

# **August IDAT Report**

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# Contents

## **IDAT - Activity**

- **IDAT - Services**
- **IDAT - Goods**
- **IDAT - Regional**
- **IDAT - Selected Sectors**
- **IDAT - State**

The background features a large, central orange rounded rectangle. On either side of this central shape are two yellow curved vertical bars, one on the left and one on the right, creating a frame-like effect.

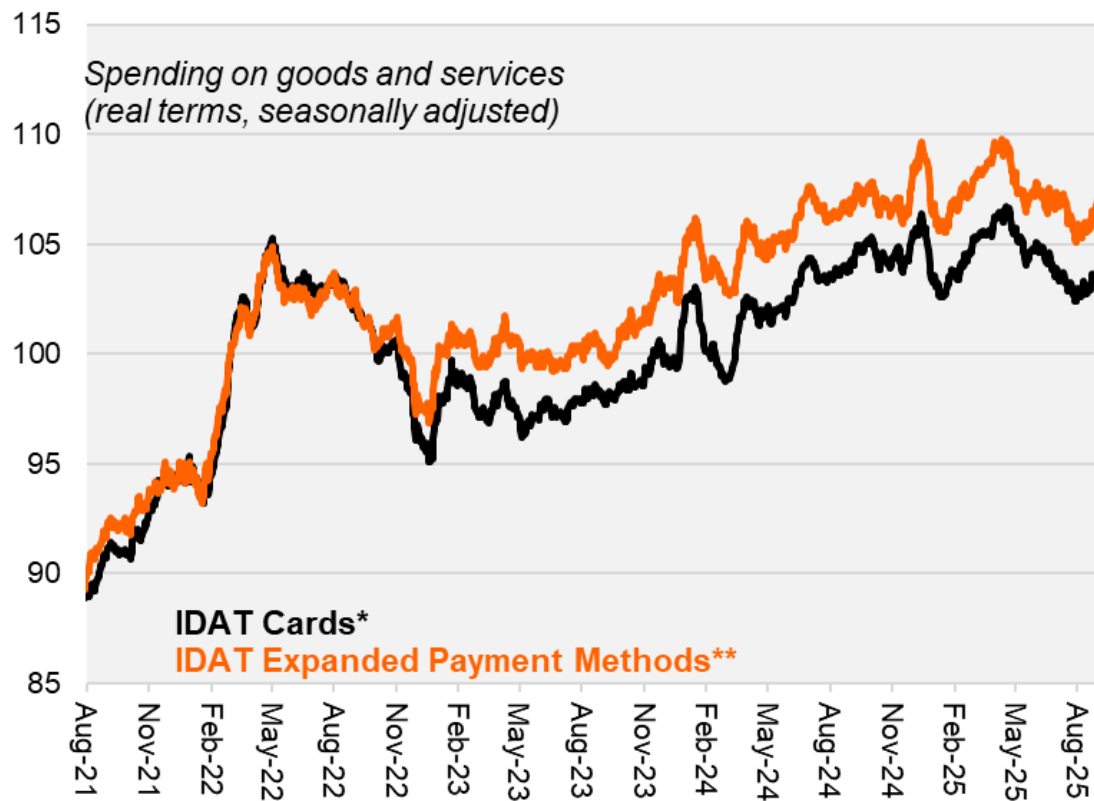
# IDAT-Activity\*



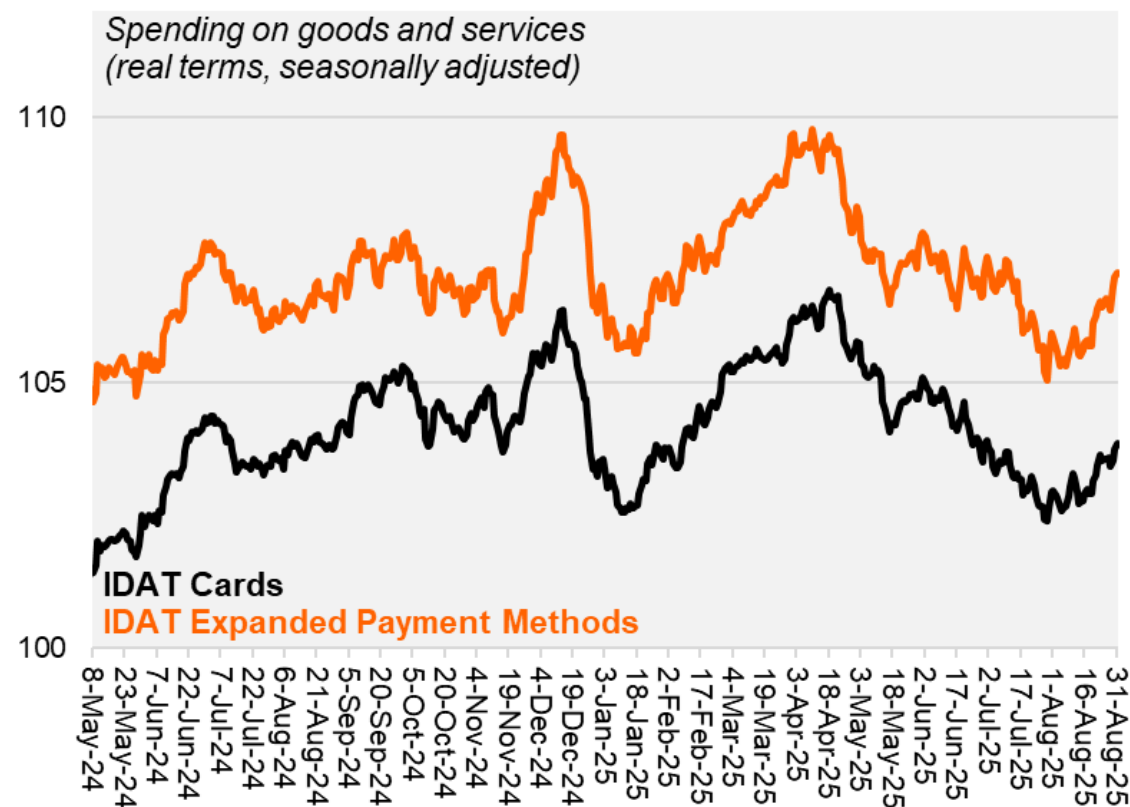
\*IDAT-Activity is the average between IDAT-Services and IDAT-Goods

# IDAT-Activity expanded by 1.2% in August (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

# Growth both in services and goods

| Heat map IDAT Expanded (mom/sa)       |        |        |        |        |        |        |        |
|---------------------------------------|--------|--------|--------|--------|--------|--------|--------|
| Breakdown                             | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| IDAT-Activity                         | 1.2%   | 1.1%   | -1.3%  | -0.2%  | -0.5%  | -1.4%  | 1.2%   |
| <b>IDAT-Services</b>                  | 2.2%   | -0.3%  | -0.5%  | -0.4%  | -1.1%  | -1.5%  | 2.0%   |
| Food services                         | 1.0%   | -0.9%  | 0.2%   | -0.4%  | -0.6%  | -0.4%  | 0.8%   |
| Lodging                               | 6.9%   | 1.8%   | -1.8%  | -0.8%  | -4.2%  | -4.3%  | 7.2%   |
| Recreation                            | 2.6%   | -1.4%  | -5.9%  | 5.4%   | -2.1%  | -0.1%  | 1.8%   |
| Beauty services                       | 1.1%   | 2.1%   | 0.8%   | -2.6%  | -0.3%  | -1.5%  | 1.0%   |
| Other personal services               | -2.5%  | 2.9%   | 2.3%   | -0.4%  | -0.7%  | 0.0%   | 0.9%   |
| <b>IDAT-Goods</b>                     | 0.1%   | 2.4%   | -2.0%  | 0.0%   | 0.0%   | -1.4%  | 0.5%   |
| <b>IDAT-Goods sensitive to income</b> | 1.1%   | 3.2%   | -0.2%  | 0.1%   | -0.6%  | -1.7%  | 0.5%   |
| Fuel, Lubricants                      | 0.9%   | 1.9%   | -0.8%  | -1.0%  | -0.4%  | -0.6%  | 0.7%   |
| Hyper, Supermarkets                   | 0.7%   | 1.5%   | 1.0%   | -1.3%  | 0.5%   | -0.6%  | 0.0%   |
| Pharmaceutical, medical               | 0.7%   | 1.8%   | -0.5%  | 2.3%   | -1.0%  | -1.8%  | 1.4%   |
| Fabric, apparel, footwear             | 2.1%   | 1.7%   | 0.9%   | -2.5%  | 0.7%   | -3.1%  | 0.6%   |
| Books, periodicals, magazines         | -2.4%  | 1.0%   | 0.0%   | 1.3%   | 0.3%   | -0.9%  | -1.9%  |
| Other goods of personal use           | 1.0%   | 7.2%   | 0.3%   | 0.8%   | -1.4%  | -2.0%  | -0.5%  |
| <b>IDAT-Goods sensitive to credit</b> | -1.3%  | 0.0%   | -1.4%  | -1.2%  | 0.0%   | -1.9%  | 1.2%   |
| Office, IT and Communication goods    | 0.7%   | 2.0%   | -0.2%  | 0.5%   | -0.1%  | -0.4%  | 0.4%   |
| Construction material                 | 0.6%   | -1.9%  | -0.8%  | -1.1%  | -2.1%  | -1.0%  | -0.5%  |
| Furniture and appliances              | 0.8%   | -5.5%  | -4.0%  | -1.3%  | 0.9%   | 0.7%   | -0.2%  |
| Vehicles and parts                    | -2.4%  | 1.6%   | -1.2%  | -1.3%  | 0.6%   | -2.7%  | 2.1%   |

