



April IDAT Report

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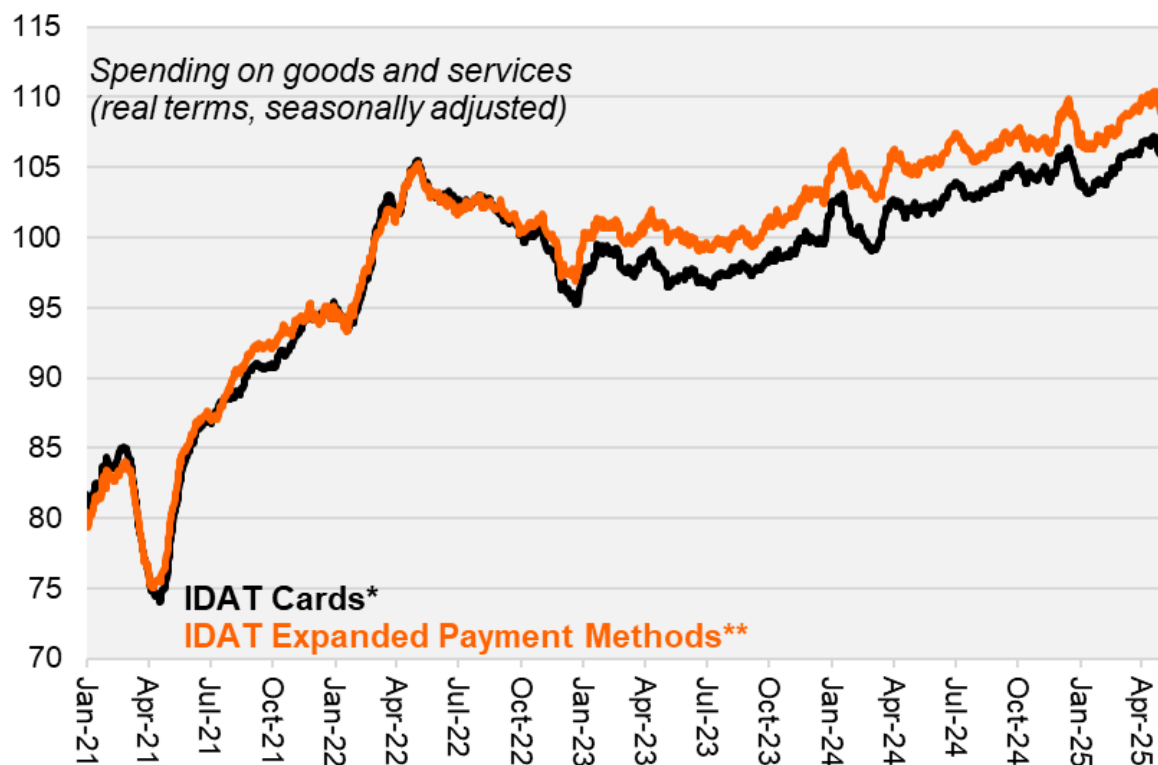
IDAT-Activity*



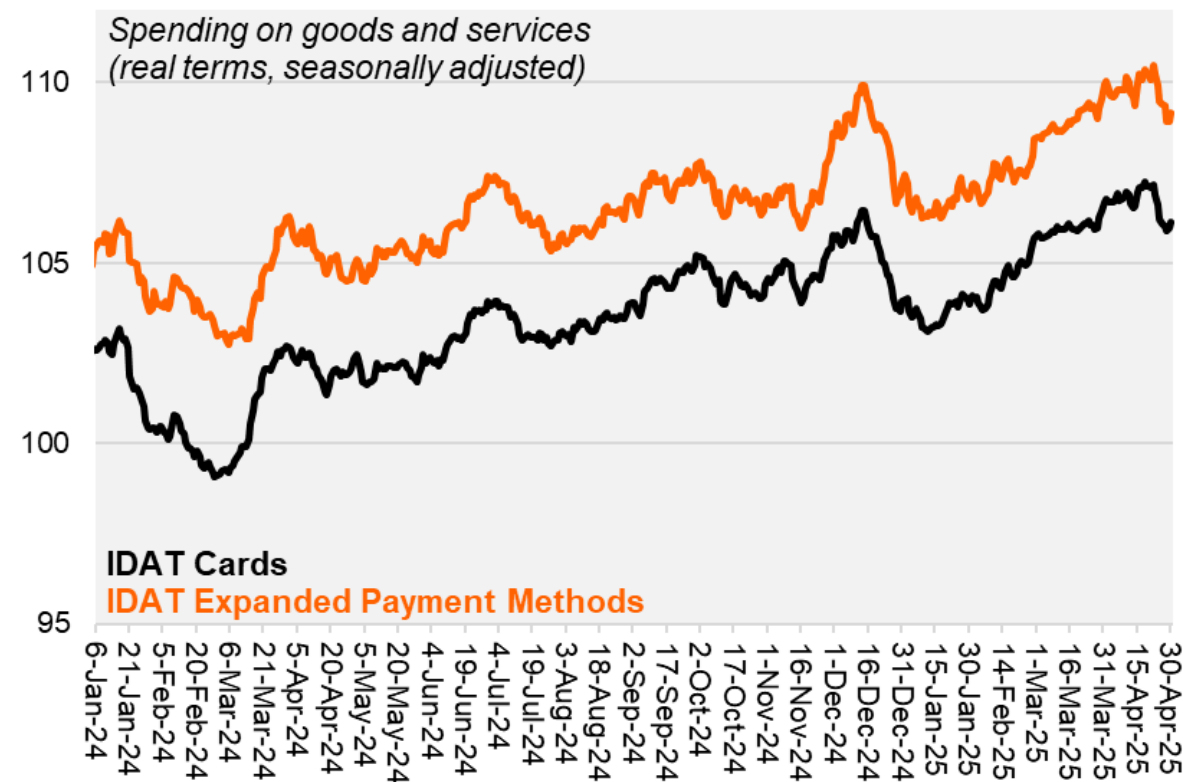
*IDAT-Activity is the average between IDAT-Services and IDAT-Goods

IDAT-Activity contracted by 0.5% in April (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 both goods and services

Heat map IDAT Expanded (mom/sa)								
Breakdown IDAT-Activity	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
	0.9%	-0.9%	1.8%	-1.3%	-0.2%	1.5%	0.9%	-0.5%
IDAT-Services	1.1%	-1.1%	3.6%	-1.3%	-1.4%	2.4%	0.1%	-0.1%
Food services	1.3%	-0.3%	1.6%	-0.3%	-1.0%	1.1%	-0.9%	0.5%
Lodging	1.8%	-2.8%	5.3%	-6.1%	-0.6%	7.4%	2.2%	-1.3%
Recreation	-2.4%	-3.9%	10.2%	-1.7%	-2.0%	2.1%	-0.8%	-5.2%
Beauty services	2.1%	-0.4%	4.7%	-4.8%	3.0%	0.2%	2.5%	1.0%
Other personal services	-2.6%	3.4%	5.0%	-5.2%	1.8%	-1.9%	3.7%	2.8%
IDAT-Goods	0.6%	-0.8%	0.0%	-1.2%	1.1%	0.6%	1.8%	-0.9%
IDAT-Goods sensitive to income	0.3%	-1.4%	2.6%	-1.8%	0.5%	0.8%	3.2%	0.1%
Fuel, Lubricants	-0.1%	-1.8%	2.4%	-0.3%	0.0%	0.7%	2.1%	-0.7%
Hyper, Supermarkets	0.5%	-1.0%	0.2%	0.0%	0.2%	0.7%	1.4%	0.9%
Pharmaceutical, medical	0.3%	-0.7%	1.3%	-3.1%	-1.6%	0.4%	1.7%	0.0%
Fabric, apparel, footwear	1.8%	-1.5%	4.7%	-10.0%	6.6%	1.2%	1.7%	1.1%
Books, periodicals, magazines	2.9%	0.2%	7.1%	-4.5%	-3.7%	-3.2%	0.8%	0.1%
Other goods of personal use ¹	-0.4%	-1.5%	2.8%	3.3%	-0.3%	1.0%	7.2%	0.4%
IDAT-Goods sensitive to credit	1.5%	0.1%	-0.6%	-1.1%	0.5%	-1.5%	0.7%	-1.8%
Office, IT and Communication goods	3.8%	-3.2%	2.4%	-6.0%	3.1%	0.6%	1.9%	-0.2%
Construction material	-0.3%	-0.2%	-0.5%	-0.8%	-0.6%	0.4%	-1.8%	-0.8%
Furniture and appliances	3.0%	0.8%	-1.7%	-3.1%	1.1%	0.8%	-5.5%	-4.2%
Vehicles and parts	1.8%	0.3%	-0.7%	-0.6%	0.6%	-2.6%	2.7%	-1.8%

Source: Itaú

¹Some 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 April 2025. With the classification corrected, in cumulative terms up to April 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 April, the IDAT-Activity grew by 3.8%YTD

IDAT Heatmap (YoY, nsa)										
Breakdown	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	YTD*
IDAT-Activity	8.1%	4.7%	6.5%	6.5%	1.4%	3.7%	7.3%	2.3%	2.4%	3.8%
IDAT-Services	9.4%	5.2%	6.1%	9.0%	2.2%	4.8%	4.8%	8.3%	3.1%	5.6%
Food services	10.5%	3.6%	6.2%	9.4%	2.5%	6.7%	6.7%	6.4%	2.0%	4.7%
Lodging	0.0%	2.7%	0.9%	2.6%	-5.7%	-0.8%	-0.8%	8.1%	6.8%	7.1%
Recreation	13.2%	14.9%	-0.9%	13.6%	14.6%	0.1%	0.1%	11.4%	1.0%	5.6%
Beauty services	19.5%	14.6%	24.6%	22.9%	10.7%	14.2%	14.2%	21.5%	7.6%	11.8%
Other personal services	19.0%	16.0%	15.3%	10.7%	10.9%	3.7%	3.7%	11.6%	-1.2%	3.1%
IDAT-Goods	6.8%	4.2%	6.9%	4.0%	0.5%	2.6%	2.6%	6.4%	1.7%	1.9%
IDAT-Goods sensitive to income	7.6%	5.3%	7.3%	6.5%	2.5%	4.5%	4.5%	10.2%	5.1%	5.8%
Fuel, lubricants	1.4%	-1.4%	0.7%	0.4%	-2.4%	2.2%	2.2%	6.6%	0.8%	2.3%
Hypermarkets, Supermarkets	4.3%	-1.8%	1.2%	2.3%	-2.6%	1.3%	1.3%	3.2%	8.8%	2.4%
Pharmaceutical, medical	9.9%	10.6%	11.9%	8.7%	2.9%	4.1%	4.1%	7.2%	-0.9%	2.3%
Fabric, apparel, footwear	8.6%	5.8%	8.5%	9.7%	0.7%	3.6%	3.6%	15.3%	4.8%	6.1%
Books, periodicals, magazines	0.8%	0.0%	-1.2%	5.1%	1.7%	1.1%	1.1%	3.9%	-4.5%	-0.9%
Others goods of personal use	13.4%	9.4%	11.5%	9.7%	10.0%	8.9%	8.9%	15.9%	17.8%	14.5%
IDAT-Goods sensitive to credit	8.8%	10.1%	12.5%	3.9%	2.6%	2.6%	2.6%	7.3%	-7.3%	-1.2%
Office, IT and Communication goods	14.6%	14.6%	13.0%	5.7%	-0.9%	-1.6%	-1.6%	4.8%	-2.2%	-0.8%
Construction material	2.5%	3.0%	5.6%	-0.4%	-2.4%	-1.5%	-1.5%	7.1%	-9.3%	-2.4%
Furniture and appliances	-0.4%	0.1%	1.9%	-1.6%	-2.2%	-4.2%	-4.2%	2.3%	-12.8%	-6.8%
Vehicles and parts	12.9%	14.7%	17.4%	6.9%	5.6%	5.7%	5.7%	8.5%	-5.9%	0.2%

