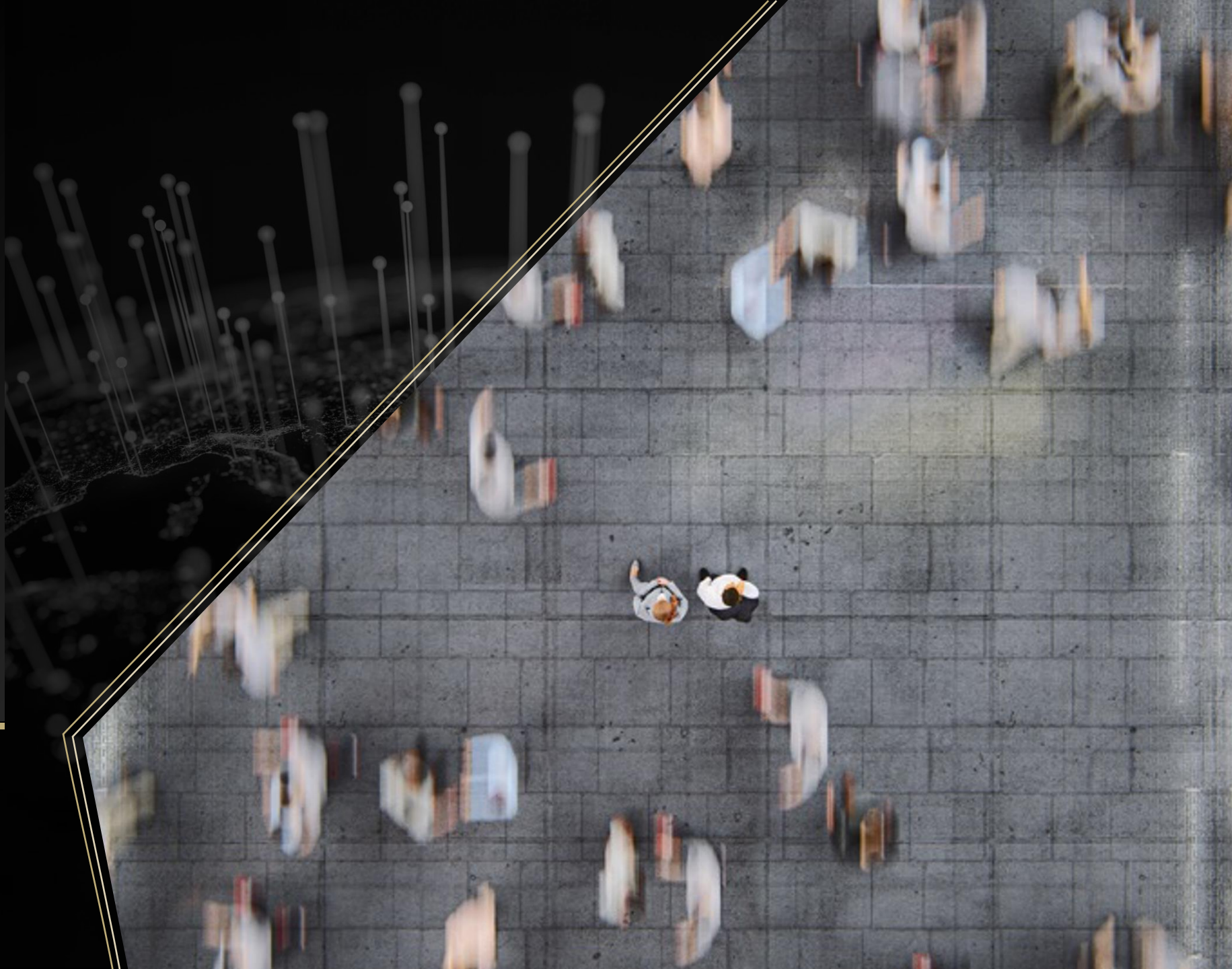




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**US Commerce
Data Compendium**

August 2024





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2024 YTD

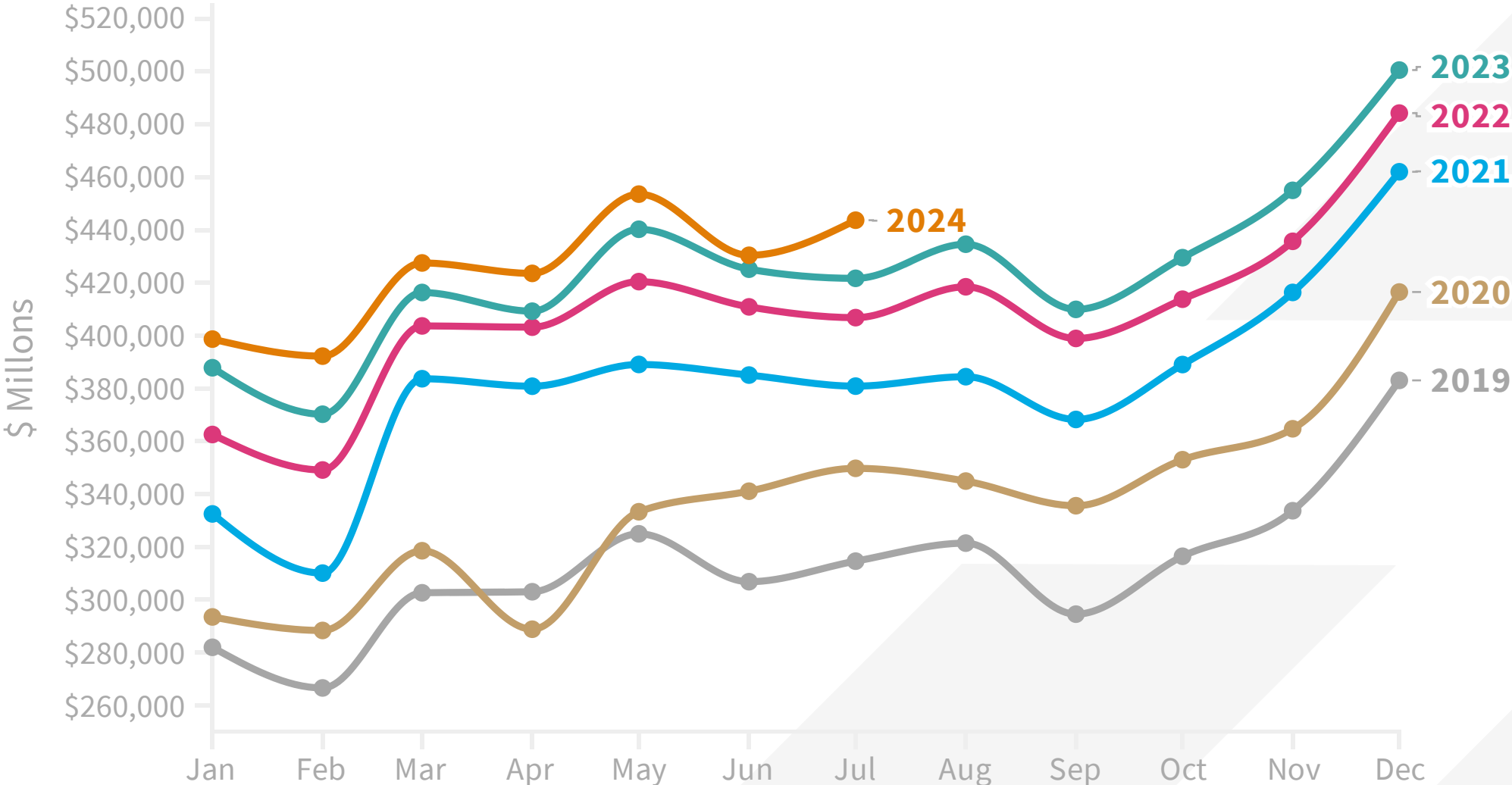
2024 YTD Core Retail
(ex Restaurant, Gas, Auto)

\$2.9T

+3.4% v 2023

+41.4% v 2019

Monthly Core Retail Sales

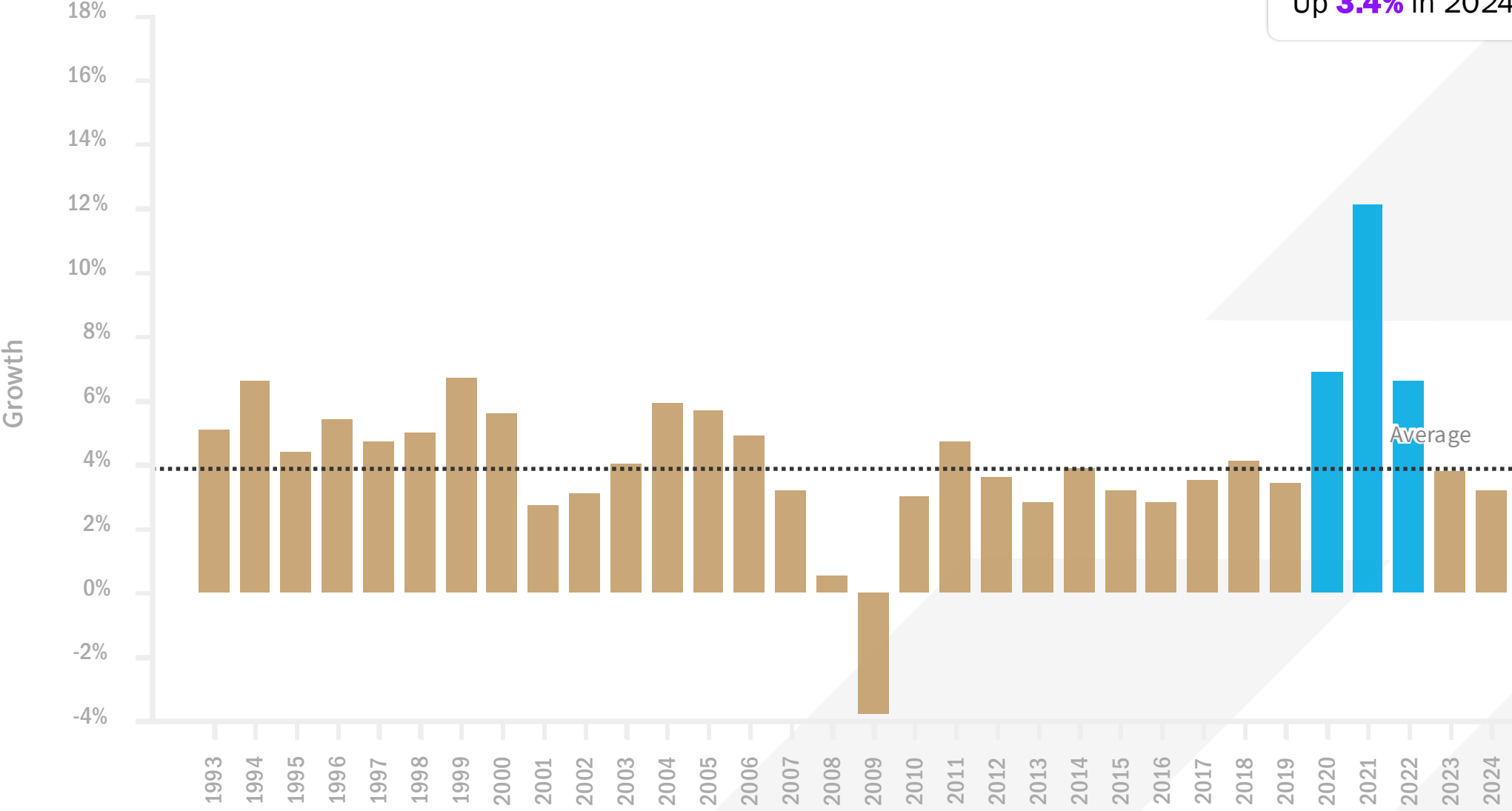


SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly. Not Seasonally Adj. Cat 44000xGas & Auto



Core Retail Growth Year over Year

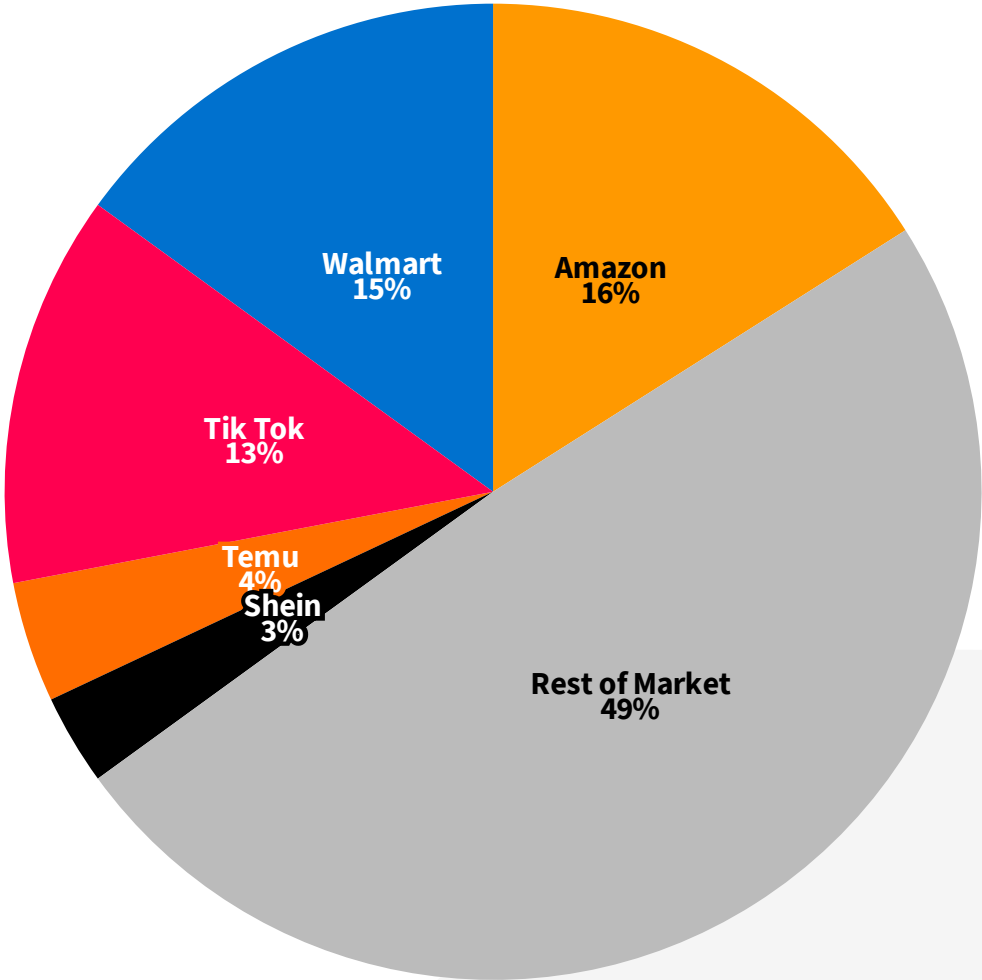
Average growth **3.9%**
 Up **3.8%** in 2023
 Up **3.4%** in 2024 YTD



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly. Not Seasonally Adj. Cat 44000 xGas & Auto

