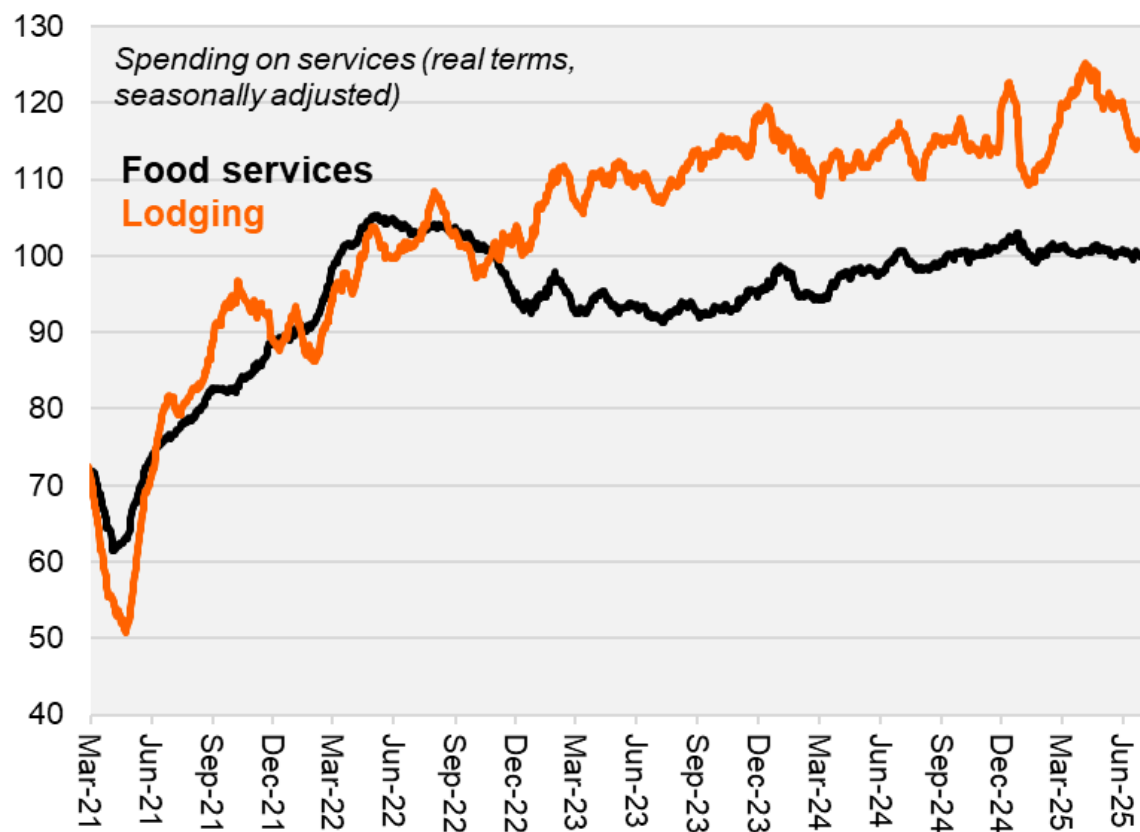
IDAT Services (zoom: SA, 28d moving avg)



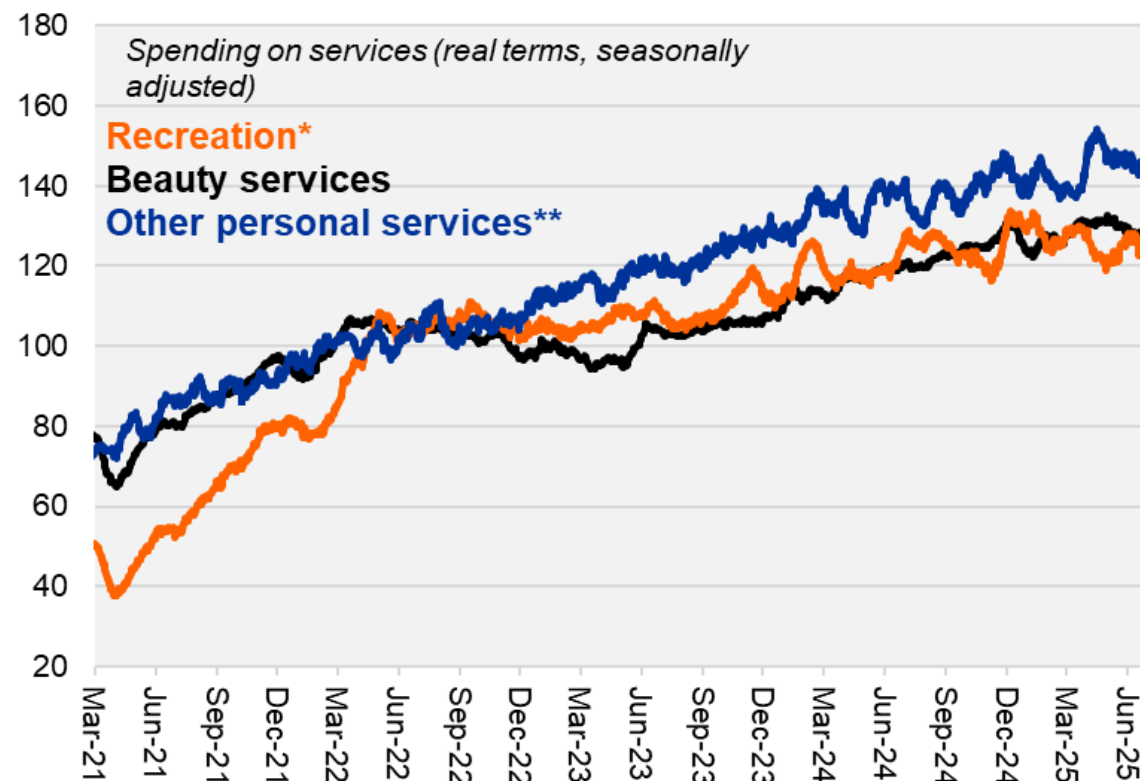


# Negative highlight for "lodging" in June

IDAT Services: main components



IDAT Services: other services



\*Includes: tourist attractions; sports fields; amusement parks, etc.

\*\*Includes: laundry, cleaners, funeral services.