Source: Itaú

# Considering data up to August, the IDAT-Activity grew by 1.9%YTD

| IDAT Heatmap (YoY, nsa)               |        |        |        |        |        |        |        |              |
|---------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Breakdown                             | fev/25 | mar/25 | abr/25 | mai/25 | jun/25 | jul/25 | ago/25 | YTD*         |
| <b>IDAT-Activity</b>                  | 3.3%   | 2.4%   | 2.5%   | 2.8%   | -1.1%  | -0.7%  | -1.1%  | <b>1.9%</b>  |
| <b>IDAT-Services</b>                  | 4.6%   | 6.6%   | 3.1%   | 4.5%   | -1.2%  | 0.1%   | 0.6%   | <b>3.3%</b>  |
| Food services                         | 3.1%   | 3.5%   | 2.0%   | 3.4%   | -1.8%  | 0.9%   | 0.9%   | <b>2.7%</b>  |
| Lodging                               | 4.5%   | 15.6%  | 6.9%   | 5.2%   | -1.0%  | -3.0%  | 2.2%   | <b>3.9%</b>  |
| Recreation                            | 6.9%   | 12.2%  | 1.1%   | 6.0%   | -2.6%  | -5.4%  | -3.8%  | <b>1.6%</b>  |
| Beauty services                       | 16.3%  | 6.9%   | 7.6%   | 10.7%  | 2.4%   | 4.9%   | -0.8%  | <b>7.8%</b>  |
| Other personal services               | 6.1%   | 1.8%   | -1.1%  | 6.3%   | 3.0%   | 4.7%   | -1.2%  | <b>3.3%</b>  |
| <b>IDAT-Goods</b>                     | 2.1%   | -1.7%  | 1.9%   | 1.2%   | -1.1%  | -1.5%  | -2.7%  | <b>0.4%</b>  |
| <b>IDAT-Goods sensitive to income</b> | 6.6%   | 5.3%   | 6.1%   | 9.5%   | 5.3%   | 4.2%   | 0.6%   | <b>5.7%</b>  |
| Fuel, lubricants                      | 2.6%   | 0.3%   | 0.8%   | 0.6%   | -1.1%  | 0.8%   | 0.3%   | <b>1.2%</b>  |
| Hypermarkets, Supermarkets            | -0.2%  | -2.9%  | 8.9%   | 1.5%   | 1.7%   | 2.4%   | 1.0%   | <b>2.1%</b>  |
| Pharmaceutical, medical               | 2.7%   | 0.3%   | -0.9%  | 6.0%   | 1.8%   | 0.9%   | -3.8%  | <b>1.7%</b>  |
| Fabric, apparel, footwear             | 10.8%  | 2.3%   | 4.9%   | 8.6%   | 3.0%   | -0.3%  | -2.2%  | <b>4.1%</b>  |
| Books, periodicals, magazines         | 0.7%   | -6.8%  | -4.5%  | 1.8%   | -2.7%  | -1.7%  | -5.0%  | <b>-1.4%</b> |
| Others goods of personal use          | 11.4%  | 16.4%  | 17.8%  | 20.8%  | 15.5%  | 12.9%  | 6.4%   | <b>14.2%</b> |
| <b>IDAT-Goods sensitive to credit</b> | 1.8%   | -4.7%  | -7.1%  | -4.4%  | -7.7%  | -8.6%  | -8.7%  | <b>-4.4%</b> |
| Office, IT and Communication goods    | 1.0%   | -2.9%  | -2.1%  | 2.4%   | -2.5%  | 1.0%   | 0.4%   | <b>-0.1%</b> |
| Construction material                 | 2.4%   | -3.4%  | -9.2%  | -4.5%  | -10.0% | -9.0%  | -12.3% | <b>-5.8%</b> |
| Furniture and appliances              | -1.7%  | -11.3% | -12.7% | -11.3% | -12.3% | -12.2% | -10.0% | <b>-9.2%</b> |
| Vehicles and parts                    | 2.4%   | -3.6%  | -5.4%  | -2.9%  | -6.0%  | -7.8%  | -7.3%  | <b>-3.0%</b> |

\*Considering data up to August 31

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

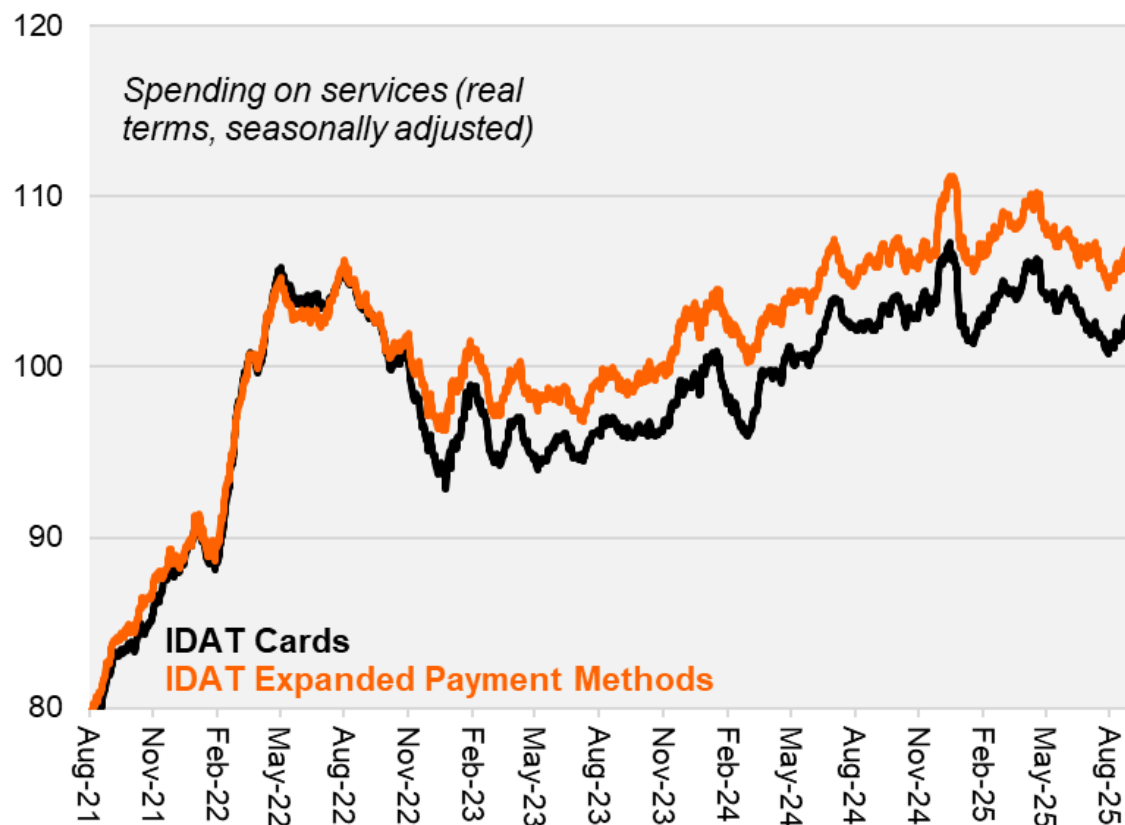
# IDAT-Services\*

\*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.

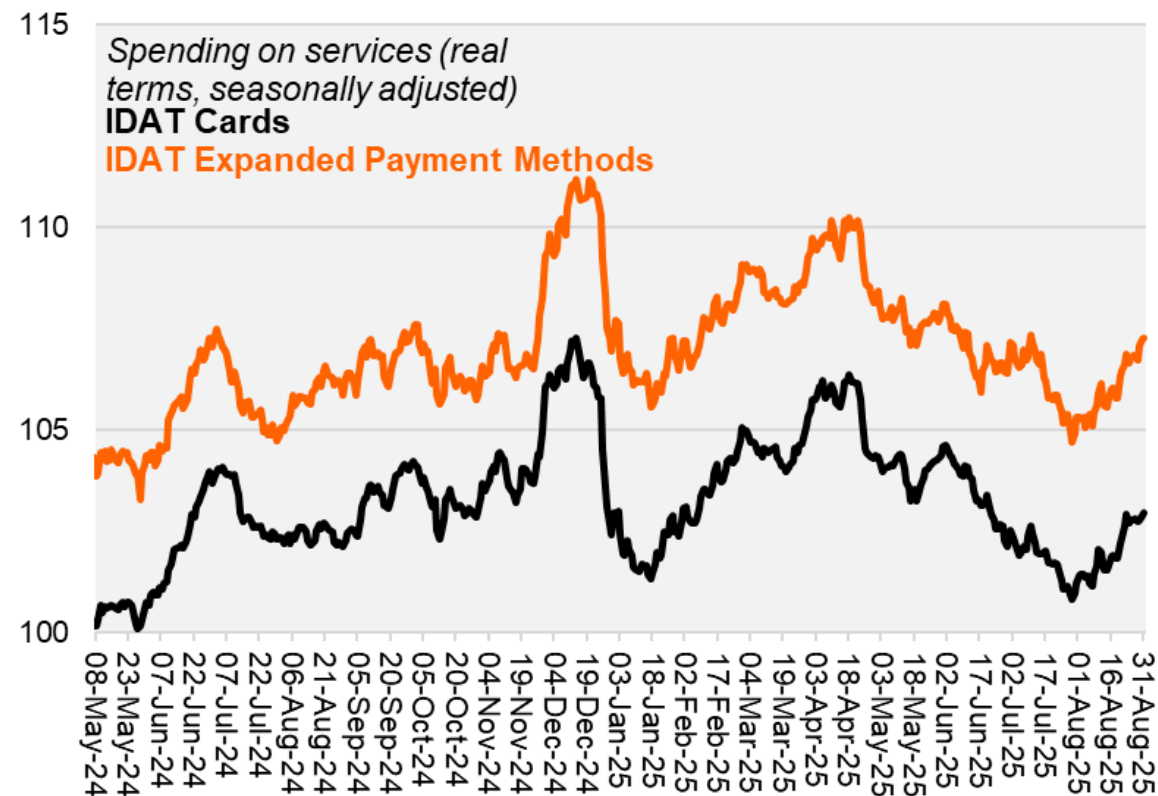


## IDAT-Services rose 2.0% MoM/sa

IDAT - Services (SA, 28d moving avg)



