



**PUBLICIS
COMMERCE**

US Commerce Data Compendium

November 2022





2021 Retail

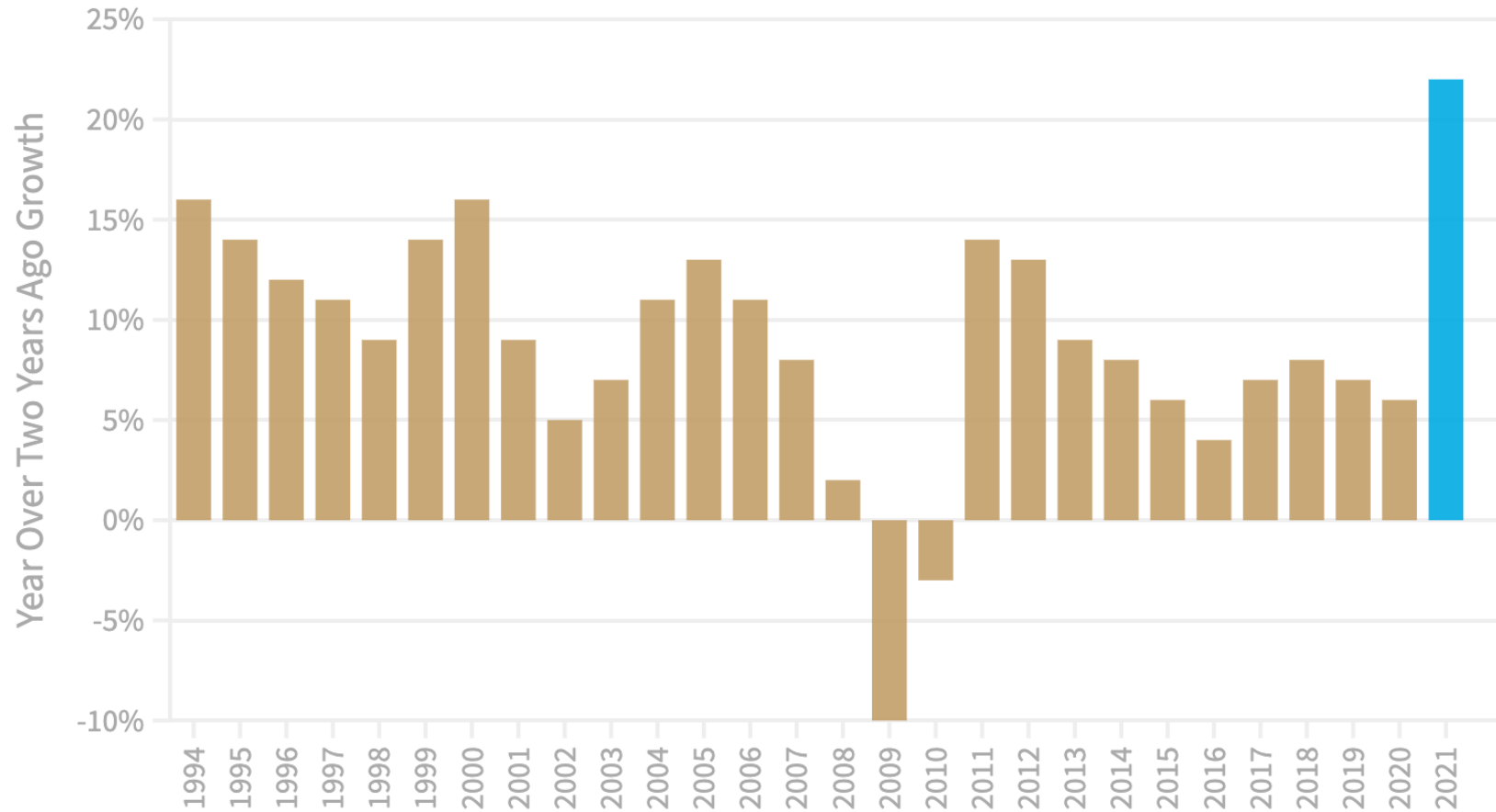
\$6.6T

+18% v 2020