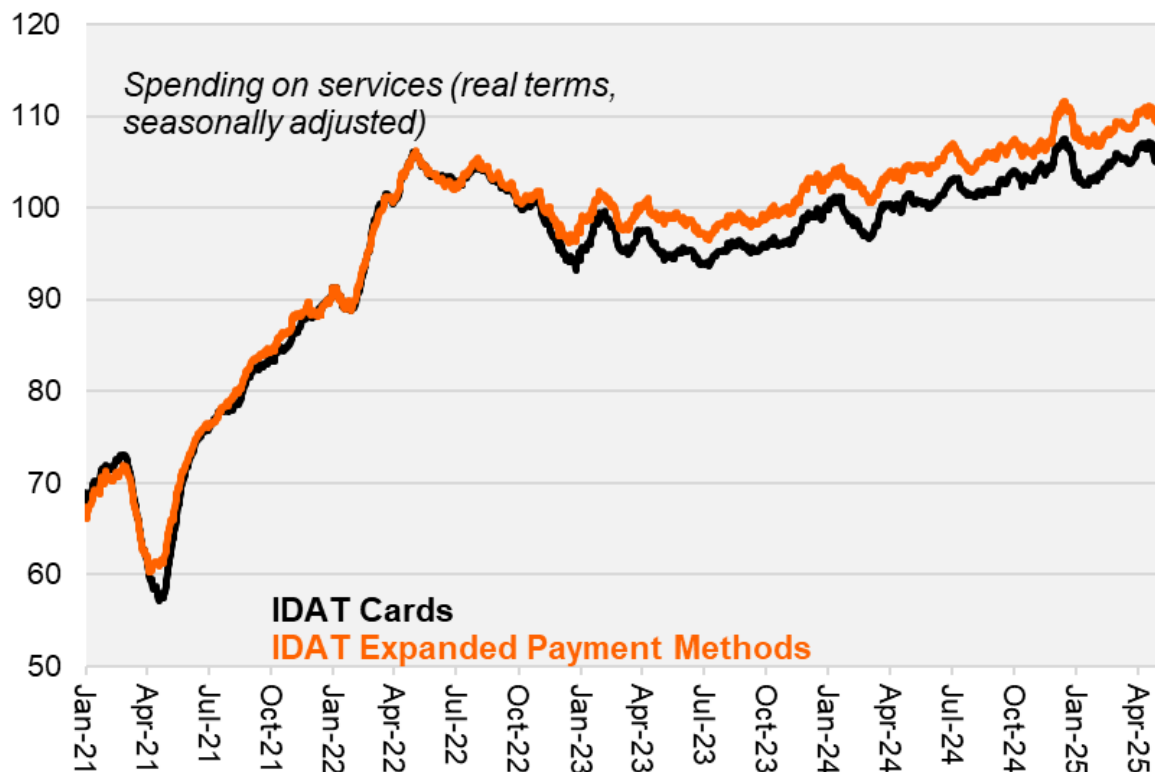
IDAT-Services*

*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.

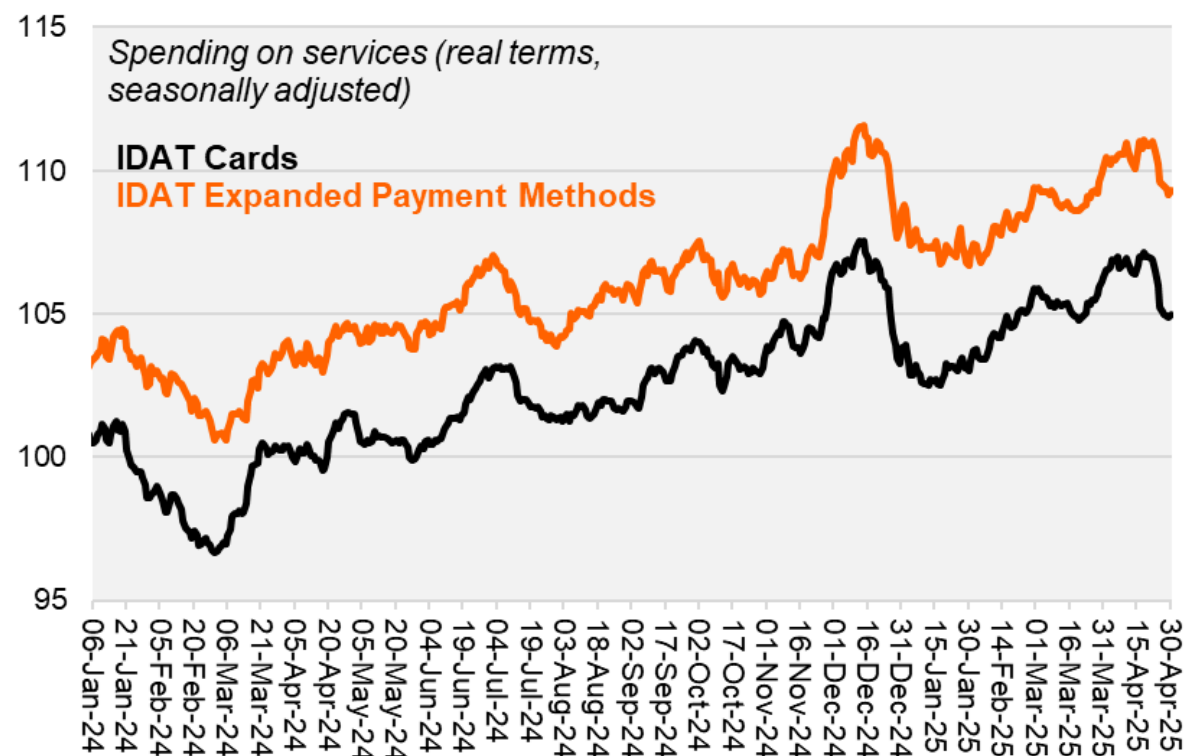


IDAT-Services had a slight decline of 0.1% MoM/sa

IDAT - Services (SA, 28d moving avg)

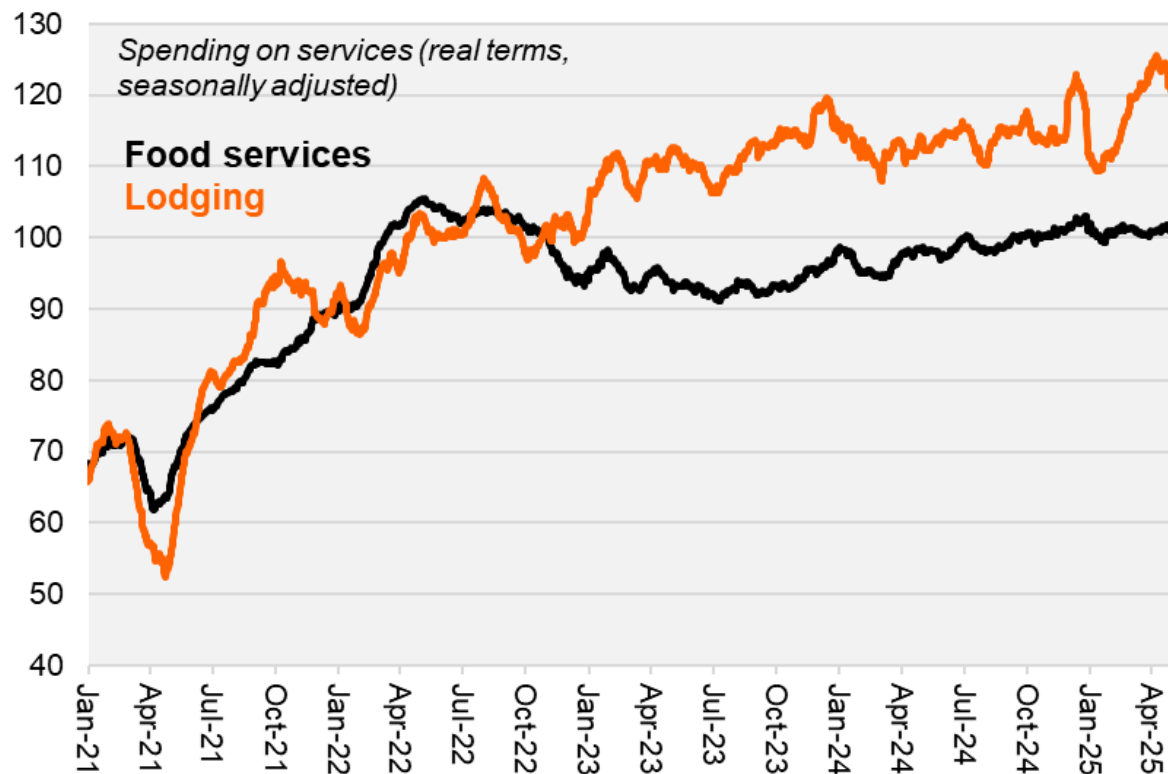


IDAT Services (zoom: SA, 28d moving avg)