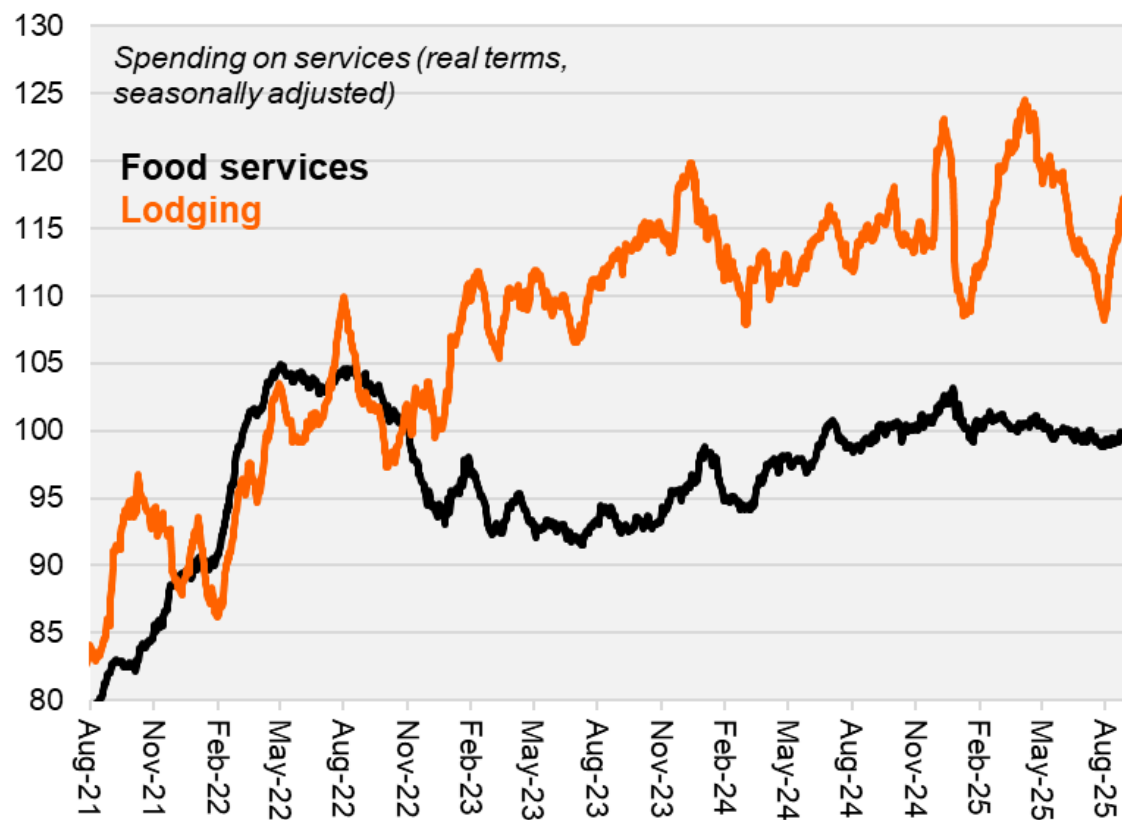
IDAT Services (zoom: SA, 28d moving avg)



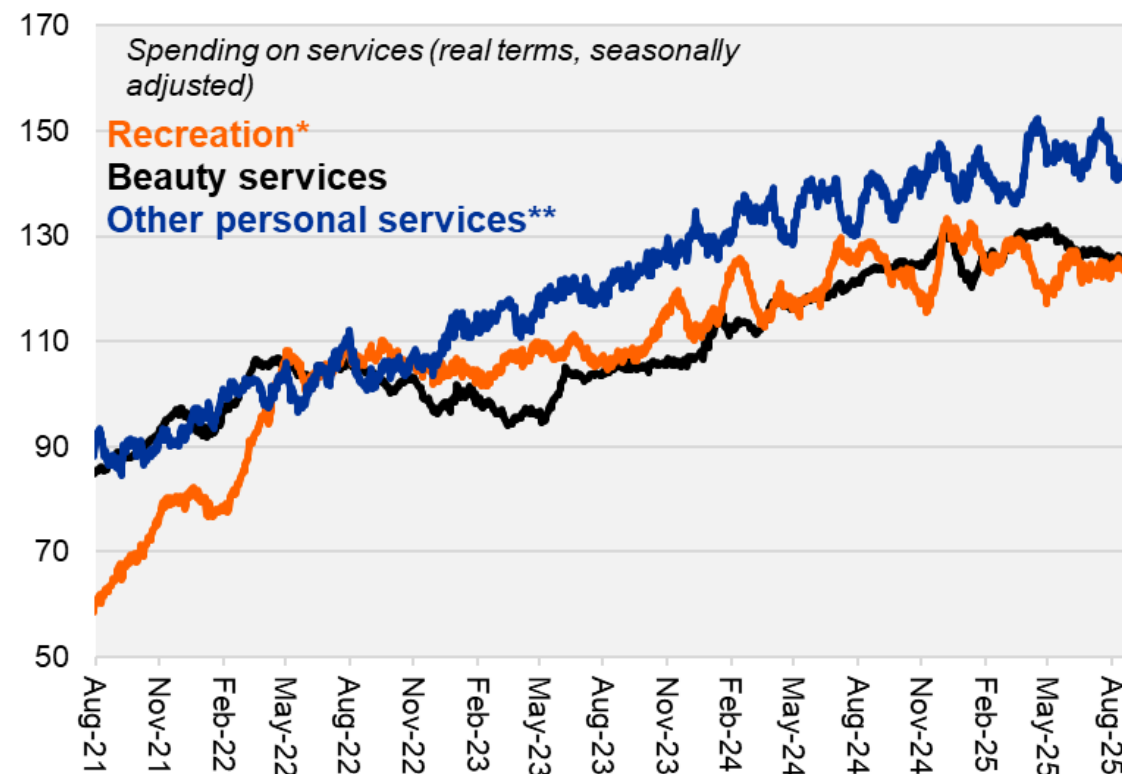


# All service sectors grew in August

IDAT Services: main components



IDAT Services: other services



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

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

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

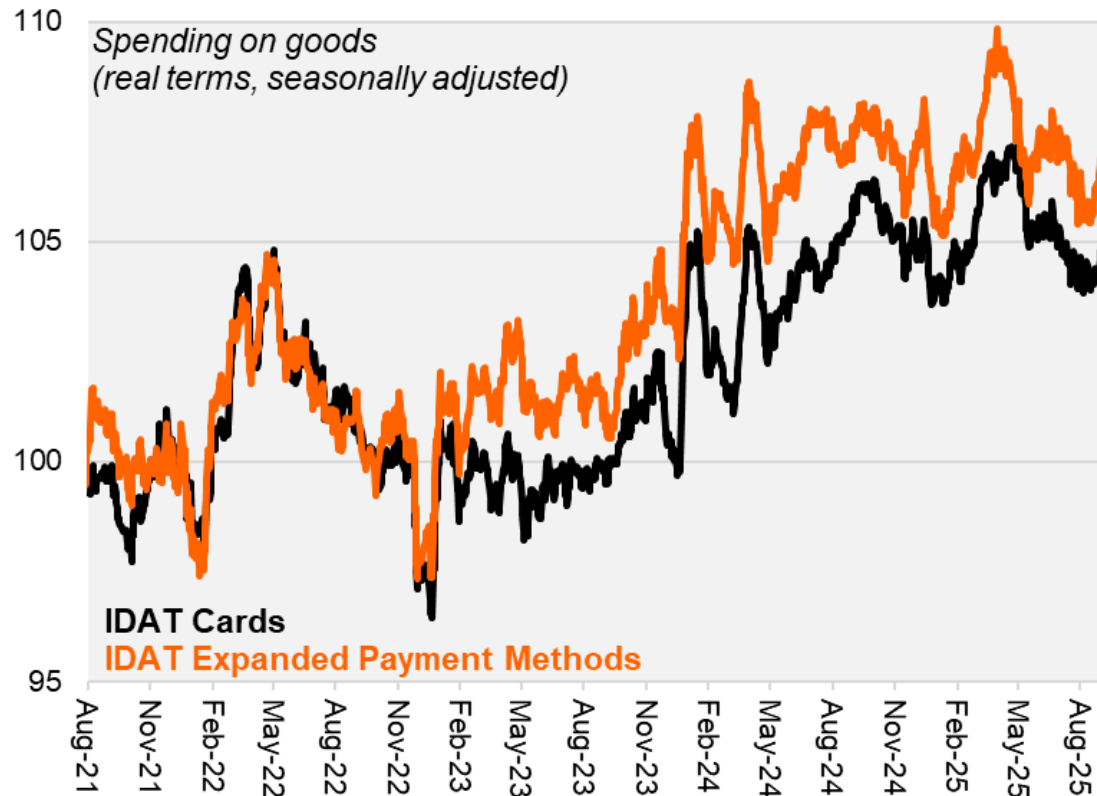
# IDAT-Goods\*

\*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.