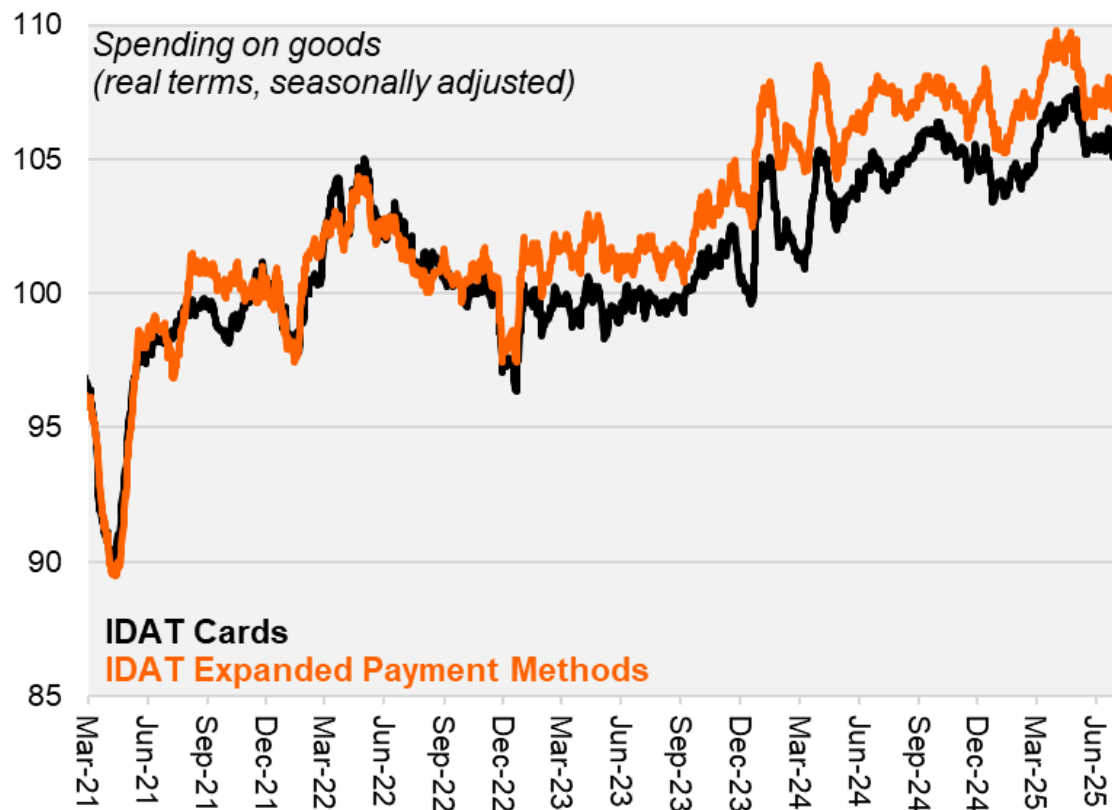
# IDAT-Goods\*

\*IDAT-Goods comprises the sectors corresponding to the openings of the IBGE's monthly retail sales survey (PMC), including sales in the supermarket sectors; pharmaceuticals and cosmetics; fuels and lubricants; fabric, apparel and footwear; books, periodicals, magazines; other goods of personal use; office, IT and communication goods; furniture and appliances; construction materials; vehicles and parts. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly retail sales survey (PMC). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

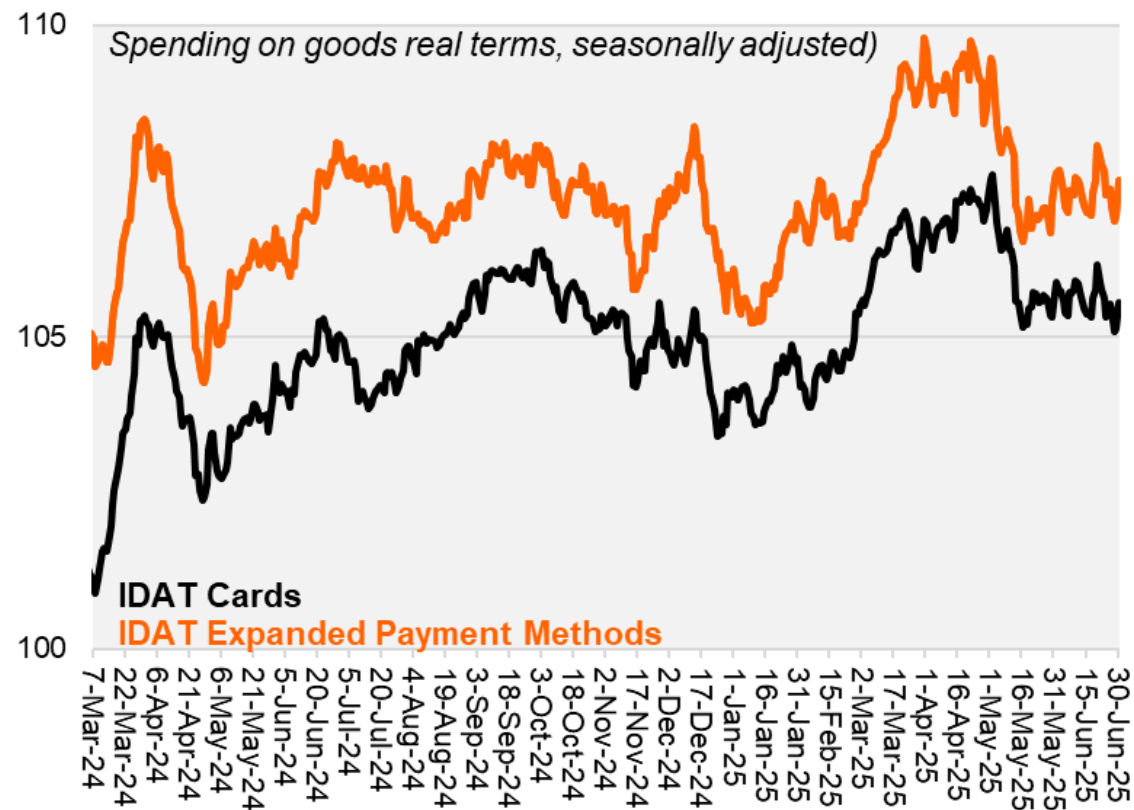


## IDAT-Goods remained stable at the margin

IDAT - Goods (SA, 28d moving avg)

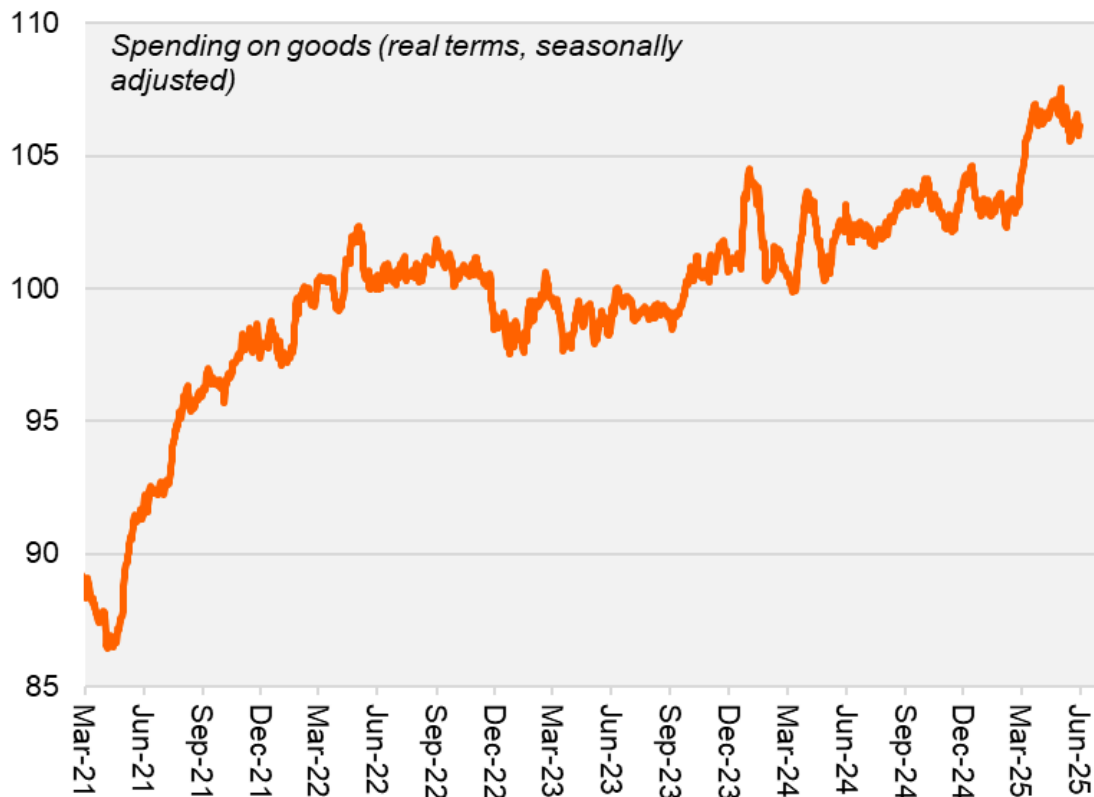


IDAT - Goods (zoom: SA, 28d moving avg)