+22% v 2019

Retail Growth

Year over Two Years Ago



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



Retail – 2022 Jan - Nov

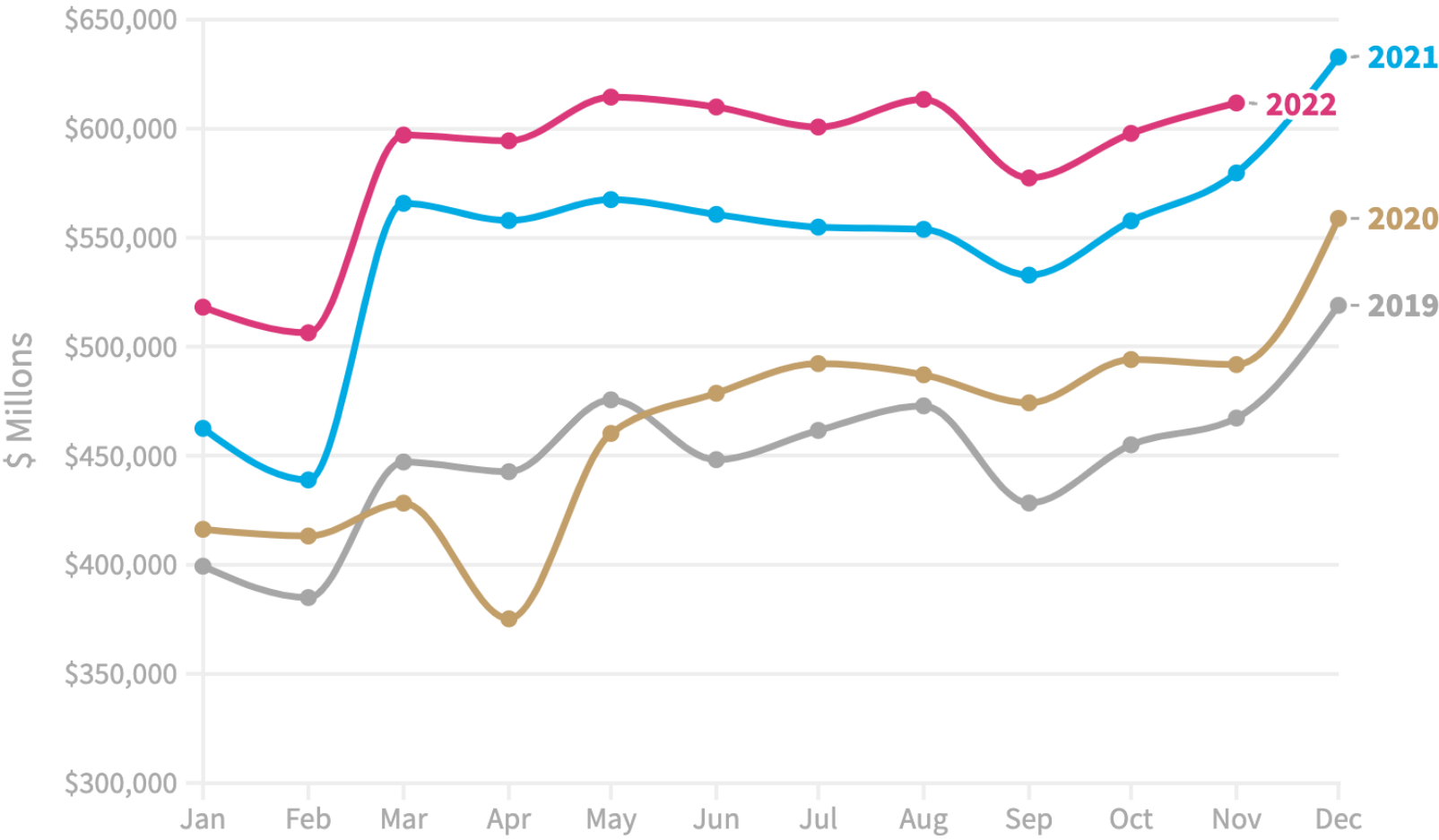
\$6.4T

+8.6% v 2021

+29% v 2020

+32% v 2019

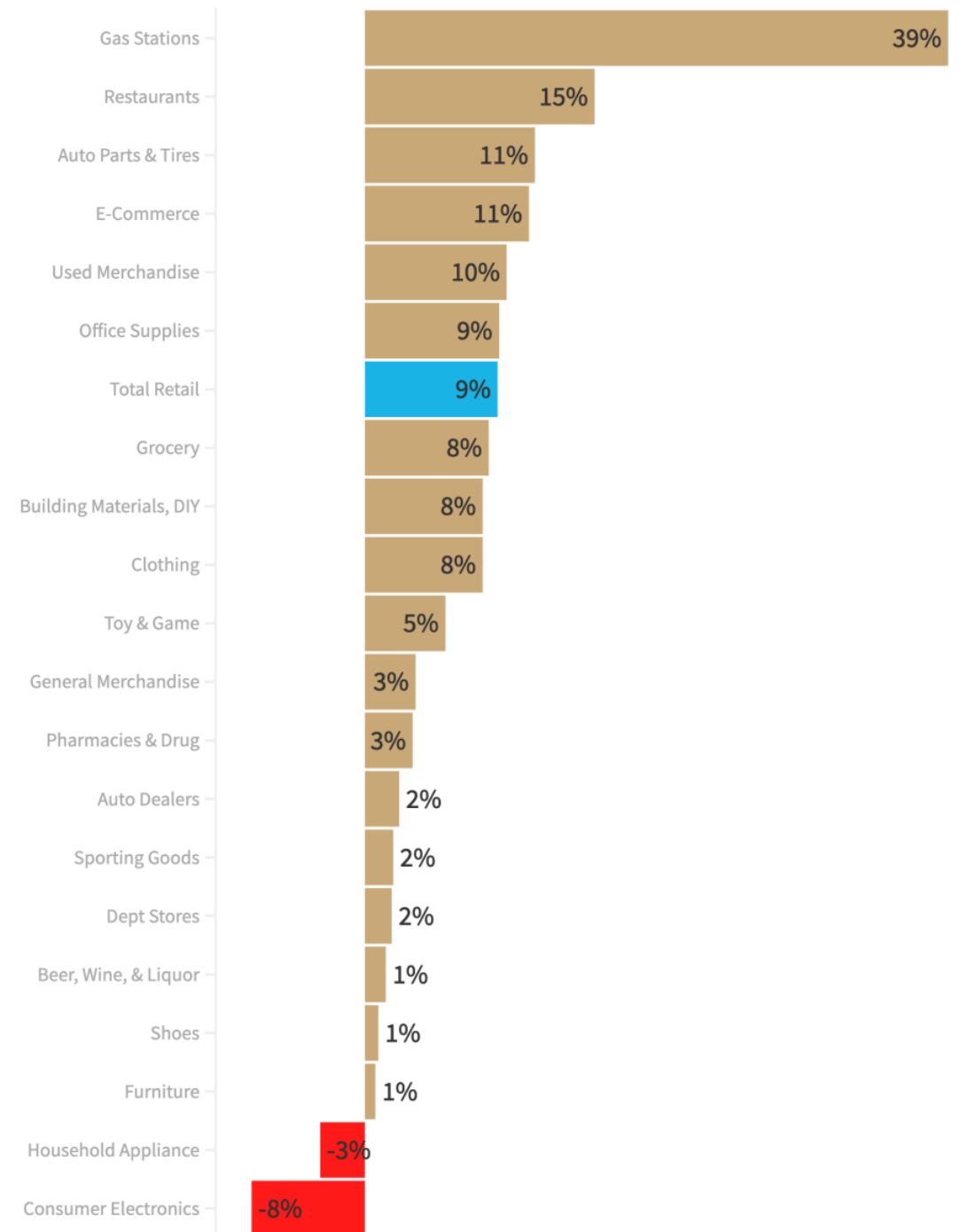
Monthly Retail Sales