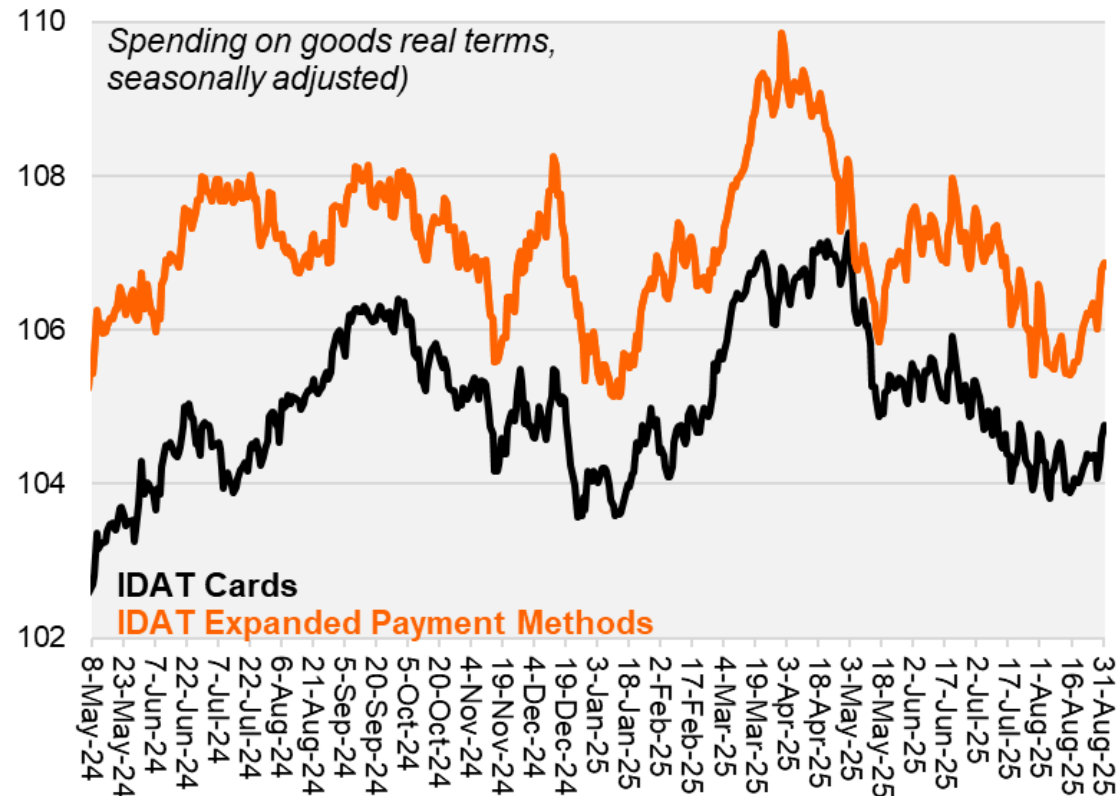


## IDAT-Goods increased 0.5% at the margin

IDAT - Goods (SA, 28d moving avg)

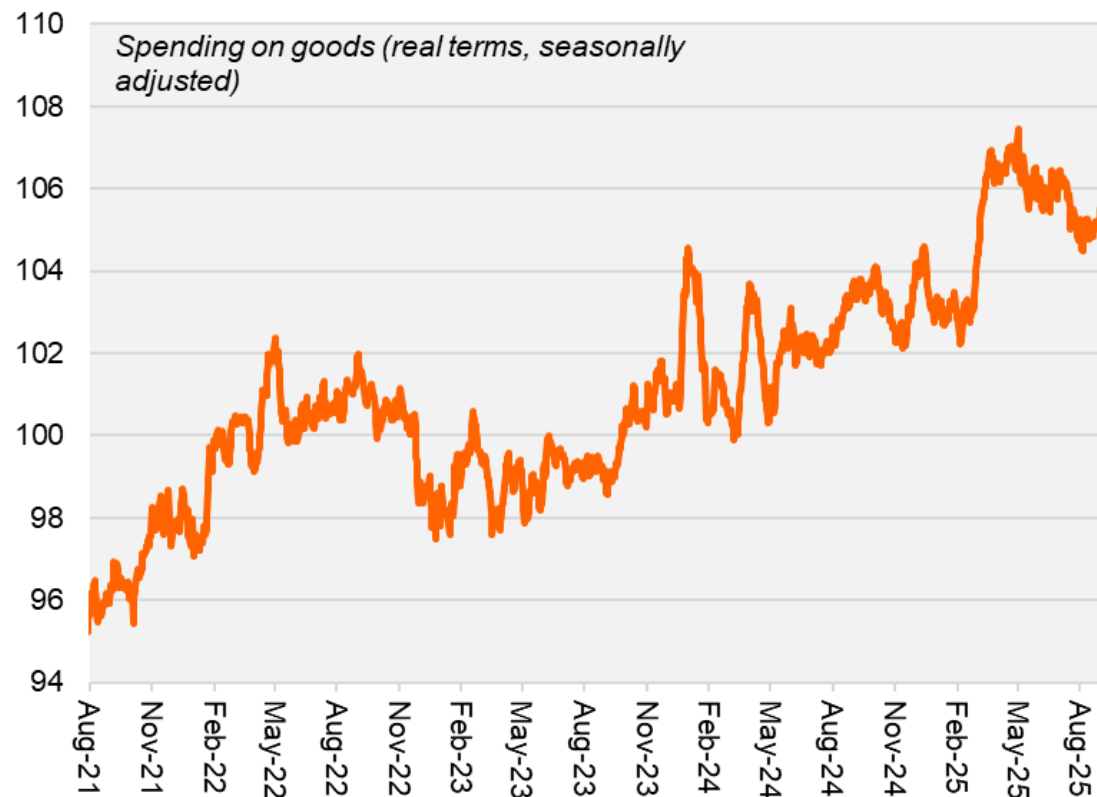


IDAT - Goods (zoom: SA, 28d moving avg)



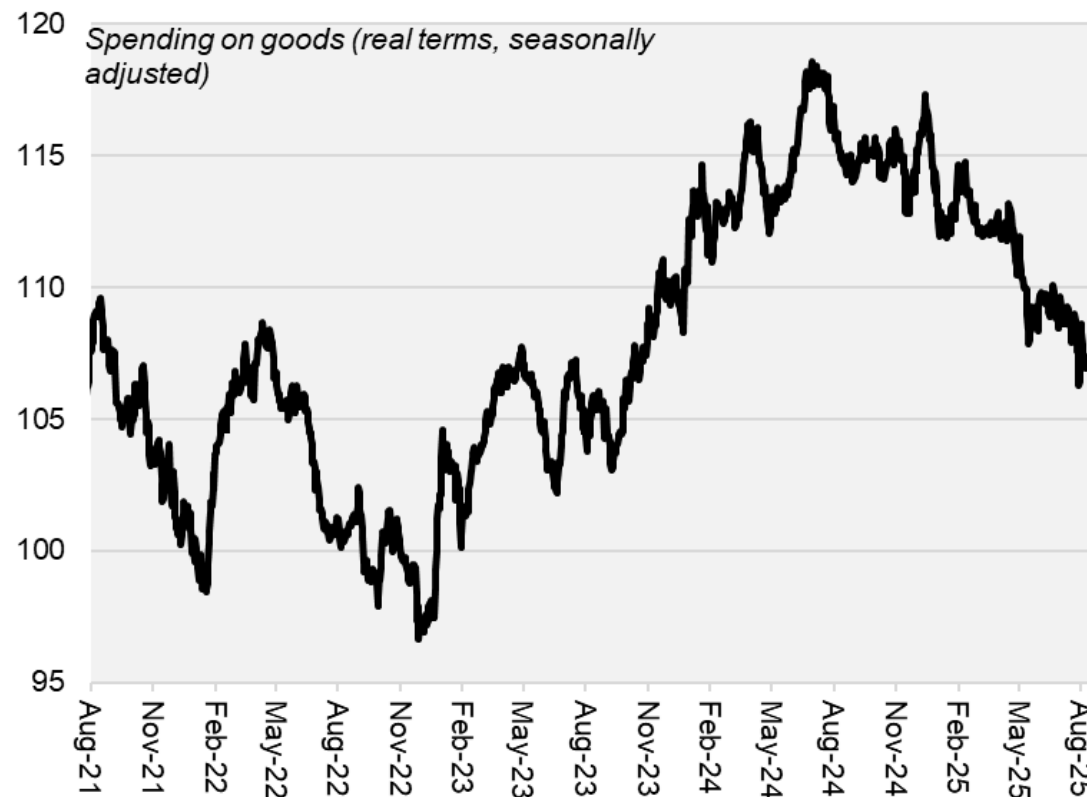
## Income-sensitive segments grew 0.5% at the margin, while credit-sensitive segments rose by 1.2%

