

The background features a series of overlapping rounded rectangles in shades of orange and yellow, creating a layered, abstract effect. The rectangles are positioned on the left side of the page, with the largest and most vibrant yellow one in the foreground.

# **March IDAT Report**

**Natalia Cotarelli & Marina Garrido**

# Contents

## IDAT - Activity

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

The background features a large, stylized graphic composed of several rounded, overlapping shapes in shades of orange and yellow. The central element is a large orange rounded rectangle. To its left and right are smaller, curved yellow shapes that resemble the left and right sides of a speech bubble or a stylized 'C'.

# IDAT-Activity\*

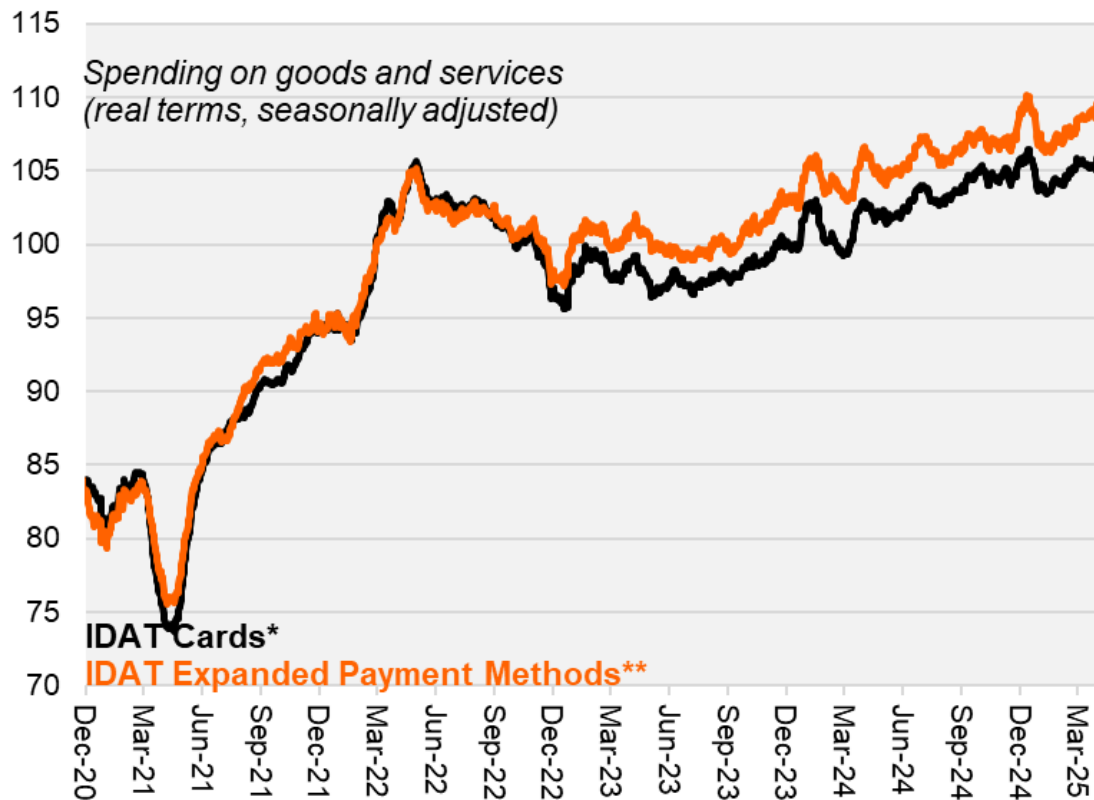
The Itaú logo, consisting of the word "itaú" in white lowercase letters inside a rounded orange square.

itaú

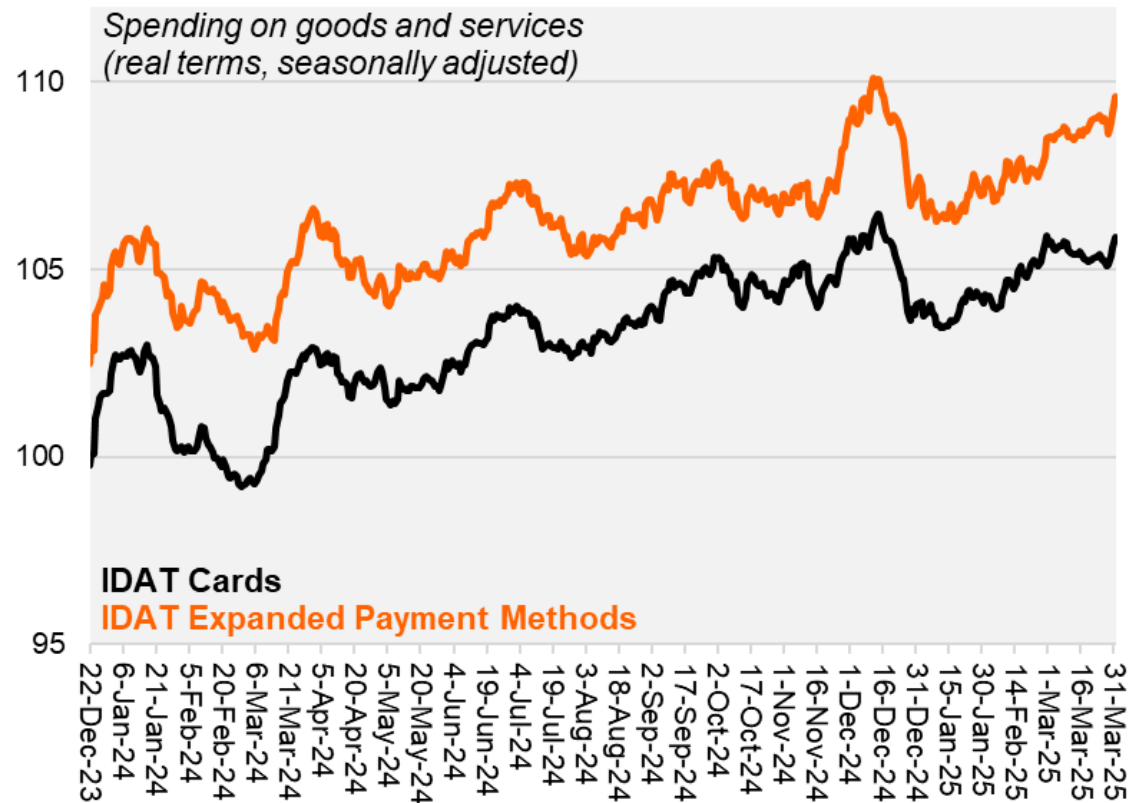
\*IDAT-Activity is the average between IDAT-Services and IDAT-Goods

# IDAT-Activity expanded by 0.5% in March (m/m, seasonally adjusted)

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

# Growth in goods, but a slight decline in services

Heat map IDAT Expanded (mom/sa)								
Breakdown	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
<b>IDAT-Activity</b>	0.9%	0.9%	-0.8%	2.0%	-1.6%	0.0%	1.3%	0.5%
<b>IDAT-Services</b>	1.7%	1.2%	-0.9%	4.1%	-2.1%	-0.9%	2.3%	-0.4%
Food services	1.1%	1.3%	-0.3%	1.6%	-0.2%	-1.1%	1.1%	-1.2%
Lodging	4.0%	2.0%	-2.7%	5.6%	-6.2%	-0.5%	7.2%	1.8%
Recreation	4.1%	-3.5%	-1.8%	7.2%	-1.3%	-0.6%	2.7%	0.0%
Beauty services	2.4%	2.1%	-0.4%	4.6%	-4.7%	3.1%	0.0%	2.1%
Other personal services	6.2%	-1.3%	2.1%	5.0%	-5.1%	2.3%	-1.2%	3.4%
<b>IDAT-Goods</b>	0.2%	0.6%	-0.8%	0.0%	-1.0%	0.8%	0.4%	1.4%
<b>IDAT-Goods sensitive to income</b>	2.1%	0.2%	-1.4%	2.6%	-1.7%	0.3%	0.7%	3.1%
Fuel, Lubricants	0.4%	-0.3%	-1.7%	2.5%	-0.3%	0.1%	0.6%	2.1%
Hyper, Supermarkets	0.6%	0.5%	-1.1%	0.1%	0.0%	-0.3%	0.7%	1.1%
Pharmaceutical, medical	4.9%	0.2%	-0.7%	1.2%	-3.0%	-1.7%	0.2%	1.4%
Fabric, apparel, footwear	0.3%	1.7%	-1.5%	4.7%	-9.7%	5.5%	1.5%	1.6%
Books, periodicals, magazines	-2.5%	2.9%	0.2%	7.3%	-4.6%	-3.9%	-3.0%	9.6%
Other goods of personal use <sup>1</sup>	2.8%	-0.5%	-1.6%	2.9%	3.5%	-0.6%	0.9%	6.8%
<b>IDAT-Goods sensitive to credit</b>	-1.5%	1.5%	0.1%	-0.6%	-1.2%	0.5%	-1.6%	0.3%
Office, IT and Communication goods	-0.9%	3.8%	-3.0%	2.3%	-6.1%	2.8%	0.3%	1.0%
Construction material	1.4%	-0.3%	-0.3%	-0.4%	-0.8%	-0.5%	0.3%	-1.6%
Furniture and appliances	-3.3%	3.0%	0.9%	-2.1%	-2.9%	1.4%	0.4%	-7.1%
Vehicles and parts	-2.2%	1.8%	0.3%	-0.5%	-0.7%	0.5%	-2.7%	2.3%

Source: Itaú

<sup>1</sup>Some transactions in the Pix-credit modality were mistakenly being directed to the "Other Personal and Household Items" segment, impacting the Idat Activity database between November 2024 and March 2025. With the classification corrected, in cumulative terms up to March 2025, the Idat Expanded Bases in the "Other Personal and Household Items" segment was revised downward by approximately 11%, while the Idat Goods (expanded concept) contracted by approximately 0.7%.