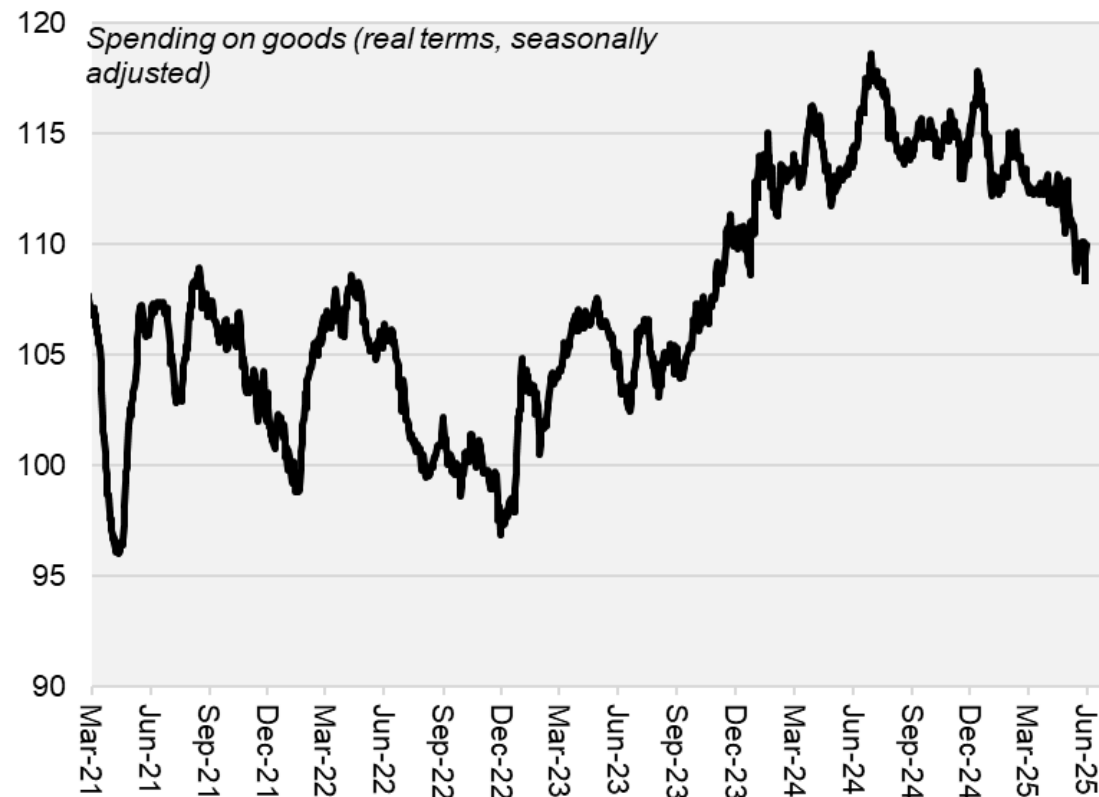
## Sensitive to income segment contracted 0.2% at the margin, while sensitive to credit segment fell by 0.5%

IDAT-Goods: sensitive to income\*



\*Spending on fuel; supermarkets; apparel, footwear; pharmaceutical; books/magazines; other goods of personal use.

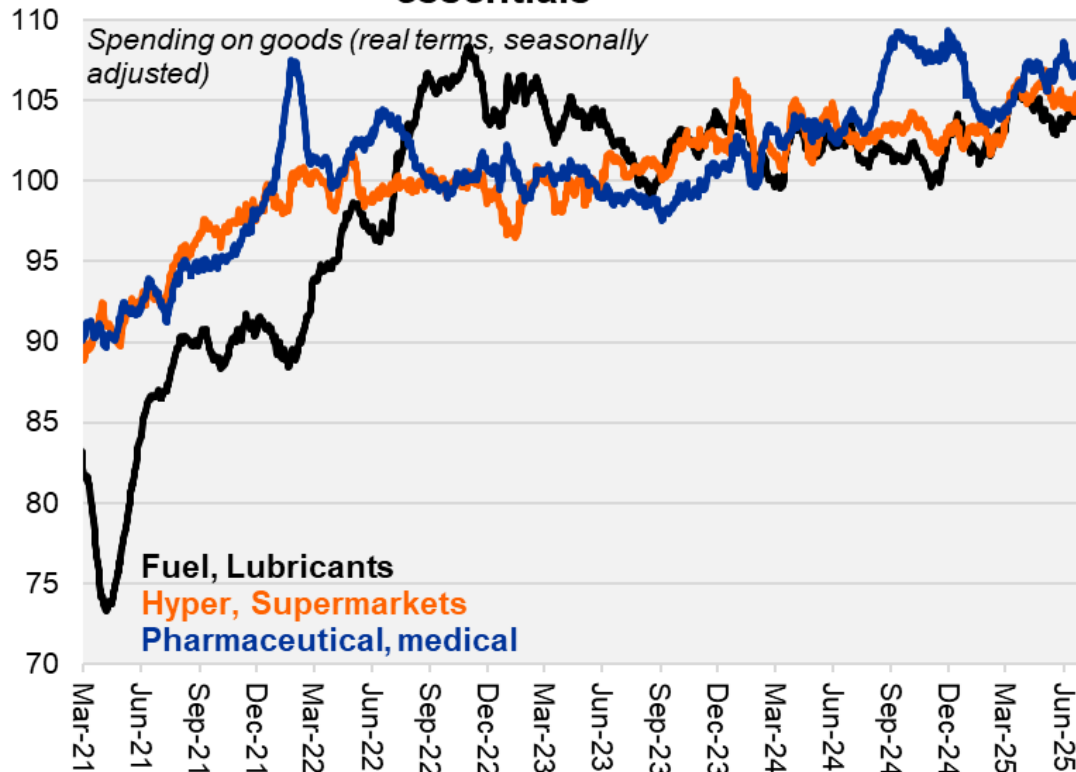
IDAT-Goods: sensitive to credit\*\*



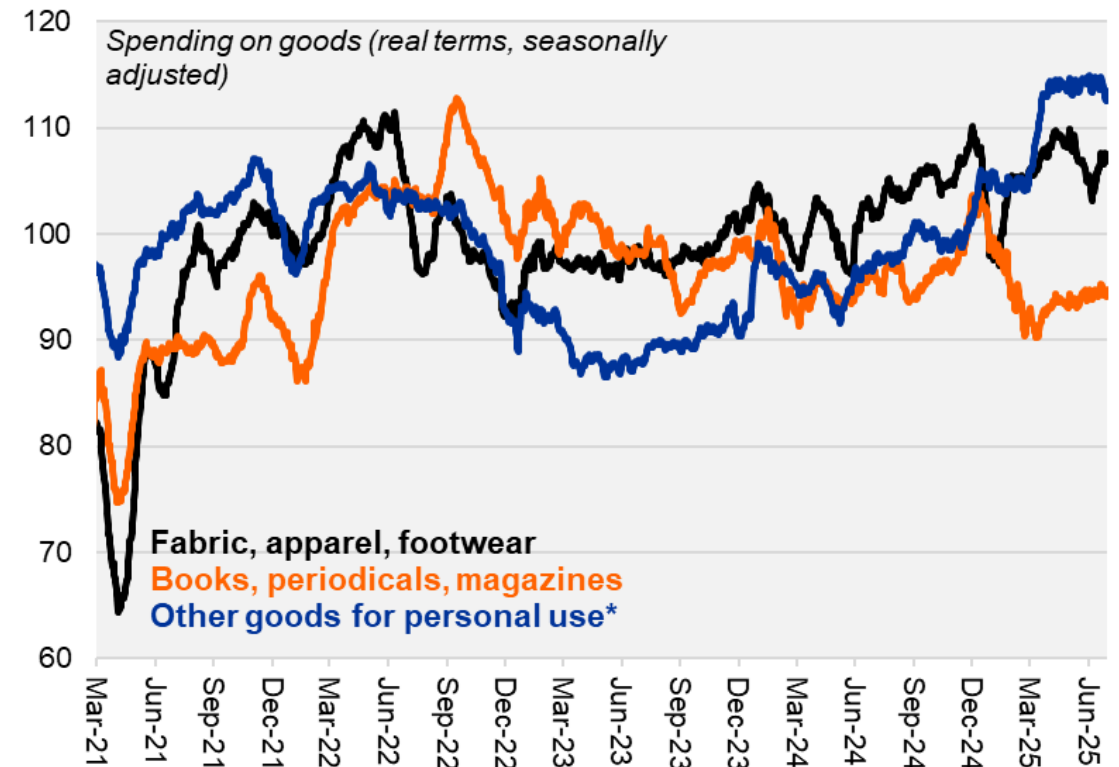
\*\*Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.