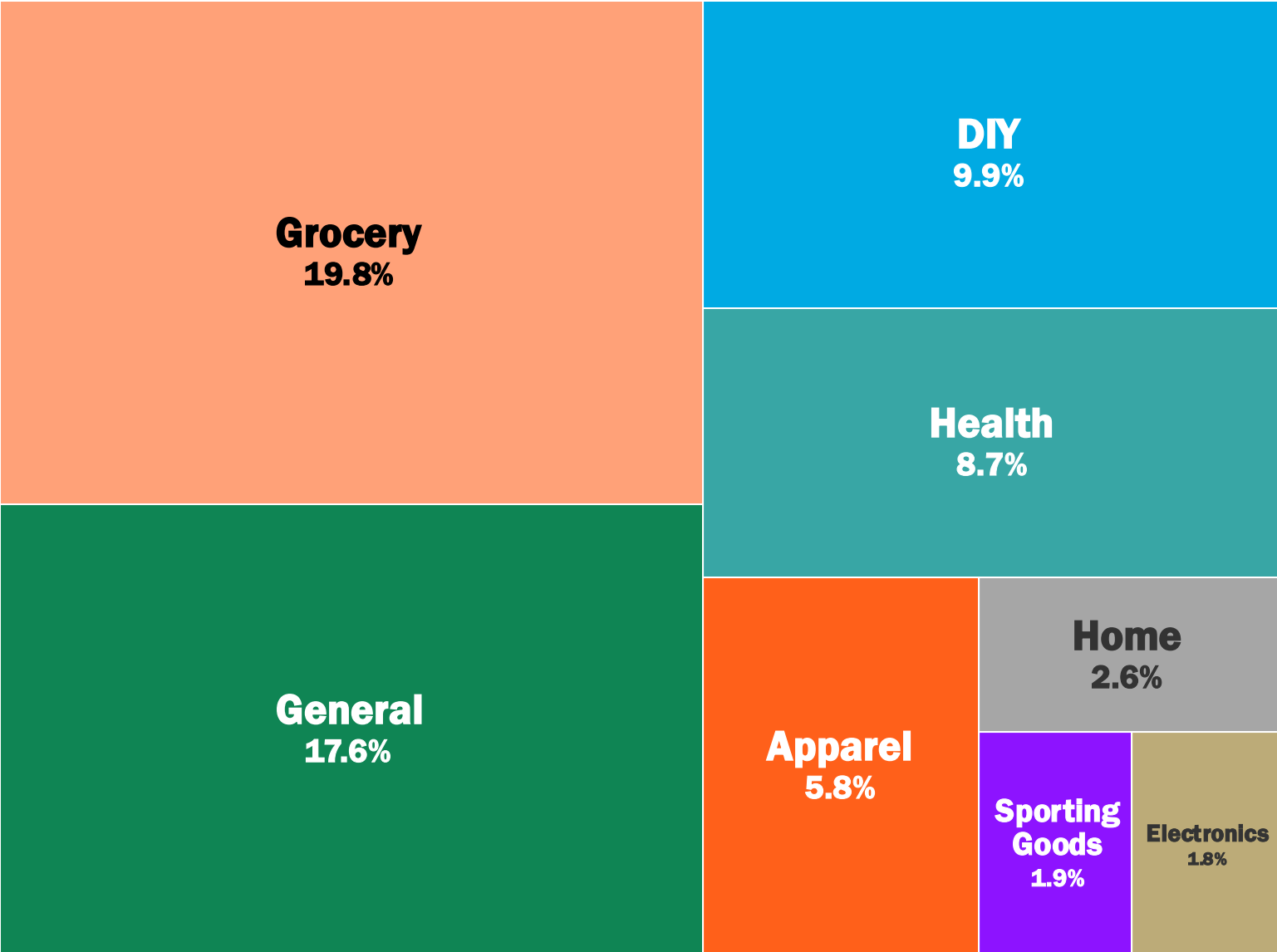


Five Retailers represent 51% of all retailers this year

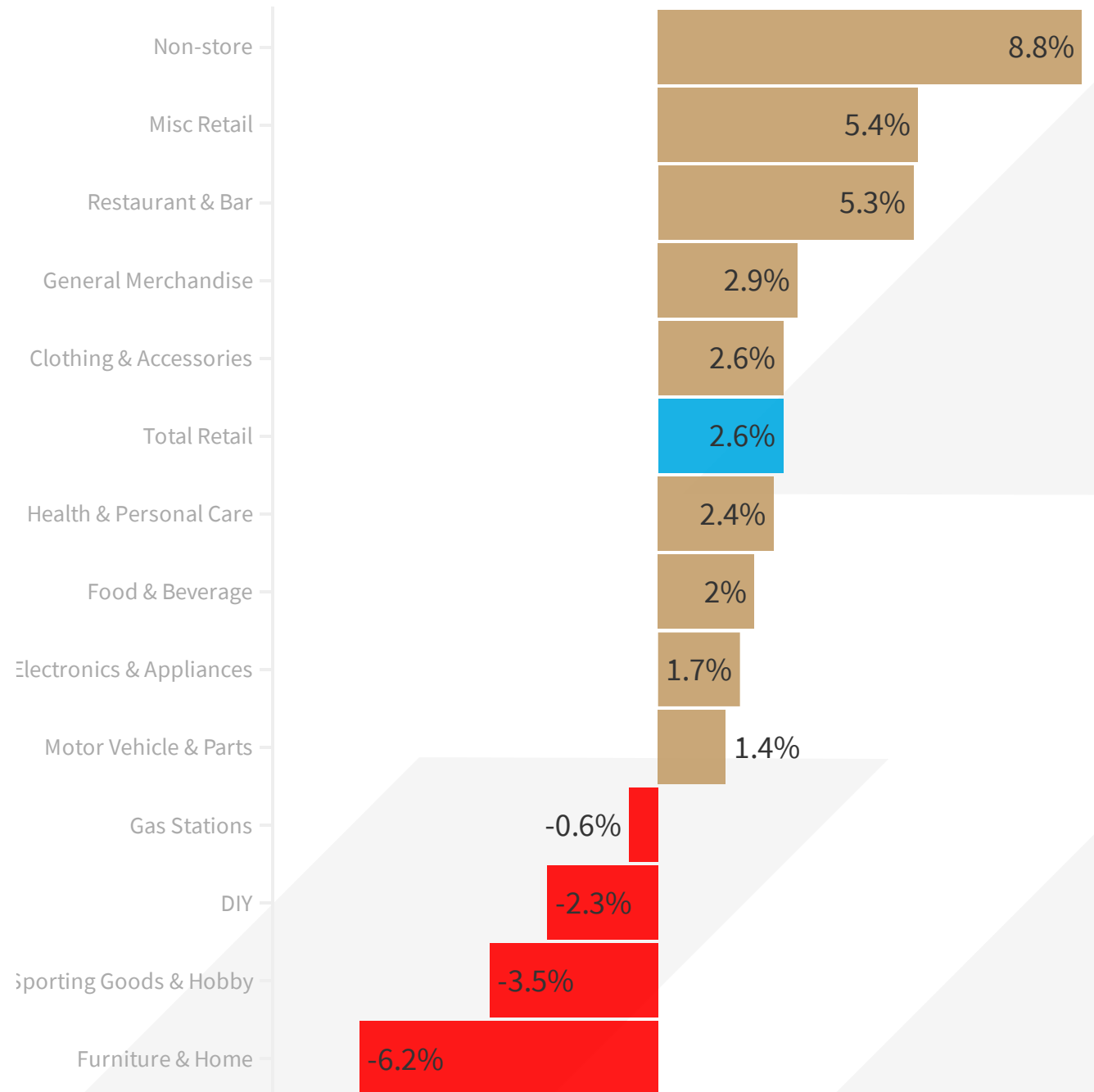


SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Publicis analysis

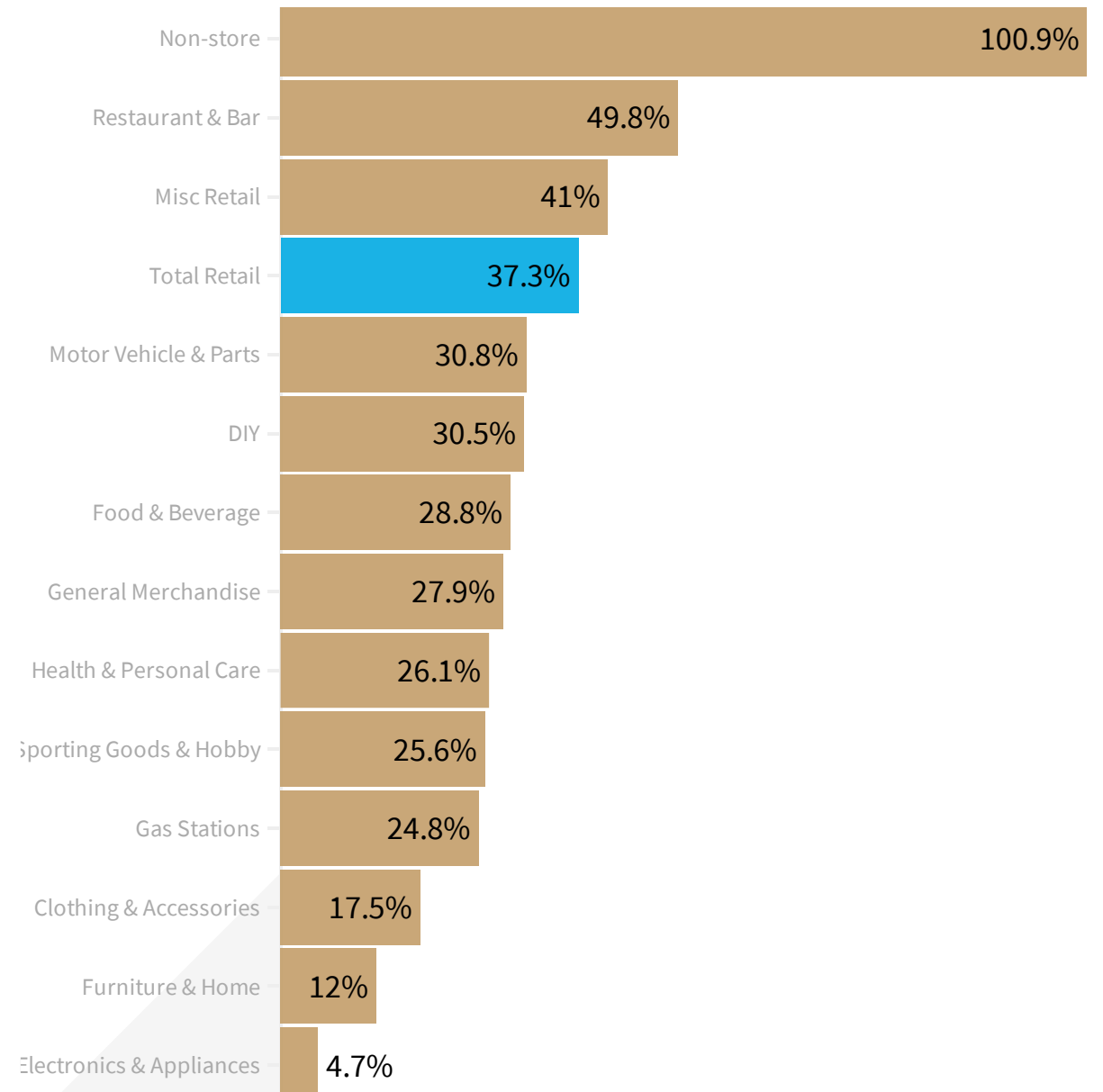
Share of Core Retail



2024 YTD Sales vs 2022



2024 YTD Sales vs 2019



Inflation (July 2024)

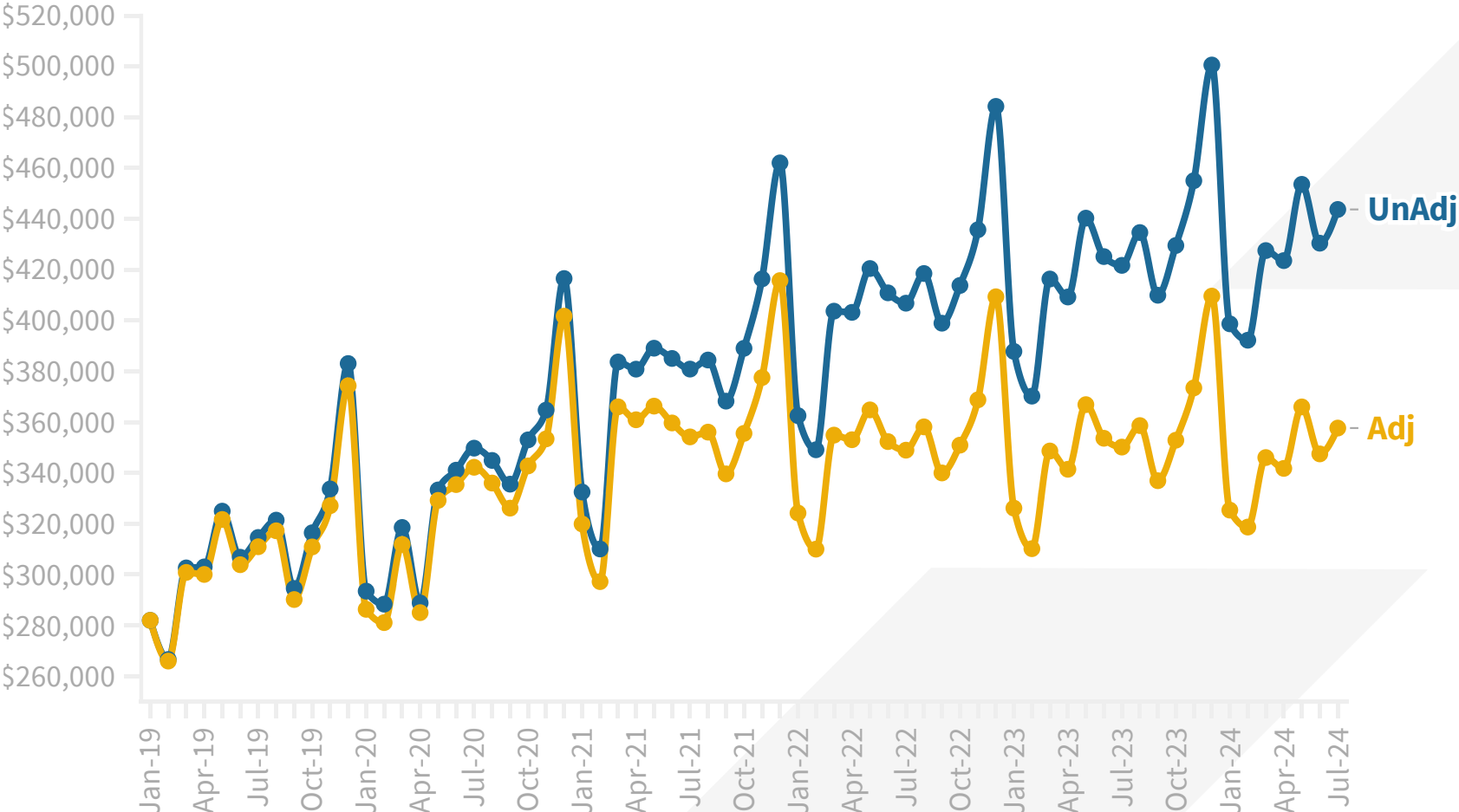
3.0%

1.8% July 2019

8.4% July 2022


US 2024 Core Retail Sales YTD Adjusted for inflation

Up **3.4%** (**0.2%** adjusted) YoY
 Up **41%** (**15%** adjusted) Yo5Y



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, U.S. Bureau of Labor Statistics, Publicis Analysis