# Considering data up to March, the IDAT-Activity grew by 4.0%YTD

IDAT Heatmap (YoY, nsa)										
Breakdown	jul/24	ago/24	set/24	out/24	nov/24	dez/24	jan/25	fev/25	mar/25	YTD*
<b>IDAT-Activity</b>	6.5%	8.1%	4.8%	6.6%	6.4%	1.4%	3.8%	7.2%	1.8%	<b>4.0%</b>
<b>IDAT-Services</b>	5.5%	9.5%	5.5%	6.4%	8.9%	2.3%	5.1%	8.7%	6.6%	<b>6.7%</b>
Food services	3.0%	10.5%	3.6%	6.2%	9.4%	2.6%	6.7%	6.4%	3.0%	<b>5.4%</b>
Lodging	2.6%	0.0%	2.7%	0.9%	2.5%	-5.7%	-0.7%	8.2%	15.2%	<b>7.1%</b>
Recreation	20.6%	15.7%	18.5%	6.7%	14.4%	14.8%	4.4%	16.1%	14.5%	<b>11.1%</b>
Beauty services	18.9%	19.4%	14.5%	24.5%	22.8%	10.7%	14.0%	20.9%	5.6%	<b>12.7%</b>
Other personal services	18.5%	19.1%	16.1%	15.4%	10.7%	10.9%	7.5%	17.5%	5.1%	<b>9.1%</b>
<b>IDAT-Goods</b>	7.6%	6.8%	4.1%	6.8%	3.8%	0.5%	2.3%	5.7%	-2.9%	<b>1.3%</b>
<b>IDAT-Goods sensitive to income</b>	6.7%	8.3%	5.9%	7.9%	6.9%	3.1%	4.7%	10.6%	4.5%	<b>6.3%</b>
Fuel, lubricants	2.2%	1.4%	-1.5%	0.7%	0.3%	-2.4%	2.1%	6.4%	-0.2%	<b>2.5%</b>
Hypermarkets, Supermarkets	1.0%	4.3%	-1.9%	1.1%	2.2%	-2.5%	0.9%	1.8%	-4.4%	<b>-0.7%</b>
Pharmaceutical, medical	6.3%	9.9%	10.5%	11.9%	8.5%	2.8%	3.9%	6.8%	-0.6%	<b>2.9%</b>
Fabric, apparel, footwear	7.6%	8.6%	5.7%	8.4%	9.5%	0.6%	3.4%	14.8%	1.2%	<b>5.9%</b>
Books, periodicals, magazines	-0.5%	0.7%	-0.1%	-1.3%	5.0%	1.7%	0.8%	4.0%	4.5%	<b>2.8%</b>
Others goods of personal use	10.5%	13.4%	9.4%	11.3%	9.6%	9.9%	8.7%	15.4%	15.2%	<b>12.8%</b>
<b>IDAT-Goods sensitive to credit</b>	15.2%	8.6%	9.8%	12.4%	3.6%	2.6%	2.5%	7.0%	-6.0%	<b>0.3%</b>
Office, IT and Communication goods	20.9%	14.4%	14.5%	13.0%	5.6%	-0.9%	-1.7%	4.3%	-5.0%	<b>-1.1%</b>
Construction material	4.7%	2.5%	2.9%	5.5%	-0.5%	-2.5%	-1.7%	6.9%	-3.7%	<b>-0.1%</b>
Furniture and appliances	4.2%	-0.4%	0.0%	1.8%	-1.8%	-2.3%	-4.5%	1.7%	-14.1%	<b>-6.1%</b>
Vehicles and parts	21.9%	12.9%	14.6%	17.3%	6.8%	5.6%	5.6%	8.3%	-4.8%	<b>2.0%</b>

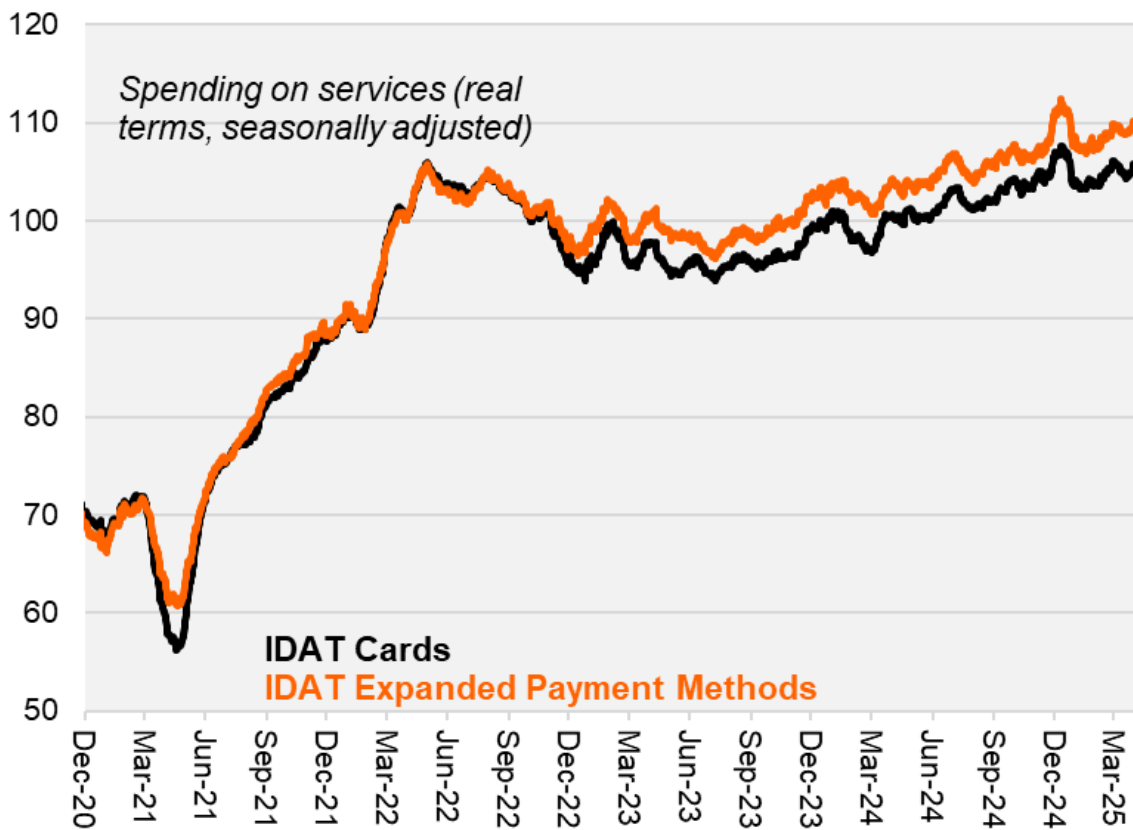
# IDAT-Services\*

\*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.