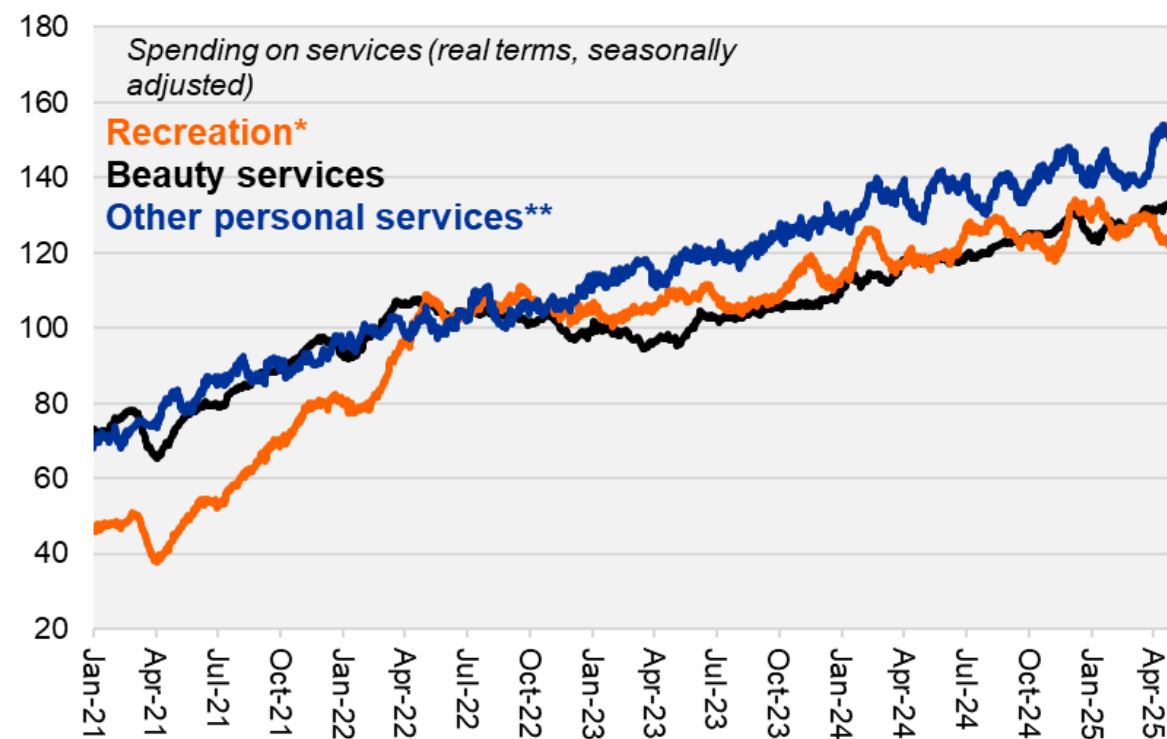


Negative highlight for “recreation” in April

IDAT Services: main components



IDAT Services: other services



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

**Includes: laundry, cleaners, funeral services.

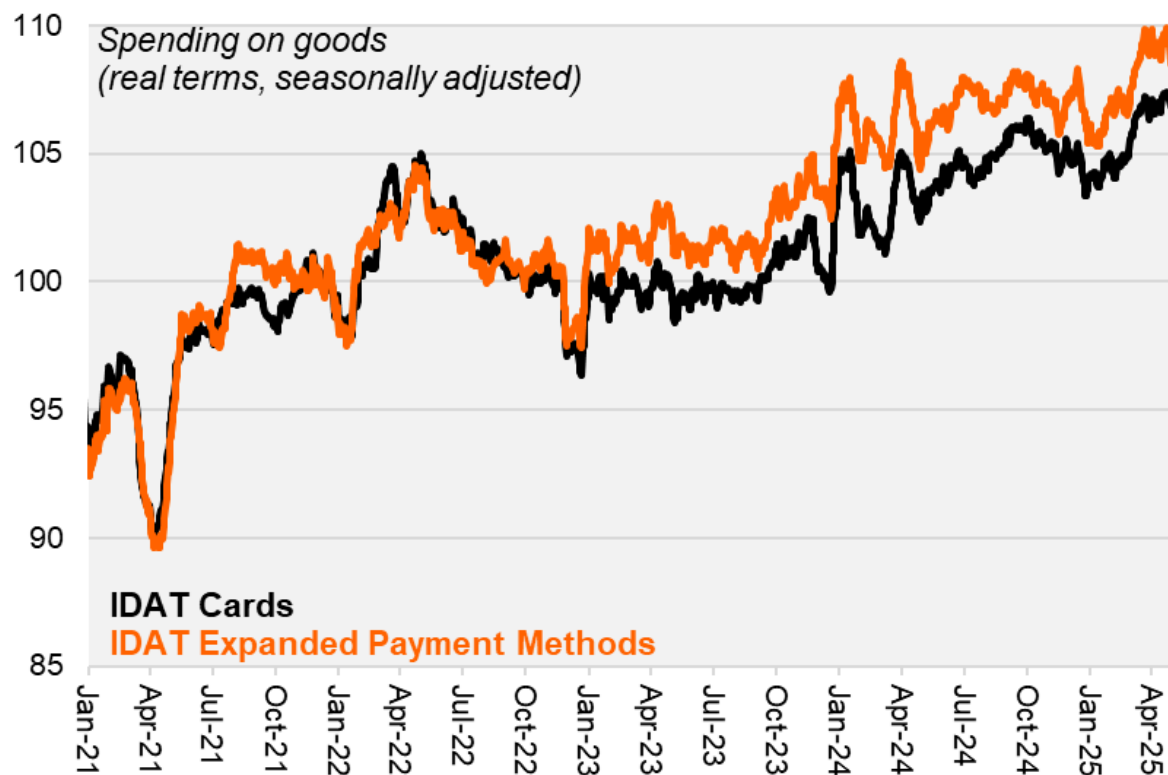
IDAT-Goods*

*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.

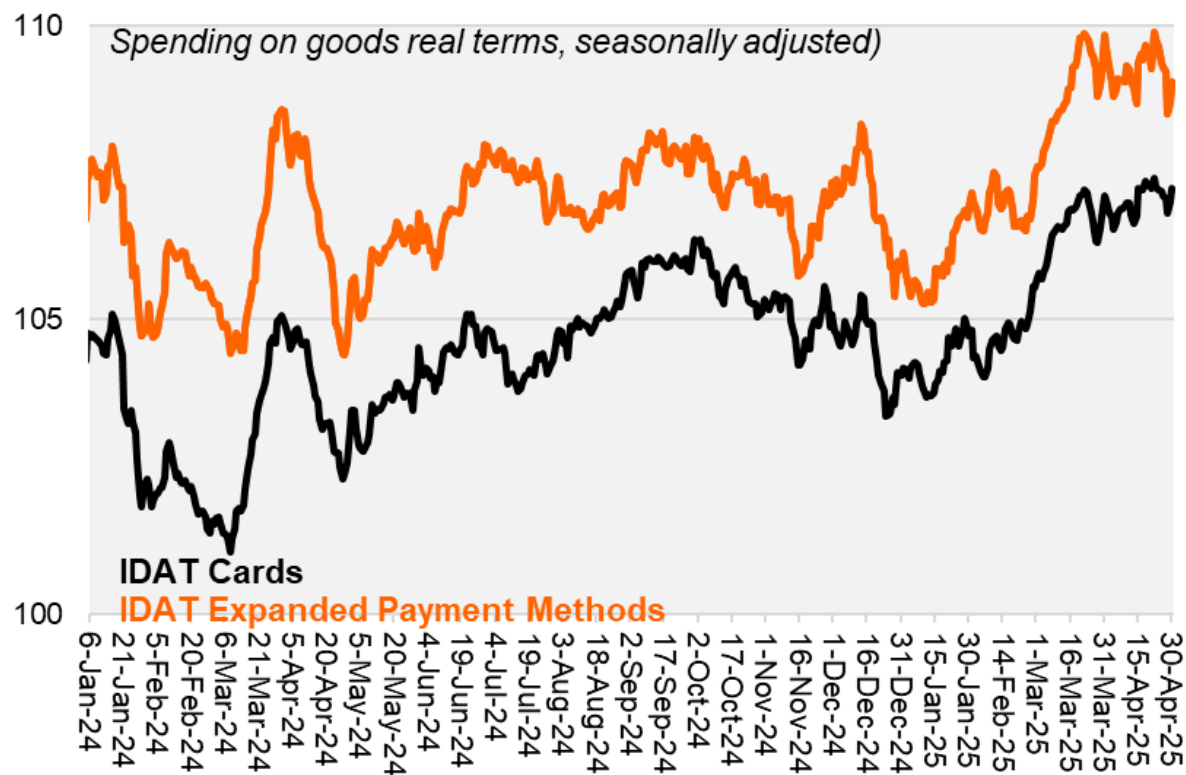


IDAT-Goods had a decrease of 0.9% at the margin

IDAT - Goods (SA, 28d moving avg)

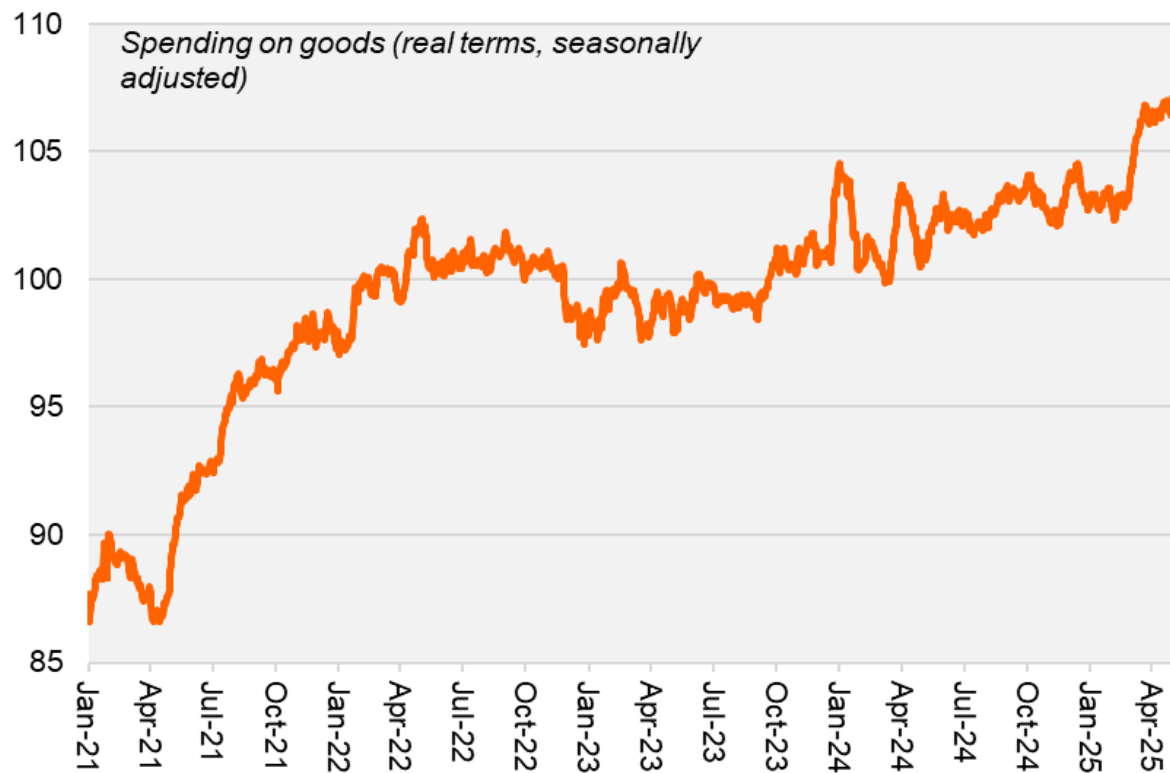


IDAT - Goods (zoom: SA, 28d moving avg)



