



German pent-up demand to boost growth in summer 2021

- The COVID-19-related restrictions on German public life in the winter half of 2020/21 have again noticeably limited the consumption possibilities of private households. Large parts of brick and mortar retail trade as well as service businesses relying on personal interaction had to close, tourism and most of the hospitality industry lie fallow. The unwinding of this pent-up demand will be key to a post-lockdown recovery.
- If the pandemic allows for a relaxation of the restrictions from Q2, in a conservative scenario about 30% of additional savings (EUR 50 bn) could flow back into private consumption in 2021, while almost 70% would remain in household deposits or assets. This scenario corresponds to our recent private consumption forecast of 0.7% in 2021.
- In an upside scenario with almost EUR 65 bn (40%) of the additional savings flowing back into spending in 2021 already, our private consumption forecast would be lifted by a good 1pp providing a ½pp upside for GDP 2021. Expectations of impending unemployment during and after the first lockdown suggest the threat was overstated, the corresponding savings motive could also prove to be exaggerated at present and thus support a stronger reflux of the additional savings during the recovery.

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Unwinding pent-up demand will be key to post-lockdown recovery

The COVID-19-related restrictions on German public life in the winter half of 2020/21 have again noticeably curtailed the consumption possibilities of private households. Private consumption already fell by 3.3 % qoq in Q4.

Large parts of brick and mortar retail trade as well as service businesses relying on personal interaction had to close, tourism and most of the hospitality industry lie fallow. Even though internet trade and various delivery services are currently experiencing a substantial boom, part of the demand has come to a standstill, at least temporarily. In Q1 we therefore expect another quarterly decline in private consumption of a good 4% qoq, but this should then be followed by a strong rebound of +5% in Q2 and +4% in Q3.

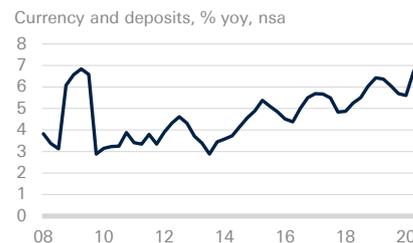
Households are hence accumulating another round in proverbial "forced" savings as a result of the COVID-19 restrictions. If this consumption backlog dissolves after the reopening of the currently closed sectors, this should provide a substantial boost to the economic recovery. Nevertheless, it is not to be expected that the lost consumption will be fully made up for. The fact that the use of personal services in particular (restaurant visits, holiday trips, hairdressing) usually has a time component that prevents an above-average frequency of demand speaks against this. Moreover, the additional savings are likely to be unevenly distributed and to have taken place in particular among high-income households, whose propensity to save is comparatively high and their propensity to consume is correspondingly low. Many durable consumer goods, such as furniture, consumer electronics or home office equipment, are also likely to have been renewed or purchased during the first lockdown.

Nevertheless, the reopening of the stationary retail trade and the broad spectrum of service businesses should be accompanied by a strong revival of private demand. In combination with possible supply-side bottlenecks, some significant price increases are to be expected during the economic recovery.

Quantifying German pent-up demand caused by the second lockdown

The current savings formation of private households as well as the experience after the first lockdown in 2020 point to a renewed consumption backlog this time around. In Q2 2020, the savings rate had shot up to a record level of 20.3% (seasonally adjusted) and dropped significantly to 15.3% after the easing of the restrictions in Q3. At the same time, private consumption surged by 10.8% qoq, after having slumped by 11% in Q2. Especially in the tourism and hospitality sectors, people were literally breathing a sigh of relief. The general pattern of consumer behavior during the first lockdown, which should more or less repeat itself in the current one, is reflected in the components of the EC consumer confidence indicator. With the economic recovery in Q3 2020, concerns about job losses in the coming 12 months in particular declined significantly to just below 40 points (Oct), after peaking at 65.1 in April (only topped by the record high of 79.8 during the GFC). It is plausible that as concerns faded, the associated precautionary savings motive faded, too, which was also reflected in the decline of 7.8 points of the 'savings at present' component during the reopening phase. This was mirrored in gains of the subcomponent 'major purchases at present'.