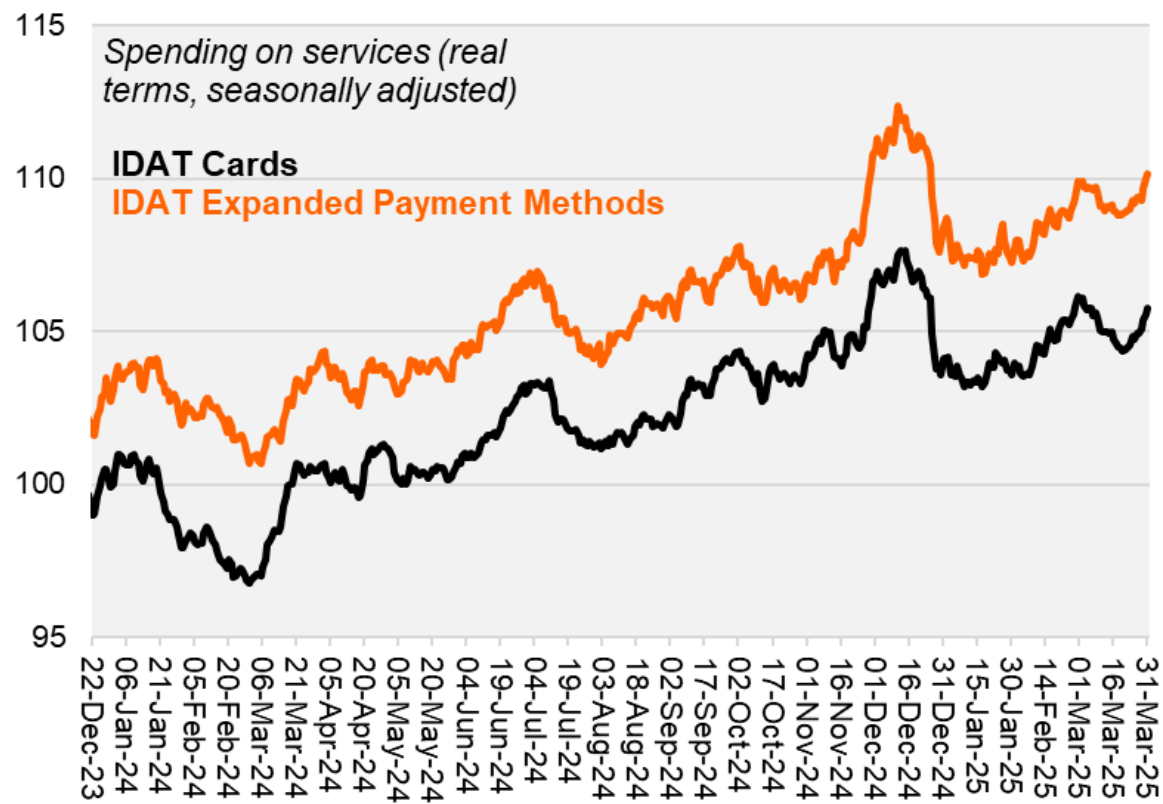


# IDAT-Services had a slight decline of 0.4% MoM/sa

### IDAT - Services (SA, 28d moving avg)



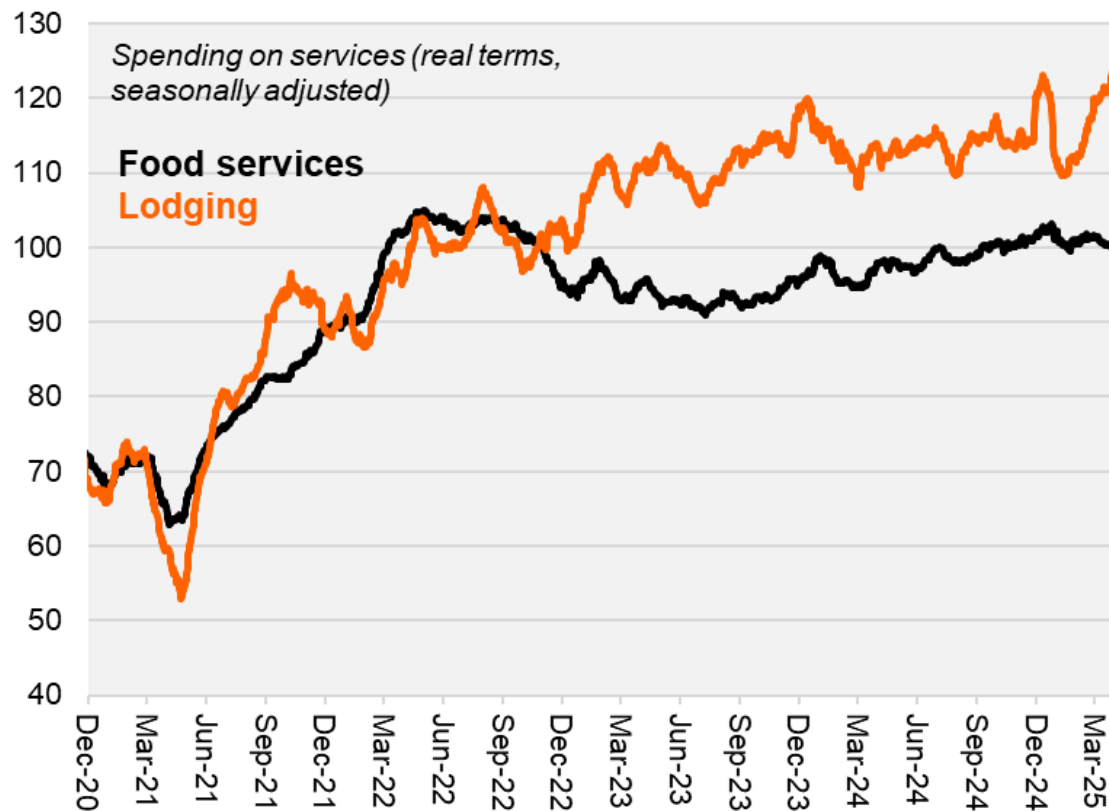
### IDAT Services (zoom: SA, 28d moving avg)



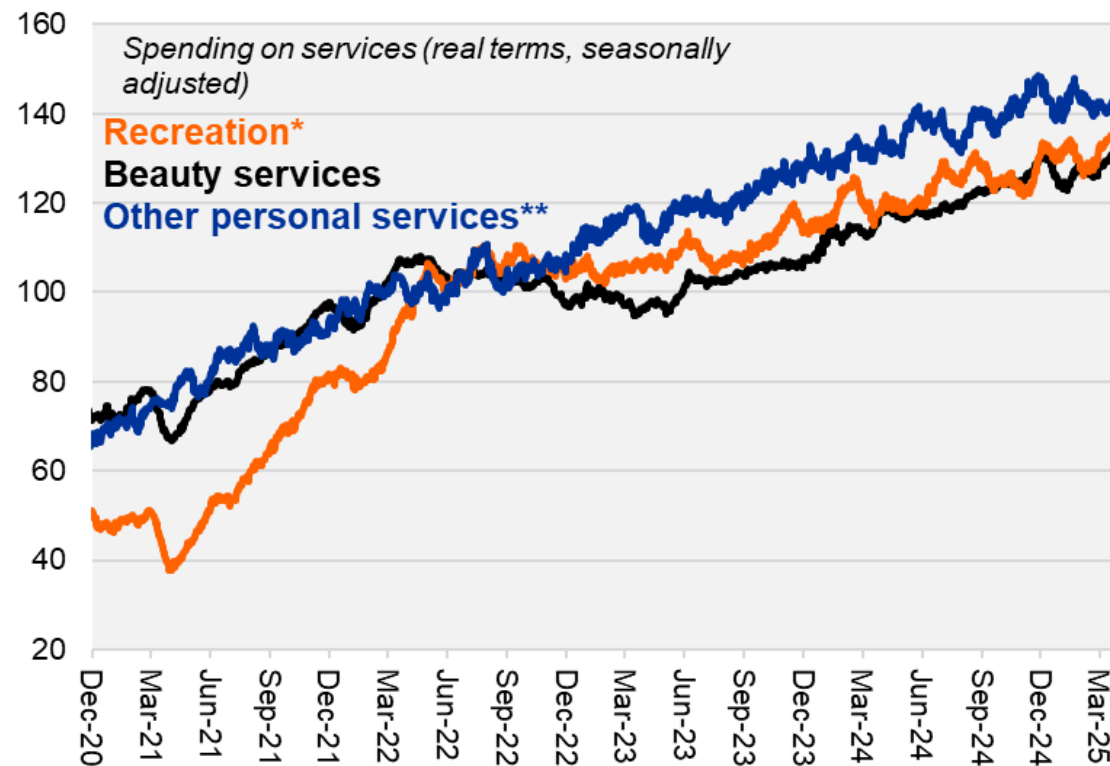


# Negative highlight for "food services" in March

### IDAT Services: main components



### IDAT Services: other services



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

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

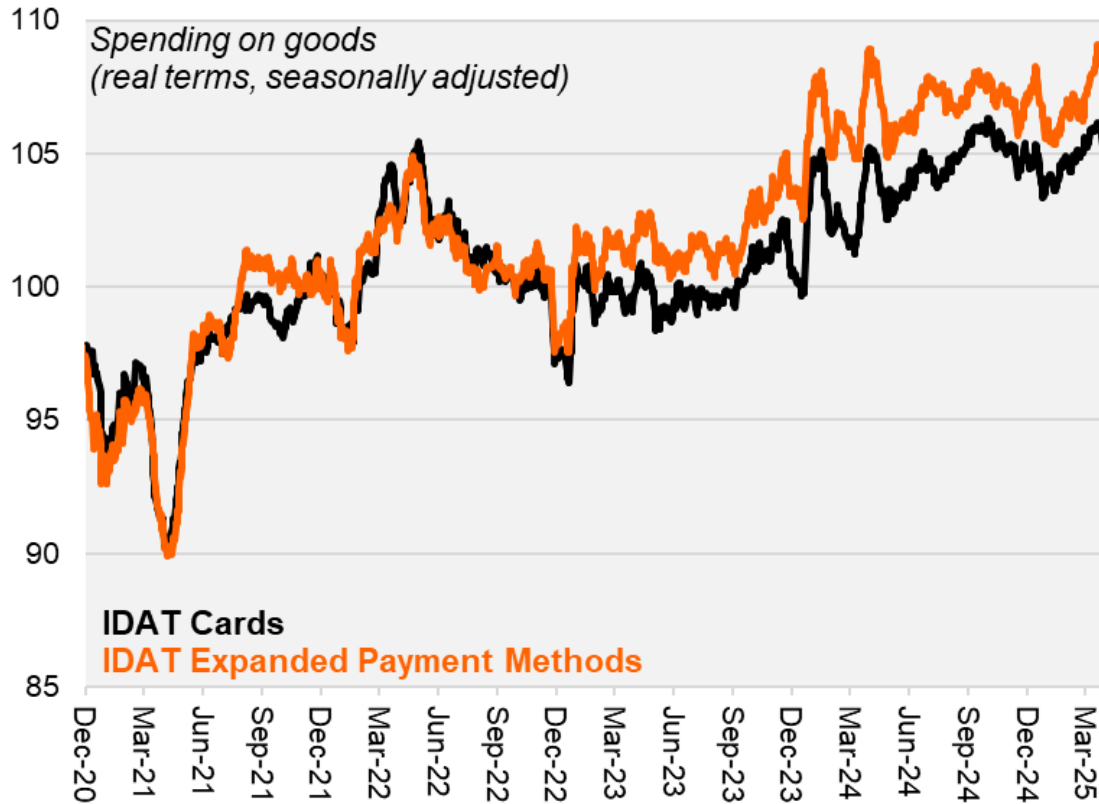
# IDAT-Goods\*

\*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.