IDAT-Goods: sensitive to income\*



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

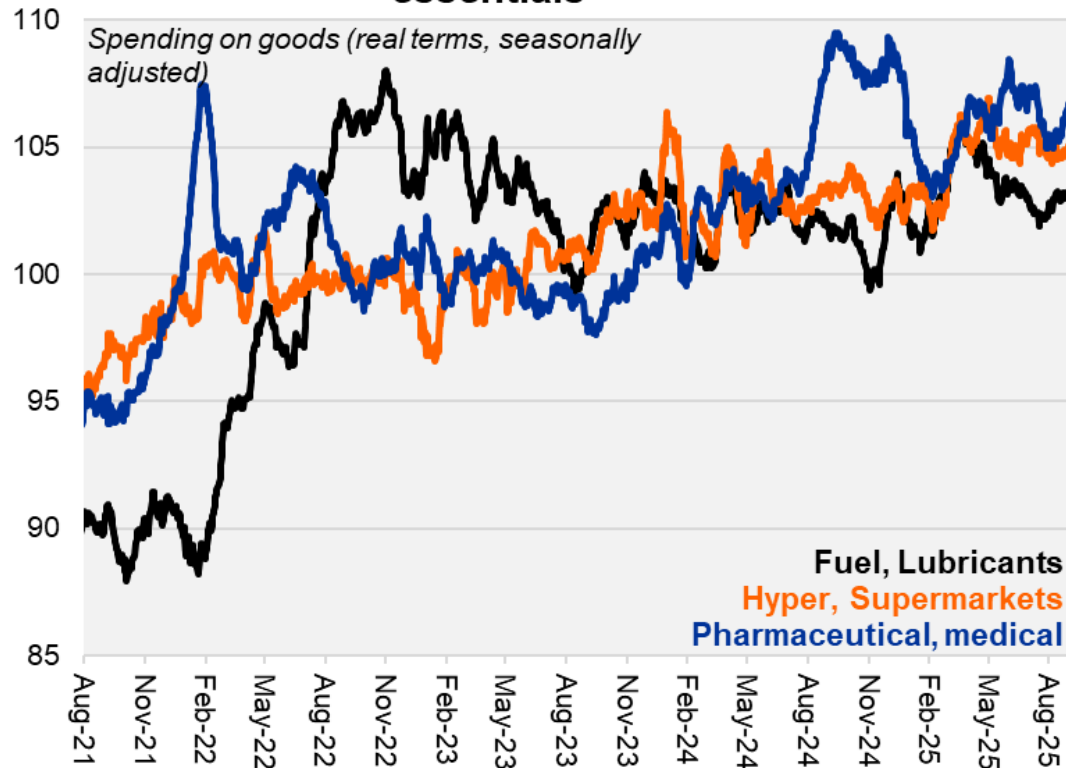
IDAT-Goods: sensitive to credit\*\*



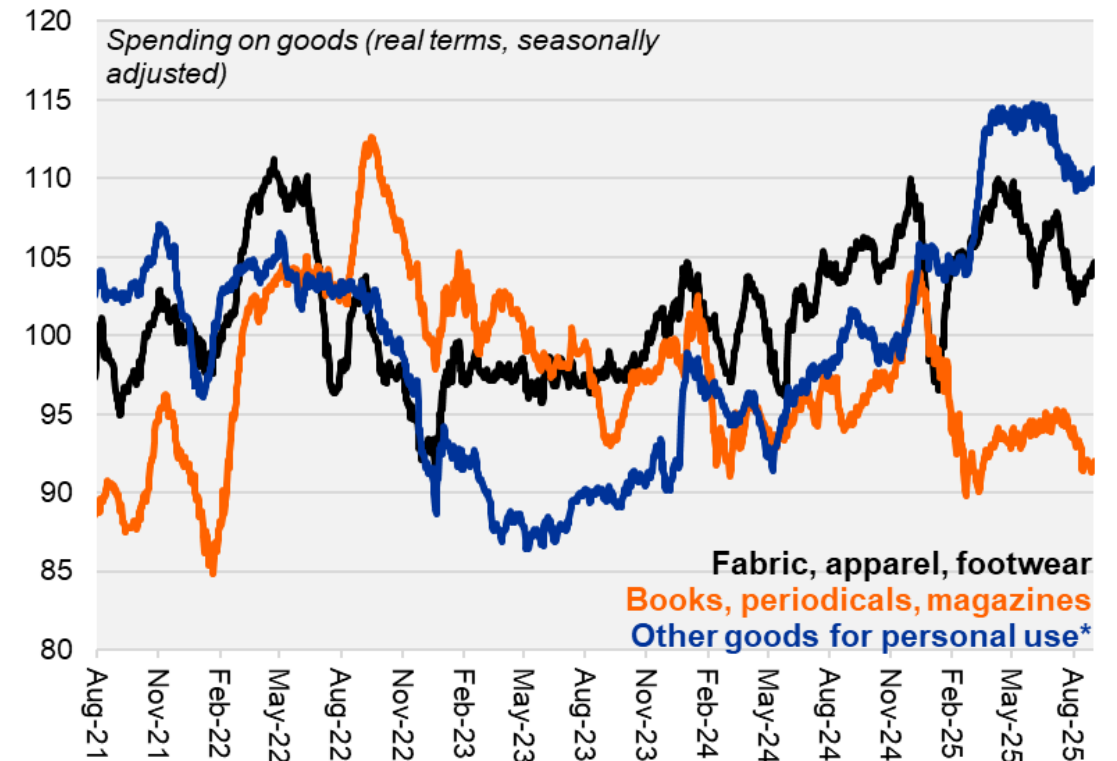
\*\*Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.

**Within the income-sensitive segment, growth was driven by “pharmaceuticals, medical”, “fuels and lubricants,” and “textiles, apparel, and footwear”**

IDAT- Goods (sensitive to income):  
essentials



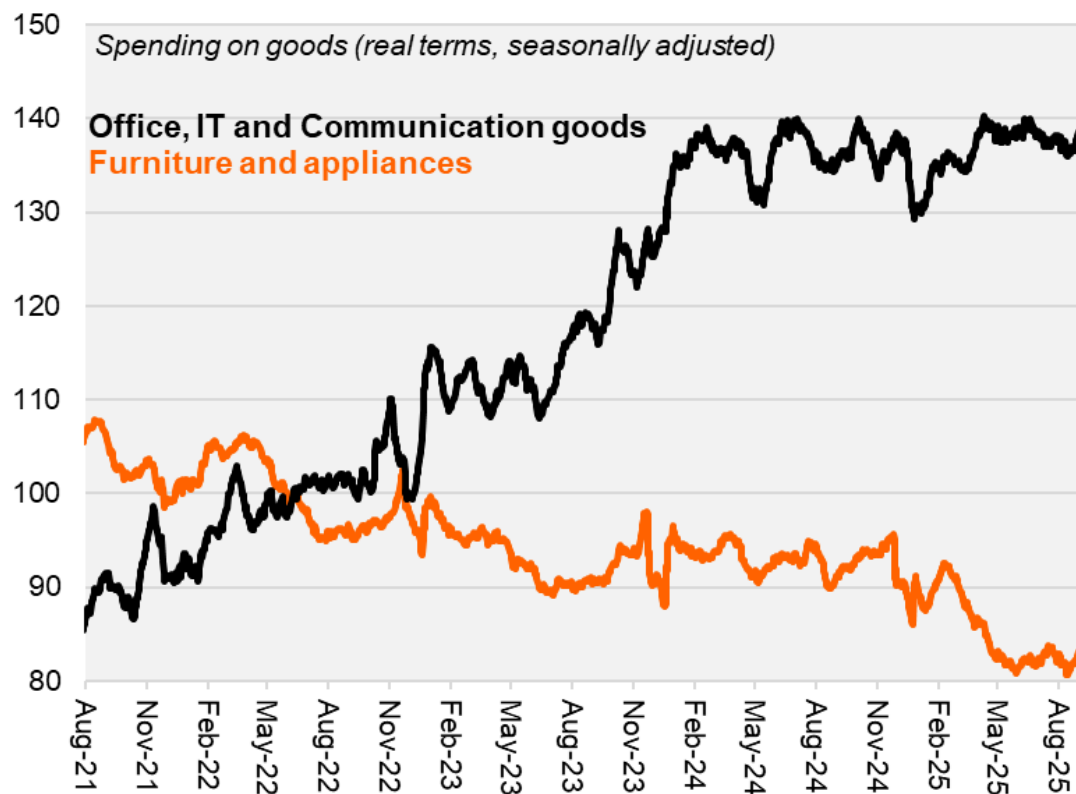
IDAT-Goods (sensitive to income):  
non-essentials



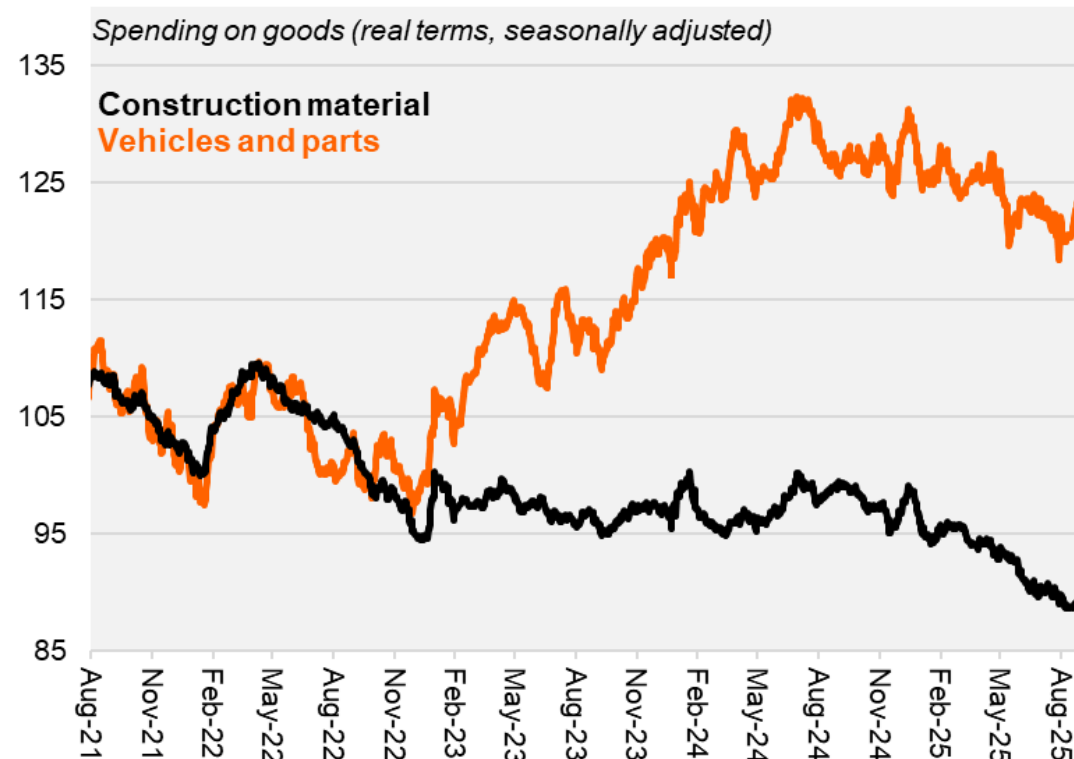
\*Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

**Within the sensitive to credit segment, growth at the margin was observed only in “vehicles and parts” and “office, IT and communication”**