Grocery – YTD 2024

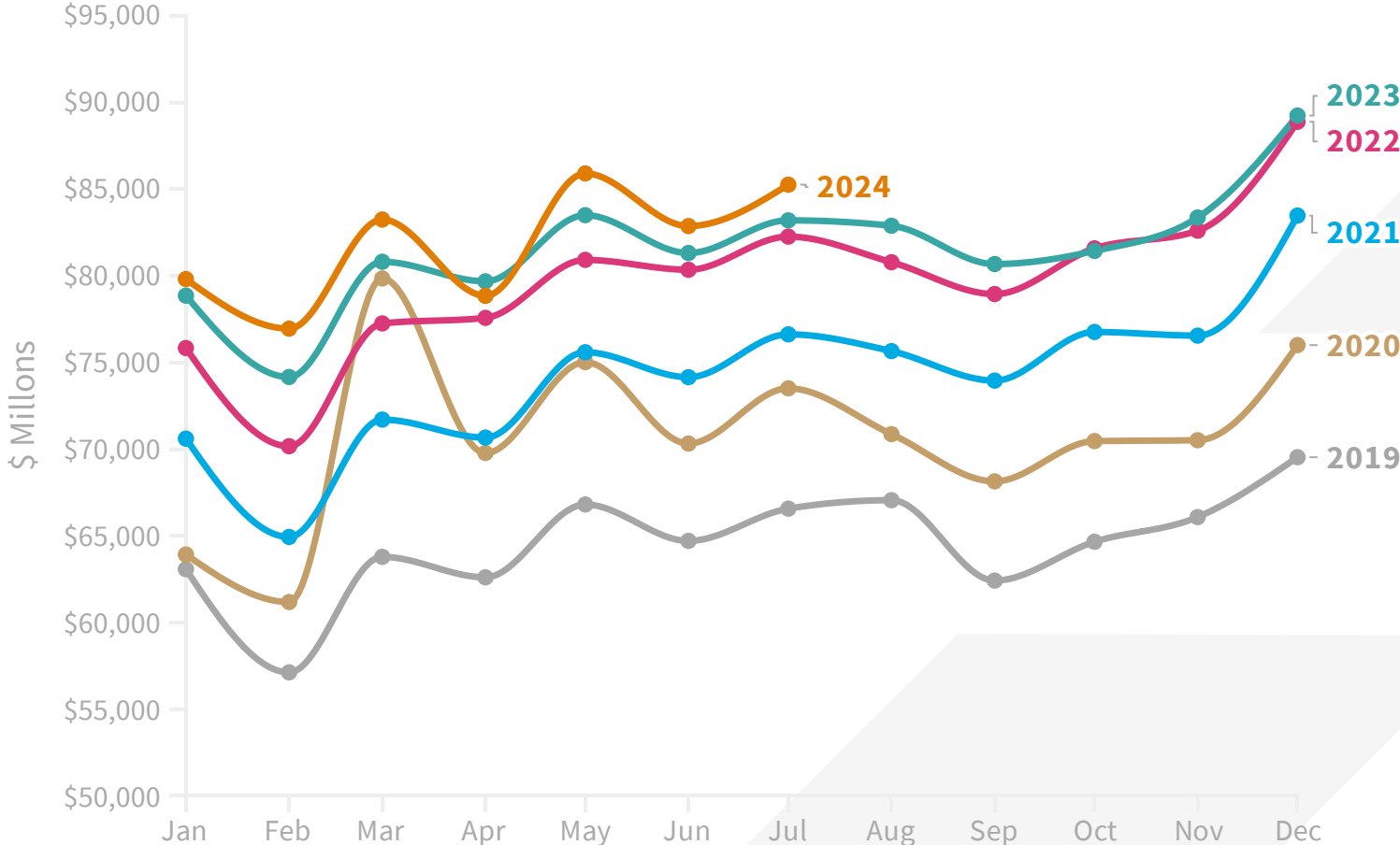
\$573B

+2% v 2023

+29% v 2019

19% of Core Retail

Monthly Grocery Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 445



Grocery Inflation (July 2024)

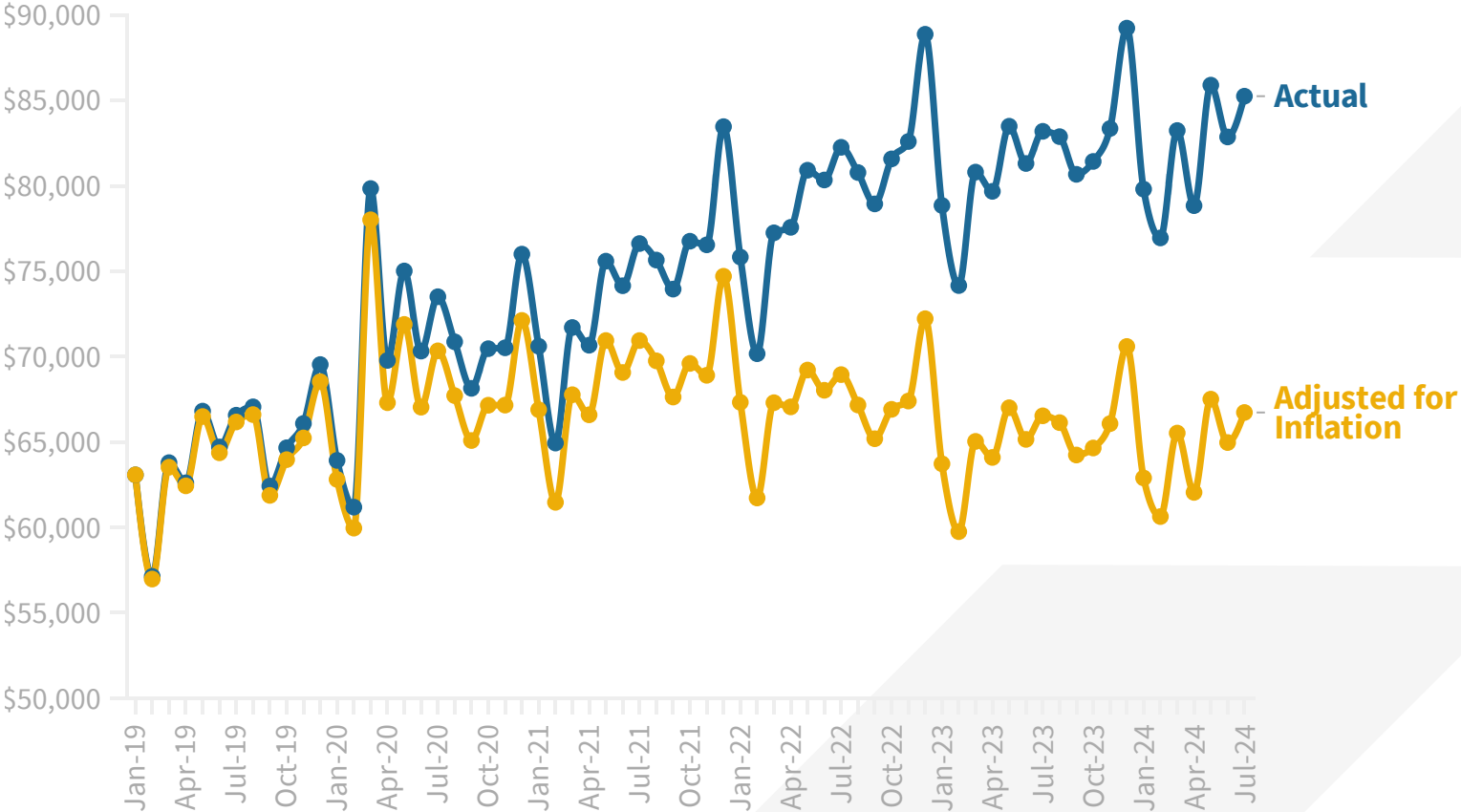
2.2%

1.8% July 2019

10.5% July 2022

US Grocery Sales Adjusted for Inflation

Up **2%** (**-0.2%** adjusted) YoY
 Up **29%** (**2%** adjusted) Yo5Y

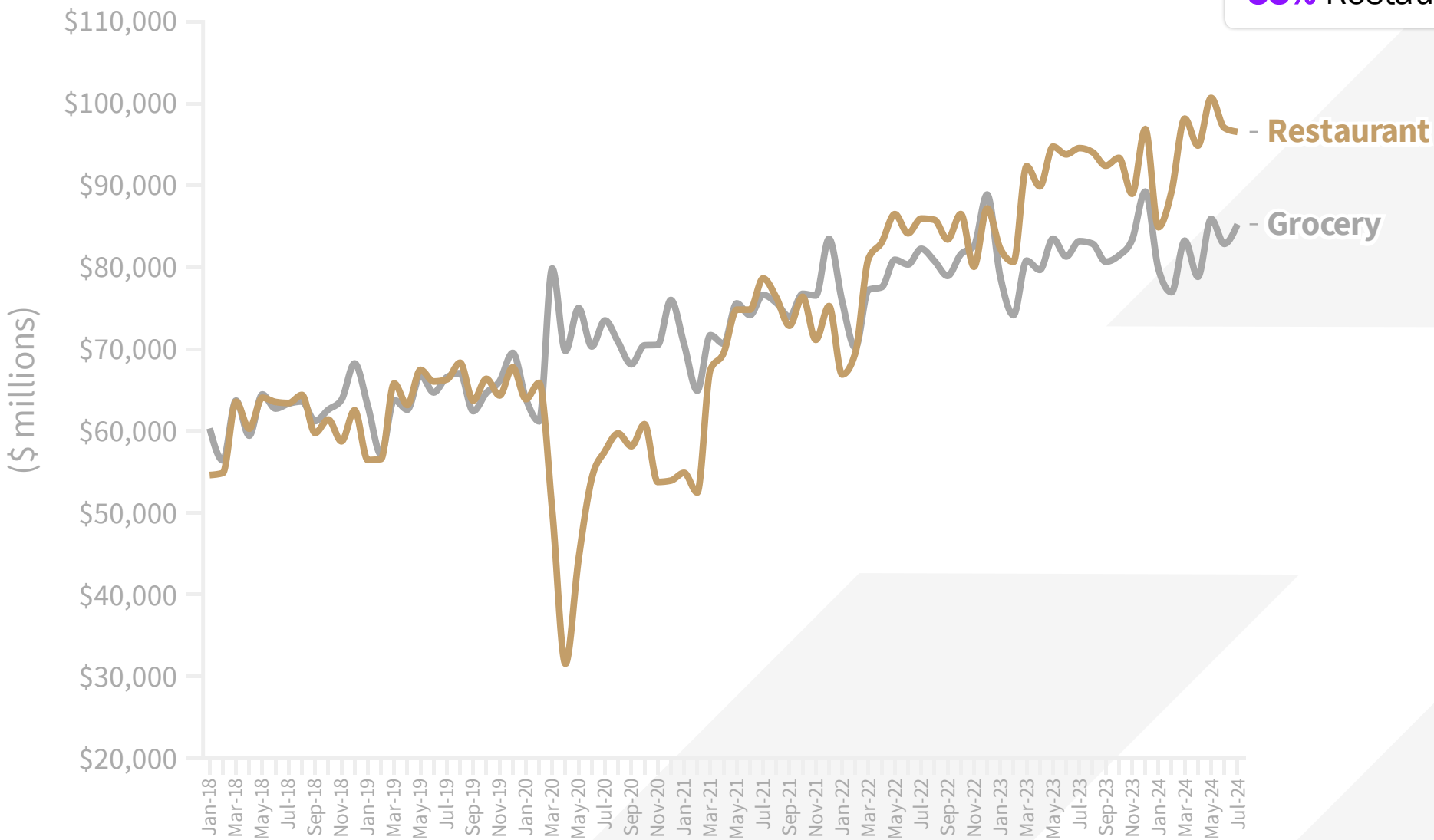


SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, U.S. Bureau of Labor Statistics, Publicis Analysis