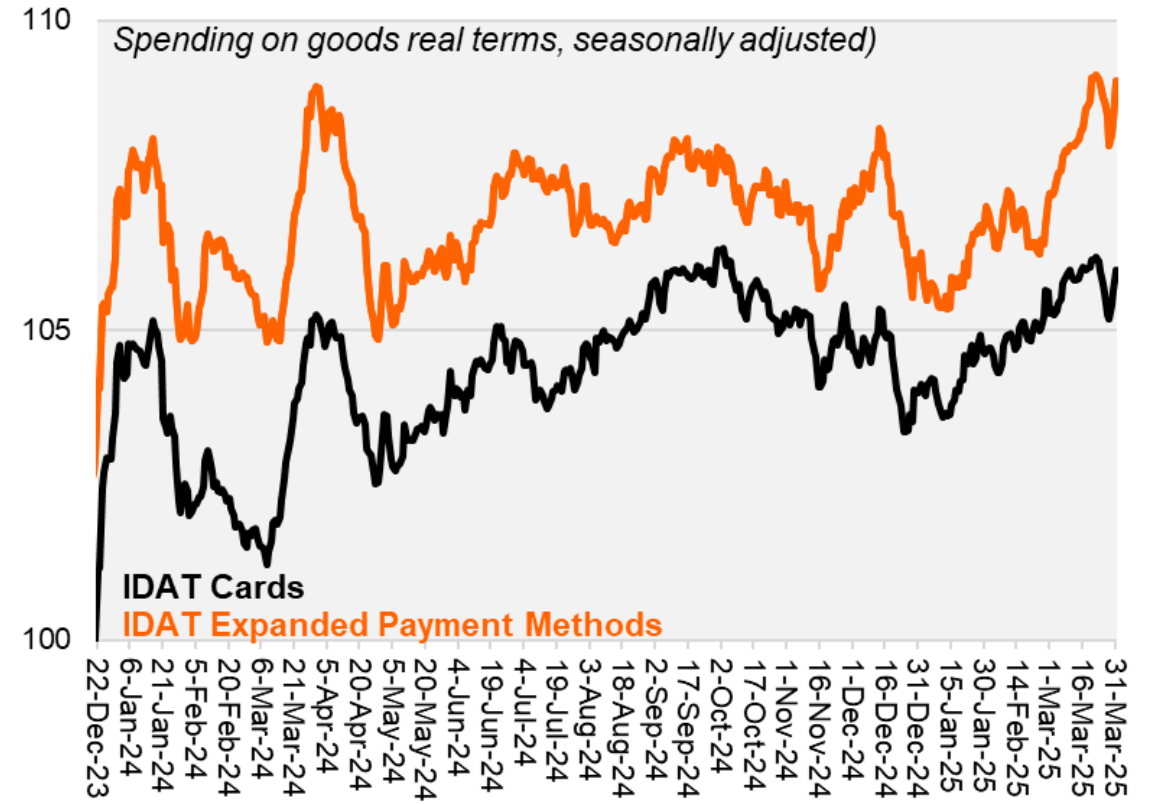


# IDAT-Goods had a increase of 1.4% at the margin

### IDAT - Goods (SA, 28d moving avg)



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



# Sensitive to income segment rose by 3.1% and sensitive to credit segment expanded 0.3% at the margin

IDAT-Goods: sensitive to income\*



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

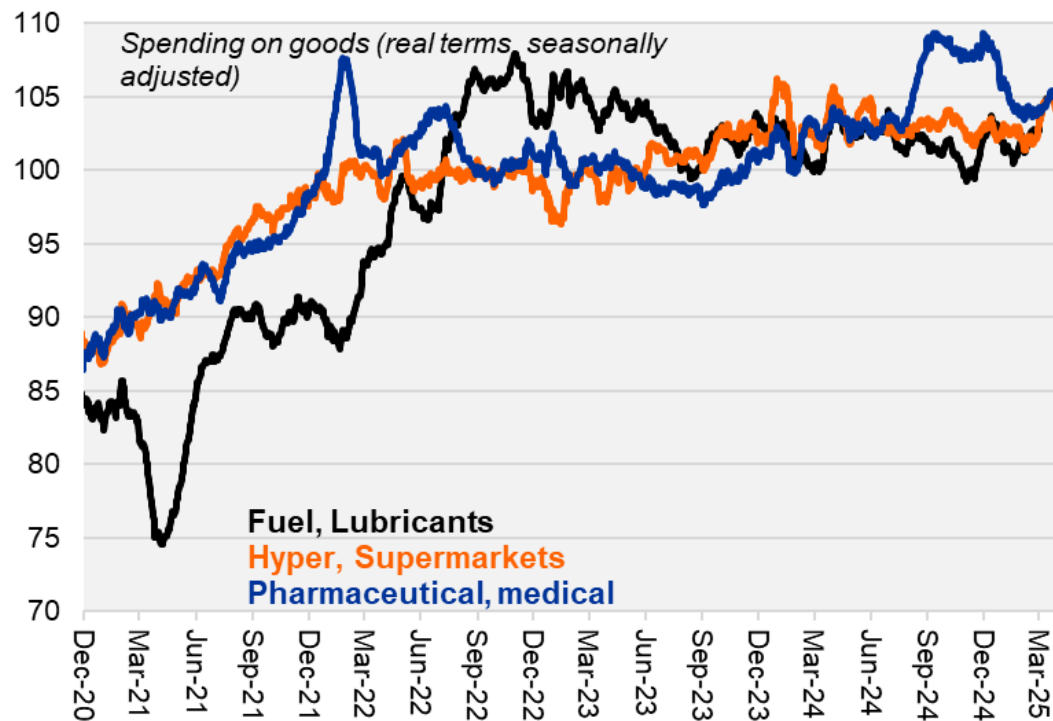
IDAT-Goods: sensitive to credit\*\*



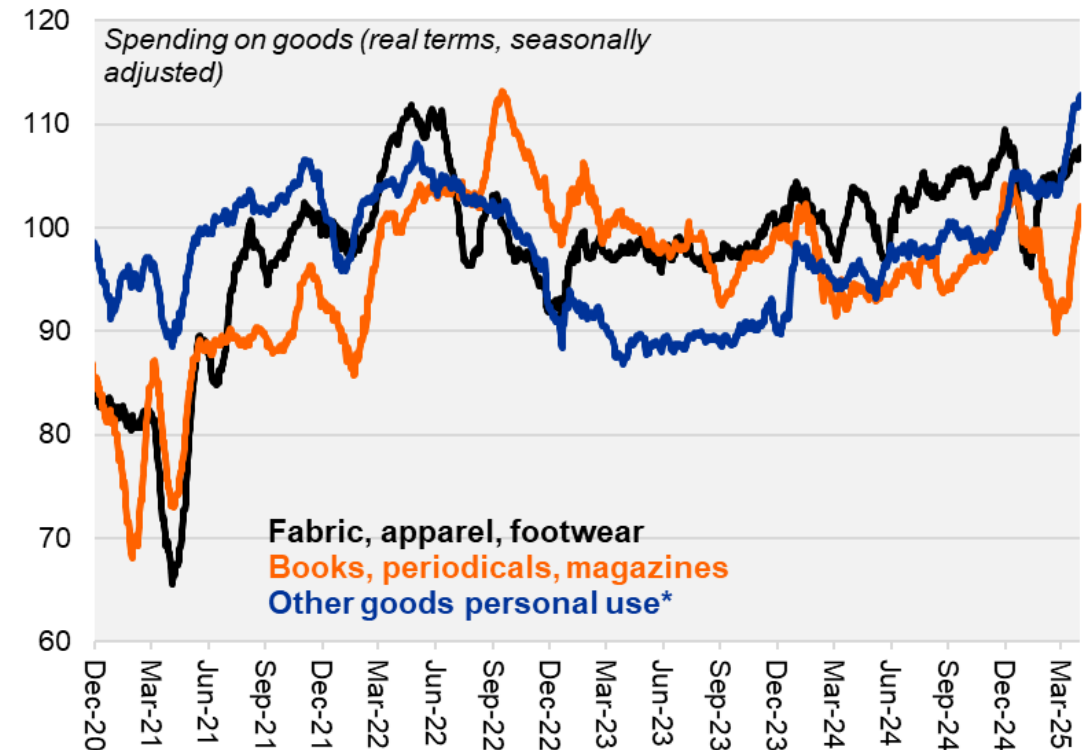
\*\*Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.

# Within the sensitive to income segment, the positive highlights were “other goods of personal use” and “books, periodicals, magazines”

IDAT- Goods (sensitive to income):  
essentials



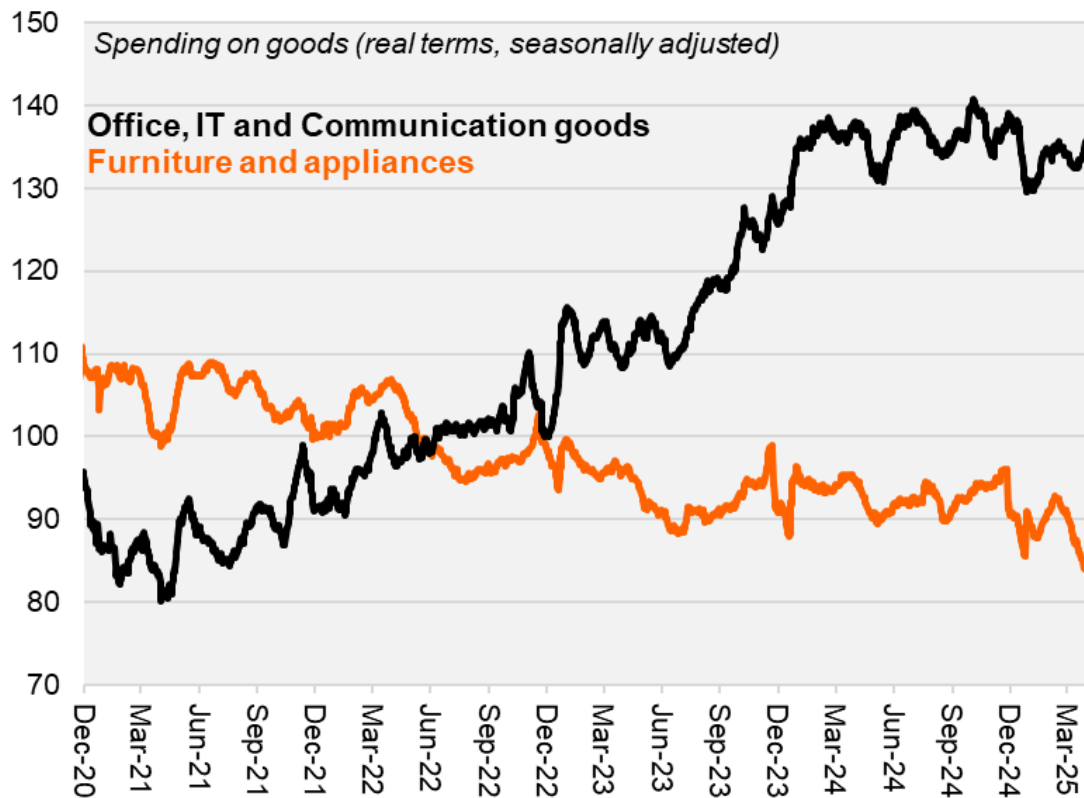
IDAT-Goods (sensitive to income):  
non-essentials



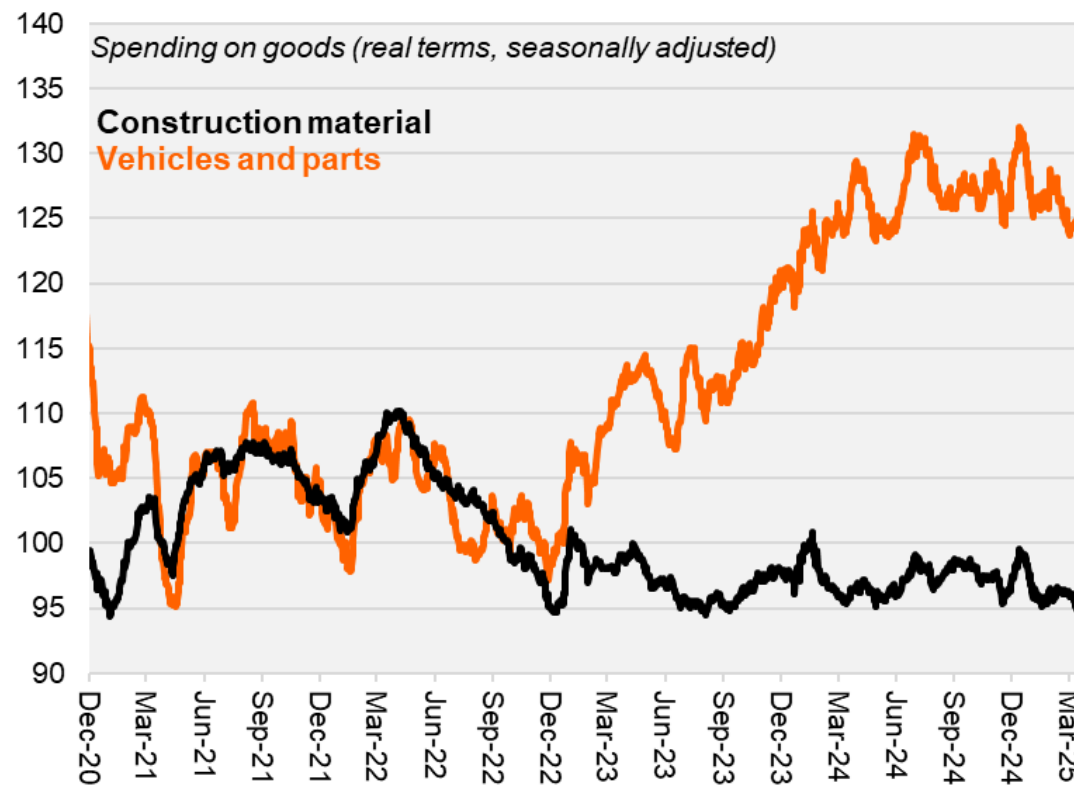
\*Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