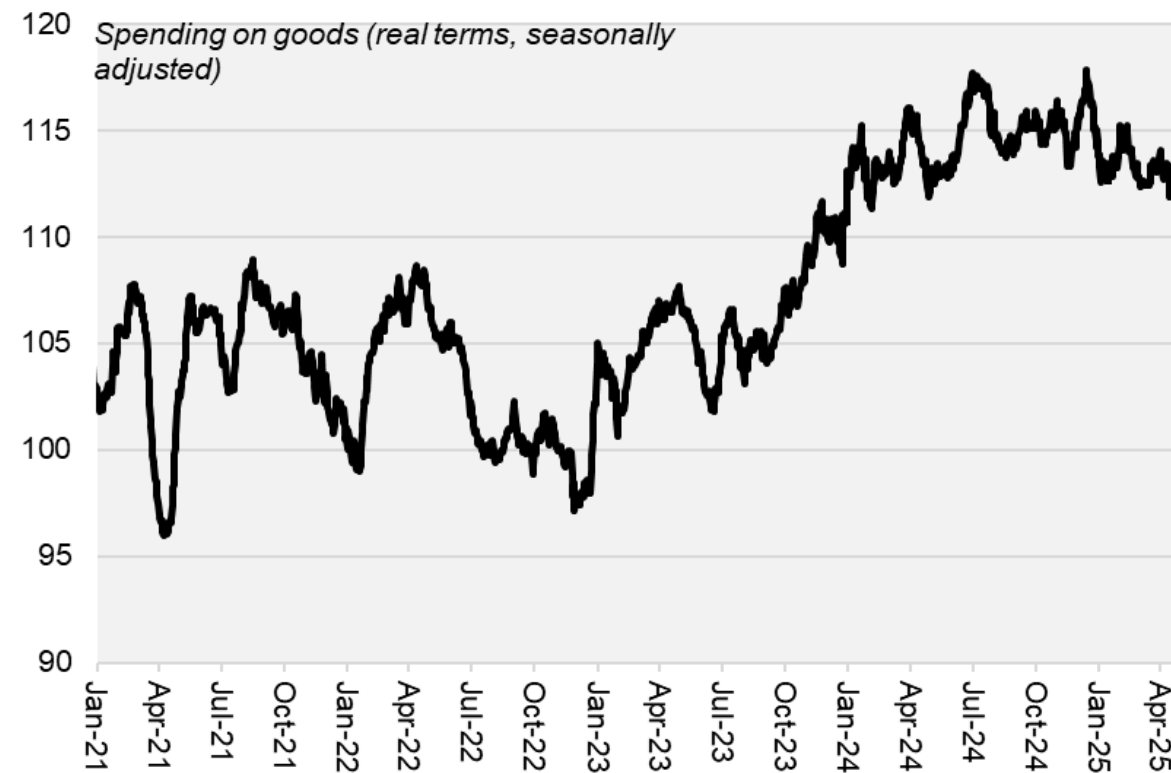
Sensitive to income segment rose by 0.1% and sensitive to credit segment fell by 1.8% at the margin

IDAT-Goods: sensitive to income*



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

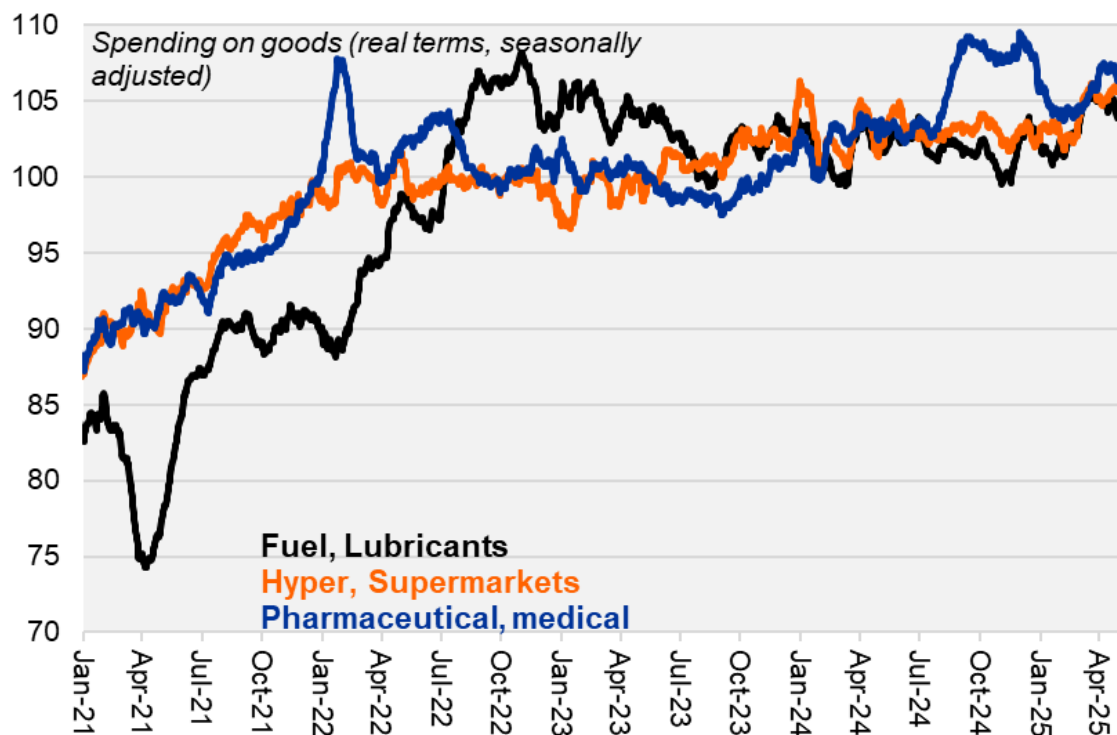
IDAT-Goods: sensitive to credit**



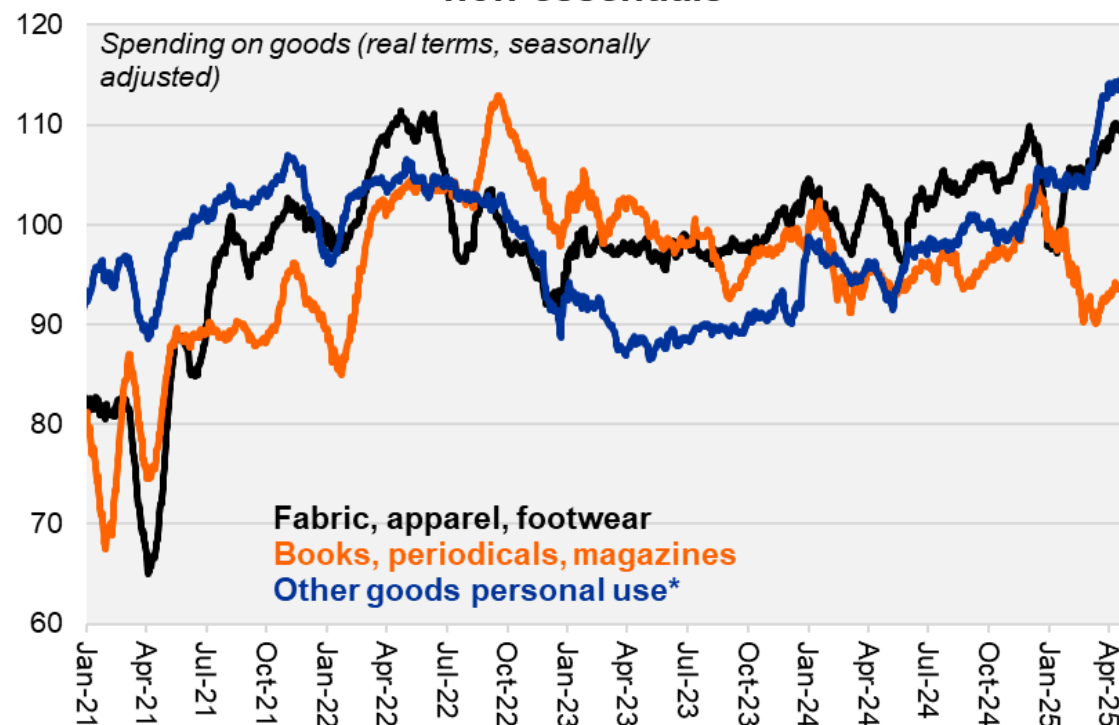
**Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.