Restaurant vs Grocery

47% Grocery
53% Restaurant



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 445 vs. 772



Restaurants – YTD 2024

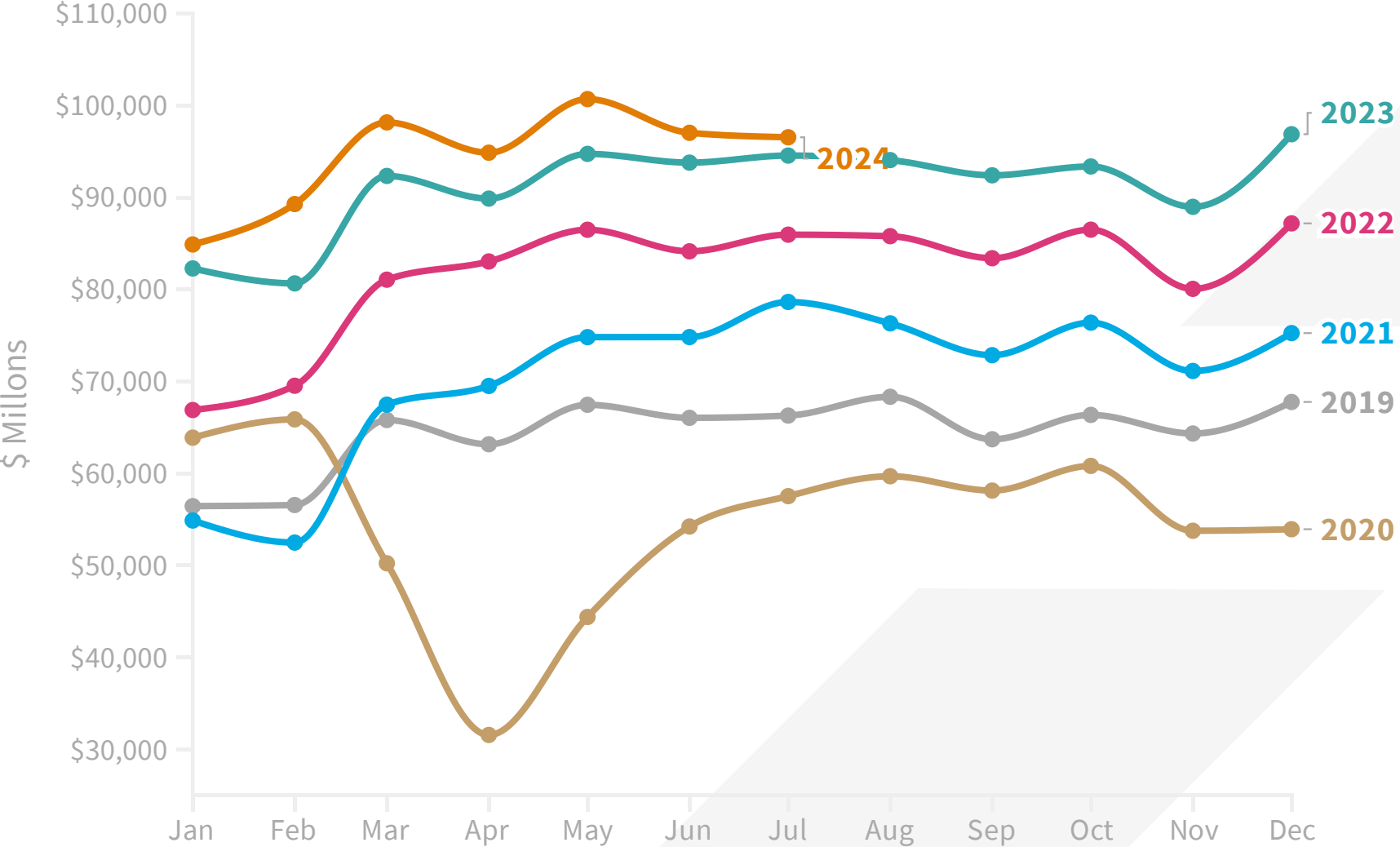
\$662B

5.3% v 2023

49.8% v 2019

15.8% of US Retail

Monthly US Restaurants



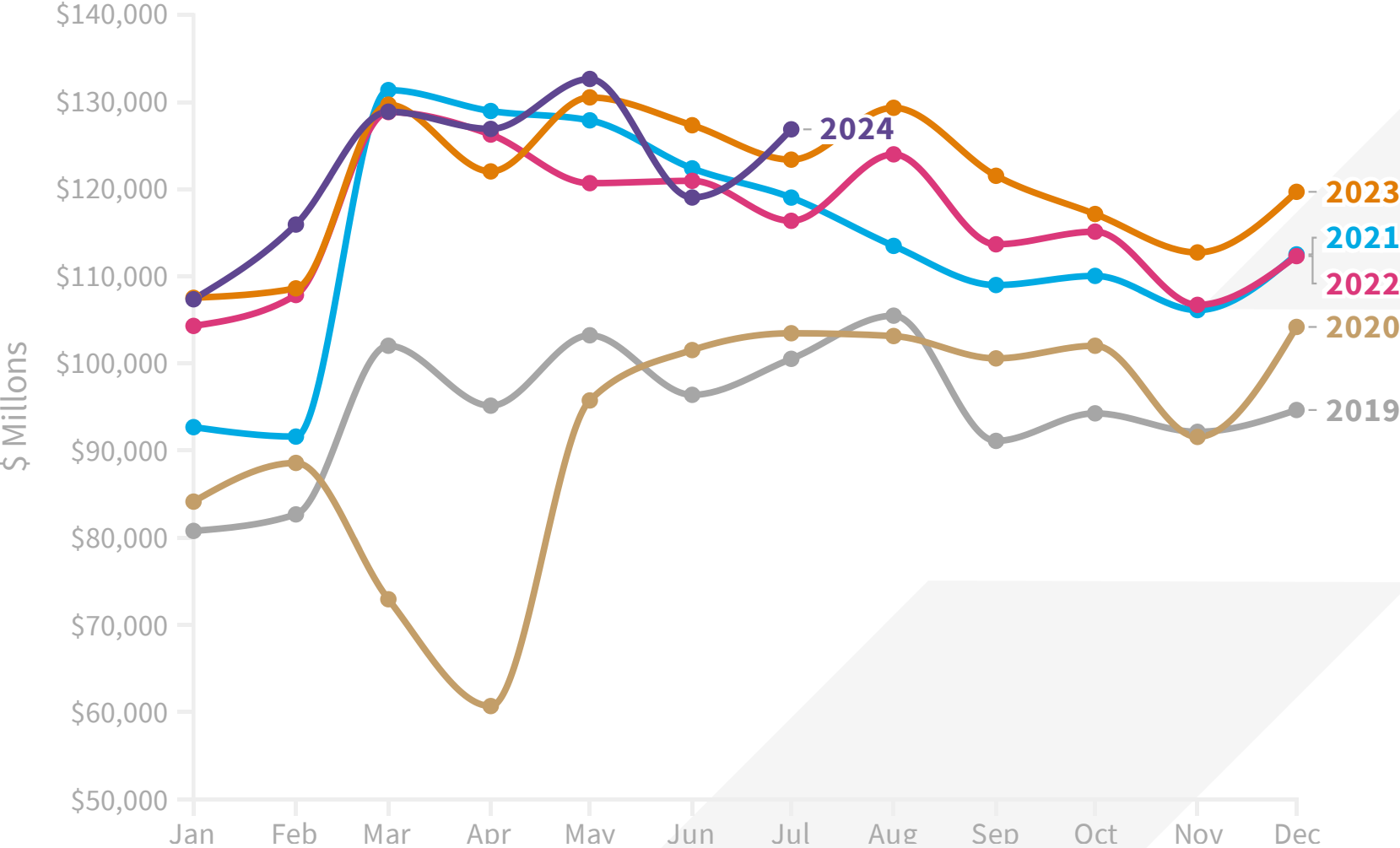
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj.