# Within the sensitive to credit segment, the positive highlight was vehicles and parts

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 increased in all regions

Heat Map IDAT-Regional\*

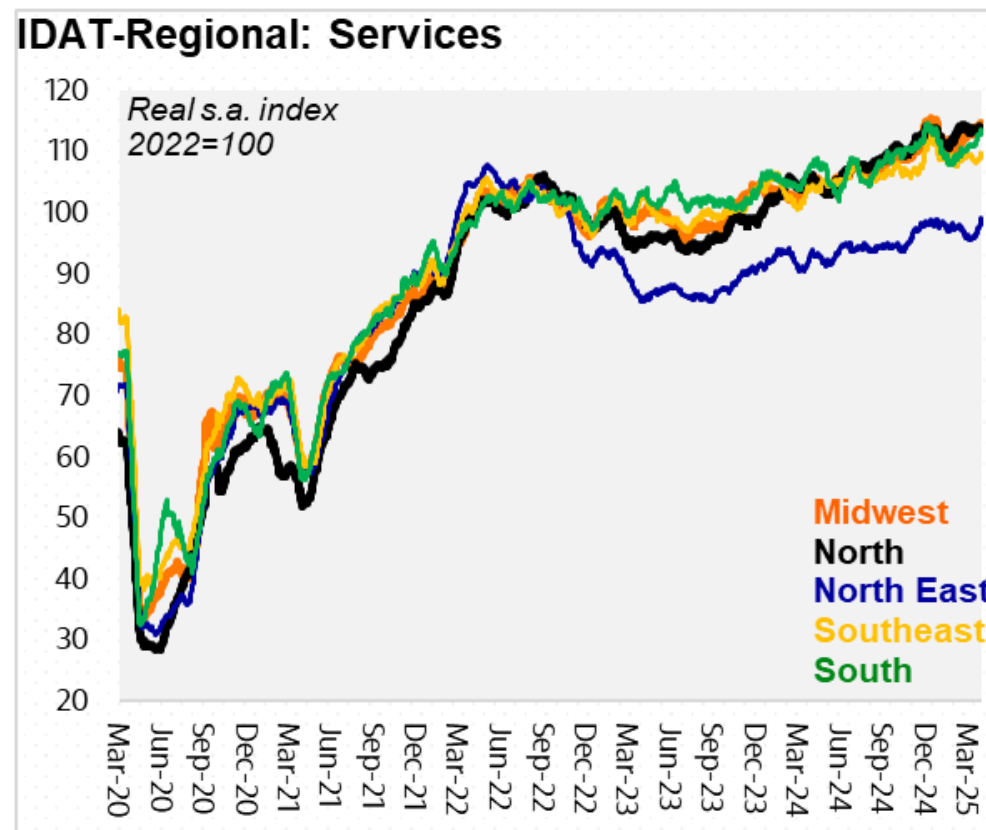
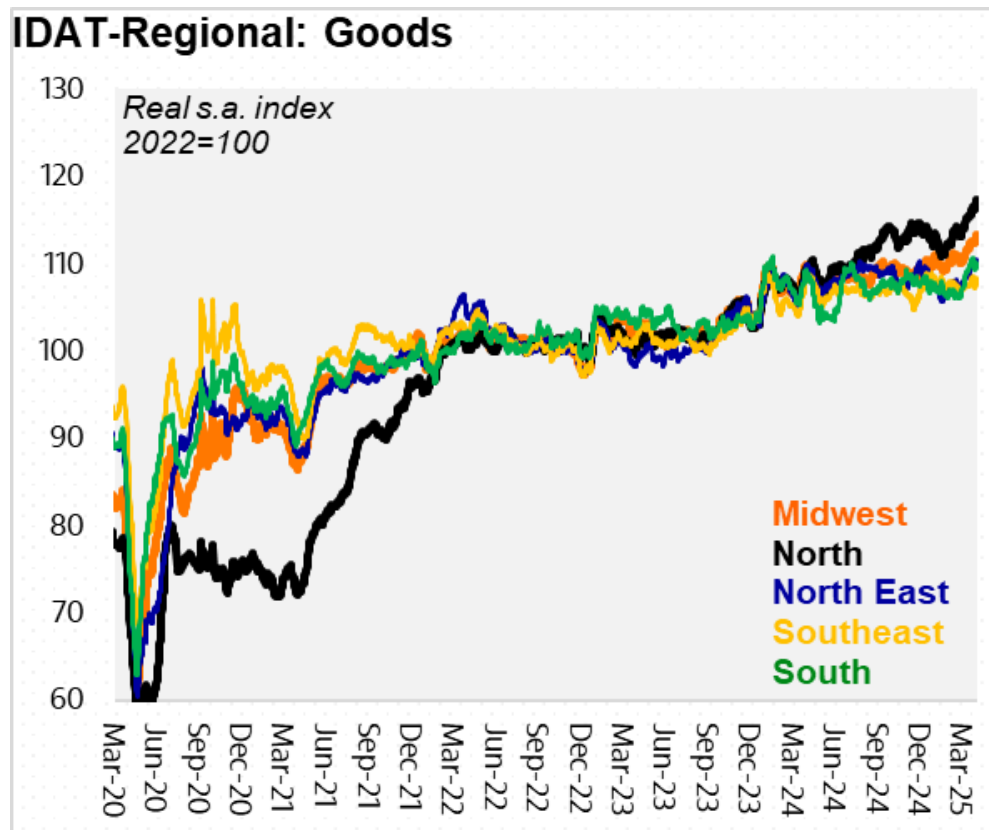
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
<b>IDAT-Activity</b>															
Southeast	-2.0%	-1.2%	3.0%	-0.9%	1.0%	0.5%	-0.9%	0.4%	1.4%	-1.2%	2.1%	0.2%	-0.8%	0.3%	0.2%
Northeast	1.4%	-1.7%	2.7%	-2.4%	2.0%	0.1%	0.7%	-0.2%	0.2%	-0.6%	2.4%	-1.1%	-0.3%	-0.4%	2.2%
South	-0.7%	-0.7%	2.5%	-2.3%	-2.1%	5.0%	-2.4%	1.3%	1.3%	0.3%	1.3%	-1.3%	-1.8%	1.4%	2.3%
Midwest	-0.2%	-0.6%	2.8%	-1.8%	1.4%	0.8%	-0.6%	0.9%	1.3%	-0.5%	2.5%	-0.7%	-0.8%	1.3%	1.9%
North	1.0%	0.4%	1.6%	-2.1%	1.9%	1.0%	0.4%	1.3%	1.9%	-0.9%	2.2%	-1.5%	-0.3%	1.8%	1.2%
<b>IDAT-Services</b>															
Southeast	-1.3%	-3.2%	3.5%	0.8%	0.0%	1.9%	-2.0%	1.1%	1.7%	-1.5%	4.0%	-0.8%	-1.2%	1.3%	-0.4%
Northeast	2.0%	-2.6%	2.6%	-1.8%	2.2%	0.1%	0.2%	0.4%	0.1%	0.9%	3.1%	-0.7%	0.0%	-1.6%	2.5%
South	-0.4%	-1.3%	3.6%	-0.3%	-4.5%	5.6%	-3.5%	3.5%	1.6%	0.1%	3.2%	-2.1%	-2.9%	2.5%	2.1%
Midwest	0.5%	-1.5%	3.6%	-1.3%	1.4%	1.6%	2.2%	-2.1%	2.0%	-0.4%	5.1%	-2.3%	-1.9%	2.7%	1.2%
North	2.1%	0.5%	1.6%	-2.5%	1.9%	2.1%	-0.5%	1.6%	1.9%	-0.6%	3.3%	-1.5%	-0.2%	2.0%	-0.5%
<b>IDAT-Goods</b>															
Southeast	-2.7%	0.8%	2.6%	-2.5%	1.9%	-0.8%	0.1%	-0.3%	1.1%	-1.0%	0.2%	1.3%	-0.4%	-0.6%	0.8%
Northeast	1.0%	-1.0%	2.8%	-2.9%	1.9%	0.2%	1.1%	-0.6%	0.4%	-1.9%	1.7%	-1.4%	-0.6%	0.8%	2.0%
South	-0.9%	-0.2%	1.5%	-4.3%	0.4%	4.4%	-1.3%	-0.7%	1.0%	0.4%	-0.6%	-0.4%	-0.6%	0.3%	2.6%
Midwest	-0.9%	0.2%	2.2%	-2.3%	1.4%	-0.1%	-0.1%	0.7%	0.6%	-0.5%	-0.1%	0.9%	0.3%	-0.1%	2.5%
North	0.0%	0.3%	1.6%	-1.7%	2.0%	0.0%	1.3%	1.1%	1.9%	-1.1%	1.3%	-1.5%	-0.4%	1.6%	2.8%

Source: Itaú

\*Monthly variation seasonally adjusted



# Services and goods had a positive change in most regions, except in the Southeast and North for services





# IDAT-Selected Sectors

Include Malls, Department Stores, and Petshop.