Within the sensitive to income segment, the positive highlights were “supermarkets” and “fabric, apparel, footwear”

IDAT- Goods (sensitive to income): essentials



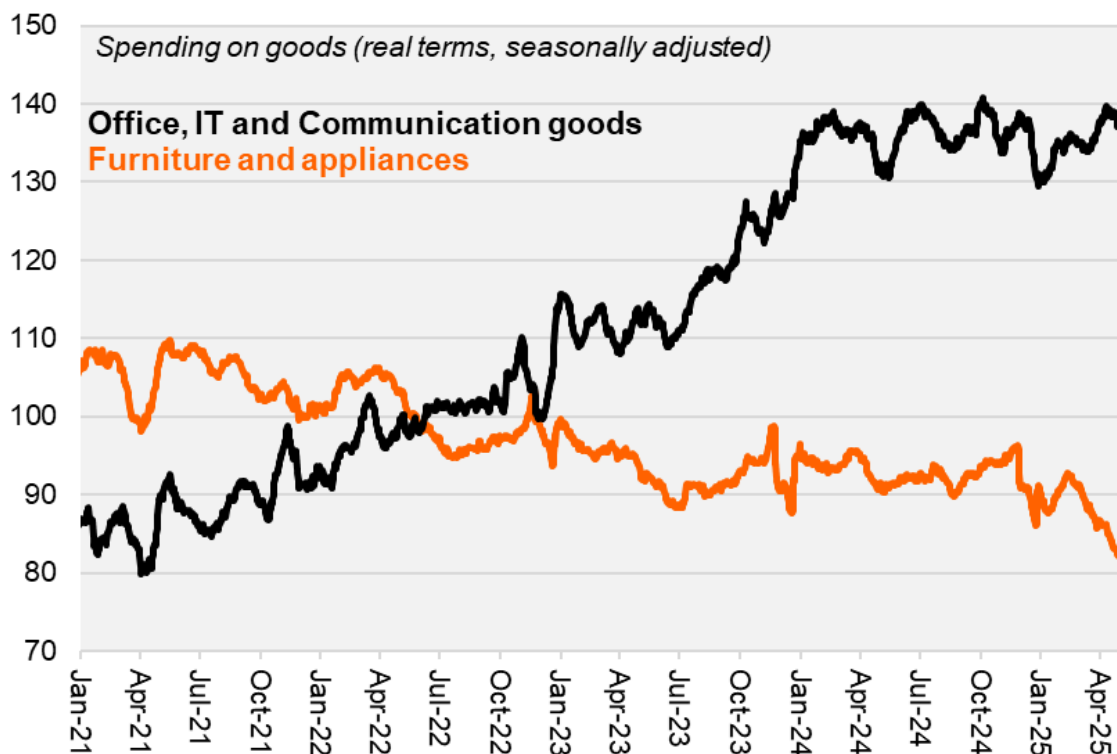
IDAT-Goods (sensitive to income): non-essentials



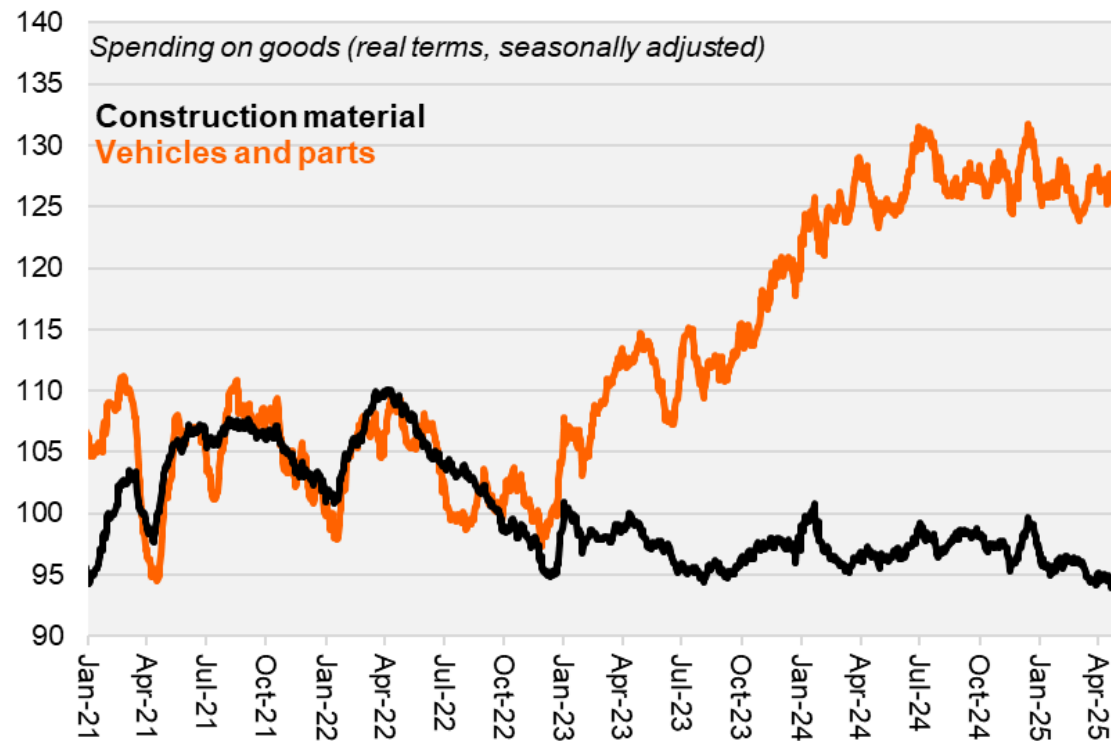
*Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

Within the sensitive to credit segment, all categories declined at the margin, with a negative highlight for “furniture and appliances”

IDAT-Goods (sensitive to credit)



IDAT-Goods (sensitive to credit)



The background features several large, rounded, organic shapes in shades of orange and yellow. A large orange shape is centered behind the text, with smaller orange and yellow shapes on either side.

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 the Notheast

Heat Map IDAT-Regional*

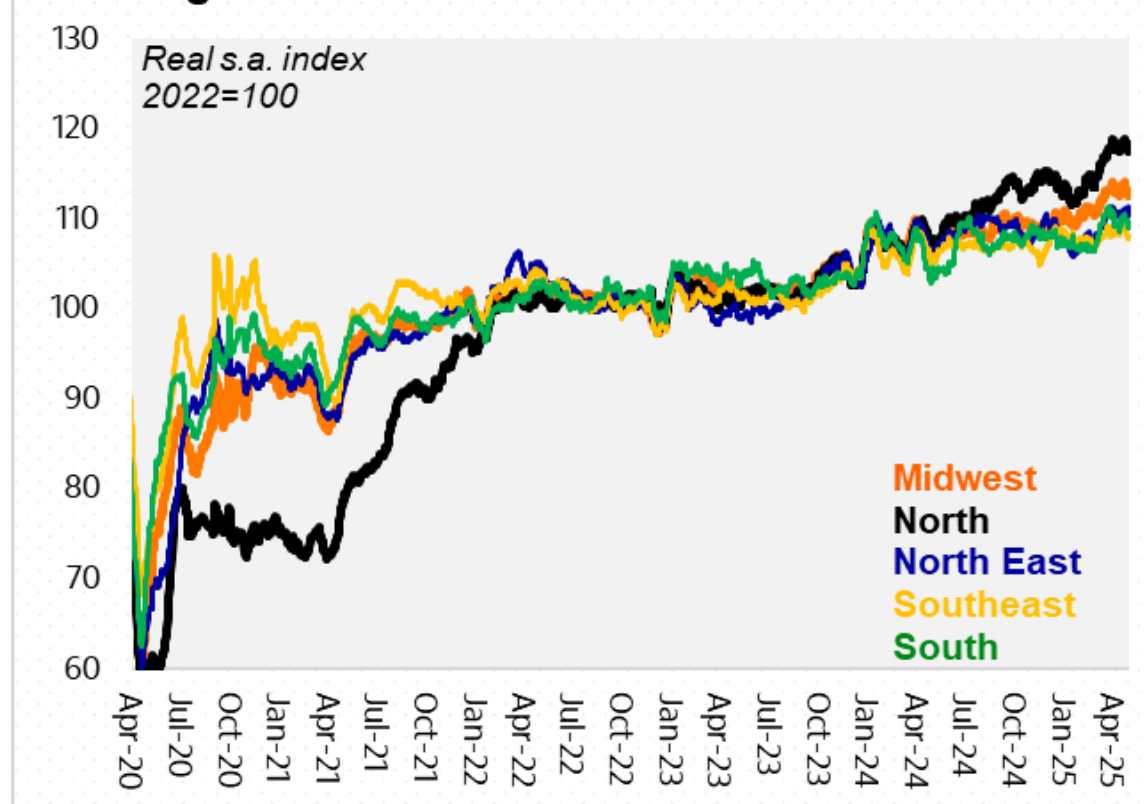
	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
IDAT-Activity														
Southeast	2.7%	-0.6%	0.9%	0.4%	-0.9%	0.4%	1.4%	-1.3%	1.9%	0.3%	-0.7%	0.4%	0.9%	-1.2%
Northeast	2.6%	-2.8%	2.4%	0.2%	0.9%	0.2%	0.1%	-0.6%	2.6%	-1.2%	-0.5%	-0.1%	2.7%	0.7%
South	2.5%	-2.7%	-1.8%	5.1%	-2.3%	1.3%	1.5%	0.3%	1.5%	-1.3%	-1.8%	1.4%	2.7%	-0.5%
Midwest	2.5%	-1.3%	1.1%	0.6%	-0.4%	0.8%	1.3%	-0.6%	2.7%	-1.0%	-0.5%	1.4%	2.4%	-1.9%
North	1.7%	-1.8%	1.7%	1.0%	0.4%	1.4%	1.9%	-0.9%	2.5%	-1.6%	-0.2%	1.9%	1.5%	-0.2%
IDAT-Services														
Southeast	3.5%	1.4%	-0.4%	1.7%	-1.9%	1.1%	1.7%	-1.6%	3.6%	-0.6%	-0.9%	1.3%	0.5%	-1.6%
Northeast	2.5%	-2.1%	2.2%	0.3%	0.6%	0.8%	0.0%	0.7%	3.5%	-1.0%	-0.1%	-1.3%	3.1%	1.6%
South	3.5%	-0.6%	-4.7%	5.9%	-3.4%	3.4%	1.7%	0.3%	3.4%	-1.9%	-3.0%	2.3%	2.4%	0.4%
Midwest	2.7%	0.2%	0.2%	1.4%	2.2%	-2.0%	1.9%	-0.7%	5.5%	-2.6%	-1.5%	2.9%	1.8%	-2.6%
North	1.7%	-1.7%	0.7%	2.0%	-0.6%	1.7%	2.0%	-0.6%	3.6%	-1.6%	-0.1%	2.1%	-0.4%	0.4%
IDAT-Goods														
Southeast	2.0%	-2.5%	2.2%	-0.9%	0.2%	-0.3%	1.1%	-1.0%	0.3%	1.2%	-0.4%	-0.5%	1.3%	-0.8%
Northeast	2.7%	-3.4%	2.5%	0.1%	1.1%	-0.3%	0.1%	-1.8%	1.7%	-1.4%	-0.7%	1.1%	2.4%	-0.1%
South	1.5%	-4.7%	1.3%	4.2%	-1.2%	-0.8%	1.2%	0.3%	-0.5%	-0.6%	-0.5%	0.5%	2.9%	-1.3%
Midwest	2.2%	-2.7%	2.0%	-0.3%	0.1%	0.7%	0.6%	-0.6%	0.0%	0.7%	0.5%	0.0%	2.9%	-1.1%
North	1.7%	-1.8%	2.7%	0.0%	1.3%	1.1%	1.8%	-1.1%	1.5%	-1.6%	-0.3%	1.7%	3.4%	-0.7%