Automobile – YTD 2024

\$857B

+1% v 2023
+30% v 2019
20% of Retail

Monthly Auto Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 441



Apparel – YTD 2024

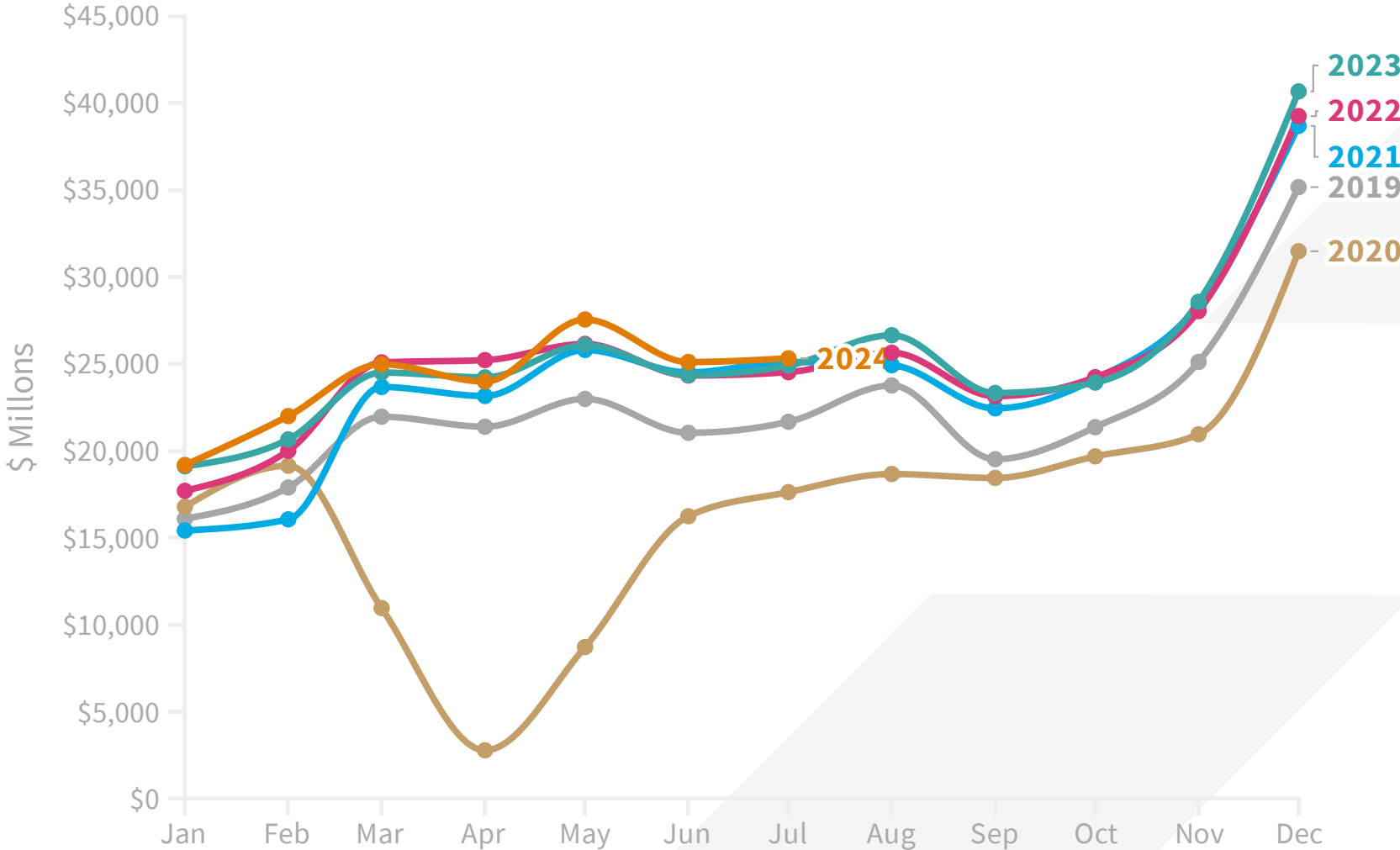
\$168B

+2.6% v 2023

+7.5% v 2019

5.7% of Core Retail

Monthly US Apparel Sales

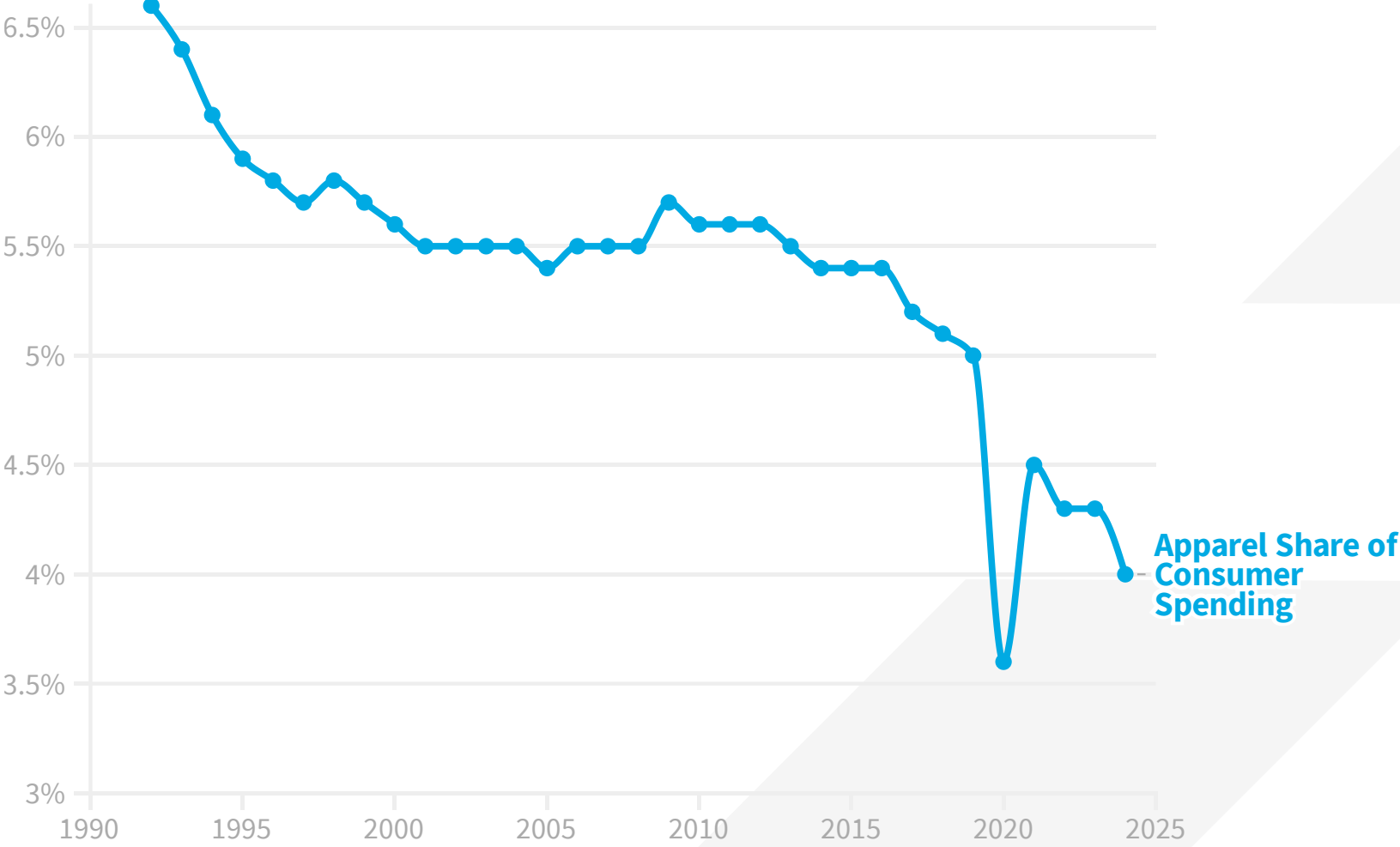


SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 448



Apparel Share of Consumer Spending

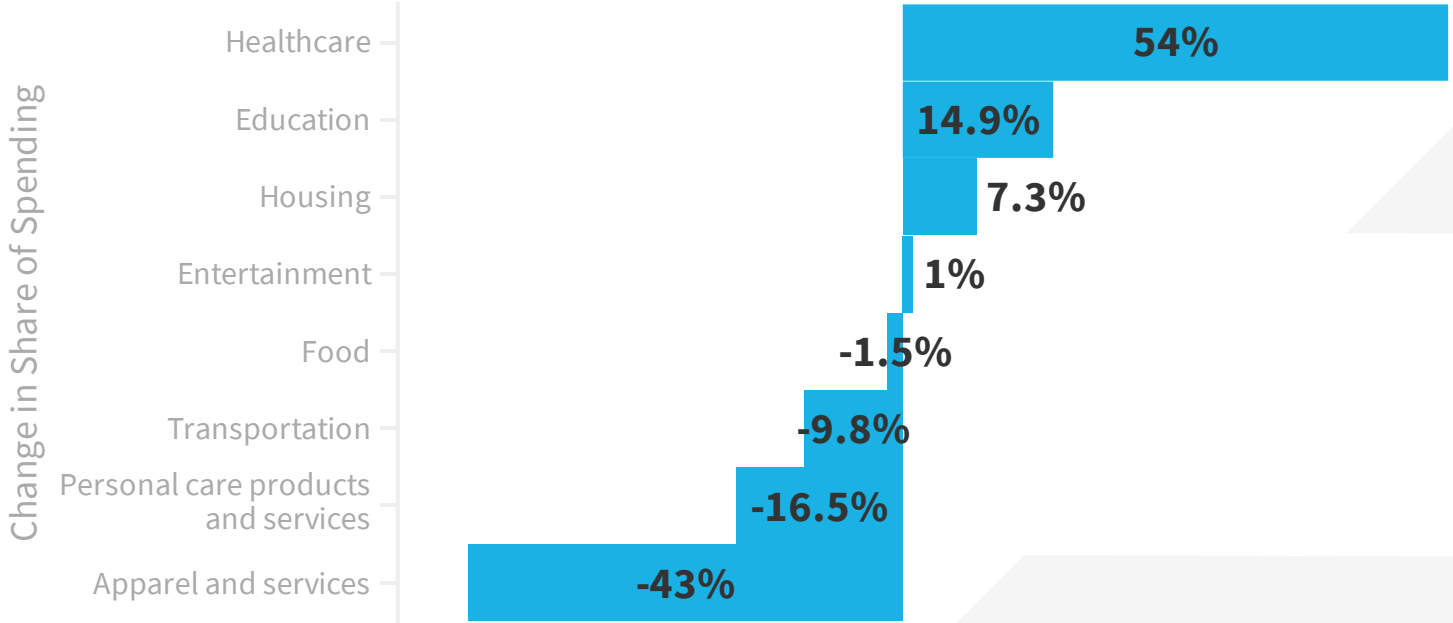
1992 Share **6.6%**
2024 Share **4.0%**



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 448/44000



Consumer Spending Over Time



SOURCE: Bureau of Labor Statistics



DIY / Home Improvement – YTD 2024

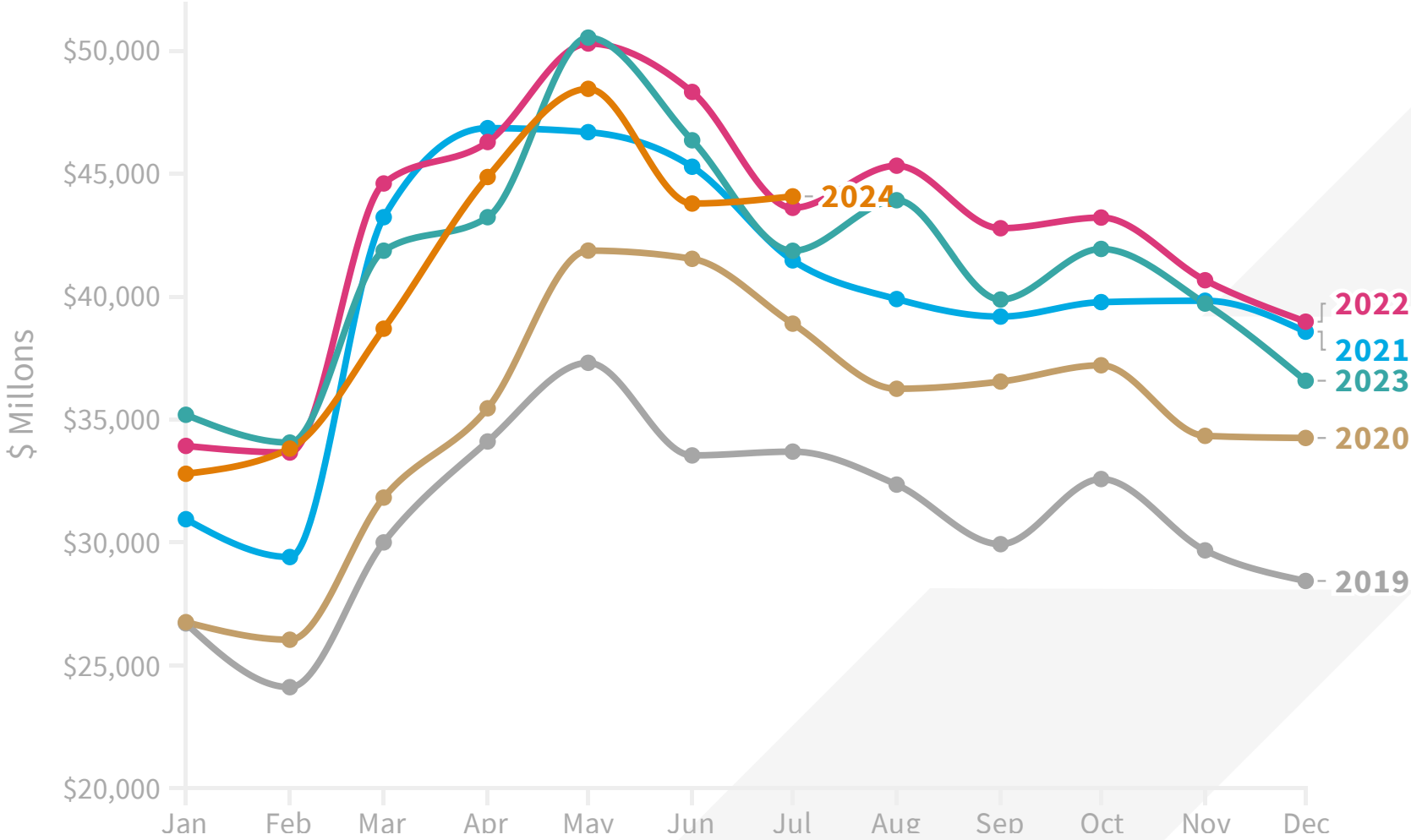
\$286B

-2.3% v 2023

+31% v 2019

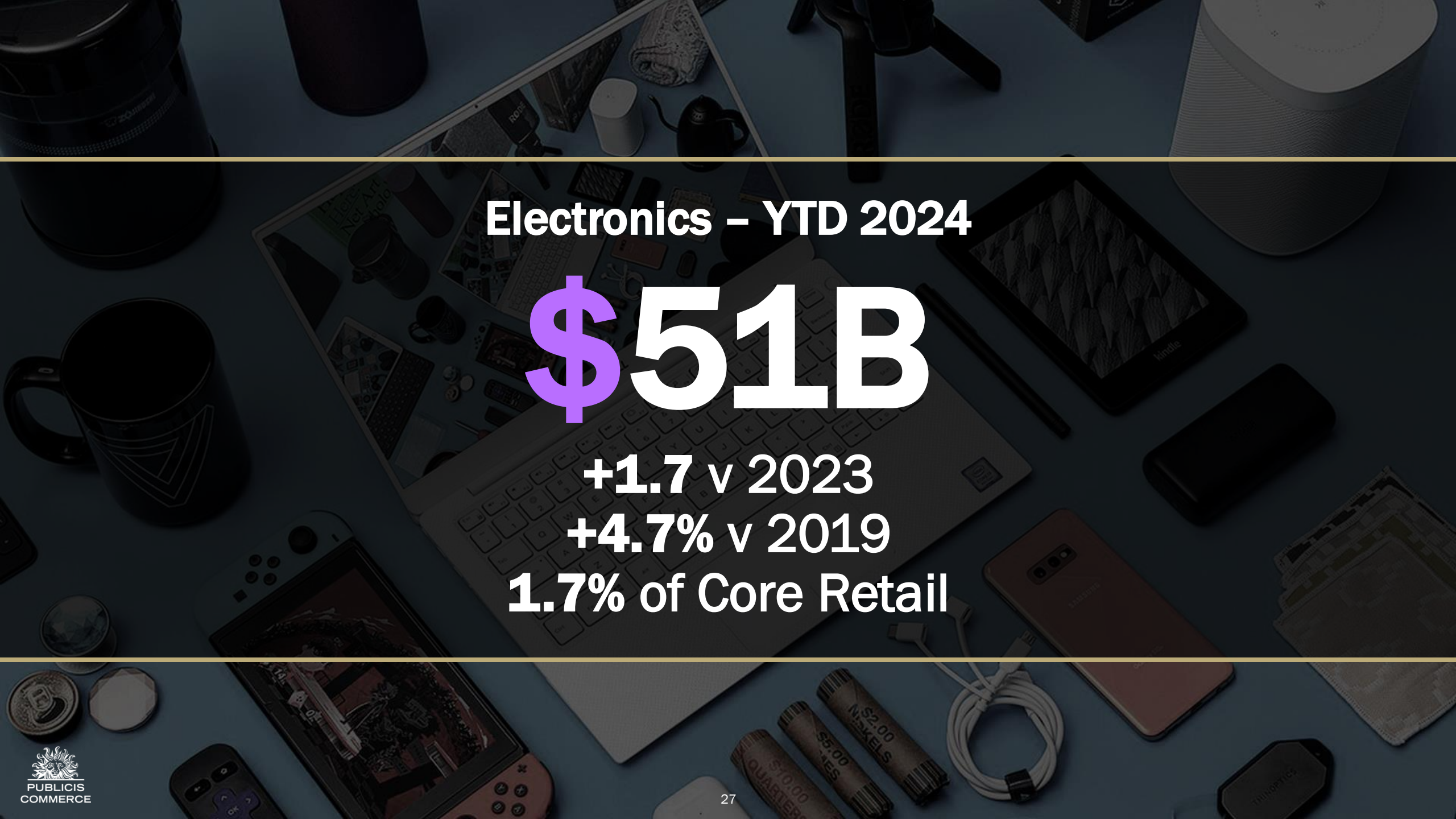
9.6% of Core Retail

Monthly DIY / Home Improvement Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 444





Electronics – YTD 2024

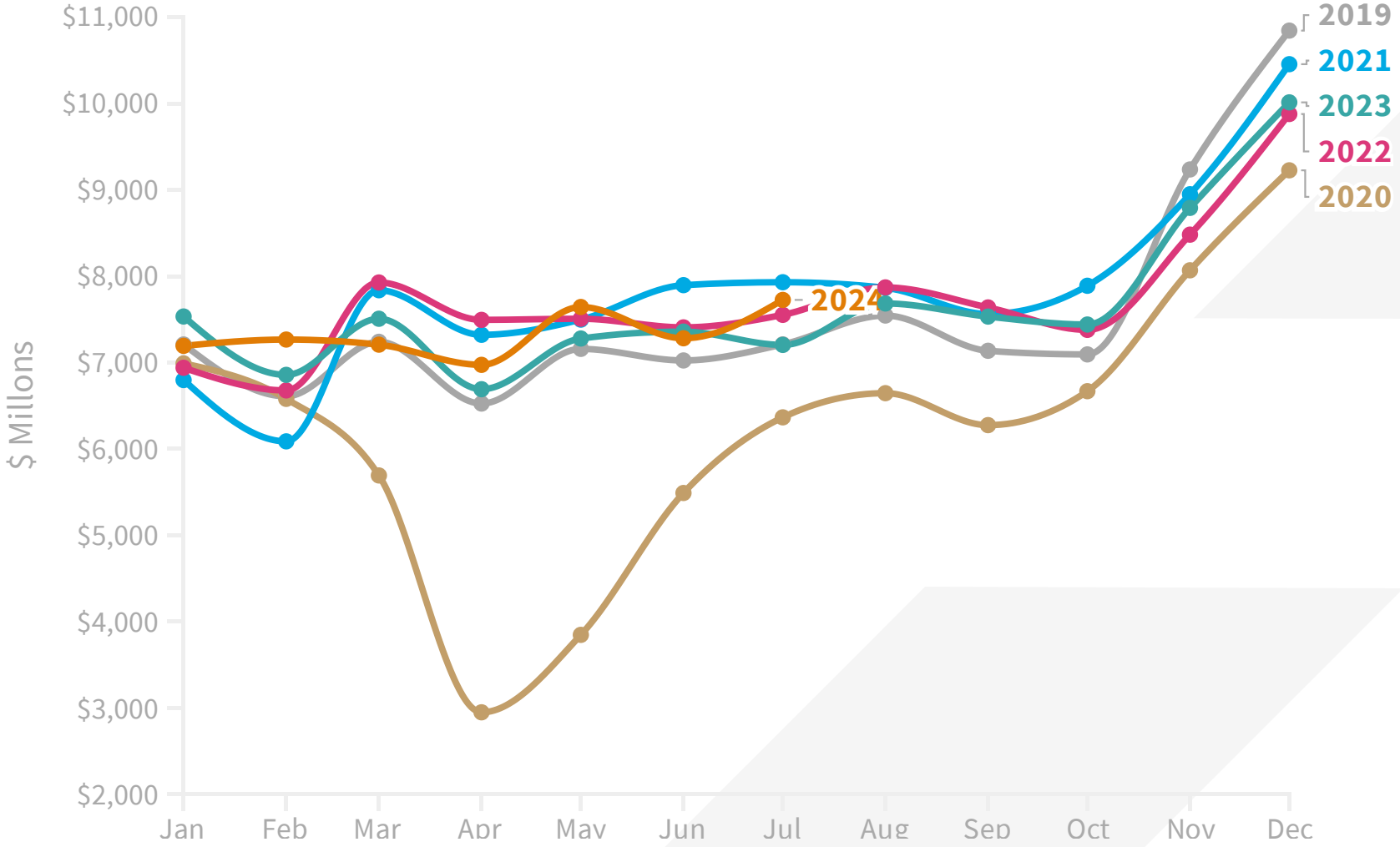
\$51B

+1.7 v 2023

+4.7% v 2019

1.7% of Core Retail

Monthly US Electronics Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 443



Toys – YTD 2024

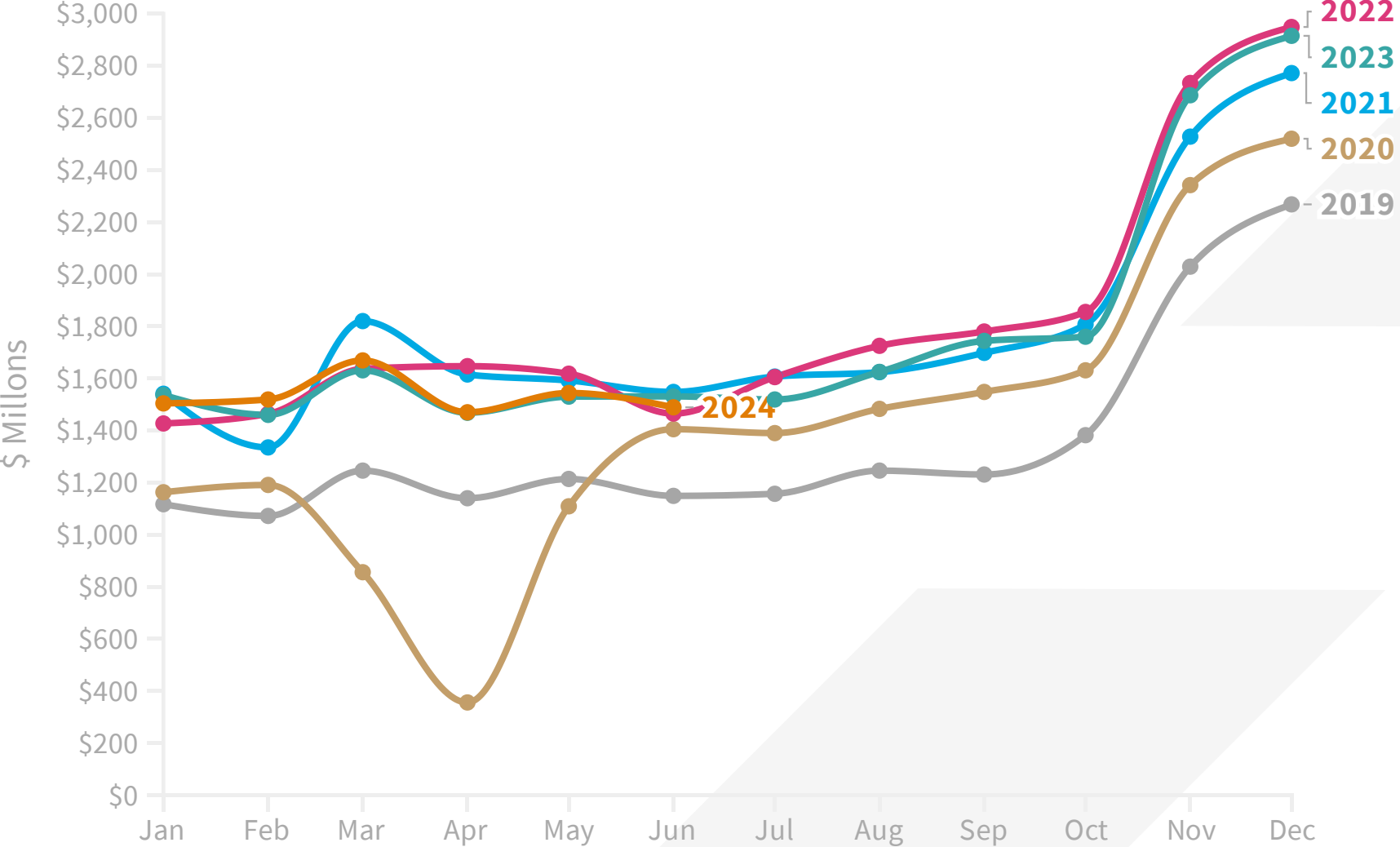
\$9.1B

+0.4% v 2023

32.5% v 2019

0.36% of US Core Retail

Monthly US Toy Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj.