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

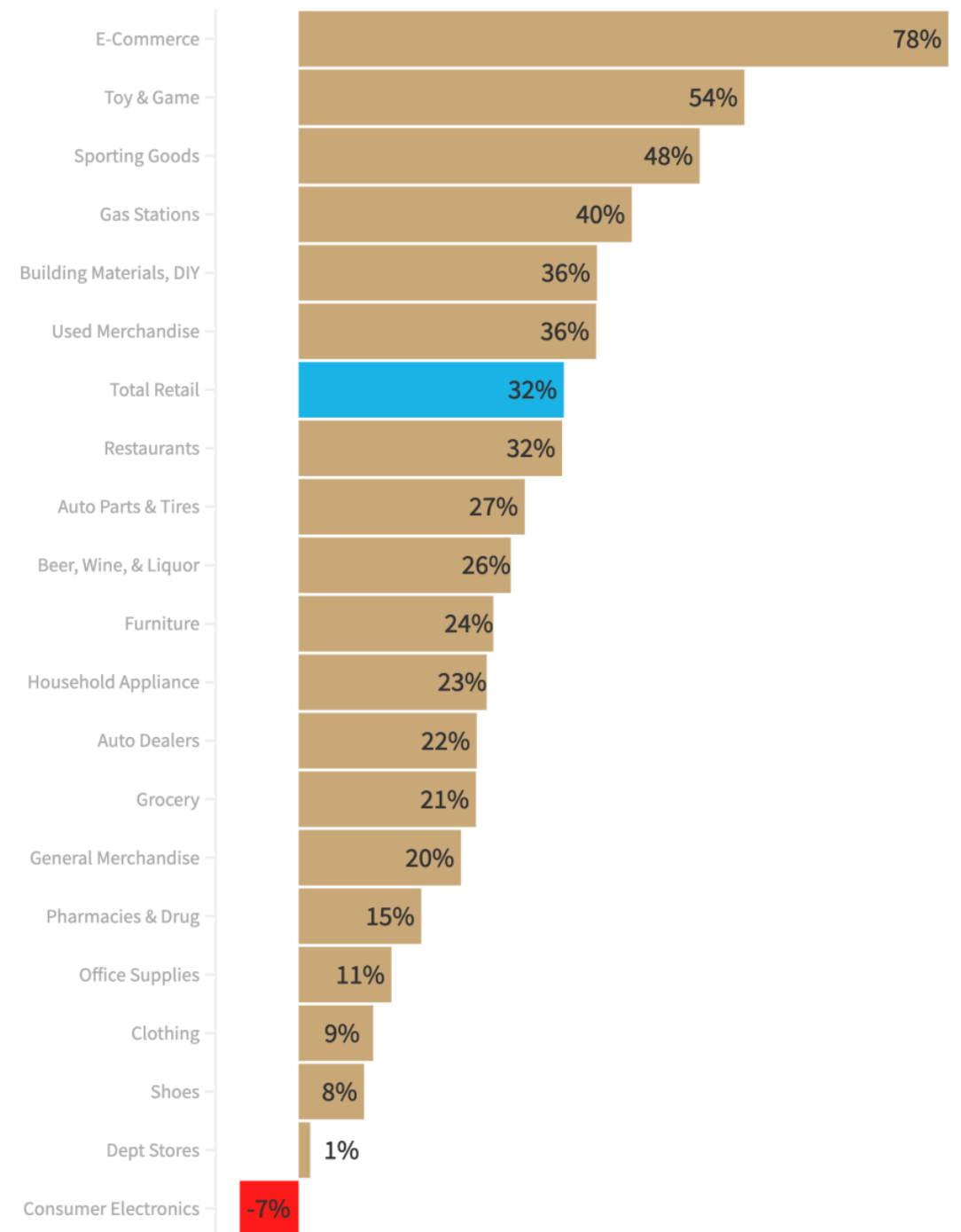


YTD Sales vs 2021



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