**Within the sensitive to income segment, the negative highlights were “pharmaceutical, medical” and “other goods for personal use”**

IDAT- Goods (sensitive to income):  
essentials



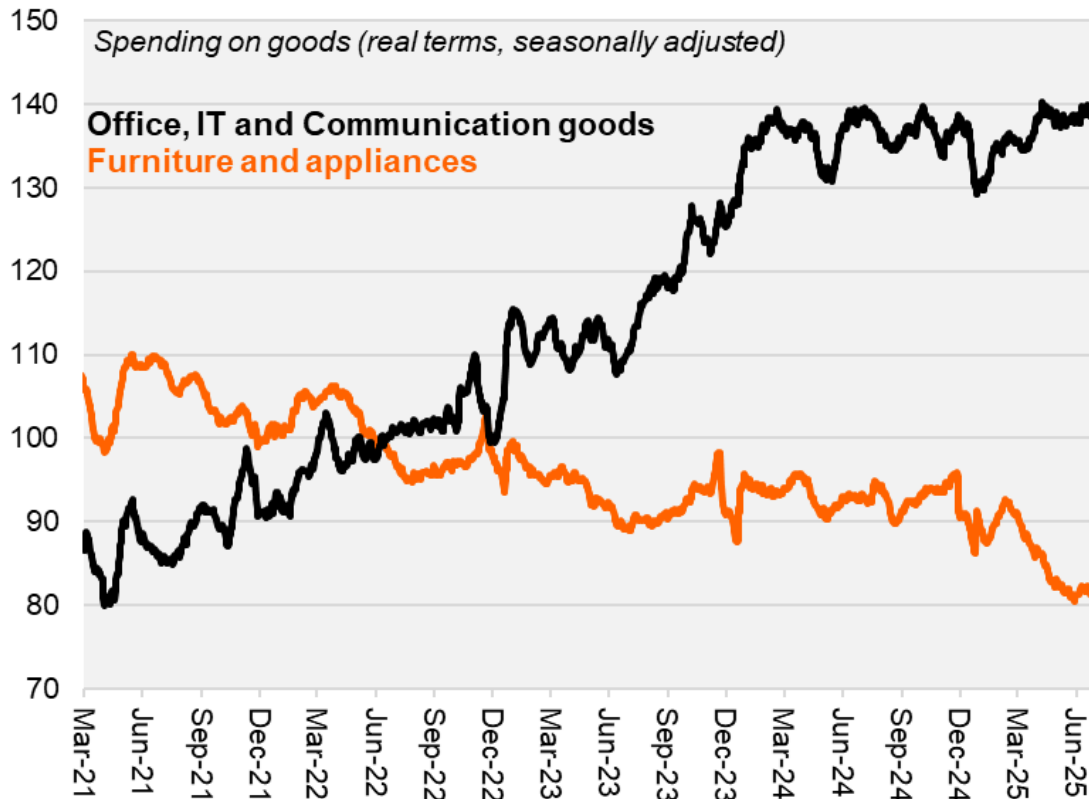
IDAT-Goods (sensitive to income):  
non-essentials



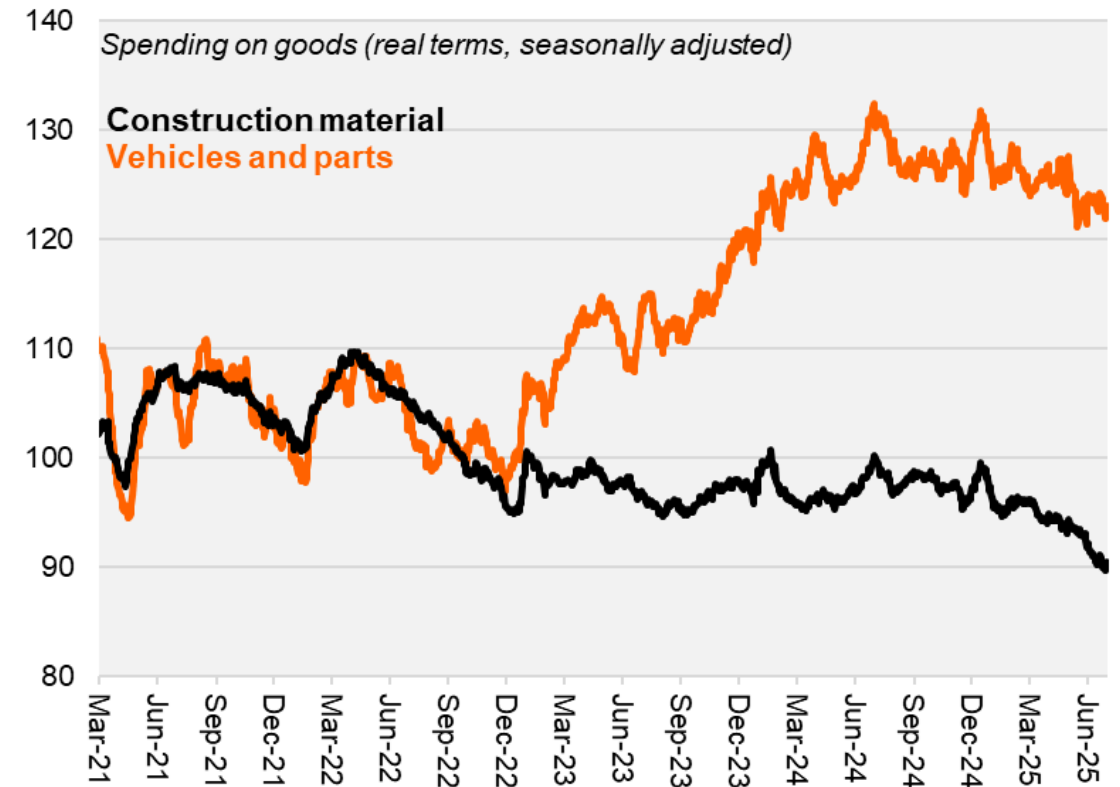
\*Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

# Within the sensitive to credit segment the negative highlight was “construction material”

IDAT-Goods (sensitive to credit)



IDAT-Goods (sensitive to credit)





# IDAT-Regional

IDAT-Regional only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.



# IDAT-Regional declined in all regions, except Midwest

Heat Map IDAT-Regional*												
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
<b>IDAT-Activity</b>												
Southeast	-1.3%	0.4%	1.4%	-1.3%	1.9%	0.3%	-0.6%	0.4%	0.7%	-0.9%	-0.5%	-0.3%
Northeast	0.1%	-0.1%	0.0%	-0.7%	2.5%	-1.1%	-0.5%	0.2%	2.5%	0.8%	-2.7%	-1.3%
South	-3.0%	1.3%	1.4%	0.3%	1.5%	-1.3%	-1.7%	1.2%	2.9%	-0.8%	-0.6%	-2.7%
Midwest	-1.1%	0.8%	1.1%	-0.6%	2.7%	-1.0%	-0.5%	1.5%	2.1%	-1.9%	-1.4%	0.0%
North	-0.5%	1.1%	1.9%	-0.9%	2.5%	-1.6%	-0.1%	2.0%	1.4%	-0.2%	-0.4%	-0.8%
<b>IDAT-Services</b>												
Southeast	-2.9%	1.1%	1.7%	-1.7%	3.6%	-0.6%	-0.8%	1.3%	0.2%	-1.6%	-0.2%	-1.3%
Northeast	-0.3%	0.2%	0.1%	0.8%	3.5%	-0.8%	0.1%	-1.3%	2.8%	1.8%	-3.1%	-1.5%
South	-4.1%	3.4%	1.7%	0.1%	3.4%	-1.9%	-2.9%	2.4%	2.4%	0.2%	0.8%	-3.5%
Midwest	1.0%	-1.9%	1.6%	-0.6%	5.5%	-2.7%	-1.4%	2.9%	1.3%	-2.3%	-1.6%	-0.1%
North	-1.8%	1.1%	2.0%	-0.7%	3.5%	-1.6%	0.1%	2.1%	-0.4%	0.4%	-0.9%	-0.6%
<b>IDAT-Goods</b>												
Southeast	0.2%	-0.3%	1.2%	-1.0%	0.1%	1.1%	-0.3%	-0.4%	1.3%	-0.3%	-0.9%	0.7%
Northeast	0.5%	-0.3%	0.0%	-2.0%	1.7%	-1.4%	-1.1%	1.6%	2.1%	-0.1%	-2.3%	-1.2%
South	-2.0%	-0.7%	1.0%	0.4%	-0.4%	-0.7%	-0.5%	0.0%	3.4%	-1.8%	-2.1%	-1.8%
Midwest	-0.3%	0.7%	0.6%	-0.6%	0.0%	0.7%	0.4%	0.1%	2.9%	-1.5%	-1.1%	0.1%
North	0.8%	1.1%	1.9%	-1.1%	1.6%	-1.6%	-0.3%	1.9%	3.2%	-0.7%	0.1%	-1.1%