Source: Itaú

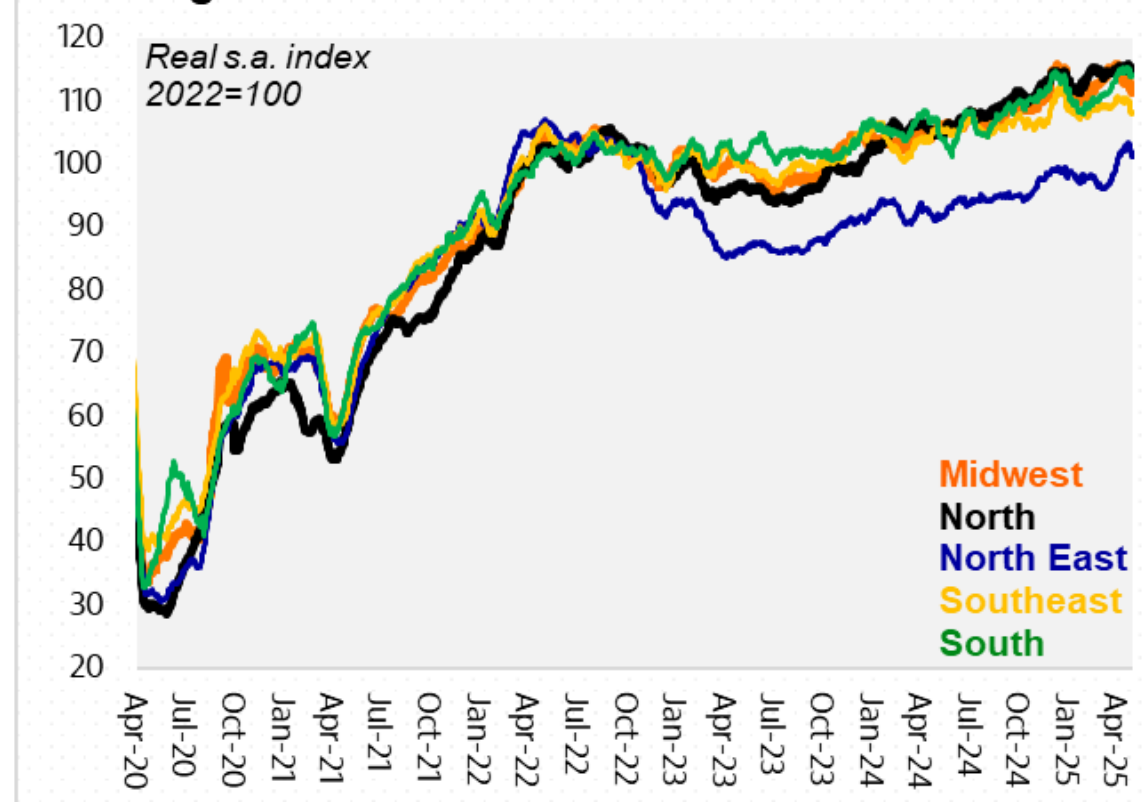
*Monthly variation seasonally adjusted

Goods showed negative variation across all regions, while in services only Southeast and Center-West contracted at the margin

IDAT-Regional: Goods



IDAT-Regional: Services



A large, stylized graphic in the background consisting of several rounded, overlapping shapes in shades of orange and yellow, creating a modern, abstract design.

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.

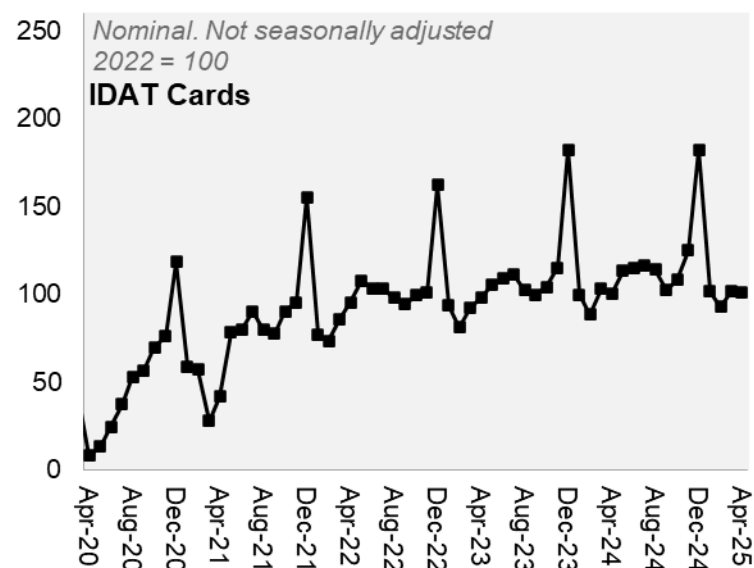


Negative highlight for department stores and petshop in April

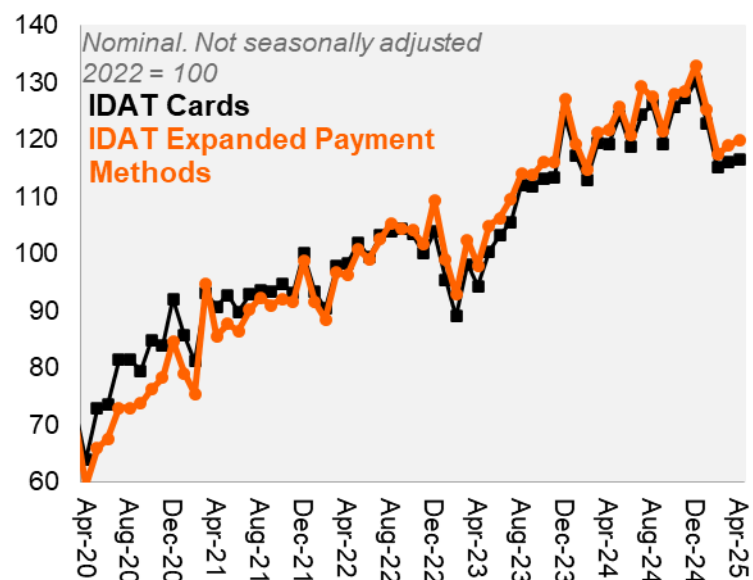
Heatmap IDAT*

AT-Selected Sectors	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Malls	2.2%	7.3%	5.5%	4.4%	11.4%	2.5%	3.9%	8.4%	0.1%	1.7%	4.9%	-0.9%	1.1%
Department Stores	-10.4%	-7.9%	-3.7%	-1.6%	-6.1%	-7.9%	-7.6%	-7.5%	-5.3%	-10.8%	-7.3%	-13.2%	-13.2%
Petshop	26.3%	23.7%	15.0%	17.8%	12.6%	6.6%	11.2%	12.2%	5.0%	4.9%	2.0%	-2.9%	-2.2%

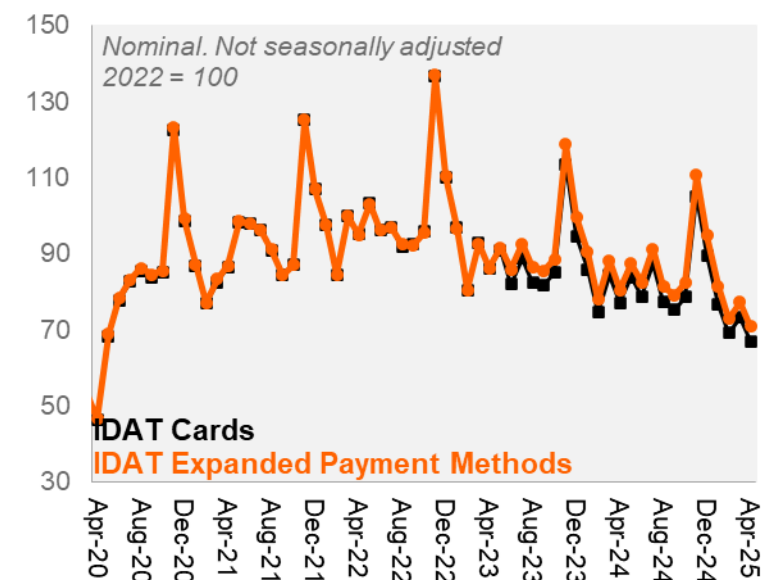
IDAT-Malls**



IDAT-Petshop



IDAT-Department Store



Source: Itaú

*YoY. Nominal not seasonally adjusted

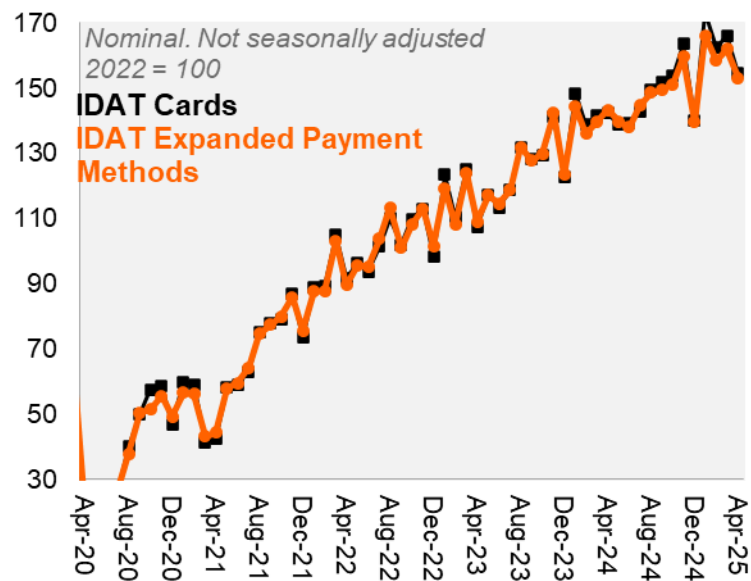
** Purchases made in the vicinity of malls on clothing, food and cinema

Positive highlight for jewelry in April

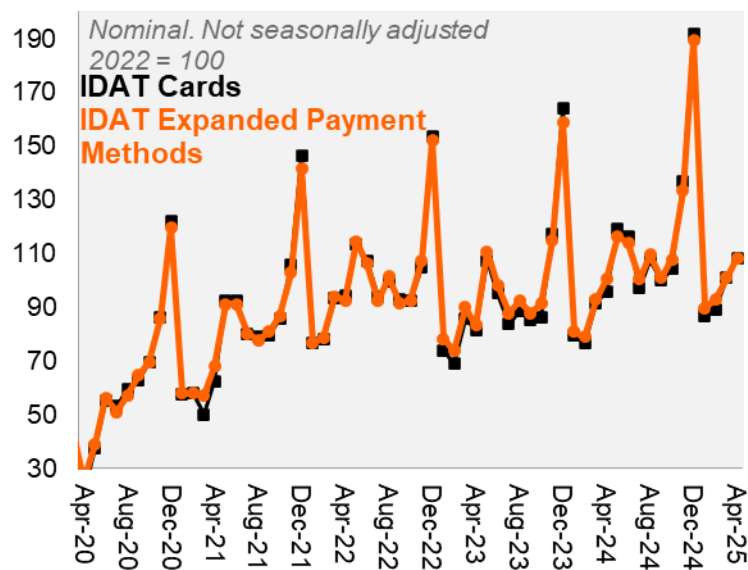
Heatmap IDAT*

IDAT-Selected Sectors	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Gym	32.7%	18.4%	22.7%	20.5%	13.6%	18.1%	18.6%	15.9%	14.2%	16.7%	17.0%	17.3%	8.5%
Cosmetics	16.8%	15.1%	17.2%	15.6%	15.5%	13.4%	17.1%	17.9%	11.6%	10.1%	12.4%	3.2%	1.7%
Jewelry	17.4%	11.3%	22.0%	15.8%	21.7%	17.4%	20.9%	16.7%	16.8%	8.8%	16.4%	10.3%	12.9%