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 grew in all regions

| Heat Map IDAT-Regional* |        |        |        |        |        |        |        |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|
|                         | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| <b>IDAT-Activity</b>    |        |        |        |        |        |        |        |
| Southeast               | 0.4%   | 0.8%   | -1.3%  | -0.2%  | -0.2%  | -2.0%  | 1.2%   |
| Northeast               | 0.2%   | 2.2%   | 0.9%   | -2.6%  | -1.4%  | -0.3%  | 0.1%   |
| South                   | 1.1%   | 3.0%   | -1.0%  | -0.3%  | -2.6%  | 0.3%   | 0.6%   |
| Midwest                 | 1.5%   | 2.1%   | -1.8%  | -1.2%  | 0.0%   | -1.4%  | 2.5%   |
| North                   | 2.1%   | 1.4%   | -0.3%  | -0.1%  | -0.9%  | -1.9%  | 1.6%   |
| <b>IDAT-Services</b>    |        |        |        |        |        |        |        |
| Southeast               | 1.4%   | 0.3%   | -1.8%  | 0.0%   | -1.2%  | -1.8%  | 2.4%   |
| Northeast               | -1.3%  | 2.2%   | 1.9%   | -3.1%  | -1.3%  | -1.0%  | 0.0%   |
| South                   | 2.4%   | 2.5%   | 0.3%   | 0.7%   | -3.3%  | 0.6%   | 0.9%   |
| Midwest                 | 2.8%   | 1.3%   | -2.1%  | -1.4%  | -0.1%  | -1.8%  | 3.6%   |
| North                   | 2.4%   | -0.4%  | 0.1%   | -0.4%  | -0.6%  | -3.7%  | 2.5%   |
| <b>IDAT-Goods</b>       |        |        |        |        |        |        |        |
| Southeast               | -0.5%  | 1.3%   | -0.7%  | -0.3%  | 0.7%   | -2.1%  | -0.1%  |
| Northeast               | 1.6%   | 2.3%   | 0.0%   | -2.2%  | -1.6%  | 0.3%   | 0.2%   |
| South                   | -0.2%  | 3.5%   | -2.3%  | -1.5%  | -1.8%  | 0.0%   | 0.4%   |
| Midwest                 | 0.1%   | 2.9%   | -1.5%  | -1.1%  | 0.2%   | -0.9%  | 1.5%   |
| North                   | 1.7%   | 3.3%   | -0.7%  | 0.2%   | -1.1%  | -0.1%  | 0.8%   |

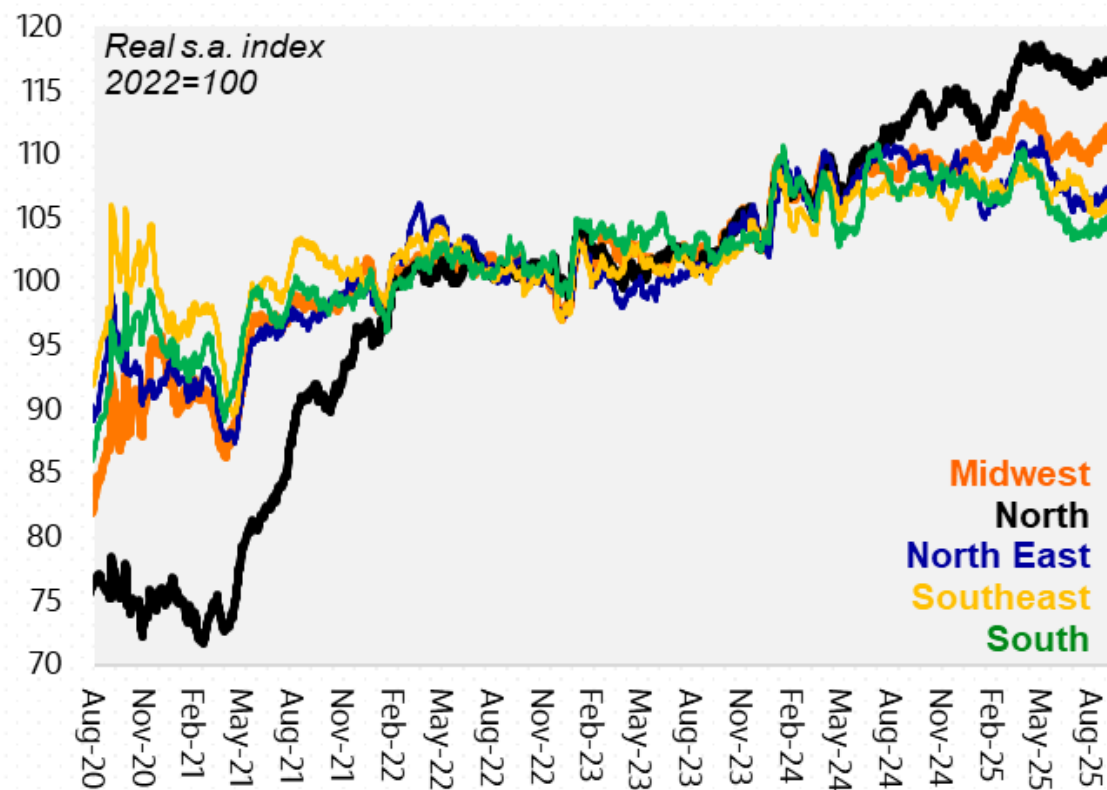
Source: Itaú

\*Monthly variation seasonally adjusted

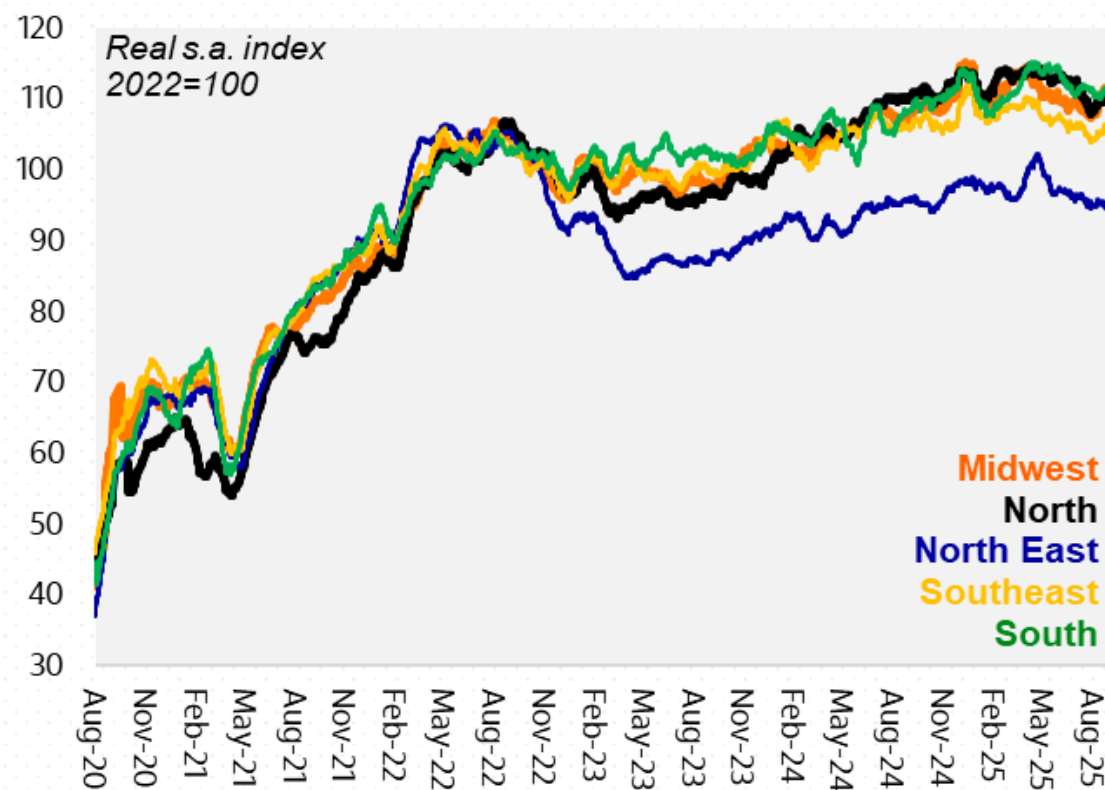


## Goods and services posted growth in nearly all regions, except for goods in the Southeast

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 feel.

# IDAT-Selected Sectors

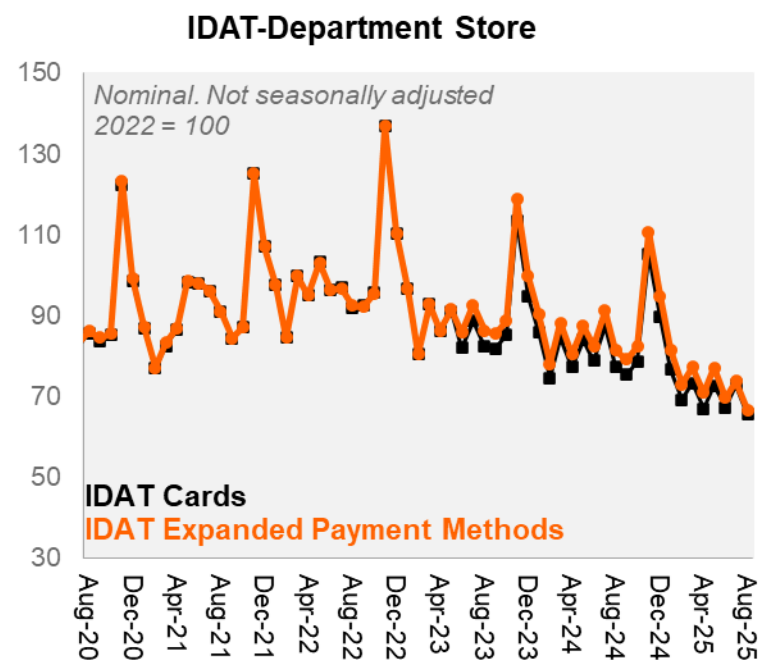
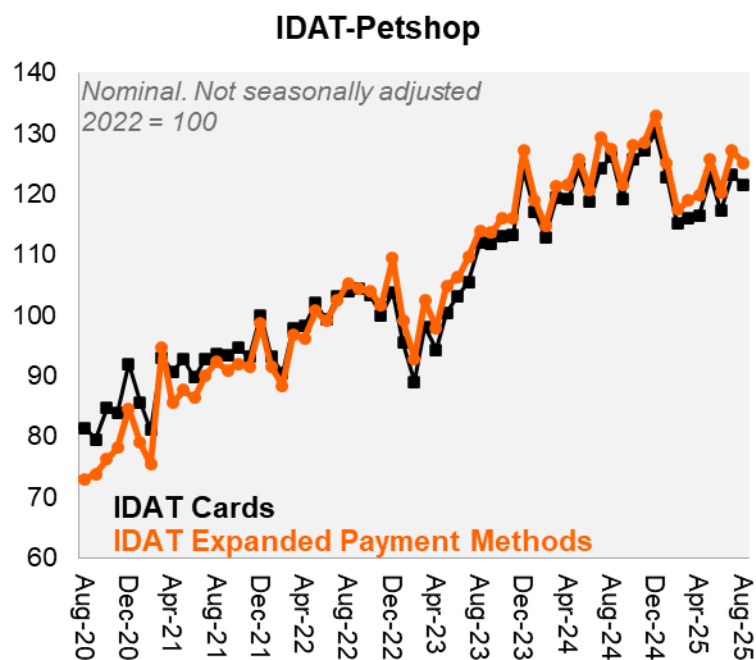
Include Malls, Department Stores, and Petshop.