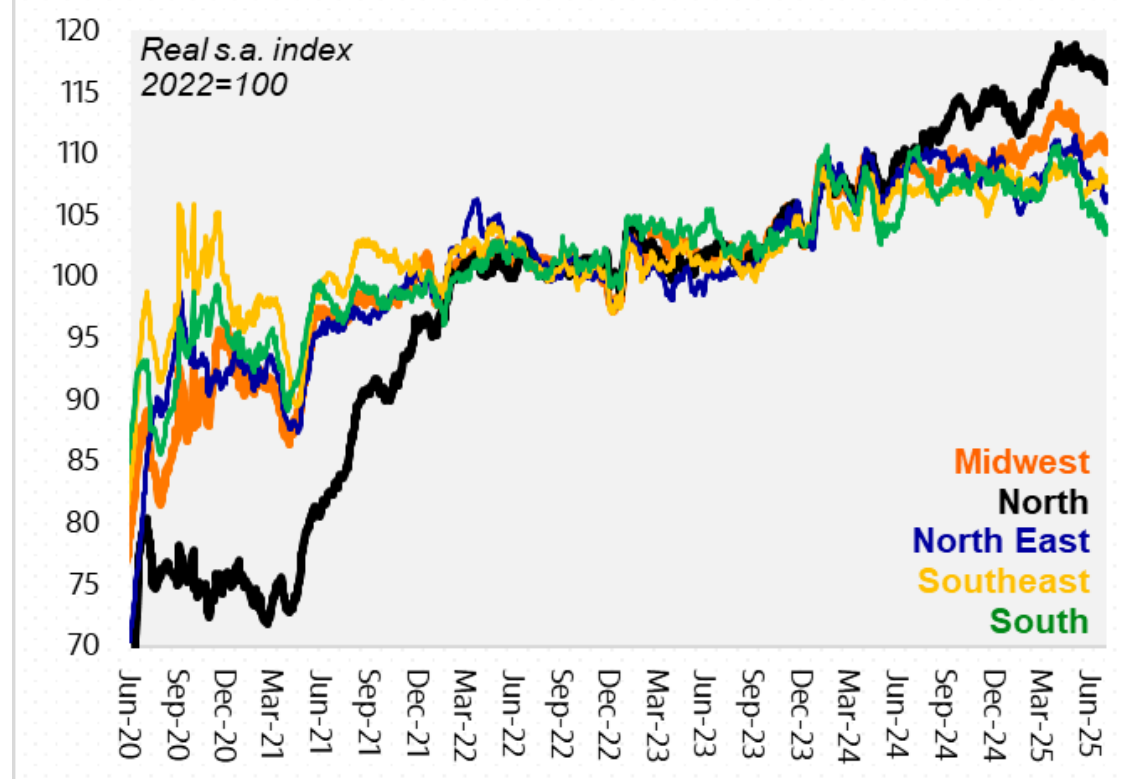
Source: Itaú

\*Monthly variation seasonally adjusted

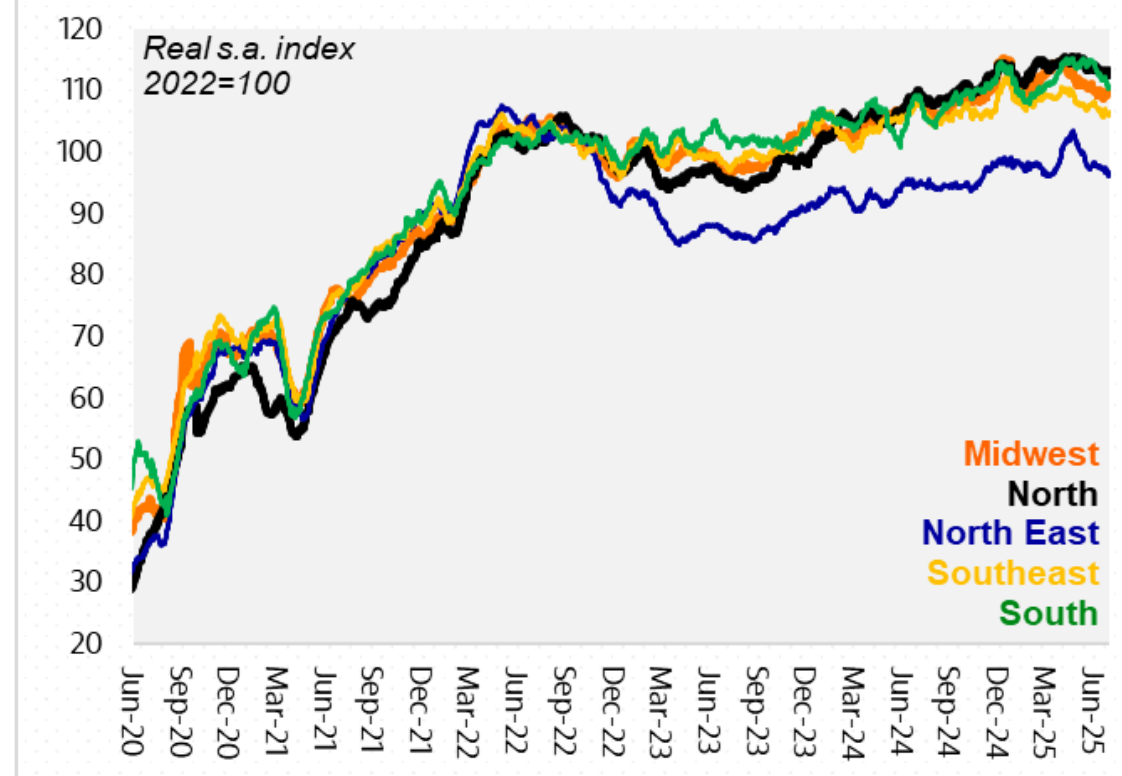


## Negative variation in almost all regions for goods and services, except for goods in the Southeast and Midwest.

IDAT-Regional: Goods



IDAT-Regional: Services





# IDAT-Selected Sectors

Include Malls, Department Stores, and Petshop.

Different from IDAT-Activity, base 100 is the average of spending values in 2019, monthly, nominal and not seasonally adjusted.