YTD Sales vs 2019



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

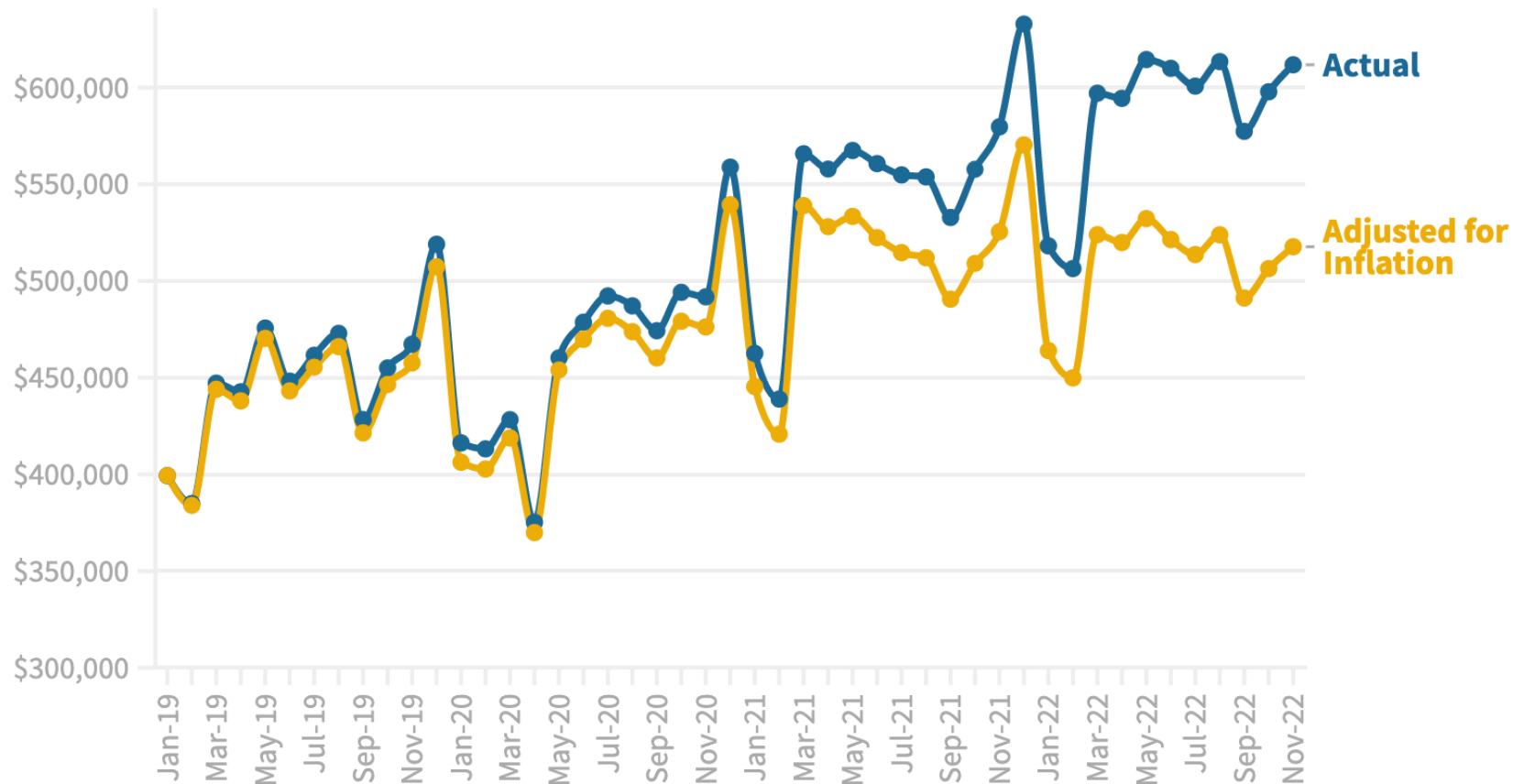
Inflation (November 2022)