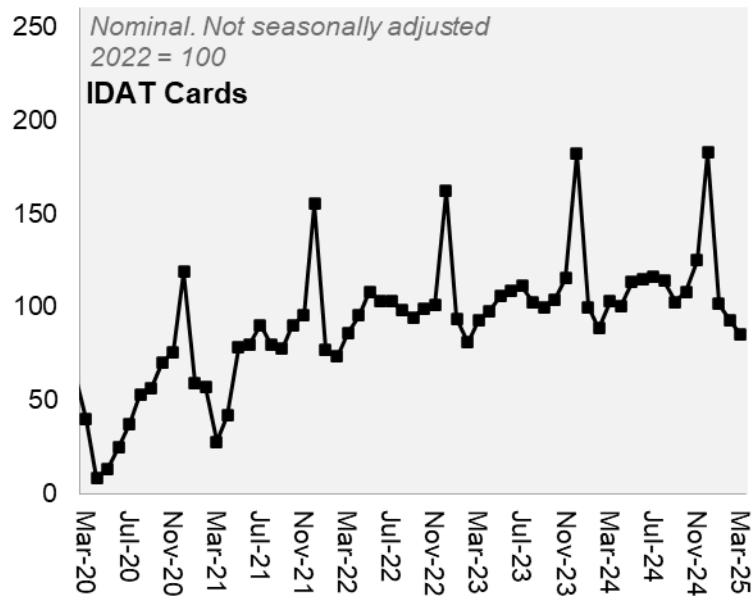
Different from IDAT-Activity, base 100 is the average of spending values in 2019, monthly, nominal and not seasonally adjusted.



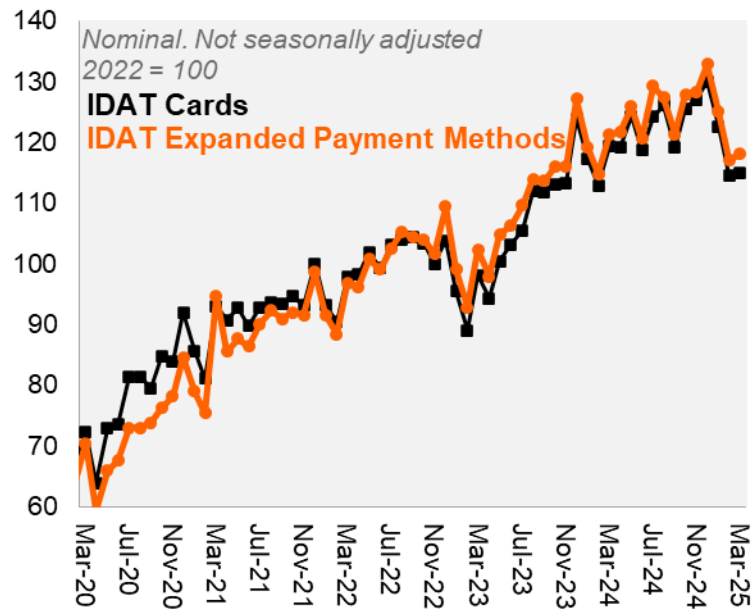
# Negative highlight for department stores, malls and pet shops in March

Heatmap IDAT*													
Selected Sectors	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Malls	11.1%	2.2%	7.3%	5.4%	4.3%	11.4%	2.5%	3.9%	8.4%	0.1%	1.7%	4.9%	-17.3%
Department Stores	-8.8%	-10.3%	-7.8%	-3.7%	-1.7%	-6.2%	-8.1%	-7.8%	-7.8%	-5.4%	-11.3%	-8.2%	-17.3%
Petshop	21.9%	26.3%	23.8%	15.0%	17.7%	12.6%	6.6%	11.1%	12.0%	4.9%	4.6%	1.4%	-3.8%

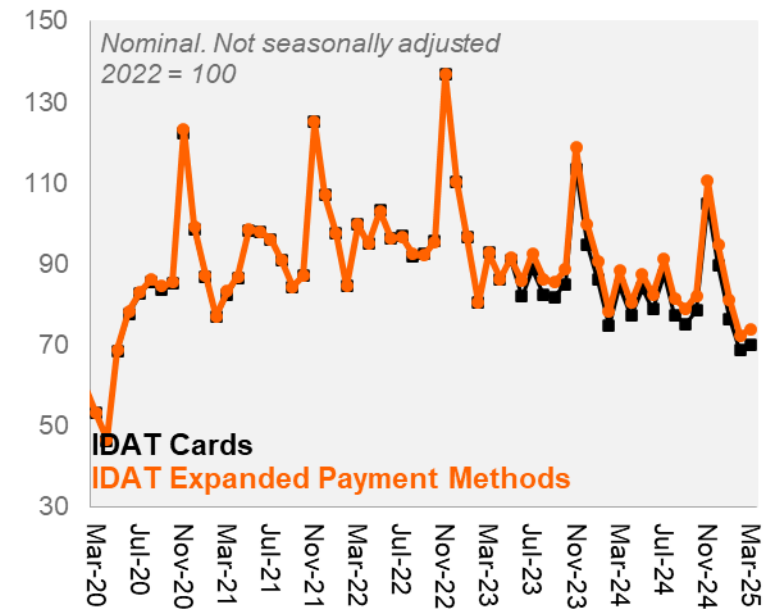
IDAT-Malls\*\*



IDAT-Petshop



IDAT-Department Store



Source: Itaú

\*YoY. Nominal not seasonally adjusted

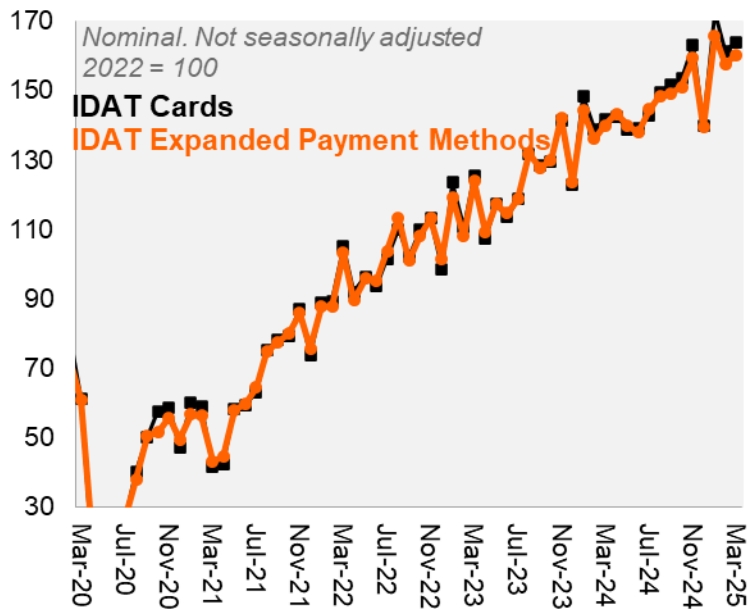
\*\* Purchases made in the vicinity of malls on clothing, food and cinema

# Positive highlight for gym in March

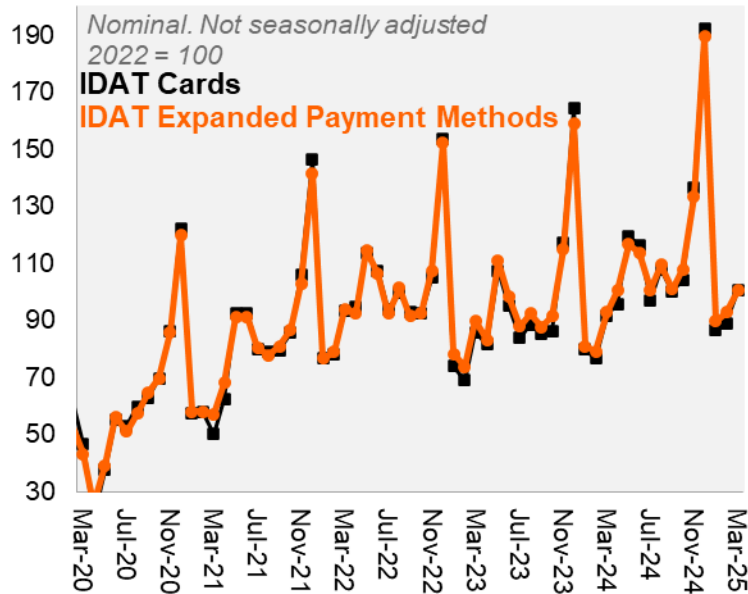
### Heatmap IDAT\*

Selected Sectors	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Gym	13.1%	32.8%	18.4%	22.6%	20.4%	13.6%	18.1%	18.5%	15.7%	13.9%	16.3%	16.2%	15.7%
Cosmetics	7.6%	17.0%	15.2%	17.2%	15.5%	15.5%	13.3%	17.0%	17.5%	11.7%	9.6%	11.5%	1.6%
Jewelry	6.8%	17.5%	11.4%	21.9%	15.7%	21.7%	17.5%	20.8%	16.6%	17.0%	8.6%	16.0%	9.6%