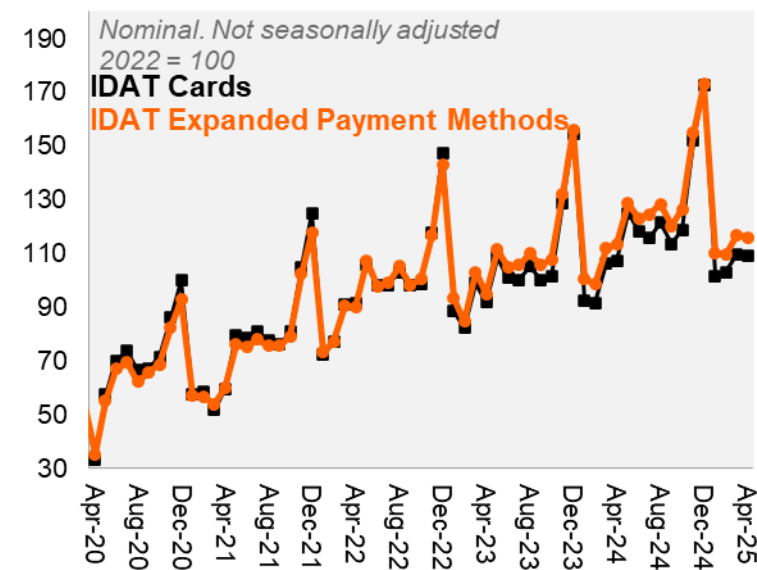
IDAT-Gym



IDAT-Jewelry



IDAT-COSMETICS



The background features a stylized representation of the Itaú logo, consisting of five rounded rectangular shapes in orange and yellow. The central shape is the largest and is orange, while the four surrounding shapes are smaller and yellow.

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*

	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	Apr-25
IDAT-Services															
Acre	4.6%	4.3%	0.7%	-3.3%	3.8%	3.9%	-0.1%	1.0%	-2.0%	3.5%	-1.5%	4.0%	0.4%	1.6%	-1.8%
Alagoas	1.8%	-0.8%	-5.0%	5.1%	-0.3%	-0.6%	0.7%	0.1%	-0.4%	3.4%	2.1%	-2.3%	-1.1%	5.9%	0.8%
Amazonas	5.6%	-1.6%	2.0%	-0.1%	2.3%	0.1%	0.7%	4.1%	-4.2%	6.4%	1.7%	0.3%	0.0%	2.1%	-0.5%
Amapá	1.9%	-1.7%	6.0%	0.5%	1.0%	-2.7%	9.6%	-0.9%	0.0%	4.3%	-0.2%	0.3%	0.0%	4.0%	-5.7%
Bahia	-5.0%	3.6%	-4.4%	3.9%	-1.0%	1.2%	1.1%	-1.6%	1.3%	5.3%	-2.8%	-1.3%	4.0%	-1.0%	0.1%
Ceará	-2.5%	3.9%	-3.2%	2.1%	-2.9%	1.1%	1.7%	2.2%	-2.4%	3.9%	-3.9%	-0.4%	0.7%	1.3%	4.1%
Distrito Federal	1.8%	2.4%	-2.9%	0.7%	4.0%	-4.8%	4.7%	-0.2%	-0.3%	7.6%	-7.1%	0.4%	3.7%	-0.9%	1.8%
Espírito Santo	2.4%	3.7%	-0.8%	3.4%	-1.7%	0.3%	2.8%	-2.5%	1.8%	5.1%	-3.1%	2.7%	-0.7%	-1.8%	5.6%
Goiás	-0.9%	3.7%	-3.9%	7.1%	-2.8%	1.7%	1.3%	-1.2%	0.8%	5.8%	-2.4%	-1.8%	0.9%	1.5%	1.6%
Maranhão	-1.3%	2.2%	-5.3%	3.5%	5.0%	0.9%	-2.2%	3.3%	2.3%	1.3%	3.3%	-4.1%	3.2%	2.9%	-0.1%
Minas Gerais	-0.6%	3.8%	-2.5%	7.8%	-1.8%	-1.6%	3.2%	-0.2%	1.7%	3.4%	-2.5%	6.7%	-1.8%	0.2%	3.4%
Mato Grosso do Sul	-21.1%	-6.2%	51.4%	-12.3%	6.3%	6.3%	5.9%	3.0%	3.8%	3.9%	-1.8%	5.5%	23.8%	16.1%	-25.5%
Mato Grosso	1.2%	2.4%	-1.0%	2.7%	2.9%	-0.7%	-1.2%	0.0%	0.8%	4.7%	-0.5%	-1.6%	0.8%	-0.2%	3.3%
Pará	1.9%	0.6%	-0.9%	4.8%	-0.4%	-1.4%	3.4%	-0.7%	1.0%	3.6%	-3.3%	2.7%	-1.3%	0.7%	1.3%
Paraíba	-9.1%	-20.3%	17.1%	11.0%	10.3%	9.1%	6.0%	5.6%	6.2%	6.2%	-7.9%	12.2%	5.7%	18.7%	-4.5%
Pernambuco	-1.7%	-2.1%	-2.8%	5.8%	0.8%	0.8%	3.4%	-0.1%	0.3%	2.8%	-3.9%	4.4%	4.2%	6.4%	-0.4%
Piauí	-2.6%	4.2%	0.0%	3.1%	-0.5%	1.5%	2.7%	0.2%	2.4%	2.7%	-0.1%	-4.7%	6.3%	-0.1%	-0.5%
Paraná	0.6%	3.3%	-5.4%	3.8%	0.3%	-0.7%	0.4%	1.6%	1.7%	3.2%	-0.8%	-2.2%	-1.0%	1.1%	0.5%
Rio de Janeiro	2.5%	3.9%	0.5%	1.0%	1.8%	-3.7%	2.3%	1.5%	-1.5%	16.3%	5.1%	-9.4%	0.8%	-1.1%	-1.3%
Rio Grande do Norte	-3.3%	1.2%	-1.4%	2.8%	-1.1%	-3.7%	5.1%	5.2%	-0.8%	-1.0%	-5.3%	2.2%	0.8%	2.7%	2.6%
Rondônia	-1.9%	2.1%	2.0%	0.6%	0.7%	0.9%	-1.3%	3.0%	0.7%	-1.8%	3.0%	-3.2%	3.4%	-0.2%	-1.3%
Roraima	6.3%	-7.5%	5.0%	-0.7%	-1.1%	4.7%	2.0%	4.7%	-3.9%	5.0%	-2.1%	-5.2%	-1.1%	9.2%	-7.3%
Rio Grande do Sul	2.2%	0.9%	-5.2%	-6.5%	7.5%	-0.6%	3.5%	0.9%	2.6%	2.6%	-3.1%	0.7%	-3.6%	4.1%	0.1%
Santa Catarina	4.3%	1.3%	-2.6%	3.4%	2.6%	-2.6%	0.5%	-0.6%	2.5%	1.1%	-0.1%	9.1%	-9.6%	3.0%	-0.6%
Sergipe	0.9%	0.8%	-1.2%	1.2%	4.5%	-4.7%	3.7%	-2.4%	-0.6%	2.3%	-3.3%	1.0%	0.4%	-1.3%	-1.0%
São Paulo	-3.3%	-0.3%	-1.4%	3.1%	4.0%	-0.9%	2.7%	-2.8%	-3.7%	6.0%	-4.1%	1.0%	-0.9%	-0.3%	0.9%
Tocantis	2.2%	-0.4%	-5.2%	5.0%	2.0%	0.6%	7.6%	-3.1%	3.2%	4.4%	-3.8%	2.4%	-1.3%	3.3%	3.6%