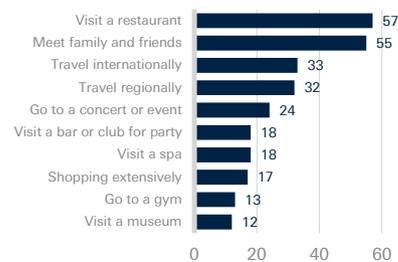
Figure 1: German households piled cash during the 1st and 2nd lockdown



Source: Deutsche Bundesbank

Figure 2: Most common plans after the pandemic

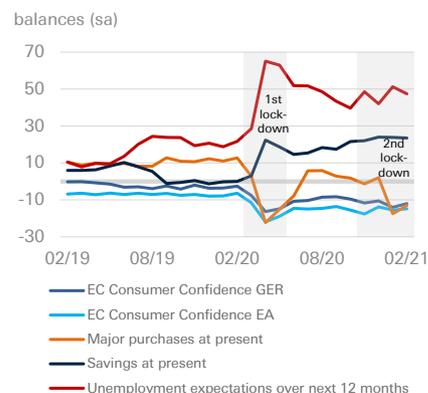
Share (%) of respondents who would like to do the following things first after the pandemic:



Germany, N = 2,036, age group: 18 and older, Jan 25-27, 2021

Source: YouGov

Figure 3: Germany: EC Consumer Confidence and subcomponents



Source: European Commission



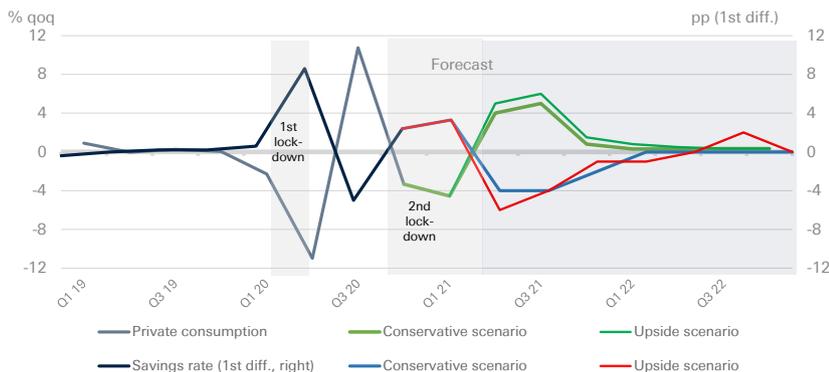
In the wake of the restrictions introduced in the winter half-year 2020/21, the national accounts data available so far point to a renewed increase in household savings. In 2020 as a whole, the saving rate was 16.2%, a significant 5.6 pp above the average of the past 20 years. As the closures will largely continue until the beginning of March, the associated savings formation is likely to continue for the time being.

The savings reflux could be limited if households anticipate higher future tax payments following the current increase in public debt, as suggested by the Ricardo–de Viti–Barro equivalence theorem. Especially since the additional savings were mainly accumulated by high-income households, likely to be the prime target for higher taxes and levies in the future, giving them a potential motive to be more cautious with their spending.

A conservative scenario of a partial dissolution of pent-up demand in 2021

At around EUR 331.1 bn, household savings in 2020 were almost EUR 111 bn higher than in 2018 and 2019 (EUR 220.3 bn). Assuming an additional EUR 50 bn for January and February 2021 (approximately equivalent to the increase from 2019 Q2 to 2020 Q2), this would result in around EUR 160 bn of involuntary savings.