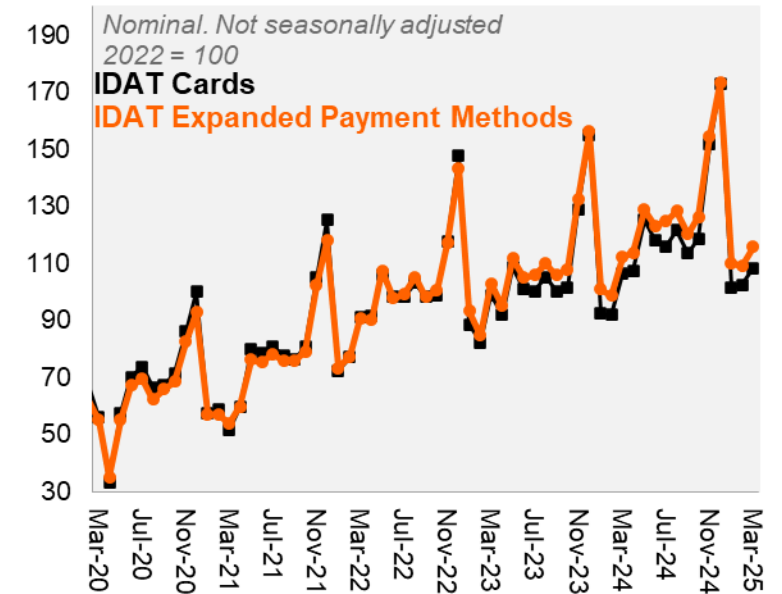
IDAT-Gym



IDAT-Jewelry



IDAT-COSMETICS



Source: Itaú

\*IDAT Expanded Payment Methods nominal not seasonally adjusted



# 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.



# IDAT-State Services: March

## Heat Map IDAT-State\*

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
<b>IDAT-Services</b>															
Acre	1.1%	2.5%	1.5%	1.5%	-0.2%	2.9%	-1.5%	1.4%	3.8%	-2.8%	2.2%	4.1%	0.5%	-1.6%	-0.2%
Alagoas	4.0%	-2.3%	0.3%	-0.9%	3.4%	-0.3%	-0.3%	-0.7%	0.2%	0.8%	5.8%	-2.0%	0.6%	-5.8%	3.0%
Amazonas	4.9%	1.5%	-0.9%	-3.3%	1.7%	3.5%	-0.8%	2.0%	2.1%	-1.5%	3.6%	-0.4%	-0.6%	2.2%	-0.6%
Amapá	6.5%	1.1%	-2.5%	-0.7%	2.9%	3.4%	2.2%	2.6%	1.8%	-1.2%	4.1%	-2.4%	-0.6%	2.2%	0.4%
Bahia	1.4%	-3.3%	4.3%	-3.9%	2.9%	-2.7%	2.7%	-0.7%	0.0%	0.7%	3.8%	-0.4%	1.4%	-3.1%	0.0%
Ceará	0.9%	-1.7%	2.7%	-1.8%	0.6%	0.6%	1.8%	0.5%	-1.6%	0.5%	2.4%	-0.1%	-2.6%	1.1%	0.1%
Distrito Federal	-0.7%	-0.5%	5.9%	-2.6%	1.9%	1.1%	-2.0%	3.2%	1.2%	-0.8%	7.7%	-5.8%	-1.9%	2.6%	-0.8%
Espírito Santo	0.9%	-3.2%	4.1%	1.4%	1.5%	0.3%	-0.1%	0.5%	2.1%	-1.0%	3.7%	-1.8%	-1.8%	2.5%	-0.3%
Goiás	1.4%	-3.2%	4.3%	-0.9%	1.2%	0.8%	-1.2%	0.8%	2.6%	-1.3%	5.4%	-1.9%	-1.7%	3.0%	-0.7%
Maranhão	1.2%	1.3%	2.6%	-0.7%	2.1%	2.7%	0.8%	-0.3%	1.3%	-0.3%	4.5%	-0.2%	-3.3%	4.0%	1.3%
Minas Gerais	-0.1%	-2.2%	3.5%	0.3%	2.3%	0.0%	-1.0%	1.5%	1.6%	-1.4%	5.6%	-0.9%	0.0%	2.0%	-1.8%
Mato Grosso do Sul	-0.4%	-3.1%	2.7%	-1.2%	2.6%	5.6%	-2.0%	-0.3%	2.7%	-0.7%	5.8%	-2.1%	-0.5%	4.8%	4.4%
Mato Grosso	0.7%	-1.3%	5.2%	-1.4%	1.3%	-1.1%	2.7%	-0.8%	-0.1%	1.9%	3.1%	-1.6%	-2.1%	0.8%	0.7%
Pará	1.8%	-1.9%	4.1%	-1.4%	1.4%	1.1%	-1.3%	1.4%	2.7%	0.2%	2.2%	-1.1%	0.7%	0.2%	0.3%
Paraíba	5.7%	-8.0%	3.4%	0.7%	-0.4%	2.2%	-0.5%	0.4%	-0.7%	6.4%	0.3%	-3.1%	5.0%	1.1%	1.3%
Pernambuco	3.7%	-4.7%	3.0%	-1.1%	1.3%	1.2%	-1.1%	1.6%	1.8%	0.0%	3.3%	-1.7%	-1.4%	0.7%	0.1%
Piauí	5.7%	-2.8%	3.8%	-1.5%	3.6%	-1.6%	1.1%	0.3%	1.9%	-0.4%	6.2%	-1.1%	-0.1%	-0.2%	0.1%
Paraná	0.3%	-1.7%	3.6%	-1.2%	0.4%	3.2%	-3.9%	1.7%	3.2%	-0.6%	3.2%	-2.3%	-2.5%	2.4%	0.8%
Rio de Janeiro	-5.1%	-0.9%	3.2%	2.6%	0.0%	1.5%	-3.6%	2.5%	1.5%	-2.3%	4.0%	1.5%	-4.4%	3.1%	-2.1%
Rio Grande do Norte	2.3%	-0.6%	3.3%	0.4%	-0.9%	-1.1%	-0.8%	3.5%	1.4%	0.0%	3.9%	-3.2%	-1.2%	-1.6%	2.5%
Rondônia	0.5%	-3.1%	2.4%	-3.1%	1.8%	2.0%	-0.1%	0.8%	-2.8%	0.7%	6.1%	-5.2%	0.2%	1.2%	-2.2%
Roraima	1.9%	-1.0%	-1.1%	1.0%	2.0%	1.1%	-0.6%	1.5%	2.9%	0.7%	2.4%	-0.9%	-5.2%	4.5%	0.3%
Rio Grande do Sul	-2.7%	-1.0%	5.5%	-1.1%	-12.4%	9.5%	-4.3%	7.6%	2.4%	0.3%	2.4%	-2.8%	-1.4%	2.7%	4.7%
Santa Catarina	-2.5%	0.6%	3.6%	-1.9%	1.1%	3.8%	-3.5%	3.8%	-1.9%	2.4%	1.1%	-3.0%	-1.0%	1.2%	2.6%
Sergipe	1.4%	-2.2%	2.9%	3.5%	1.7%	3.6%	-2.8%	2.3%	1.6%	1.2%	2.1%	-2.1%	1.2%	1.8%	4.8%
São Paulo	-0.4%	-3.8%	3.5%	-0.5%	0.4%	2.2%	-1.9%	1.1%	1.5%	-1.3%	3.5%	-1.2%	-0.4%	0.7%	0.7%
Tocantis	3.8%	0.9%	4.6%	-2.8%	2.9%	0.9%	-1.2%	3.4%	1.4%	1.2%	2.4%	-1.7%	-1.1%	0.9%	1.6%

Source: Itaú

\*Monthly variation seasonally adjusted

# IDAT-State Goods: March

## Heat Map IDAT-State\*

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
<b>IDAT-Goods</b>															
Acre	2.2%	0.6%	0.7%	-1.8%	0.1%	0.3%	2.3%	2.5%	-0.2%	0.0%	2.2%	-0.9%	-1.2%	4.3%	1.0%
Alagoas	1.5%	-2.5%	1.0%	-1.3%	2.7%	-0.1%	0.2%	0.8%	1.1%	-1.4%	1.0%	1.1%	-1.9%	1.4%	2.5%
Amazonas	0.5%	0.2%	2.6%	-2.4%	1.7%	3.0%	1.8%	-0.6%	2.8%	-3.0%	3.4%	-1.3%	-0.2%	1.8%	0.8%
Amapá	3.2%	-2.9%	2.9%	-3.3%	4.4%	1.7%	-1.1%	0.7%	2.9%	-1.7%	0.0%	4.6%	-1.0%	-2.3%	7.5%
Bahia	1.3%	-0.8%	5.5%	-3.9%	1.3%	-2.5%	2.7%	-0.2%	0.8%	-2.2%	0.3%	-0.2%	-0.5%	-0.3%	1.1%
Ceará	2.2%	-0.7%	1.6%	-3.5%	1.7%	0.9%	2.1%	-1.4%	1.7%	-1.5%	0.9%	-2.4%	0.8%	0.1%	4.5%
Distrito Federal	-2.8%	2.8%	0.8%	-3.1%	-0.3%	0.8%	-1.3%	3.3%	-0.5%	-1.6%	0.0%	-0.6%	0.9%	1.5%	0.4%
Espírito Santo	0.7%	-0.1%	1.3%	-4.5%	2.4%	2.4%	-1.6%	-0.6%	4.0%	-2.7%	0.1%	0.2%	0.8%	0.0%	1.8%
Goiás	-0.7%	0.0%	2.7%	-2.2%	1.4%	0.0%	0.6%	0.8%	0.3%	-0.4%	0.1%	0.4%	0.8%	-1.1%	3.9%
Maranhão	0.4%	0.0%	1.2%	-2.4%	2.5%	1.2%	1.6%	-0.8%	0.9%	-2.5%	1.8%	1.5%	-2.5%	1.0%	5.0%
Minas Gerais	-2.2%	0.5%	1.8%	-2.1%	2.6%	-0.4%	0.9%	0.0%	1.3%	-1.1%	2.0%	-0.7%	0.7%	-1.3%	1.2%
Mato Grosso do Sul	0.9%	-0.6%	1.2%	-3.0%	0.7%	2.2%	-0.2%	0.0%	-0.3%	0.5%	1.4%	2.4%	-1.7%	1.4%	-1.9%
Mato Grosso	1.8%	-0.9%	3.8%	-0.7%	0.2%	0.6%	0.6%	-0.3%	1.2%	-0.2%	1.4%	0.8%	-1.7%	0.7%	1.9%
Pará	-0.5%	1.7%	0.1%	-1.3%	1.7%	-1.1%	2.2%	1.3%	2.1%	-2.2%	1.8%	-0.9%	-2.5%	2.3%	3.4%
Paraíba	1.5%	-1.3%	1.2%	-1.5%	2.2%	0.3%	-0.1%	0.3%	0.1%	-1.7%	1.3%	-0.9%	-1.4%	1.1%	3.8%
Pernambuco	0.8%	-1.8%	3.0%	-4.1%	2.5%	1.4%	-1.8%	2.2%	-1.5%	-0.8%	2.3%	-1.5%	-3.1%	3.1%	0.0%
Piauí	0.5%	-1.5%	3.3%	-2.8%	1.1%	1.1%	0.9%	0.0%	0.2%	-1.4%	-0.6%	0.0%	2.0%	-0.7%	3.4%
Paraná	-0.2%	-0.6%	1.4%	-4.0%	1.8%	0.4%	-0.3%	0.4%	2.0%	-0.6%	-0.7%	0.0%	-0.8%	0.0%	2.7%
Rio de Janeiro	-3.3%	-1.1%	2.0%	-0.8%	2.1%	-2.1%	0.1%	-0.2%	0.6%	-1.0%	-2.1%	4.1%	-2.4%	1.8%	-0.8%
Rio Grande do Norte	1.0%	-0.1%	2.8%	-4.1%	2.5%	-2.1%	2.3%	-0.5%	2.5%	-1.8%	0.5%	0.0%	-1.2%	0.9%	1.4%
Rondônia	-0.4%	-3.5%	1.6%	0.1%	2.5%	-1.4%	1.6%	-0.9%	0.0%	0.4%	2.8%	-0.4%	-1.5%	1.7%	-0.1%
Roraima	0.7%	1.0%	2.2%	-1.9%	1.9%	2.2%	-1.8%	1.1%	-1.5%	5.4%	1.6%	-2.5%	-4.3%	3.5%	3.1%
Rio Grande do Sul	-2.7%	0.8%	2.5%	-5.9%	-2.0%	9.3%	-1.1%	-0.5%	0.0%	1.1%	-0.4%	-2.0%	-0.1%	0.8%	0.3%
Santa Catarina	-0.3%	0.2%	-0.1%	-4.1%	2.4%	2.3%	-1.3%	-1.7%	0.6%	1.1%	0.5%	-0.4%	-1.7%	0.4%	5.3%
Sergipe	2.1%	-1.4%	3.1%	-0.9%	1.5%	-1.6%	2.4%	-3.1%	4.9%	-3.1%	2.4%	0.7%	-1.3%	-0.6%	3.1%
São Paulo	-3.5%	1.2%	3.1%	-2.7%	1.4%	-0.5%	0.0%	-0.4%	1.4%	-0.8%	0.3%	0.8%	-0.2%	-1.0%	0.6%
Tocantis	-1.9%	1.5%	0.6%	1.2%	-0.2%	-0.6%	3.1%	5.2%	-4.1%	-0.2%	0.6%	0.3%	2.4%	-0.5%	3.6%