Source: Itaú

*Monthly variation seasonally adjusted

IDAT-State Goods: April

Heat Map IDAT-State*

	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	Apr-25
IDAT-Goods															
Acre	0.5%	2.7%	-4.0%	0.6%	2.7%	2.3%	1.7%	-0.8%	-0.5%	1.1%	0.2%	0.2%	2.1%	1.9%	3.4%
Alagoas	-2.2%	1.3%	-2.8%	2.6%	-0.5%	1.6%	-0.1%	0.4%	-1.2%	1.0%	1.3%	-1.0%	1.4%	3.8%	0.8%
Amazonas	-1.2%	2.6%	-1.2%	2.5%	1.1%	1.3%	0.6%	1.9%	-2.5%	3.4%	-0.9%	0.3%	3.3%	0.5%	-0.2%
Amapá	-1.1%	2.5%	-4.0%	8.5%	3.1%	-2.0%	1.9%	1.6%	1.1%	1.1%	1.1%	0.1%	3.9%	1.9%	5.0%
Bahia	-1.6%	6.0%	-4.4%	1.2%	-3.3%	1.6%	0.7%	1.0%	-2.6%	-1.0%	-0.8%	0.0%	0.4%	2.6%	-0.3%
Ceará	-0.1%	-0.3%	-3.5%	2.4%	-1.3%	2.2%	0.8%	0.5%	-2.2%	0.8%	-2.1%	0.2%	1.9%	5.5%	-0.3%
Distrito Federal	1.6%	3.8%	-4.9%	0.3%	-0.7%	-1.8%	3.3%	0.6%	-3.1%	0.4%	-0.4%	0.7%	2.0%	0.9%	-0.2%
Espírito Santo	-2.0%	2.4%	-4.6%	5.6%	-1.4%	0.4%	0.0%	1.6%	-2.2%	2.3%	-1.6%	0.8%	0.4%	3.9%	0.9%
Goiás	-0.7%	1.5%	-1.5%	2.0%	-0.3%	-0.2%	0.9%	0.8%	-1.4%	0.9%	0.5%	-0.5%	1.6%	3.9%	-2.4%
Maranhão	-0.5%	1.8%	-2.1%	2.5%	2.0%	1.2%	0.8%	-0.7%	-1.5%	1.5%	0.5%	0.8%	0.2%	5.0%	-1.0%
Minas Gerais	-1.0%	2.5%	-2.6%	2.6%	-0.3%	1.4%	1.2%	0.3%	-1.3%	0.3%	1.0%	-0.1%	-0.3%	2.0%	0.7%
Mato Grosso do Sul	-0.3%	1.7%	-3.6%	1.9%	-0.7%	0.5%	0.4%	-1.0%	0.5%	1.3%	0.8%	1.3%	0.2%	0.3%	0.5%
Mato Grosso	0.2%	2.0%	-1.7%	1.5%	-0.3%	0.2%	-0.5%	-0.2%	-0.1%	1.6%	0.7%	-2.6%	2.3%	2.3%	0.2%
Pará	-0.6%	2.2%	-2.3%	3.2%	0.3%	1.2%	0.2%	1.6%	-1.1%	1.3%	-0.7%	-0.2%	2.8%	3.6%	-1.5%
Paraíba	-1.9%	0.7%	-3.4%	3.0%	0.3%	0.5%	0.7%	-0.5%	-1.9%	-0.2%	0.5%	-0.9%	2.3%	5.6%	-0.2%
Pernambuco	-2.1%	3.5%	-3.6%	3.1%	-1.3%	-0.6%	1.1%	0.2%	-1.8%	0.2%	-0.3%	-1.2%	2.0%	1.8%	0.5%
Piauí	-3.9%	3.6%	-3.0%	1.5%	0.2%	2.0%	-3.7%	1.3%	-1.4%	0.5%	1.1%	-1.1%	1.8%	6.3%	-1.0%
Paraná	-0.6%	2.5%	-4.7%	3.8%	-1.6%	-0.4%	1.6%	1.0%	-1.7%	0.7%	-0.8%	-0.1%	0.4%	1.7%	-0.5%
Rio de Janeiro	-0.6%	2.7%	-3.4%	3.5%	-1.4%	-0.4%	0.4%	0.5%	-0.6%	-0.5%	2.1%	-2.0%	1.8%	0.5%	1.2%
Rio Grande do Norte	-0.6%	2.0%	-3.7%	1.7%	-1.1%	2.8%	-0.6%	1.8%	-2.7%	0.5%	0.6%	-1.3%	2.1%	3.5%	0.9%
Rondônia	-2.2%	2.7%	-2.4%	2.2%	0.9%	0.4%	-0.1%	-1.1%	-0.6%	4.0%	0.4%	-1.6%	0.8%	3.0%	-0.3%
Roraima	2.3%	3.4%	-2.9%	3.6%	2.5%	-2.2%	-1.3%	1.0%	-0.8%	3.8%	-0.3%	-2.6%	1.8%	3.6%	2.6%
Rio Grande do Sul	0.7%	2.7%	-5.5%	3.0%	0.1%	-0.6%	1.4%	0.3%	0.0%	0.4%	-0.4%	0.3%	-0.5%	1.5%	0.9%
Santa Catarina	0.9%	1.5%	-4.4%	5.3%	-1.3%	-0.4%	-0.1%	0.7%	-1.0%	1.5%	-0.3%	-1.1%	0.6%	4.0%	-1.3%
Sergipe	-0.2%	2.1%	-3.7%	3.8%	-3.2%	3.2%	-1.4%	3.2%	-3.4%	3.0%	1.0%	-1.3%	1.4%	5.0%	-0.1%
São Paulo	0.0%	3.8%	-3.1%	1.5%	-1.0%	0.7%	0.4%	1.1%	-1.5%	1.2%	0.5%	-0.5%	0.7%	1.3%	0.0%
Tocantis	-1.0%	1.5%	-2.0%	2.7%	-0.5%	2.0%	2.6%	-0.8%	-2.6%	-0.4%	3.0%	0.2%	2.5%	3.0%	0.6%

Source: Itaú

*Monthly variation seasonally adjusted

Appendix

Of the 15 breakdowns of the IDAT-online activity, 13 experienced a growth in April

Heat map IDAT*

Breakdown	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Food services	-11.2%	-7.5%	-4.3%	-8.0%	-3.3%	-8.5%	-3.8%	-0.6%	3.9%	23.5%	22.0%	16.5%	20.6%
Lodging	25.7%	10.2%	16.3%	9.9%	5.5%	18.1%	8.0%	11.5%	3.1%	7.7%	34.9%	33.5%	14.6%
Recreation	25.5%	12.7%	20.3%	29.4%	10.6%	17.2%	15.5%	31.0%	23.9%	12.5%	18.0%	14.9%	9.9%
Beauty services	27.8%	22.5%	28.1%	34.2%	38.8%	31.7%	44.9%	39.8%	62.4%	58.4%	53.3%	32.7%	26.8%
Fuel, Lubricants	1.2%	-19.6%	-16.9%	-18.0%	-18.4%	-19.9%	5.3%	31.6%	36.1%	38.5%	33.9%	-6.6%	-13.6%
Office, IT and Communication goods	79.0%	56.7%	76.1%	68.3%	57.3%	51.1%	50.3%	33.1%	10.7%	10.0%	25.9%	7.2%	18.8%
Pharmaceutical, medical	34.2%	22.2%	26.3%	39.3%	54.1%	70.0%	60.6%	38.0%	28.9%	22.9%	26.6%	21.9%	21.0%
Hyper, Supermarkets	14.8%	16.7%	23.9%	24.7%	23.7%	33.1%	27.7%	20.9%	24.4%	4.1%	15.2%	6.3%	13.1%
Books, periodicals, magazines	-17.2%	-18.8%	-22.3%	-22.3%	-12.8%	-18.4%	-11.4%	-3.9%	20.7%	10.3%	16.0%	6.1%	17.4%
Construction material	83.1%	51.7%	59.9%	69.2%	50.1%	54.6%	52.4%	37.4%	34.9%	30.4%	43.5%	24.5%	17.5%
Furniture and appliances	8.5%	2.3%	9.4%	9.5%	-2.4%	5.7%	4.3%	-0.6%	1.9%	-2.9%	11.2%	-0.3%	-4.9%
Other goods of personal use	18.7%	9.0%	24.9%	29.2%	24.6%	45.6%	42.2%	34.5%	70.8%	53.1%	61.2%	61.1%	68.3%
Other personal services	60.9%	46.7%	43.1%	42.5%	40.5%	39.6%	53.2%	41.0%	49.1%	48.3%	60.8%	46.7%	36.1%
Fabric, apparel, footwear	43.9%	25.4%	31.1%	37.2%	35.4%	42.6%	41.0%	38.2%	38.8%	30.2%	43.4%	27.4%	25.0%
Vehicles and parts	46.4%	28.6%	36.2%	41.2%	30.8%	42.4%	39.4%	31.0%	22.1%	17.5%	32.5%	17.7%	15.9%

Of the 15 breakdowns of the IDAT in-person activity, 9 experienced a decline in April

Heat map IDAT*

Breakdown	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Food services	1.7%	11.5%	10.9%	3.9%	13.1%	4.9%	8.0%	11.8%	3.6%	7.9%	6.1%	2.9%	2.0%
Lodging	-11.8%	3.1%	0.1%	0.0%	4.9%	-4.7%	-2.6%	-0.6%	-3.3%	-2.5%	-8.2%	4.5%	6.5%
Recreation	14.8%	6.9%	11.1%	3.9%	2.7%	4.9%	3.0%	4.1%	-0.4%	2.7%	0.0%	-4.2%	-12.0%
Beauty services	36.2%	19.7%	13.9%	19.6%	20.9%	15.3%	26.3%	24.9%	10.4%	11.6%	19.2%	5.5%	6.5%
Fuel, Lubricants	-3.2%	-3.5%	-3.0%	-1.4%	-1.5%	-3.8%	-1.8%	-2.7%	-4.6%	2.1%	2.9%	-2.8%	-1.5%
Office, IT and Communication goods	10.0%	5.2%	10.6%	7.3%	1.9%	4.8%	4.1%	-1.6%	0.2%	-4.1%	6.1%	-2.9%	-4.3%
Pharmaceutical, medical	1.4%	-3.1%	-1.9%	-1.7%	-0.1%	-1.1%	0.9%	1.6%	-1.3%	1.1%	1.3%	-5.3%	-6.1%
Hyper, Supermarkets	-4.0%	5.2%	-0.6%	-1.0%	3.7%	-2.4%	-0.3%	0.4%	-2.6%	2.1%	2.3%	-3.9%	9.1%
Books, periodicals, magazines	1.5%	-1.6%	2.0%	3.8%	5.3%	6.7%	9.8%	11.7%	-1.6%	0.1%	0.8%	-13.0%	-10.8%
Construction material	3.8%	-6.6%	-5.5%	-1.7%	-3.4%	-4.7%	-0.9%	-4.0%	-5.0%	-4.2%	3.8%	-7.4%	-14.4%
Furniture and appliances	-7.7%	-4.6%	-2.7%	-1.8%	-0.2%	-6.0%	-1.7%	-1.6%	-3.9%	-6.0%	-7.0%	-23.2%	-20.3%
Other goods of personal use	8.1%	10.1%	10.9%	9.6%	14.2%	6.8%	10.4%	11.1%	4.4%	4.3%	10.3%	14.8%	16.8%
Other personal services	18.4%	4.3%	3.9%	5.5%	3.2%	2.8%	3.7%	1.2%	4.0%	9.2%	3.9%	-9.6%	-10.3%
Fabric, apparel, footwear	-0.5%	-0.5%	-1.9%	3.4%	5.1%	-0.9%	3.5%	5.7%	-3.1%	-0.6%	11.3%	-1.1%	2.2%
Vehicles and parts	20.3%	7.6%	9.2%	16.9%	10.5%	10.4%	14.2%	8.9%	6.8%	5.9%	14.7%	-2.6%	-3.4%

Appendix

We are updating the IDAT-Activity data for April including three adjustments:

- Inclusion of transactions from the bank's modernized credit card databases, which were previously not captured by IDAT. Although this dataset currently represents a small share of total volume (around 1–2% at the margin), it is expected to grow in the future, which justifies its inclusion.
- Adjustment of transactions from a major retailer that changed its *MCC* (merchant category code), a code present in card transactions that we use to categorize operations by sector. The switch was from *MCC* 5311 (which falls under Furniture and Home Appliances) to *MCC* 5941 (which falls under Books, Newspapers, etc.), resulting in an artificial increase in the Books, Newspapers, etc. sector. We have reallocated these transactions back to *MCC* 5311.
- Adjustments in the Recreation sector classification.

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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