7.1%

2.3% Dec 2019

US Retail Sales Adjusted for inflation

Up 8.6% (0.4% adjusted) YoY
Up 31.9% (15.3% adjusted) Yo3Y



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

Automobile – 2022 Jan-Nov

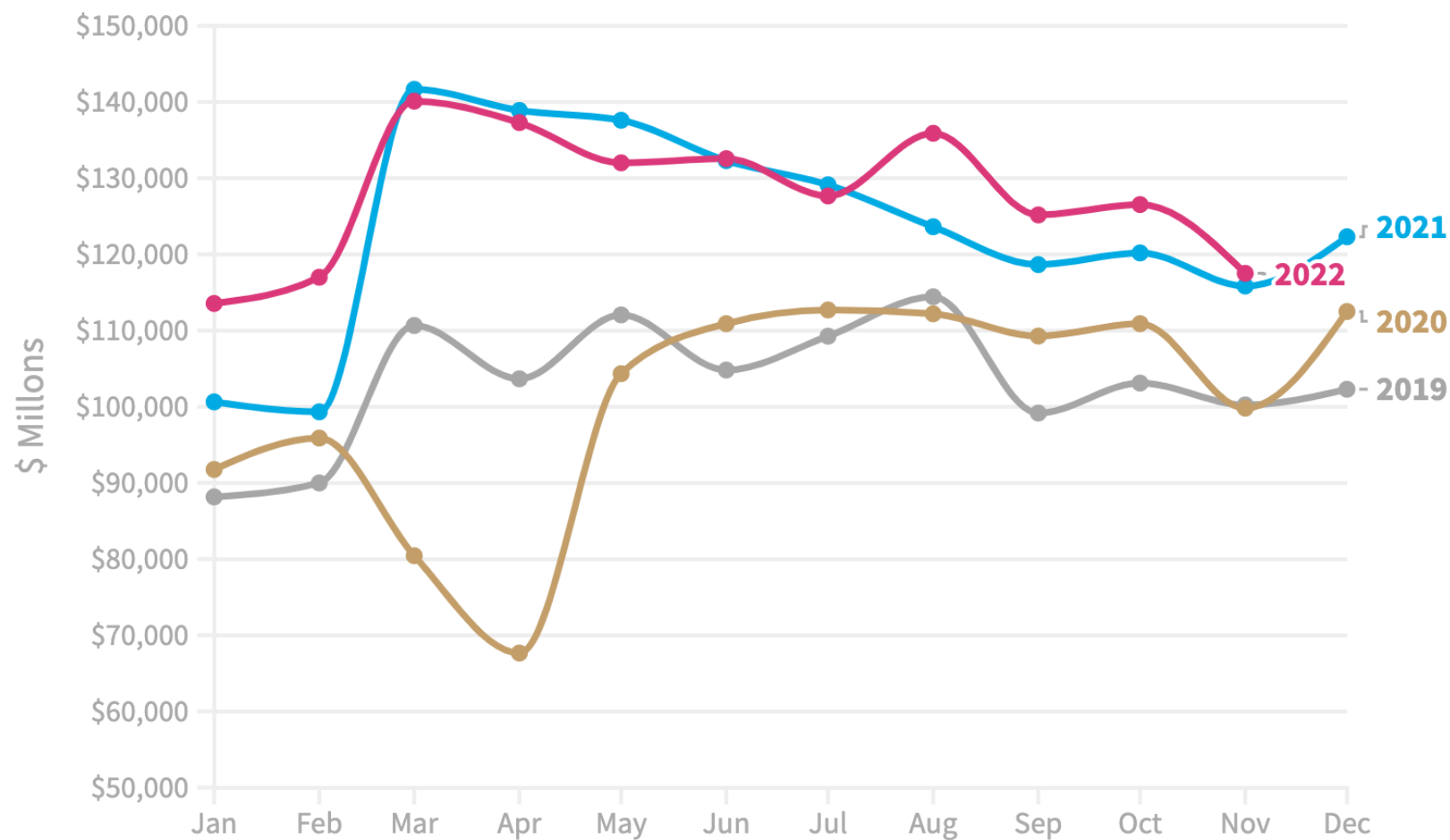