Source: Itaú

\*Monthly variation seasonally adjusted

# Appendix



# Of the 15 breakdowns of the IDAT-online activity, 9 experienced positive growth in March

Heat map IDAT*													
Breakdown	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Food services	-4.2%	-7.5%	0.6%	0.9%	-7.1%	0.7%	-6.7%	-2.7%	1.6%	-4.5%	2.0%	3.4%	-0.2%
Lodging	3.4%	10.5%	2.1%	7.3%	0.8%	-1.1%	7.4%	0.2%	3.9%	-4.7%	-1.4%	19.3%	20.1%
Recreation	-0.7%	17.4%	5.6%	11.6%	17.0%	8.8%	14.7%	12.5%	15.3%	12.1%	8.1%	15.4%	12.4%
Beauty services	-3.6%	9.4%	9.4%	5.9%	5.9%	12.9%	2.8%	18.8%	19.5%	6.3%	19.0%	21.3%	5.7%
Fuel, Lubricants	-8.0%	-8.0%	-8.3%	-8.4%	-9.0%	-7.7%	-10.3%	-7.6%	-7.1%	-9.6%	-4.9%	-0.7%	-6.9%
Office, IT and Communication goods	51.6%	69.6%	53.1%	66.6%	57.4%	48.4%	44.1%	42.1%	27.8%	6.4%	7.3%	21.5%	3.2%
Pharmaceutical, medical	-1.4%	9.0%	5.1%	5.4%	7.7%	18.2%	22.1%	20.4%	14.2%	3.0%	4.5%	6.4%	2.3%
Hyper, Supermarkets	7.0%	-7.0%	4.0%	-1.5%	-4.9%	1.6%	-4.1%	-1.9%	-0.7%	-5.5%	-2.0%	1.0%	-3.9%
Books, periodicals, magazines	-23.3%	-14.9%	-17.1%	-18.6%	-19.6%	-13.9%	-17.9%	-12.0%	-5.7%	-2.4%	-2.1%	3.3%	25.9%
Construction material	-5.5%	18.0%	7.5%	9.9%	12.4%	8.3%	8.8%	12.0%	6.0%	-0.1%	3.9%	14.3%	3.1%
Furniture and appliances	-2.0%	3.4%	2.2%	6.8%	5.4%	-3.9%	-0.5%	-0.8%	-3.6%	-4.0%	-6.4%	3.7%	-12.2%
Other goods of personal use	5.2%	6.3%	3.9%	10.5%	10.4%	11.1%	17.2%	17.7%	18.1%	24.6%	24.6%	29.4%	30.9%
Other personal services	8.3%	19.9%	9.0%	4.0%	4.1%	4.3%	3.2%	6.7%	3.8%	4.2%	8.2%	7.3%	-9.1%
Fabric, apparel, footwear	0.6%	8.5%	5.7%	7.4%	9.2%	12.3%	11.3%	14.9%	18.3%	2.6%	9.6%	20.9%	8.1%
Vehicles and parts	3.6%	26.7%	14.3%	16.7%	21.8%	14.8%	17.4%	18.1%	12.1%	2.8%	2.8%	13.7%	-1.0%

Source: Itaú

\*IDAT Expanded Payment Methods real not seasonally adjusted

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

Heat map IDAT*													
Breakdown	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Food services	7.2%	1.6%	11.4%	10.7%	3.8%	12.9%	4.8%	7.8%	11.6%	3.5%	6.0%	5.9%	2.3%
Lodging	-2.9%	-12.0%	2.9%	-0.1%	-0.1%	4.7%	-4.9%	-2.8%	-0.8%	-3.5%	-4.3%	-8.4%	4.1%
Recreation	3.5%	14.7%	6.8%	10.9%	3.8%	2.5%	4.7%	2.8%	4.0%	-0.4%	1.2%	-0.4%	-4.9%
Beauty services	18.5%	36.4%	19.8%	13.8%	19.5%	20.8%	15.2%	26.1%	24.7%	10.4%	11.0%	18.2%	4.0%
Fuel, Lubricants	-3.7%	-3.3%	-3.6%	-3.2%	-1.5%	-1.7%	-4.0%	-2.0%	-3.0%	-4.8%	-0.4%	2.6%	-3.4%
Office, IT and Communication goods	3.4%	10.0%	5.3%	10.6%	7.4%	1.8%	4.7%	4.1%	-1.7%	0.3%	-4.4%	5.6%	-5.0%
Pharmaceutical, medical	-5.6%	1.4%	-3.1%	-2.0%	-1.8%	-0.3%	-1.3%	0.7%	1.3%	-1.5%	-0.6%	0.7%	-6.2%
Hyper, Supermarkets	10.1%	-4.1%	5.2%	-0.8%	-1.2%	3.5%	-2.6%	-0.5%	0.1%	-2.7%	0.3%	1.8%	-4.9%
Books, periodicals, magazines	-8.1%	1.6%	-1.5%	2.0%	3.7%	5.1%	6.5%	9.6%	11.5%	-1.7%	-0.9%	0.1%	-13.5%
Construction material	-14.0%	3.9%	-6.5%	-5.6%	-1.8%	-3.5%	-4.8%	-1.0%	-4.2%	-5.2%	-5.2%	3.3%	-7.9%
Furniture and appliances	-7.1%	-7.7%	-4.6%	-2.8%	-1.8%	-0.3%	-6.2%	-1.9%	-1.9%	-4.1%	-7.0%	-7.6%	-24.4%
Other goods of personal use	2.9%	8.2%	10.2%	10.9%	9.5%	14.2%	6.7%	10.1%	10.9%	4.2%	3.3%	9.6%	13.2%
Other personal services	6.2%	18.4%	4.3%	3.9%	5.5%	3.1%	2.6%	3.6%	1.0%	3.7%	7.5%	3.5%	-10.1%
Fabric, apparel, footwear	0.1%	-0.5%	-0.5%	-2.0%	3.3%	5.0%	-1.0%	3.4%	5.5%	-3.2%	-1.6%	10.6%	-2.2%
Vehicles and parts	0.5%	20.4%	7.6%	9.1%	16.8%	10.5%	10.2%	14.0%	8.7%	6.6%	5.0%	14.0%	-4.4%

Source: Itaú

\*IDAT Expanded Payment Methods real not seasonally adjusted

## 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!

## Relevant Information

1. This report has been prepared and released by the Macro Research Department of Itaú Unibanco S.A. (“Itaú Unibanco”). This report is not a product of the Equity Research Department of Itaú Unibanco or Itaú Corretora de Valores S.A. and shall not be construed as a research report (“relatório de análise”) for the purposes of Article 1 of the CVM Instruction NR. 20, dated 2021.
2. The exclusive purpose of this report is to provide macroeconomics information and it does not constitute and shall not be construed as an offer to buy or sell or a solicitation of an offer to buy or sell any financial product, or to participate in any particular trading strategy in any jurisdiction. The information herein is believed to be reliable as of the date on which this report was released and it has been obtained from public sources believed to be reliable. However, Itaú Unibanco does not make any explicit or implied representation or warranty as to the completeness, reliability or accuracy of such information, nor does this report intend to be a complete statement or summary of the markets or developments referred to herein. Itaú Unibanco has no obligation whatsoever to update, modify or amend this report and inform the reader accordingly.
3. The opinions contained herein reflect exclusively the personal views of the analyst responsible for this report and were prepared independently and autonomously, including in relation to Itaú Unibanco, Itaú Corretora de Valores S.A. and any other companies within their economic group.
4. This report may not be reproduced or redistributed to any other person, in whole or in part, for any purpose, without the prior written consent of Itaú Unibanco. Additional information on the financial products mentioned in this report may be available upon request. Itaú Unibanco and/or any other company within its economic group is not and shall not be liable for any investment decisions (or otherwise) based on the information provided herein.
5. This report may include sections generated with the support of artificial intelligence tools. All content has been reviewed and validated by the authors to ensure the accuracy and integrity of the information presented.

Additional Note: This material does not take into consideration the objectives, financial situation or specific needs of any particular client. Clients must obtain financial, tax, legal, accounting, economic, credit and market advice on an individual basis, based on their personal characteristics and objectives, prior to making any decision based on the information contained herein. By accessing the material, you represent and confirm that you understand the risks related to the financial instruments described in this material and the laws in your jurisdiction relating to the provision and sale of financial service products. You acknowledge that this material contains proprietary information and you agree to keep this information confidential for your exclusive use.

SAC Itaú: For inquiries, suggestions, complaints, criticisms and compliments, talk to Itaú’s CSCC: 0800 728 0728. Or contact us through our portal <https://www.itaubr.com.br/atendimento-itaubr/para-voce/>. If you are not satisfied with the proposed solution, please contact the Itaú Corporate Ombudsman: 0800 570 0011 (on weekdays from 9 AM to 6 PM) or our PO Box 67.600, São Paulo-SP, Zip Code 03162-971. Hearing impaired, every day, 24h, 0800 722 1722.