Figure 4: German pent-up demand: Build-up and meltdown during and after 1st lockdown, scenarios for 2nd lockdown



Source : Deutsche Bundesbank, Deutsche Bank Research

Assuming the development of the pandemic allows for a relaxation of the restrictions from Q2, in a conservative scenario about 30% of these additional savings (EUR 50 bn) could flow back into private consumption in 2021, while almost 70% would remain in household deposits or assets for the time being. This seems plausible, as the additional savings are likely to have accrued mainly to high-income households, which generally have a high propensity to save. Thus, these funds could have flowed into financial investments and remained tied up there for the time being. Recent press releases from the fund industry (BVI) on strong inflows support this theory. Moreover, households may use a share of the additional savings to balance out any negative accounts or make unscheduled repayments on other (real estate) loans, and this would dampen the reflux into private consumption.



In addition, the aforementioned time component in the consumption of personal services is likely to have a limiting effect. Despite government support measures, supply bottlenecks could arise due to company bankruptcies as a result of the long closure phase. Shortages are also to be expected in tourist travel, for example if the domestic market becomes the preferred destination in 2021.

Upside scenario: Germans enjoy an extensive summer shopping spree

Should the consumption climate be boosted extremely by a favorable pandemic development (e.g. rapid onset of positive temperature effects, vaccinations gain momentum, virus mutants can be contained), a more progressive scenario could materialise.

Moreover, the results of the expectations of impending unemployment (EC ESI) compared to the realised figures during and after the first lockdown suggest the threat was overstated to some extent. This also seems plausible, since the massive expansion of short-time work or 'Kurzarbeit' has so far clearly limited the negative labour market impact of COVID-19. Therefore, even after a relaxation of the current restrictions, the savings motive could prove to be exaggerated with regard to job insecurity and thus support a stronger reflux of the additional savings.

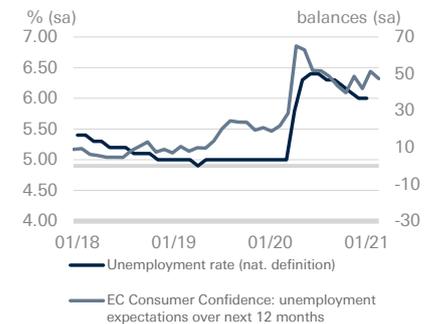
If almost EUR 65 bn (40%) of the additional savings were to flow back already in 2021, this would be a clear upside risk to our current annual forecast for private consumption in 2021. If this progressive scenario were to materialise, private consumption could grow by about 2% (rather than 0.7%) in the 2021 despite the slump in the winter half of 20/21. This would correspond to a ½pp upgrade to our current German GDP forecast of 4% in 2021. It should therefore be clear that the leading indicators for private consumption are likely to receive particularly close attention in the current year. In such a scenario supply bottlenecks will become even more felt on the price front.

Watch out ECB: Inflation will be fueled when strong demand meets tight supply

In the previous scenario in particular but also for the base case above, the inflationary pressures are non-negligible. The only question is to what extent they will ultimately be realised and what the effect on households' inflation expectations will be. In our current issue of [Focus Germany: German GDP: Down \(Q1\) but not out \(in 2021\) – Inflation reaching 2%](#), we discussed in detail the inflation trend we expect in 2021. For the current year we now expect an increase in the consumer price index (national definition) to 2% yoy (previously 1.4%) followed by 1.3% in 2022. Given the risk of higher market concentration and thus stronger pricing power of companies that survived the lockdown, this could lead to higher inflation dynamics in the coming quarters. This could also be true from an EMU-wide perspective, especially if the economic constraints caused by COVID-19 are resolved synchronously, as vaccine deliveries or vaccination coverage is happening in lockstep in the different countries. Combined with the current macroeconomic backdrop of ultra-expansionary monetary and fiscal policies that are likely to reverse later rather than sooner, these factors could, in the worst case, lead to structurally higher inflation dynamics.

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Figure 5: Germany: Expectations of impending unemployment seemed to be somewhat exaggerated so far



Source: European Commission, Deutsche Bundesbank

Figure 6: Number of short-time workers



Source: Federal Employment Agency, ifo Institute, Deutsche Bank Research



Appendix 1

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