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



# Negative highlight for petshop and department stores in August

| Heatmap IDAT*         |        |        |        |        |        |        |        |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|
| IDAT-Selected Sectors | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| Department Stores     | -7.3%  | -13.2% | -13.2% | -13.3% | -14.9% | -16.6% | -15.4% |
| Petshop               | 2.0%   | -2.9%  | -2.2%  | -1.0%  | -1.2%  | -0.9%  | -3.7%  |



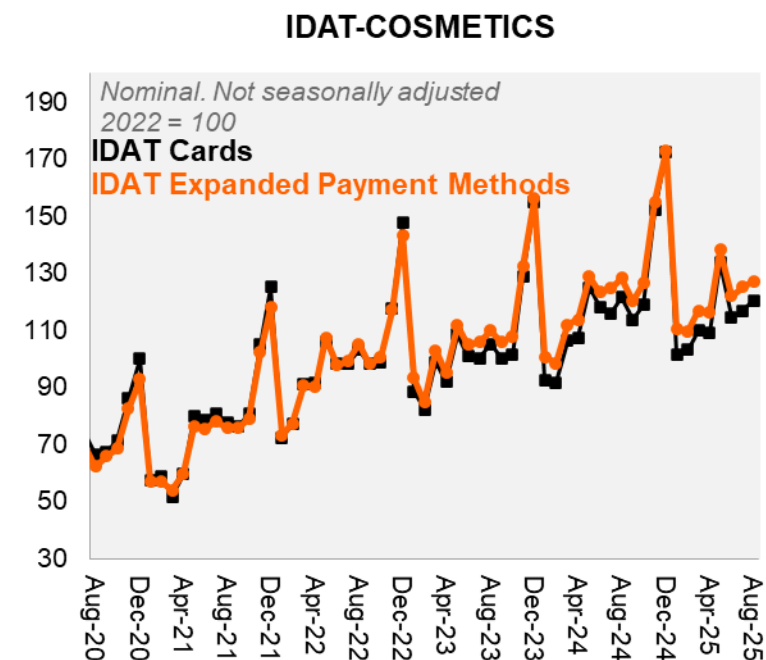
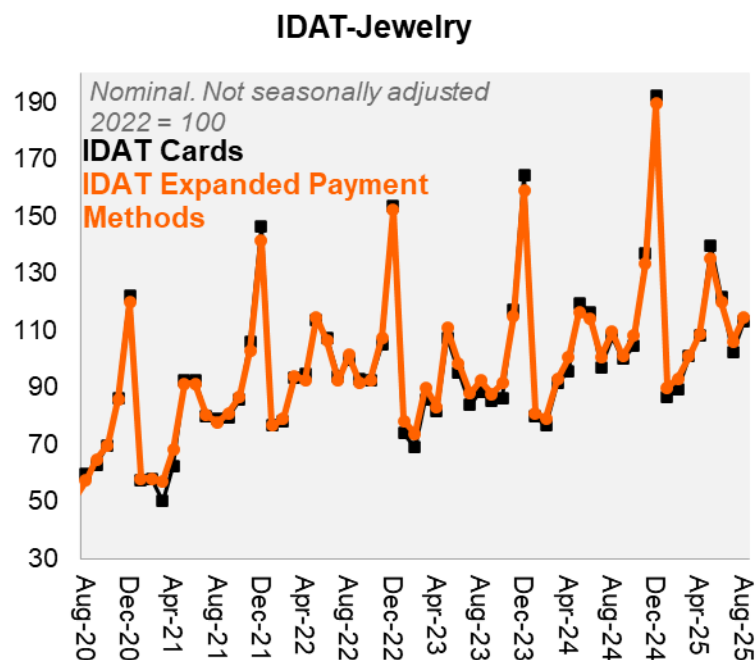
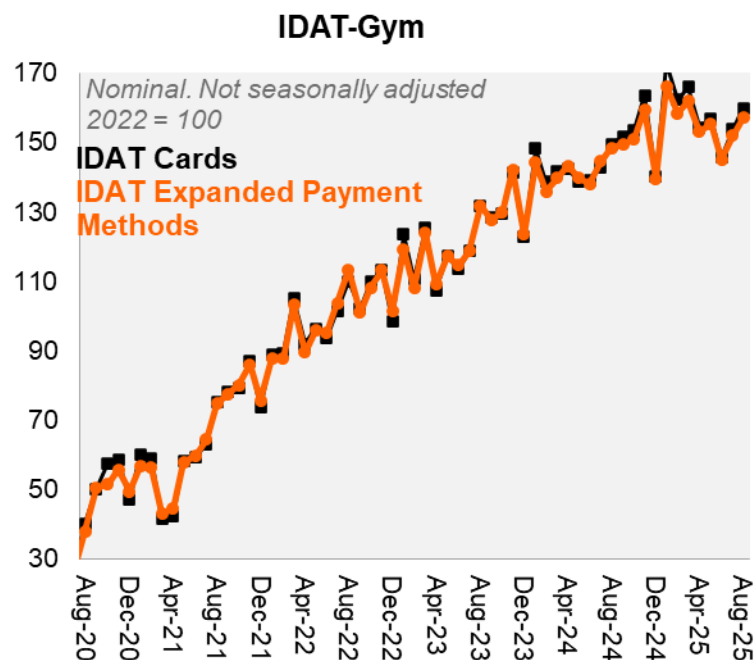
Source: Itaú

\*YoY. Nominal not seasonally adjusted

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

# Negative highlight for cosmetics in August

| Heatmap IDAT*         |        |        |        |        |        |        |        |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|
| IDAT-Selected Sectors | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| Gym                   | 17.0%  | 17.3%  | 8.5%   | 13.1%  | 4.6%   | 7.7%   | 7.0%   |
| Cosmetics             | 12.4%  | 3.2%   | 1.7%   | 6.8%   | -3.1%  | 0.8%   | -0.9%  |
| Jewelry               | 16.4%  | 10.3%  | 12.9%  | 16.8%  | 4.8%   | 5.4%   | 5.2%   |



The background features a large, stylized logo of the Itaú bank, composed of several rounded rectangular shapes in orange and yellow. The text "IDAT-State" is centered within the largest orange shape.

# 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* |        |        |        |        |        |        |        |
|----------------------|--------|--------|--------|--------|--------|--------|--------|
| IDAT-Services        | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| Acre                 | 0.4%   | 3.1%   | -3.6%  | 9.9%   | -9.7%  | 1.3%   | 0.1%   |
| Alagoas              | -0.2%  | 5.7%   | 1.0%   | -1.3%  | -3.2%  | -0.8%  | 2.9%   |
| Amazonas             | 0.4%   | 1.1%   | -1.3%  | -0.7%  | 0.9%   | -3.1%  | 2.7%   |
| Amapá                | -2.3%  | 4.5%   | -5.4%  | 0.8%   | -3.7%  | 3.3%   | 3.9%   |
| Bahia                | 4.5%   | -1.3%  | -0.4%  | -1.6%  | -3.4%  | 1.4%   | 0.5%   |
| Ceará                | 1.2%   | 1.3%   | 2.9%   | -3.6%  | -1.8%  | 1.5%   | -1.9%  |
| Distrito Federal     | 4.0%   | 0.2%   | 1.2%   | 0.5%   | -0.5%  | -0.3%  | 20.8%  |
| Espírito Santo       | -0.4%  | -1.8%  | 5.5%   | -1.0%  | 0.8%   | 1.0%   | -0.6%  |
| Goiás                | 0.7%   | 1.2%   | 1.4%   | 0.0%   | -2.6%  | 1.5%   | -1.1%  |
| Maranhão             | 1.0%   | 4.6%   | -0.8%  | -1.9%  | -0.3%  | 1.1%   | 0.9%   |
| Minas Gerais         | -2.1%  | -0.2%  | 4.2%   | -0.7%  | 0.5%   | 0.4%   | 2.4%   |
| Mato Grosso do Sul   | 27.0%  | 9.8%   | -26.7% | 2.4%   | 4.6%   | 0.6%   | 3.1%   |
| Mato Grosso          | 0.7%   | -0.3%  | 2.9%   | -1.4%  | 5.0%   | -3.4%  | -0.9%  |
| Pará                 | -2.3%  | 1.5%   | 1.0%   | -0.5%  | -1.4%  | -1.7%  | 3.9%   |
| Paraíba              | 6.0%   | 17.4%  | -5.5%  | 25.6%  | -11.5% | 1.3%   | 11.8%  |
| Pernambuco           | 4.1%   | 6.7%   | -0.9%  | 0.1%   | 2.7%   | -0.1%  | 0.6%   |
| Piauí                | 5.4%   | 0.8%   | -0.7%  | -0.2%  | 0.0%   | 0.2%   | -0.4%  |
| Paraná               | -1.0%  | 0.6%   | 0.0%   | 2.8%   | -1.4%  | 0.5%   | 0.8%   |
| Rio de Janeiro       | 1.1%   | -2.7%  | -4.6%  | 0.4%   | -0.8%  | -2.2%  | 3.1%   |
| Rio Grande do Norte  | -0.6%  | 4.1%   | 1.7%   | -3.1%  | -3.7%  | 1.5%   | 0.4%   |
| Rondônia             | 3.4%   | -0.2%  | -2.3%  | 5.1%   | -0.7%  | -2.2%  | 2.5%   |
| Roraima              | -0.4%  | 8.5%   | -6.0%  | -2.1%  | 0.1%   | 2.0%   | 5.7%   |
| Rio Grande do Sul    | -3.6%  | 4.2%   | -0.3%  | 1.4%   | -1.7%  | -1.7%  | 3.5%   |
| Santa Catarina       | -10.1% | 3.3%   | -1.3%  | -1.0%  | 4.3%   | -0.5%  | -0.3%  |
| Sergipe              | 0.6%   | -1.7%  | -3.4%  | -0.6%  | -2.9%  | -1.3%  | -1.4%  |
| São Paulo            | -2.3%  | 0.7%   | 0.7%   | 1.5%   | -1.3%  | -2.8%  | 0.3%   |
| Tocantis             | -1.5%  | 3.8%   | 1.9%   | -1.4%  | 2.1%   | -3.0%  | 6.7%   |