Furniture – YTD 2024

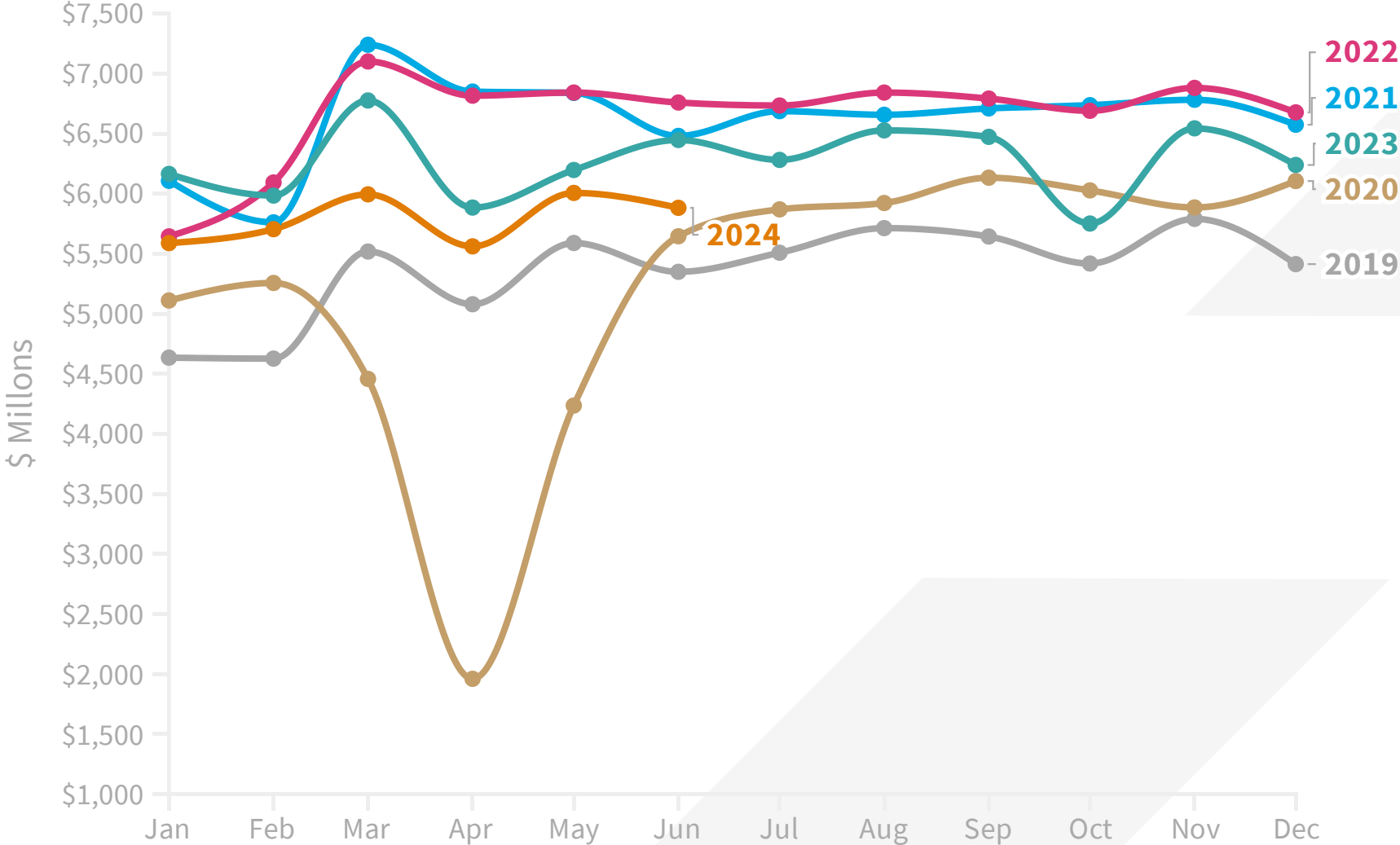
\$35B

-7.3% v 2023

12.8% v 2019

1.38% of US Core Retail

Monthly US Furniture



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj.

Non-Store Sales – YTD 2024

\$817B

+9% v 2023

+100% v 2019

27.5% of US Core Retail

E-Commerce – YTD 2024

\$550B

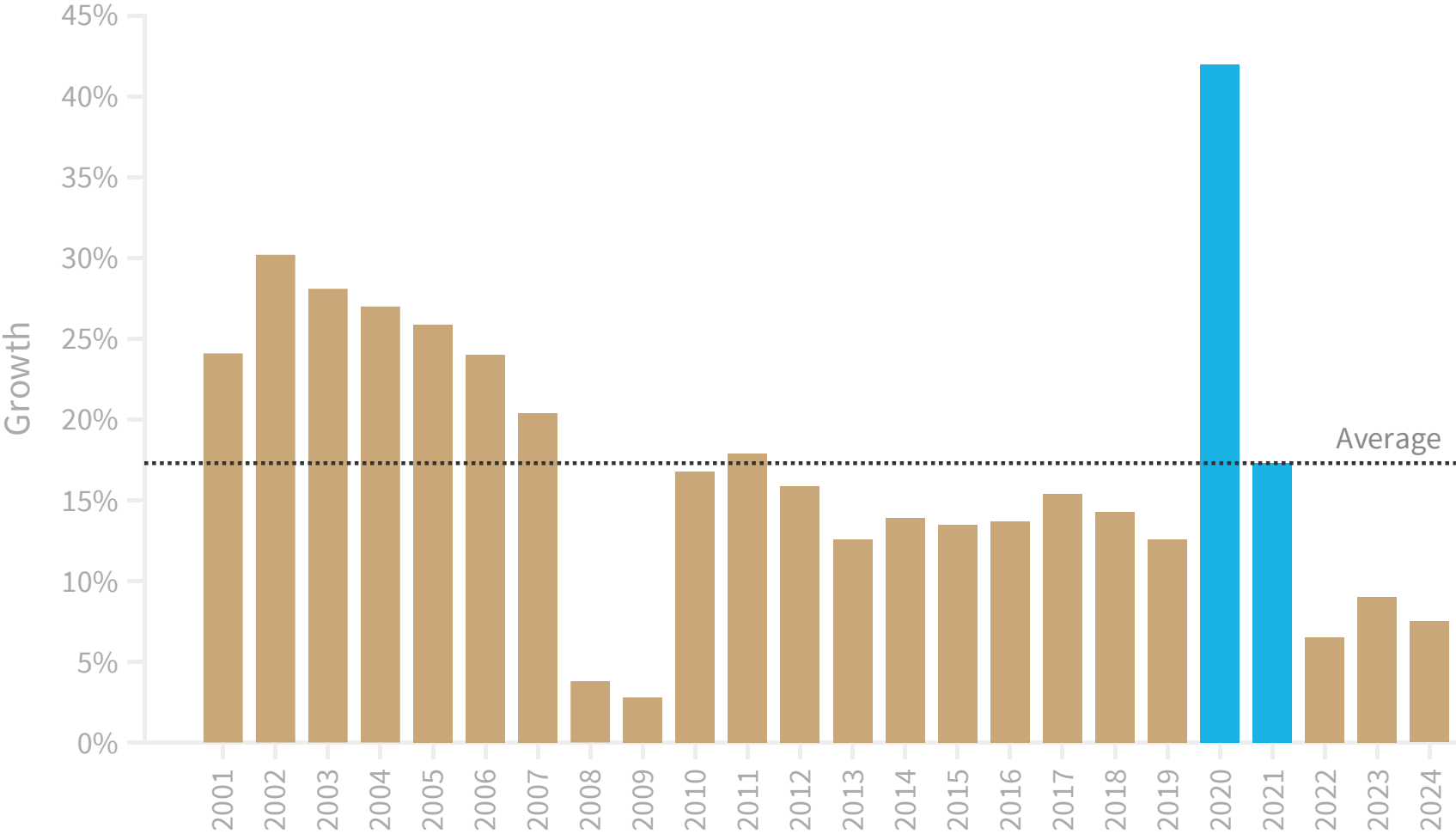
+7.5% v 2023

+117% v 2019

21.8% of Core Retail

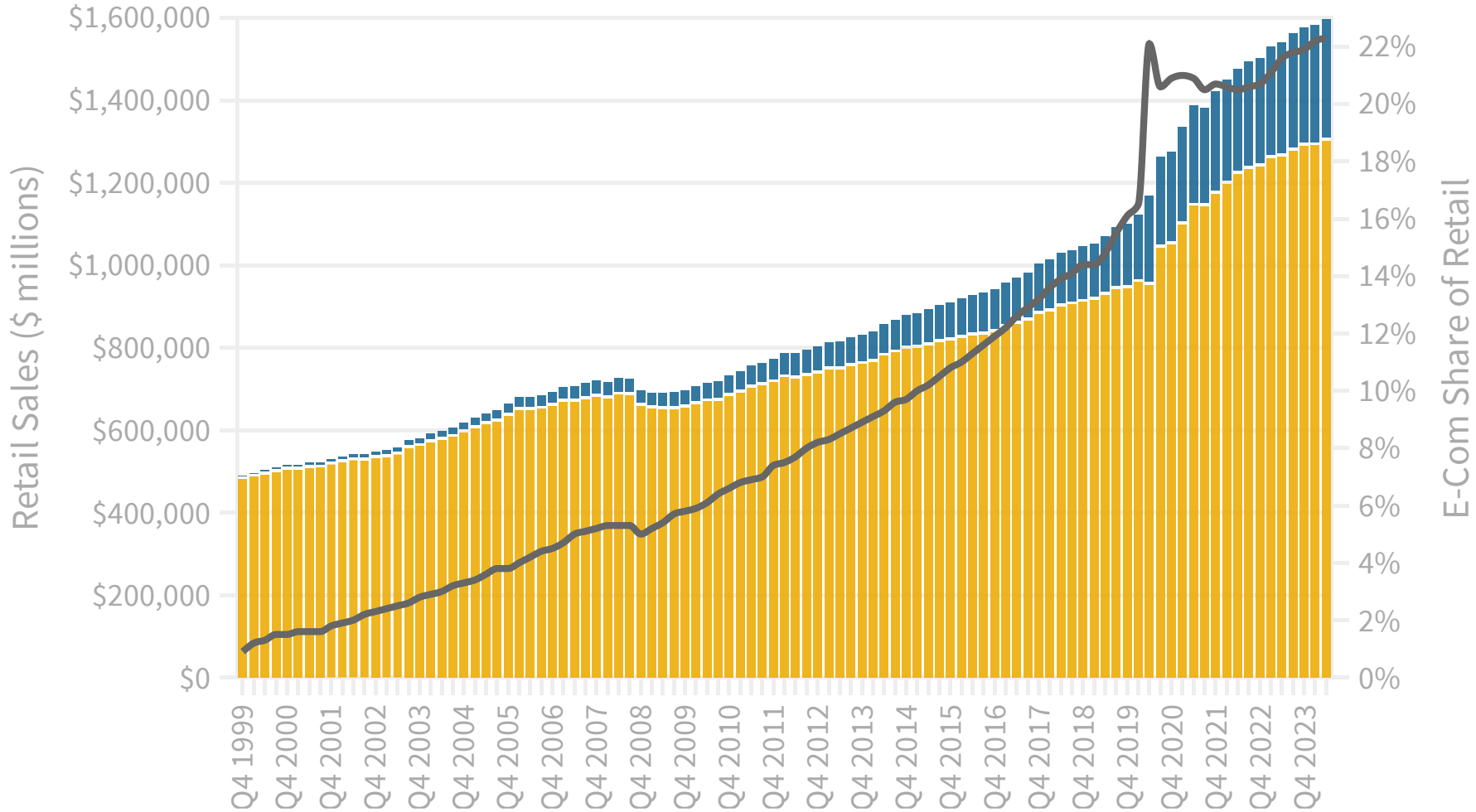
E-Commerce Growth Year over Year

24 year average **17.3%**
10 year avg (x Covid) **12.4%**
2024 YTD growth **7.5%**