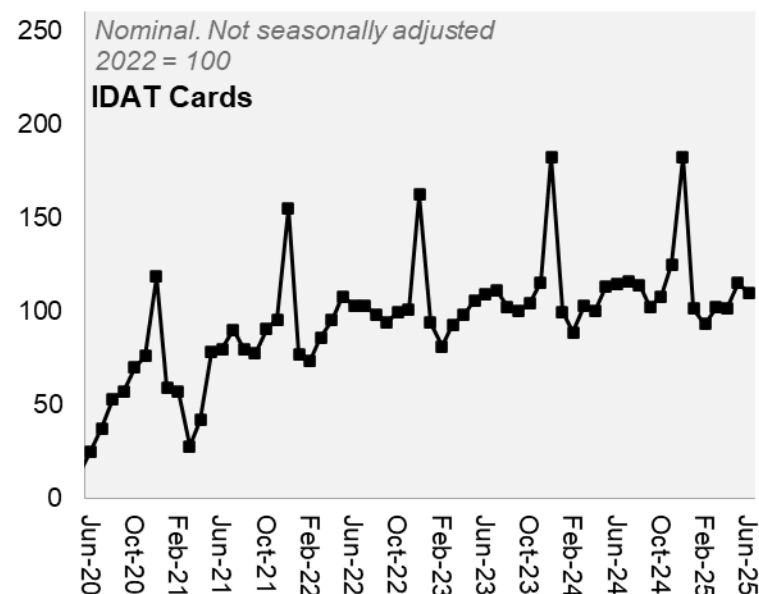


# Negative highlight for malls, petshop and department stores in June

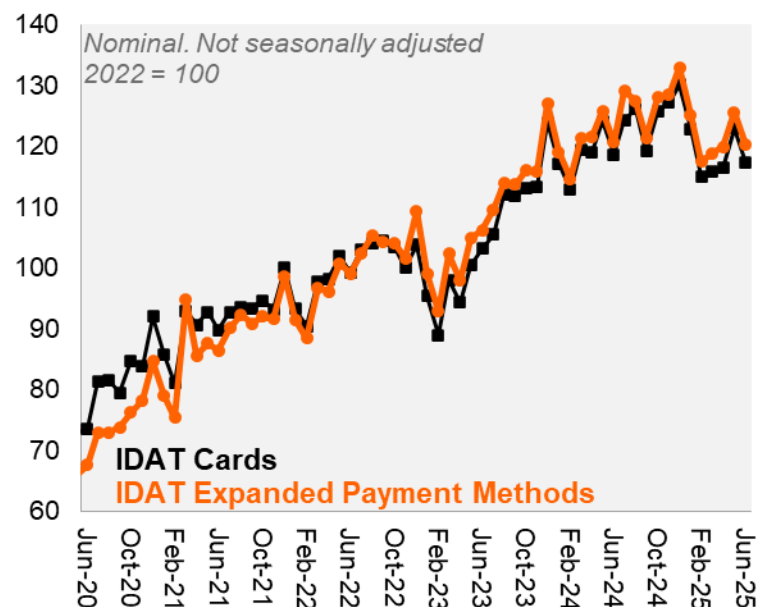
Heatmap IDAT\*

Selected Sectors	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Malls	5.5%	4.4%	11.4%	2.5%	3.9%	8.4%	0.1%	1.7%	4.9%	-0.9%	1.1%	1.5%	-4.4%
Department Stores	-3.7%	-1.6%	-6.1%	-7.9%	-7.6%	-7.5%	-5.3%	-10.8%	-7.3%	-13.2%	-13.2%	-13.3%	-14.9%
Petshop	15.0%	17.8%	12.6%	6.6%	11.2%	12.2%	5.0%	4.9%	2.0%	-2.9%	-2.2%	-1.0%	-1.2%

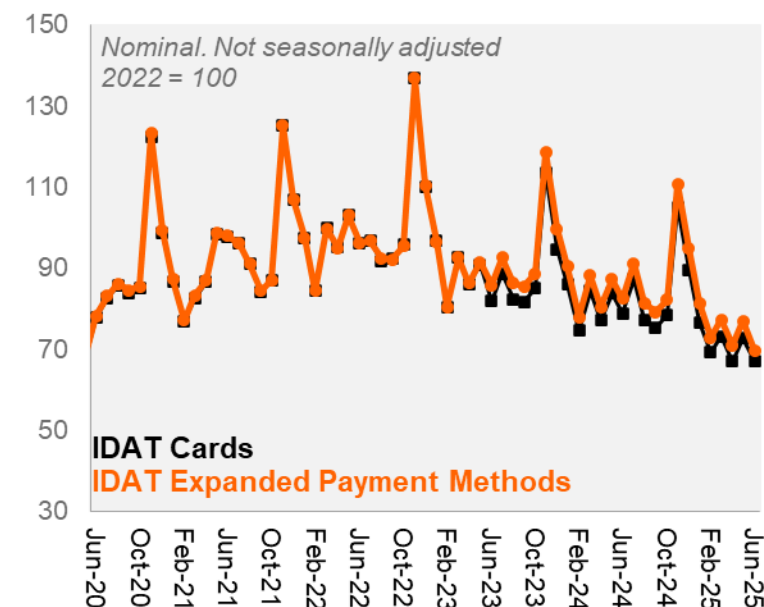
IDAT-Malls\*\*



IDAT-Petshop



IDAT-Department Store



Source: Itaú

\*YoY. Nominal not seasonally adjusted

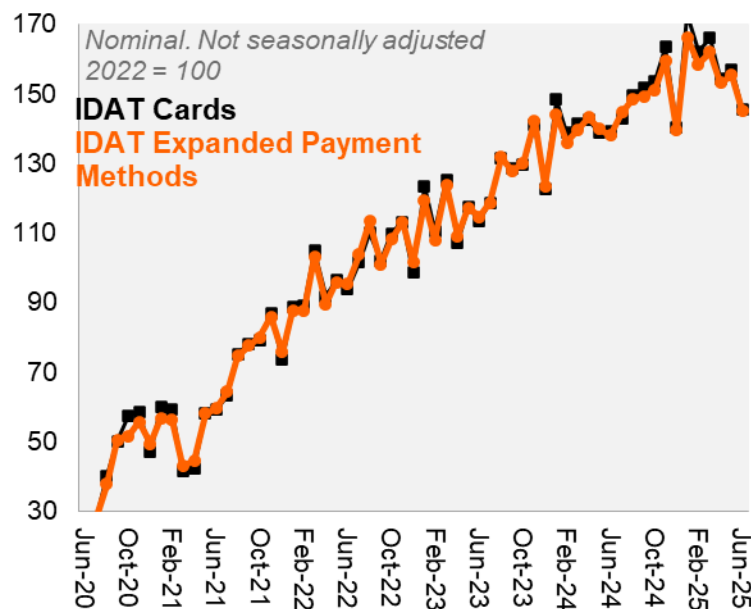
\*\* Purchases made in the vicinity of malls on clothing, food and cinema

# Positive highlight for cosmetics in June

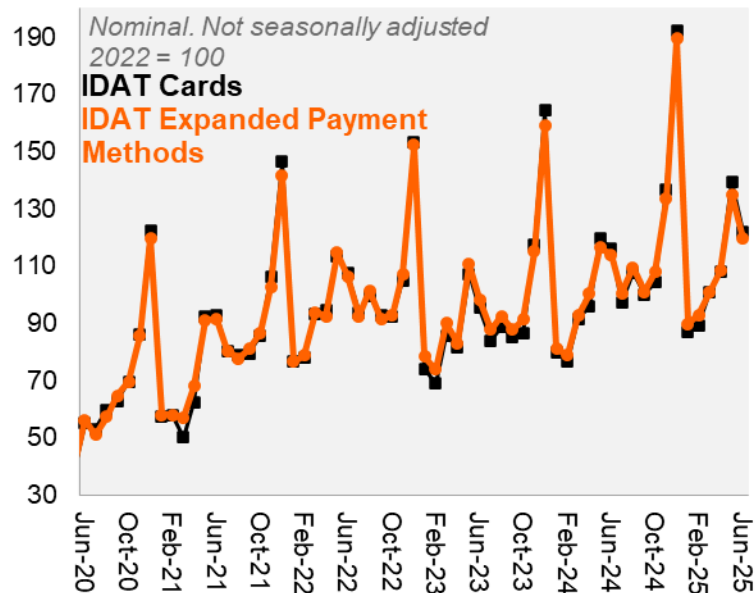
Heatmap IDAT\*

Selected Sectors	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Gym	22.7%	20.5%	13.6%	18.1%	18.6%	15.9%	14.2%	16.7%	17.0%	17.3%	8.5%	13.1%	4.6%
Cosmetics	17.2%	15.6%	15.5%	13.4%	17.1%	17.9%	11.6%	10.1%	12.4%	3.2%	1.7%	6.8%	-3.1%
Jewelry	22.0%	15.8%	21.7%	17.4%	20.9%	16.7%	16.8%	8.8%	16.4%	10.3%	12.9%	16.8%	4.8%

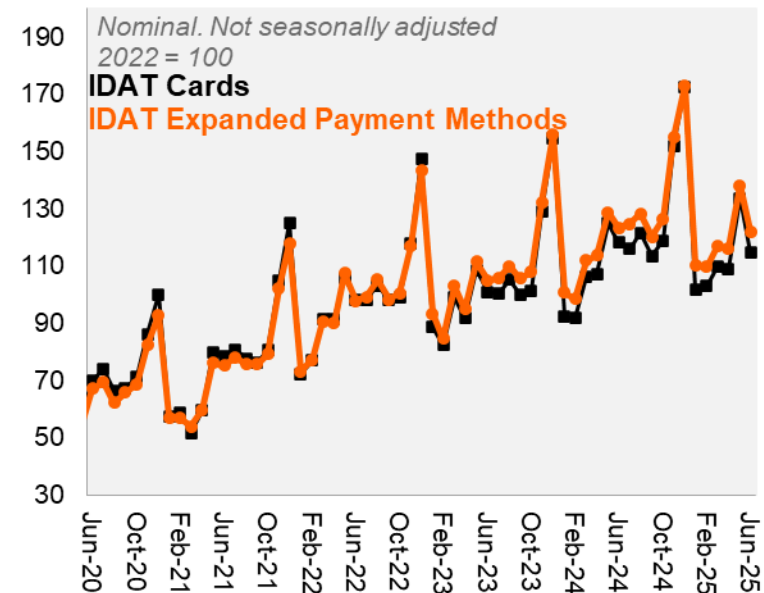
IDAT-Gym



IDAT-Jewelry



IDAT-COSMETICS





# IDAT-state

IDAT-State only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.