Source: Itaú

\*Monthly variation seasonally adjusted

| Heat Map IDAT-State* |        |        |        |        |        |        |        |
|----------------------|--------|--------|--------|--------|--------|--------|--------|
|                      | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| <b>IDAT-Goods</b>    |        |        |        |        |        |        |        |
| Acre                 | 2.1%   | 2.8%   | 2.5%   | -0.6%  | 0.0%   | 1.1%   | 0.9%   |
| Alagoas              | 1.4%   | 4.1%   | 0.8%   | -2.7%  | -2.0%  | 0.8%   | -0.7%  |
| Amazonas             | 3.2%   | 0.8%   | -0.6%  | 1.7%   | -0.6%  | 0.2%   | -0.1%  |
| Amapá                | 3.8%   | 1.9%   | 4.8%   | -2.0%  | 0.1%   | 0.8%   | 1.9%   |
| Bahia                | 0.3%   | 2.8%   | -0.3%  | -2.3%  | -1.0%  | 0.4%   | 1.3%   |
| Ceará                | 2.0%   | 5.5%   | -0.2%  | -1.0%  | -1.3%  | 0.4%   | 2.0%   |
| Distrito Federal     | 2.0%   | 1.0%   | -0.2%  | -1.3%  | -2.0%  | 0.2%   | 3.2%   |
| Espírito Santo       | 0.3%   | 4.0%   | 0.5%   | -0.9%  | -0.3%  | 0.0%   | 1.0%   |
| Goiás                | 1.6%   | 4.1%   | -2.2%  | 0.5%   | -0.6%  | -0.3%  | 1.1%   |
| Maranhão             | 0.9%   | 4.4%   | -0.8%  | -0.9%  | 1.8%   | -0.1%  | 0.8%   |
| Minas Gerais         | -0.3%  | 2.1%   | 0.7%   | 0.1%   | -0.2%  | 0.1%   | 0.5%   |
| Mato Grosso do Sul   | 0.1%   | 0.3%   | 0.6%   | -0.8%  | -0.3%  | 0.9%   | 1.2%   |
| Mato Grosso          | 1.8%   | 2.5%   | 0.5%   | -0.2%  | 1.3%   | -0.4%  | 1.0%   |
| Pará                 | 2.8%   | 3.5%   | -1.1%  | 0.6%   | -1.6%  | 0.5%   | 0.2%   |
| Paraíba              | 2.4%   | 5.9%   | -0.2%  | 0.1%   | -2.1%  | -0.3%  | 0.1%   |
| Pernambuco           | 2.0%   | 1.8%   | 0.5%   | -1.3%  | -2.0%  | -1.6%  | 1.5%   |
| Piauí                | 1.7%   | 6.4%   | -0.4%  | -1.1%  | -0.9%  | 3.5%   | -0.8%  |
| Paraná               | 0.5%   | 1.8%   | -0.6%  | -1.1%  | -0.6%  | 0.0%   | 0.7%   |
| Rio de Janeiro       | 1.9%   | 0.6%   | 0.8%   | -1.0%  | -1.6%  | -0.6%  | 0.4%   |
| Rio Grande do Norte  | 2.5%   | 3.1%   | 1.0%   | -1.4%  | -1.7%  | 1.8%   | 1.7%   |
| Rondônia             | 0.3%   | 3.0%   | -0.4%  | 0.9%   | -0.3%  | -1.2%  | 1.0%   |
| Roraima              | 1.6%   | 3.6%   | 2.7%   | 2.3%   | -3.8%  | 0.6%   | -0.3%  |
| Rio Grande do Sul    | -0.5%  | 1.6%   | 0.9%   | -1.5%  | -1.3%  | 0.2%   | 0.3%   |
| Santa Catarina       | 0.5%   | 4.0%   | -1.3%  | -2.7%  | -0.2%  | 0.3%   | -1.6%  |
| Sergipe              | 1.3%   | 5.4%   | -0.2%  | -1.3%  | -3.2%  | 2.8%   | 0.4%   |
| São Paulo            | 1.0%   | 1.4%   | 0.1%   | -0.8%  | 1.3%   | -2.4%  | -0.5%  |
| Tocantis             | 2.6%   | 3.1%   | 0.8%   | -2.5%  | -0.1%  | 0.5%   | 1.2%   |

Source: Itaú

\*Monthly variation seasonally adjusted

# Appendix



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

| Breakdown                          | Heat map IDAT* |        |        |        |        |        |        |
|------------------------------------|----------------|--------|--------|--------|--------|--------|--------|
|                                    | Feb-25         | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| Food services                      | 15.8%          | 10.0%  | 13.7%  | 14.9%  | 12.8%  | 13.8%  | 14.7%  |
| Lodging                            | 28.1%          | 26.1%  | 8.1%   | 15.8%  | 3.1%   | 0.6%   | 7.6%   |
| Recreation                         | 12.1%          | 8.5%   | 3.7%   | 5.5%   | 5.6%   | 2.0%   | 9.2%   |
| Beauty services                    | 45.5%          | 25.4%  | 19.6%  | 18.3%  | 9.8%   | 7.7%   | 8.8%   |
| Fuel, Lubricants                   | 20.3%          | -16.3% | -20.9% | -0.4%  | -5.2%  | -4.4%  | -1.1%  |
| Office, IT and Communication goods | 27.4%          | 8.2%   | 18.2%  | 24.9%  | 15.2%  | 28.3%  | 22.5%  |
| Pharmaceutical, medical            | 20.8%          | 16.3%  | 15.3%  | 27.0%  | 19.1%  | 11.5%  | -3.4%  |
| Hyper, Supermarkets                | 8.2%           | -0.9%  | 5.3%   | -0.6%  | -2.6%  | -4.3%  | -5.3%  |
| Books, periodicals, magazines      | 9.6%           | 0.2%   | 10.6%  | 26.9%  | 29.2%  | 42.1%  | 33.4%  |
| Construction material              | 39.1%          | 19.8%  | 12.6%  | 17.6%  | 11.8%  | 12.3%  | 8.3%   |
| Furniture and appliances           | 9.8%           | -1.8%  | -7.2%  | -6.1%  | -0.5%  | -2.4%  | 3.6%   |
| Other goods of personal use        | 53.4%          | 52.7%  | 59.5%  | 65.2%  | 35.5%  | 33.2%  | 29.4%  |
| Other personal services            | 52.7%          | 38.6%  | 28.4%  | 32.2%  | 32.0%  | 38.8%  | 40.4%  |
| Fabric, apparel, footwear          | 40.2%          | 23.9%  | 21.1%  | 28.2%  | 19.5%  | 12.7%  | 13.8%  |
| Vehicles and parts                 | 29.9%          | 15.3%  | 12.4%  | 17.3%  | 9.2%   | 7.4%   | 7.5%   |

# Of the 15 breakdowns of the IDAT in-person activity, 13 experienced a decline in August

| Breakdown                          | Heat map IDAT* |        |        |        |        |        |        |
|------------------------------------|----------------|--------|--------|--------|--------|--------|--------|
|                                    | Feb-25         | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 |
| Food services                      | 6.1%           | 2.9%   | 2.0%   | 1.8%   | -4.1%  | -0.8%  | -0.6%  |
| Lodging                            | -8.2%          | 4.5%   | 6.5%   | -2.0%  | -2.5%  | -8.0%  | -2.9%  |
| Recreation                         | 0.0%           | -4.2%  | -12.0% | -7.5%  | -16.2% | -11.2% | -10.3% |
| Beauty services                    | 19.2%          | 5.5%   | 6.5%   | 10.3%  | 1.6%   | 3.7%   | -3.2%  |
| Fuel, Lubricants                   | 2.9%           | -2.8%  | -1.5%  | -2.4%  | -3.9%  | -2.1%  | -2.8%  |
| Office, IT and Communication goods | 6.1%           | -2.9%  | -4.3%  | 0.9%   | -12.0% | -10.3% | -12.1% |
| Pharmaceutical, medical            | 1.3%           | -5.3%  | -6.1%  | -0.3%  | -4.6%  | -3.9%  | -6.1%  |
| Hyper, Supermarkets                | 2.3%           | -3.9%  | 9.2%   | 1.5%   | 2.0%   | 2.4%   | 0.9%   |
| Books, periodicals, magazines      | 0.8%           | -13.0% | -10.8% | -6.9%  | -12.0% | -13.4% | -17.7% |
| Construction material              | 3.8%           | -7.4%  | -14.4% | -9.6%  | -15.6% | -14.0% | -18.7% |
| Furniture and appliances           | -7.0%          | -23.2% | -20.3% | -18.4% | -24.7% | -24.4% | -22.7% |
| Other goods of personal use        | 10.3%          | 14.8%  | 16.8%  | 19.7%  | 18.9%  | 18.1%  | 10.0%  |
| Other personal services            | 3.9%           | -9.6%  | -10.3% | -0.7%  | -3.3%  | -2.3%  | -4.8%  |
| Fabric, apparel, footwear          | 11.3%          | -1.1%  | 2.2%   | 5.7%   | 0.4%   | -3.4%  | -5.6%  |
| Vehicles and parts                 | 14.7%          | -2.6%  | -3.4%  | 1.4%   | -5.4%  | -3.5%  | -8.2%  |

## 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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