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch

Core Retail and E-Commerce

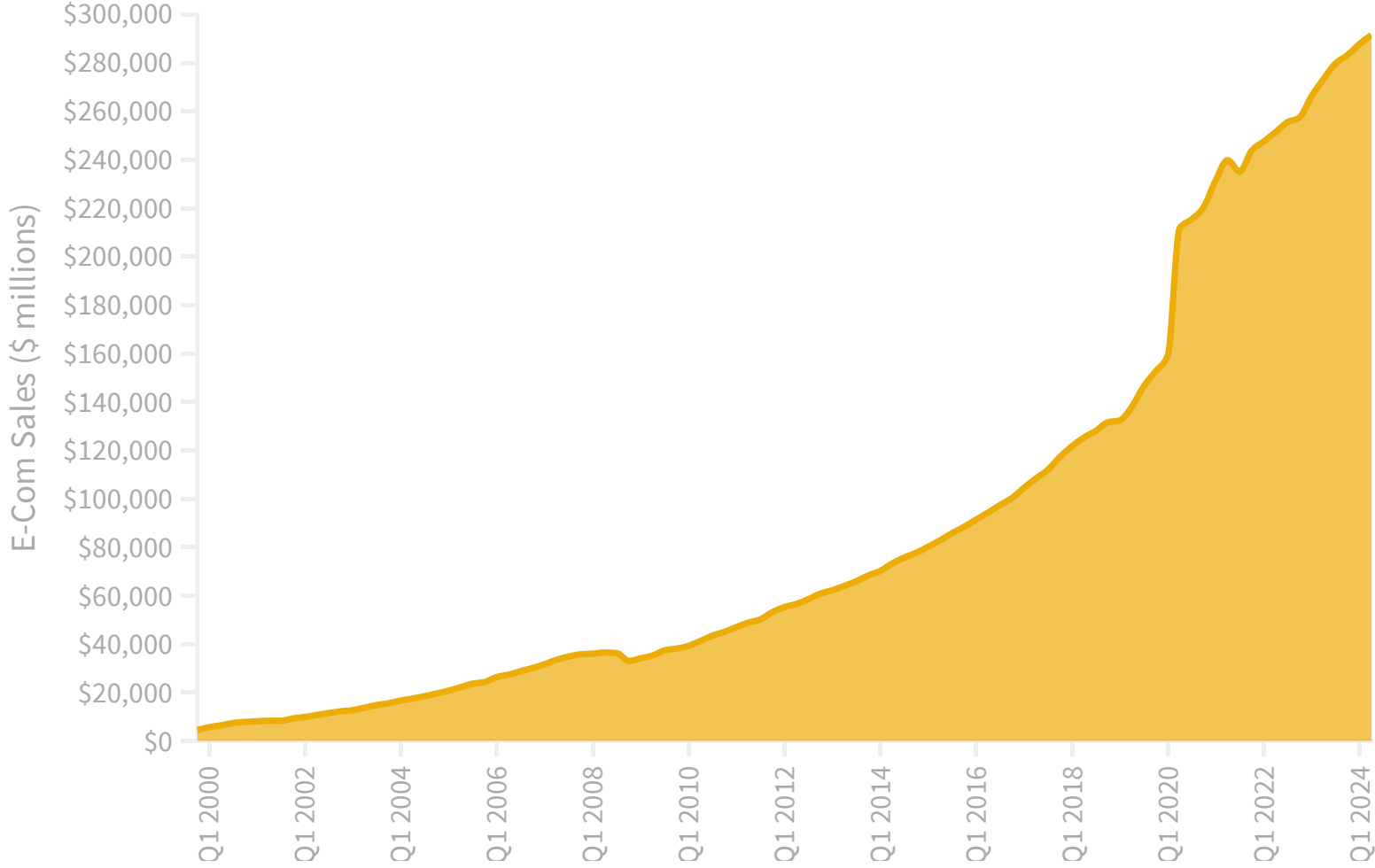


SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch

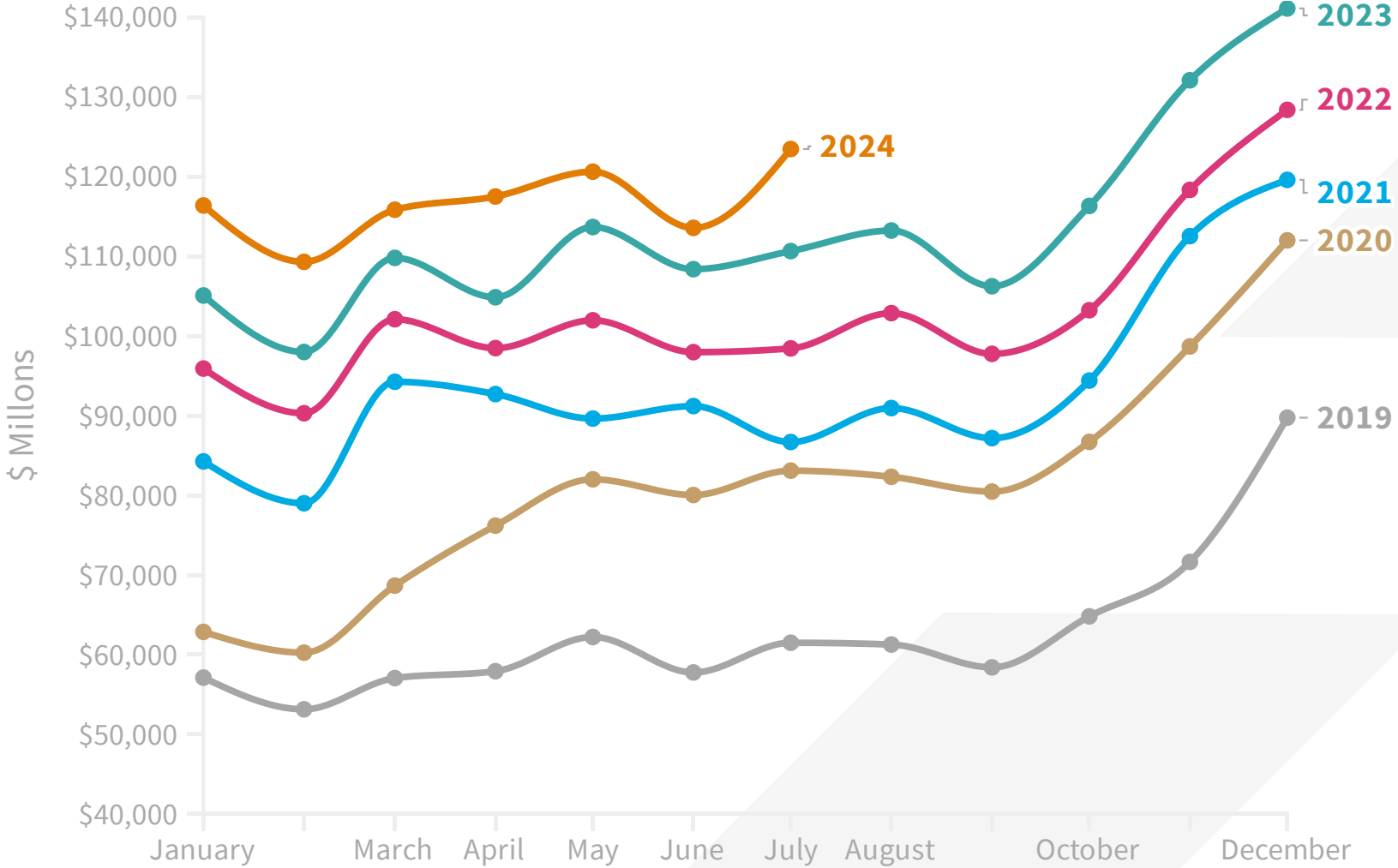


E-Commerce Growth

Up **7.5%** YTD vs 2023
Up **117%** YTD vs 2019



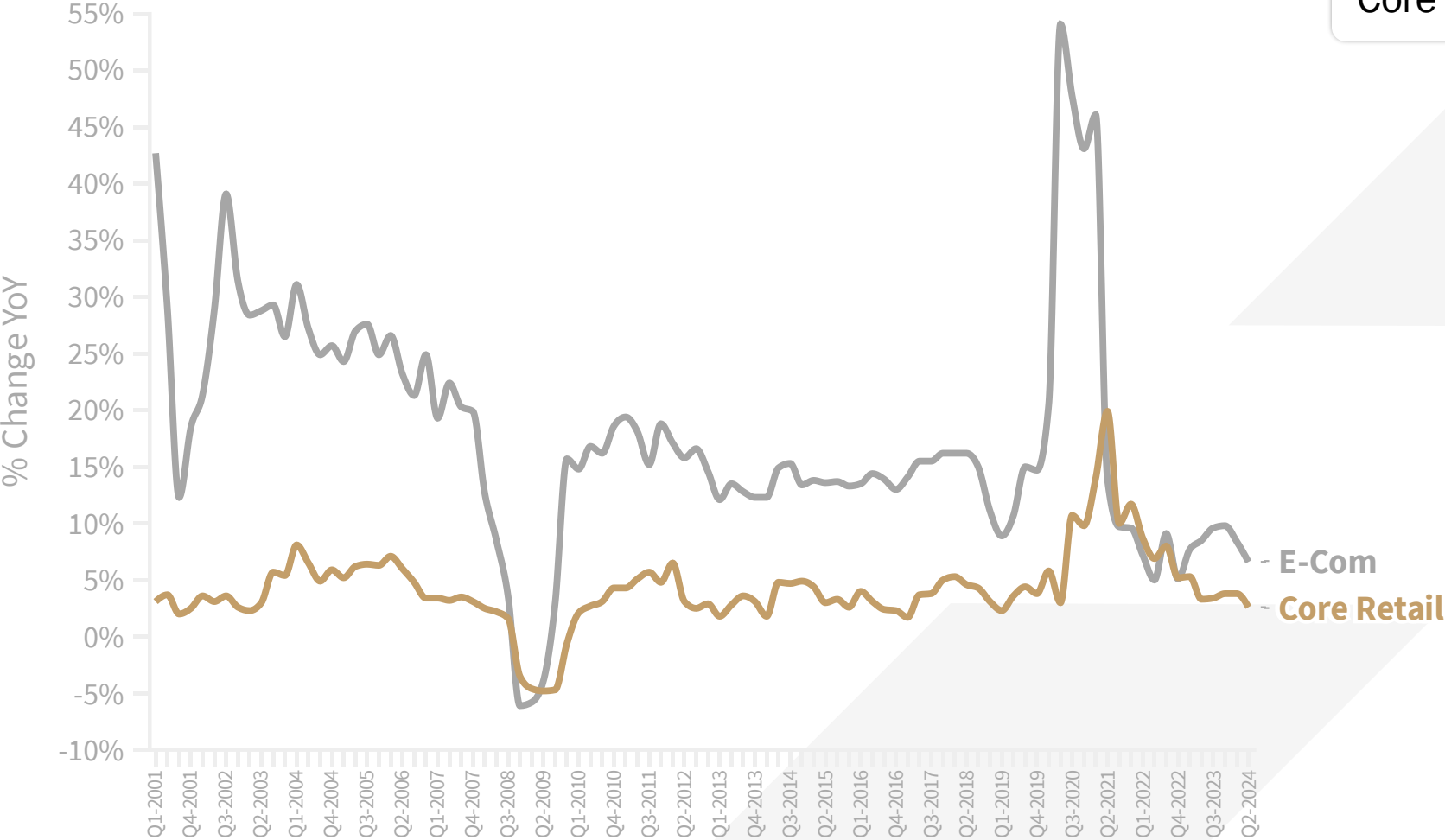
Non-Store Sales (E-Com & Catalog)



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 454

E-Commerce vs Retail YoY Growth

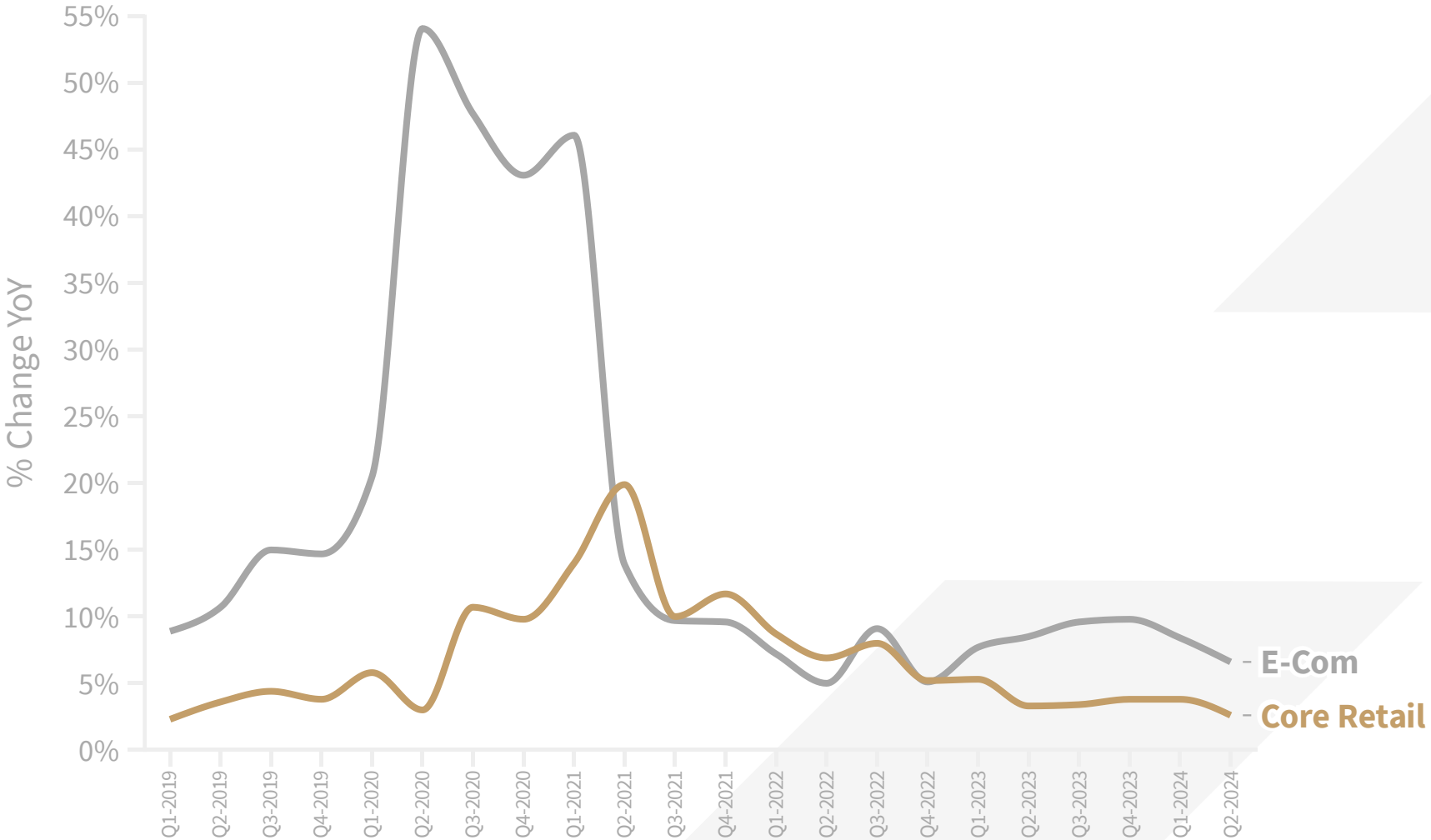
10 Year Average
 E-Com **13.5%**
 Core Retail **3%**