Heat Map IDAT-State*												
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
<b>IDAT-Services</b>												
Acre	1.5%	-0.4%	1.0%	-2.3%	2.2%	-1.1%	3.7%	0.1%	2.7%	-1.2%	9.1%	-9.0%
Alagoas	-0.5%	0.1%	-0.1%	-0.8%	3.5%	1.7%	-2.7%	-0.5%	5.7%	1.7%	-1.1%	-2.8%
Amazonas	-0.9%	0.1%	4.6%	-4.5%	6.5%	1.6%	-0.5%	0.8%	2.2%	-0.5%	-1.5%	1.5%
Amapá	-6.4%	9.5%	-1.6%	-0.2%	4.5%	-1.1%	0.4%	-0.9%	3.0%	-5.1%	2.9%	-4.6%
Bahia	0.6%	1.9%	-2.0%	1.6%	5.2%	-3.6%	-1.0%	4.3%	-0.9%	-0.5%	-2.0%	-1.3%
Ceará	0.3%	1.6%	2.2%	-2.4%	3.9%	-3.9%	-0.7%	1.0%	1.0%	3.5%	-3.7%	-1.1%
Distrito Federal	-4.9%	4.4%	-0.5%	0.0%	7.0%	-7.4%	1.0%	1.6%	1.0%	2.4%	0.1%	-1.7%
Espírito Santo	-0.4%	3.0%	-2.7%	1.7%	5.1%	-3.1%	2.6%	-0.3%	-1.8%	5.1%	-0.4%	0.7%
Goiás	0.9%	1.3%	-1.2%	-0.1%	6.0%	-2.4%	-0.8%	0.6%	1.2%	1.8%	-0.5%	-2.5%
Maranhão	-0.4%	-2.3%	3.1%	2.3%	1.2%	2.5%	-3.8%	1.8%	4.1%	0.5%	-3.0%	0.2%
Minas Gerais	-1.0%	2.7%	0.4%	1.7%	3.0%	-2.2%	6.8%	-1.8%	0.3%	3.4%	-0.7%	1.5%
Mato Grosso do Sul	-6.8%	4.4%	1.3%	2.1%	1.8%	-3.0%	8.5%	25.3%	16.6%	-29.0%	3.2%	7.8%
Mato Grosso	0.6%	-0.8%	-0.1%	0.4%	5.3%	-0.4%	-1.4%	0.6%	-0.1%	2.8%	-0.3%	4.6%
Pará	-2.3%	3.5%	-1.1%	1.2%	3.2%	-3.5%	2.7%	-1.3%	0.9%	1.3%	-1.2%	-0.5%
Paraíba	4.6%	9.2%	8.9%	8.6%	8.4%	-2.8%	12.3%	2.8%	16.8%	-3.0%	25.0%	-10.3%
Pernambuco	2.7%	3.6%	-0.1%	0.4%	3.1%	-4.0%	4.9%	3.5%	7.0%	-0.4%	0.2%	2.7%
Piauí	-0.7%	2.7%	0.0%	2.3%	1.4%	0.5%	-5.5%	7.0%	-0.1%	-0.8%	-0.1%	0.3%
Paraná	-1.2%	0.5%	1.5%	3.0%	2.9%	-1.9%	-2.1%	-0.9%	1.6%	-0.6%	2.8%	-1.0%
Rio de Janeiro	-4.1%	2.3%	1.3%	-1.6%	15.9%	5.4%	-9.5%	0.8%	-2.0%	-2.4%	-0.9%	2.5%
Rio Grande do Norte	-3.7%	2.7%	3.0%	0.6%	0.0%	-5.2%	1.9%	0.7%	2.9%	2.1%	-1.9%	-3.1%
Rondônia	0.7%	-1.4%	2.1%	1.4%	-1.8%	2.3%	-2.5%	3.7%	-0.6%	-1.5%	4.9%	-1.9%
Roraima	4.8%	1.1%	5.0%	-4.2%	4.6%	-2.1%	-6.9%	0.3%	6.3%	-5.9%	-1.3%	1.8%
Rio Grande do Sul	-0.9%	3.6%	0.9%	2.6%	2.7%	-1.9%	-0.2%	-3.7%	4.1%	0.0%	1.2%	-1.5%
Santa Catarina	-2.2%	0.0%	0.0%	2.4%	1.1%	0.3%	8.3%	-9.7%	2.9%	-0.5%	-0.5%	3.8%
Sergipe	-4.7%	2.6%	-2.7%	-1.0%	2.4%	-3.2%	0.7%	0.5%	-1.3%	-3.0%	-0.7%	-0.7%
São Paulo	-1.3%	2.9%	-2.8%	-4.2%	6.1%	-3.9%	0.9%	-0.8%	-0.6%	1.3%	0.9%	0.2%
Tocantis	1.0%	6.3%	-3.5%	4.1%	4.3%	-3.8%	2.9%	-1.4%	3.5%	2.9%	-2.2%	1.5%

Source: Itaú

\*Monthly variation seasonally adjusted

# IDAT-State Goods: June

Heat Map IDAT-State*												
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
IDAT-Goods												
Acre	2.3%	1.7%	-0.8%	-0.4%	1.0%	1.1%	-0.2%	2.5%	2.7%	2.4%	-0.7%	0.0%
Alagoas	1.2%	-0.1%	0.4%	-1.2%	1.0%	1.1%	-0.8%	1.5%	4.0%	0.7%	-2.5%	-1.9%
Amazonas	1.3%	0.7%	1.9%	-2.5%	3.6%	-0.6%	-0.3%	3.4%	1.0%	-0.6%	1.7%	-0.5%
Amapá	-1.9%	1.7%	2.2%	1.9%	1.0%	0.9%	-0.2%	3.8%	1.7%	4.7%	-1.7%	0.6%
Bahia	1.3%	0.6%	1.0%	-2.7%	-0.9%	-0.9%	0.0%	0.3%	2.8%	-0.3%	-2.4%	-0.8%
Ceará	2.3%	0.9%	0.4%	-2.0%	0.8%	-2.0%	0.2%	2.0%	5.5%	-0.2%	-1.1%	-1.2%
Distrito Federal	-2.0%	3.4%	0.6%	-3.1%	0.7%	-0.5%	0.6%	1.9%	0.9%	-0.2%	-1.3%	-1.9%
Espírito Santo	0.7%	0.2%	1.7%	-1.9%	2.6%	-1.4%	0.8%	0.2%	3.7%	0.7%	-0.7%	-0.1%
Goiás	-0.2%	0.9%	0.8%	-1.4%	0.9%	0.4%	-0.4%	1.6%	4.1%	-2.3%	0.5%	-0.6%
Maranhão	1.7%	1.2%	-0.7%	-1.6%	1.5%	0.6%	0.7%	0.3%	4.9%	-1.0%	-0.5%	1.9%
Minas Gerais	1.4%	1.3%	0.3%	-1.3%	0.4%	0.9%	-0.1%	-0.2%	2.0%	0.8%	-0.1%	0.0%
Mato Grosso do Sul	0.6%	0.6%	-0.9%	0.5%	1.4%	0.9%	1.2%	0.1%	0.2%	0.7%	-0.9%	-0.3%
Mato Grosso	0.7%	-0.5%	-0.3%	-0.1%	2.0%	0.2%	-2.1%	1.9%	2.5%	0.4%	-0.2%	1.4%
Pará	0.9%	0.1%	1.5%	-1.1%	1.2%	-0.7%	-0.1%	2.8%	3.2%	-1.0%	0.6%	-1.6%
Paraíba	0.7%	0.8%	-0.4%	-1.9%	-0.1%	0.6%	-0.8%	2.2%	5.7%	0.3%	-0.4%	-2.0%
Pernambuco	-0.8%	0.9%	0.3%	-1.8%	0.3%	-0.3%	-1.2%	2.0%	1.8%	0.4%	-1.5%	-1.8%
Piauí	2.3%	-3.5%	1.4%	-1.3%	0.5%	1.0%	-1.2%	1.8%	6.3%	-0.5%	-0.9%	-1.0%
Paraná	-0.7%	1.6%	1.0%	-1.7%	0.7%	-0.8%	-0.1%	0.5%	1.7%	-0.6%	-1.1%	-0.4%
Rio de Janeiro	-0.6%	0.4%	0.5%	-0.6%	-0.5%	2.2%	-2.2%	1.9%	0.7%	1.2%	-1.5%	-1.5%
Rio Grande do Norte	2.7%	-0.5%	1.8%	-2.9%	0.5%	0.7%	-0.9%	2.3%	3.1%	1.2%	-1.1%	-1.6%
Rondônia	0.6%	-0.1%	-0.8%	-0.7%	4.0%	0.9%	-1.4%	0.4%	2.9%	-0.3%	0.9%	-0.3%
Roraima	-2.3%	-1.1%	1.5%	-0.8%	3.7%	-0.9%	-2.6%	1.8%	3.7%	2.6%	2.6%	-3.6%
Rio Grande do Sul	-0.9%	1.4%	0.3%	0.0%	0.4%	0.2%	-0.3%	-0.5%	1.6%	0.9%	-1.5%	-1.1%
Santa Catarina	-0.7%	-0.1%	0.6%	-0.8%	1.6%	-0.3%	-1.1%	0.6%	4.1%	-1.3%	-2.8%	0.0%
Sergipe	3.2%	-1.5%	3.3%	-3.6%	2.6%	1.2%	-1.2%	1.5%	5.3%	-0.2%	-1.3%	-3.1%
São Paulo	0.7%	0.4%	1.1%	-1.5%	1.2%	0.9%	-0.8%	0.9%	1.4%	0.0%	-0.8%	1.4%
Tocantis	2.1%	2.6%	-0.8%	-2.5%	-0.4%	3.1%	0.2%	2.7%	2.9%	0.8%	-2.6%	0.1%

Source: Itaú

\*Monthly variation seasonally adjusted

# Appendix



# Of the 15 breakdowns of the IDAT-online activity, 12 experienced a growth in June

Breakdown	Heat map IDAT*											
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Food services	-12.4%	-8.0%	-12.7%	-8.0%	-5.1%	-0.8%	17.0%	15.8%	10.0%	13.7%	14.8%	12.8%
Lodging	4.6%	0.3%	12.7%	3.3%	6.5%	-1.6%	2.0%	28.1%	26.1%	8.1%	15.7%	2.9%
Recreation	23.2%	5.2%	11.9%	10.5%	25.1%	18.3%	6.6%	12.1%	8.5%	3.7%	5.4%	5.5%
Beauty services	27.8%	32.0%	25.7%	38.6%	33.5%	55.0%	50.1%	45.5%	25.4%	19.6%	18.2%	9.7%
Fuel, Lubricants	-24.8%	-24.9%	-24.3%	-1.8%	21.0%	23.6%	24.4%	20.3%	-16.3%	-20.9%	0.3%	-3.5%
Office, IT and Communication goods	78.7%	65.3%	57.8%	55.5%	35.7%	11.9%	11.4%	27.4%	8.2%	18.2%	23.8%	14.6%
Pharmaceutical, medical	33.3%	48.2%	62.3%	53.0%	31.6%	22.7%	17.2%	20.8%	16.3%	15.3%	26.6%	18.2%
Hyper, Supermarkets	20.2%	18.9%	26.0%	19.9%	12.4%	15.8%	-2.5%	8.2%	-0.9%	5.3%	-0.8%	-3.4%
Books, periodicals, magazines	-27.8%	-19.3%	-24.4%	-18.0%	-10.6%	13.3%	4.4%	9.6%	0.2%	10.6%	26.6%	28.6%
Construction material	64.5%	46.7%	50.5%	47.7%	32.5%	30.5%	25.9%	39.1%	19.8%	12.6%	17.6%	11.6%
Furniture and appliances	9.7%	-3.0%	4.6%	3.2%	-2.0%	0.7%	-3.8%	9.8%	-1.8%	-7.2%	-6.8%	-1.6%
Other goods of personal use	23.7%	19.5%	39.4%	35.7%	28.3%	62.9%	46.4%	53.4%	52.7%	59.5%	65.1%	35.4%
Other personal services	35.7%	33.6%	33.2%	46.5%	34.7%	42.3%	40.5%	52.7%	38.6%	28.4%	32.1%	31.9%
Fabric, apparel, footwear	34.0%	32.7%	40.0%	38.6%	35.7%	35.7%	27.8%	40.2%	23.9%	21.1%	27.9%	19.3%
Vehicles and parts	48.9%	36.4%	46.7%	41.2%	31.6%	22.2%	15.5%	29.9%	15.3%	12.4%	17.3%	8.6%

# Of the 15 breakdowns of the IDAT in-person activity, 11 experienced a decline in June

Breakdown	Heat map IDAT*											
	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Food services	3.9%	13.1%	4.9%	8.0%	11.8%	3.6%	7.9%	6.1%	2.9%	2.0%	1.7%	-4.2%
Lodging	0.0%	4.9%	-4.7%	-2.6%	-0.6%	-3.3%	-2.5%	-8.2%	4.5%	6.5%	-2.0%	-2.7%
Recreation	3.9%	2.7%	4.9%	3.0%	4.1%	-0.4%	2.7%	0.0%	-4.2%	-12.0%	-7.6%	-16.2%
Beauty services	19.6%	20.9%	15.3%	26.3%	24.9%	10.4%	11.6%	19.2%	5.5%	6.5%	10.2%	1.6%
Fuel, Lubricants	-1.4%	-1.5%	-3.8%	-1.8%	-2.7%	-4.6%	2.1%	2.9%	-2.8%	-1.5%	-1.7%	-2.2%
Office, IT and Communication goods	7.3%	1.9%	4.8%	4.1%	-1.6%	0.2%	-4.1%	6.1%	-2.9%	-4.3%	0.0%	-12.5%
Pharmaceutical, medical	-1.7%	-0.1%	-1.1%	0.9%	1.6%	-1.3%	1.1%	1.3%	-5.3%	-6.1%	-0.6%	-5.3%
Hyper, Supermarkets	-1.0%	3.7%	-2.4%	-0.3%	0.4%	-2.6%	2.1%	2.3%	-3.9%	9.2%	1.3%	1.2%
Books, periodicals, magazines	3.8%	5.3%	6.7%	9.8%	11.7%	-1.6%	0.1%	0.8%	-13.0%	-10.8%	-7.1%	-12.4%
Construction material	-1.7%	-3.4%	-4.7%	-0.9%	-4.0%	-5.0%	-4.2%	3.8%	-7.4%	-14.4%	-9.6%	-15.7%
Furniture and appliances	-1.8%	-0.2%	-6.0%	-1.7%	-1.6%	-3.9%	-6.0%	-7.0%	-23.2%	-20.3%	-18.9%	-25.4%
Other goods of personal use	9.6%	14.2%	6.8%	10.4%	11.1%	4.4%	4.3%	10.3%	14.8%	16.8%	19.6%	18.9%
Other personal services	5.5%	3.2%	2.8%	3.7%	1.2%	4.0%	9.2%	3.9%	-9.6%	-10.3%	-0.7%	-3.3%
Fabric, apparel, footwear	3.4%	5.1%	-0.9%	3.5%	5.7%	-3.1%	-0.6%	11.3%	-1.1%	2.2%	5.5%	0.3%
Vehicles and parts	16.9%	10.5%	10.4%	14.2%	8.9%	6.8%	5.9%	14.7%	-2.6%	-3.4%	1.4%	-6.0%

## For more details

For the entire IDAT-Activity methodology, please check [here](#)

### Our Bloomberg *tickers*:

- IDAT-Goods: PIBIDATG Index
- IDAT Expanded-Goods: PIBIDTXG Index
- IDAT-Services: PIBIDATS Index
- IDAT Expanded-Services: PIBIDTXS Index
- IDAT-Activity: PIBIDAT Index
- IDAT Family: ALLX PIBI



Thanks!

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