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 4541 v 44000



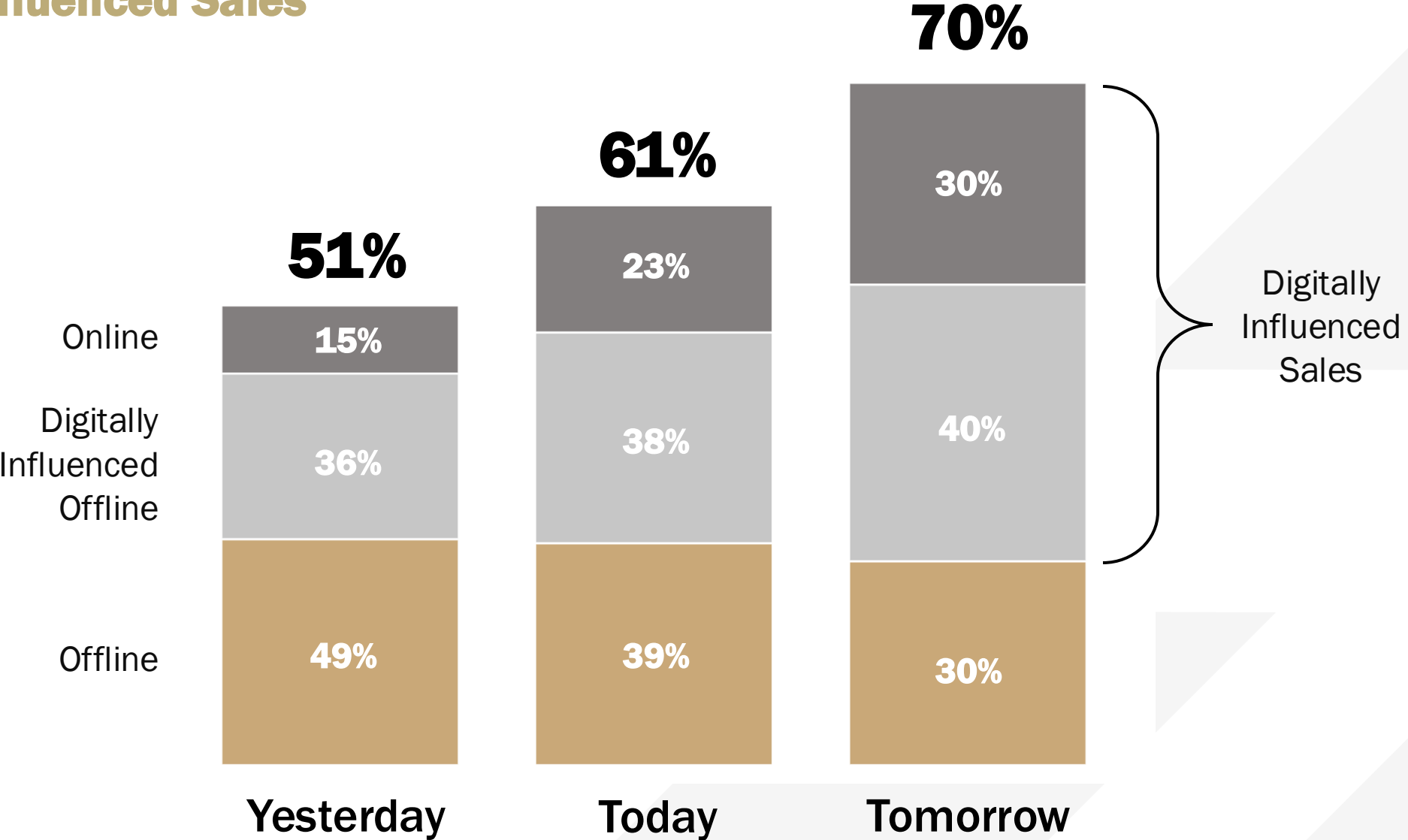
E-Commerce vs Retail YoY Growth



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 4541 v 44000



Digitally Influenced Sales



Source: Forrester 2022 Digital-Influenced Retail Sales Forecast, US

- **Jason “Retailgeek” Goldberg**
Chief Commerce Strategy Officer, Publicis Groupe
[@retailgeek](#)
-

- **Scot Wingo**
CEO of GetSpiffy & Co-Founder of ChannelAdvisor
[@scotwingo](#)

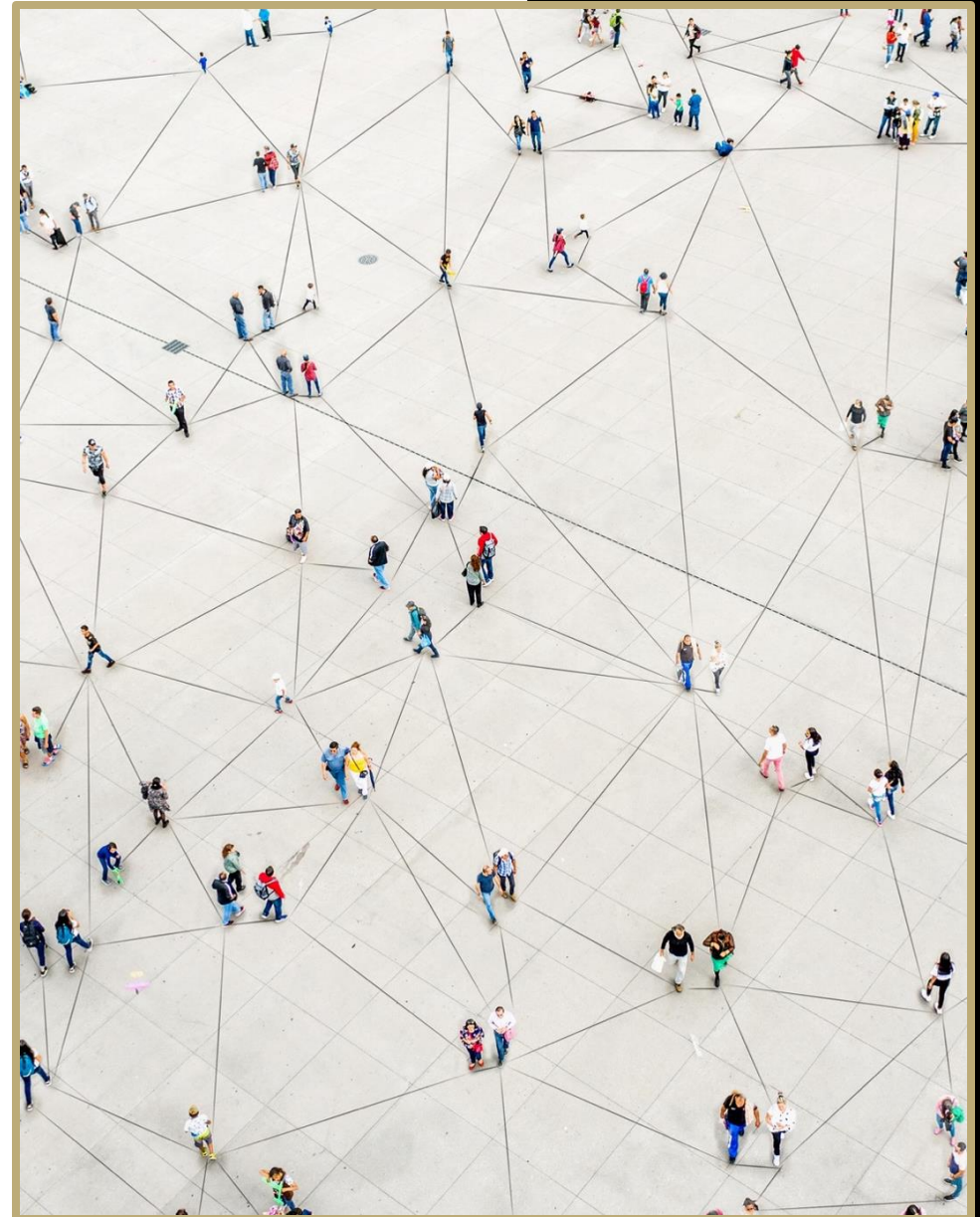


Jasonandscot.com



Sources

- **US Retail & E-Com Sales Data:**
[US Dept of Commerce](#)
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2023 Recap

2023 Retail

\$ 7.25T

+2.1% v 2022

+34% v 2019

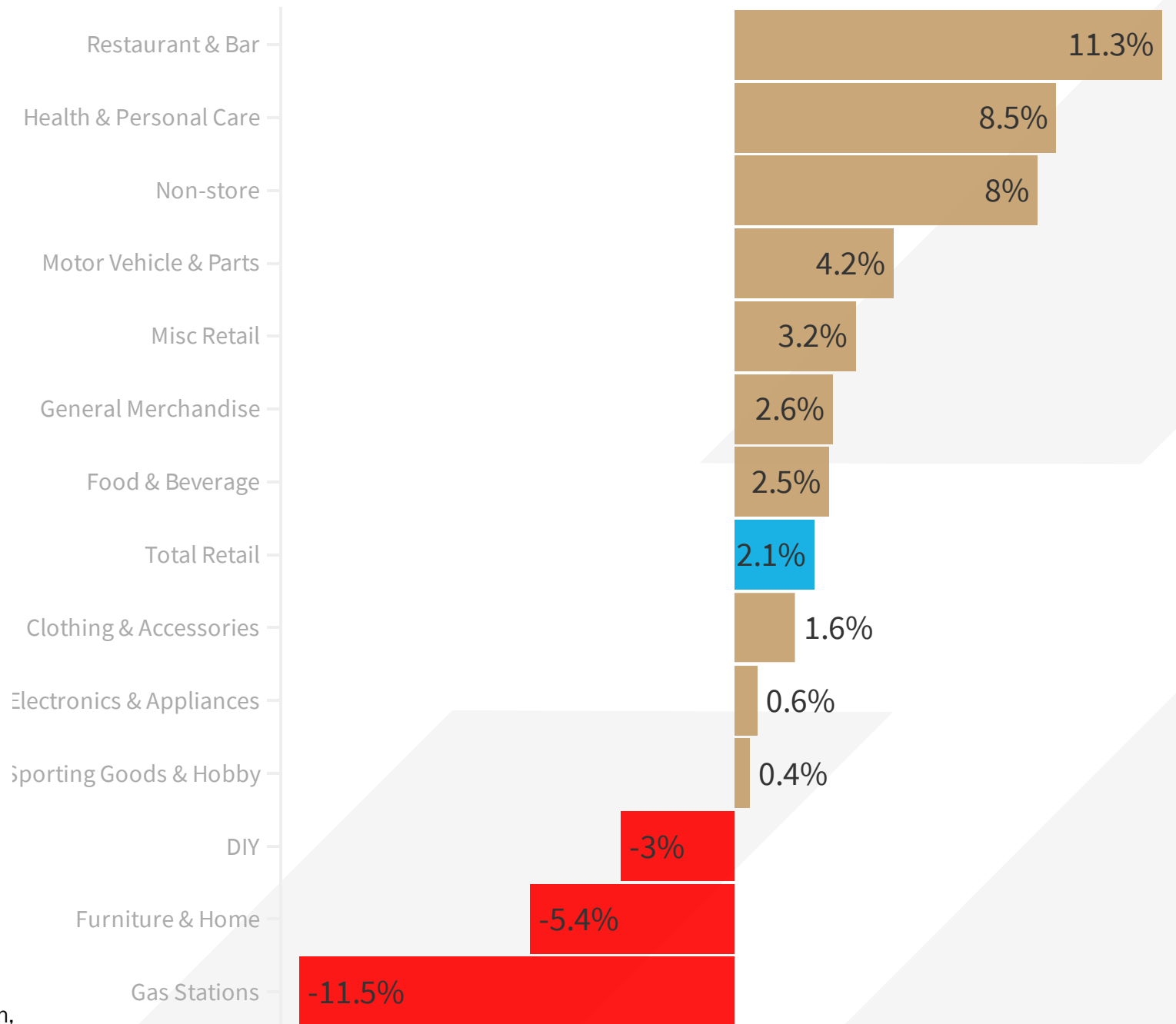
2023 Core Retail
(ex Restaurant, Gas, Auto)

\$5.1T

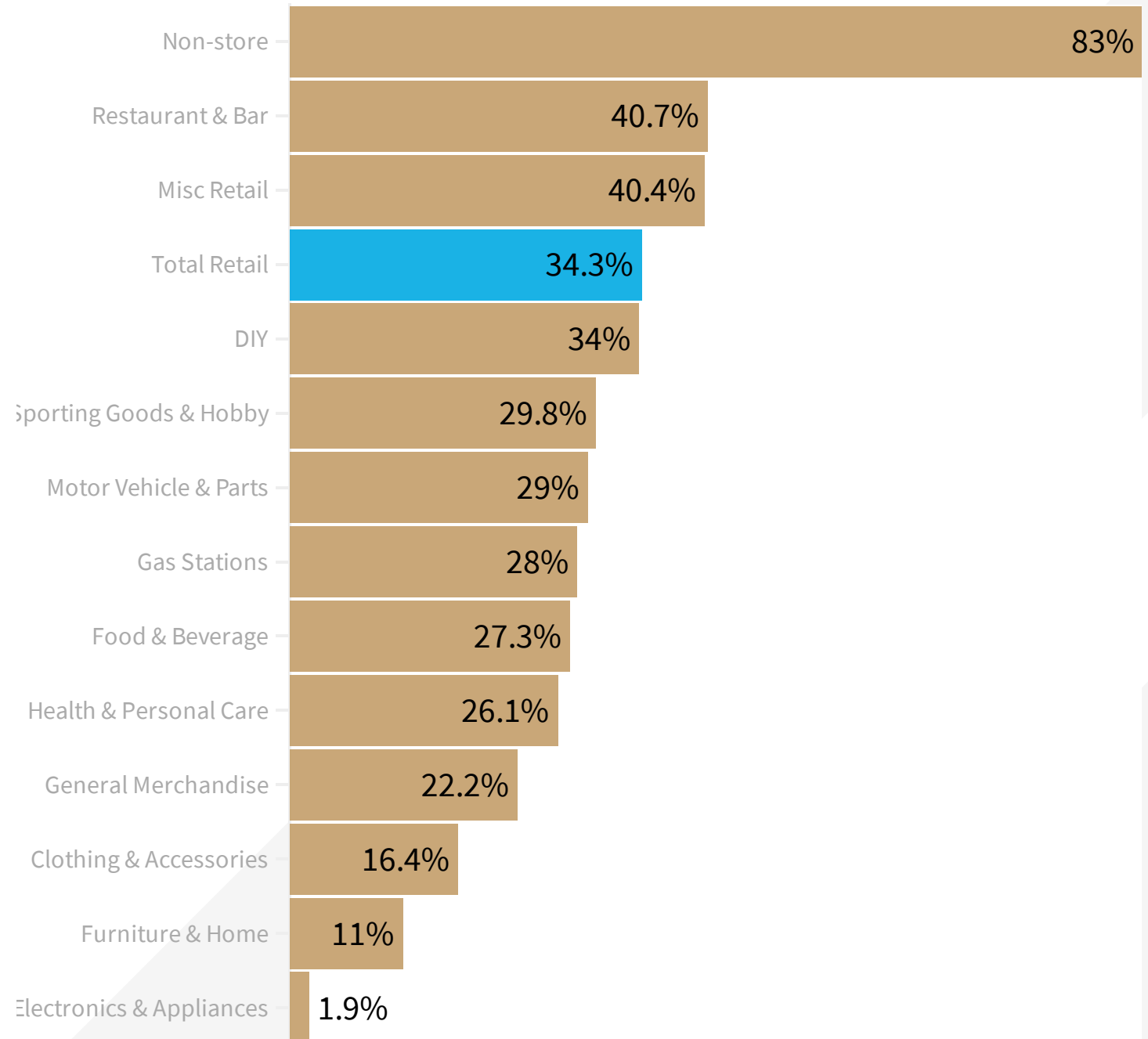
+3.6% v 2022

+37% v 2019

2023 Sales vs 2022



2023 Sales vs 2019



Apparel – 2023

\$312B

+2.6% v 2022

+16.4% v 2019

4% of Retail


Automobile - 2023

\$1.6T

+4.2% v 2022

+32% v 2019

22% of Retail



Grocery – 2023

\$986B

+2.5% v 2022
+27.3% v 2019
14% of Retail



DIY / Home Improvement – 2023

\$499B

-3% v 2022
+34% v 2019
7% of Retail



Electronics – 2023

\$93B

+0.6 v 2022

+1.9% v 2019

1.3% of Retail

Non-Store Sales 2023

\$1.4T

+8% v 2022

+83% v 2019

19% of US Retail

2023 E-Commerce

\$1.1T

21.6% of Core Retail

+9% v 2022

+93% v 2019