\$1.4T

+3.5% v 2021

+28% v 2020

+24% v 2019

Monthly Auto Sales



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



Grocery – 2022 Jan-Nov

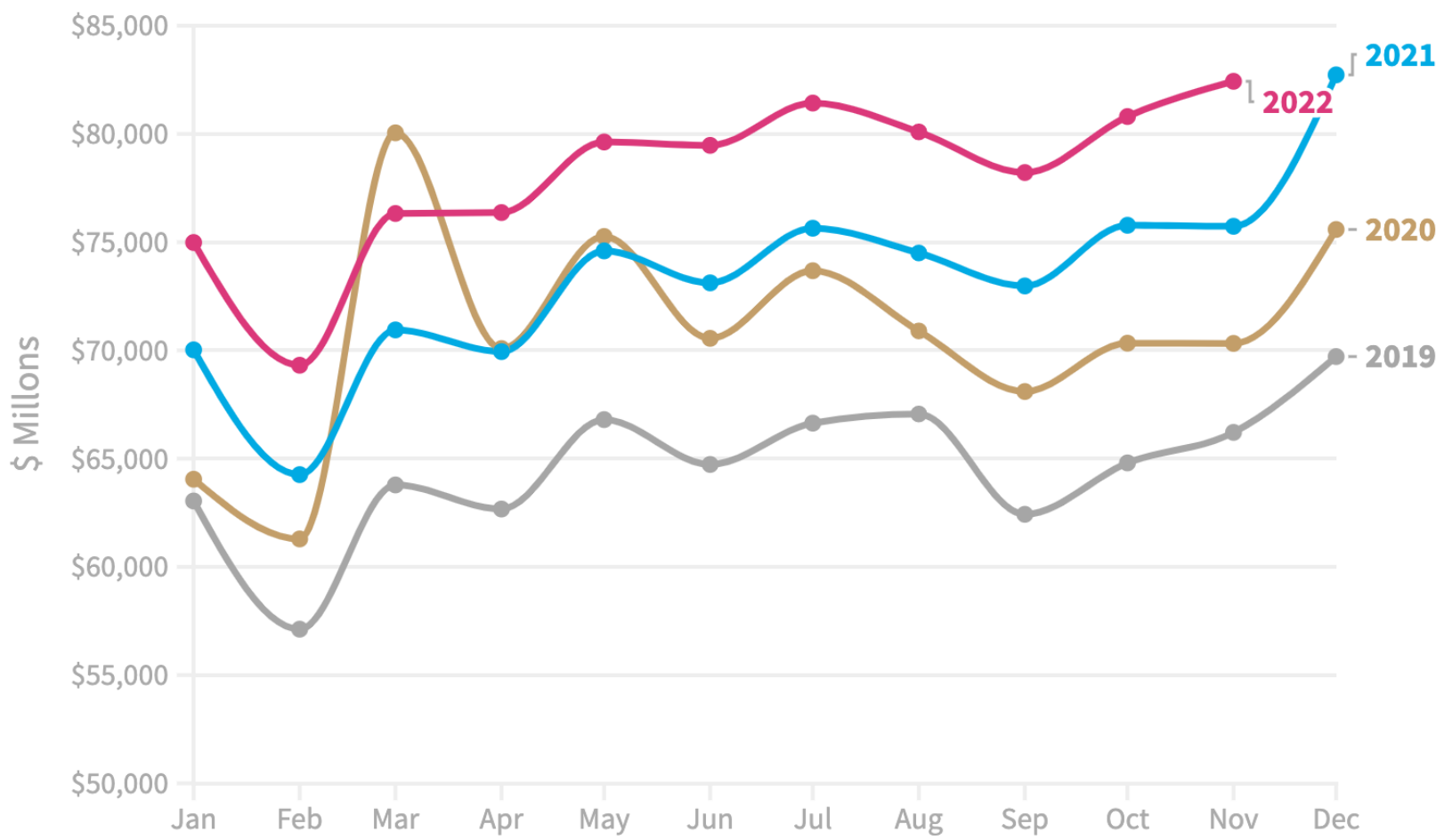
\$859B

+7.7% v 2021

+11% v 2020

+22% v 2019

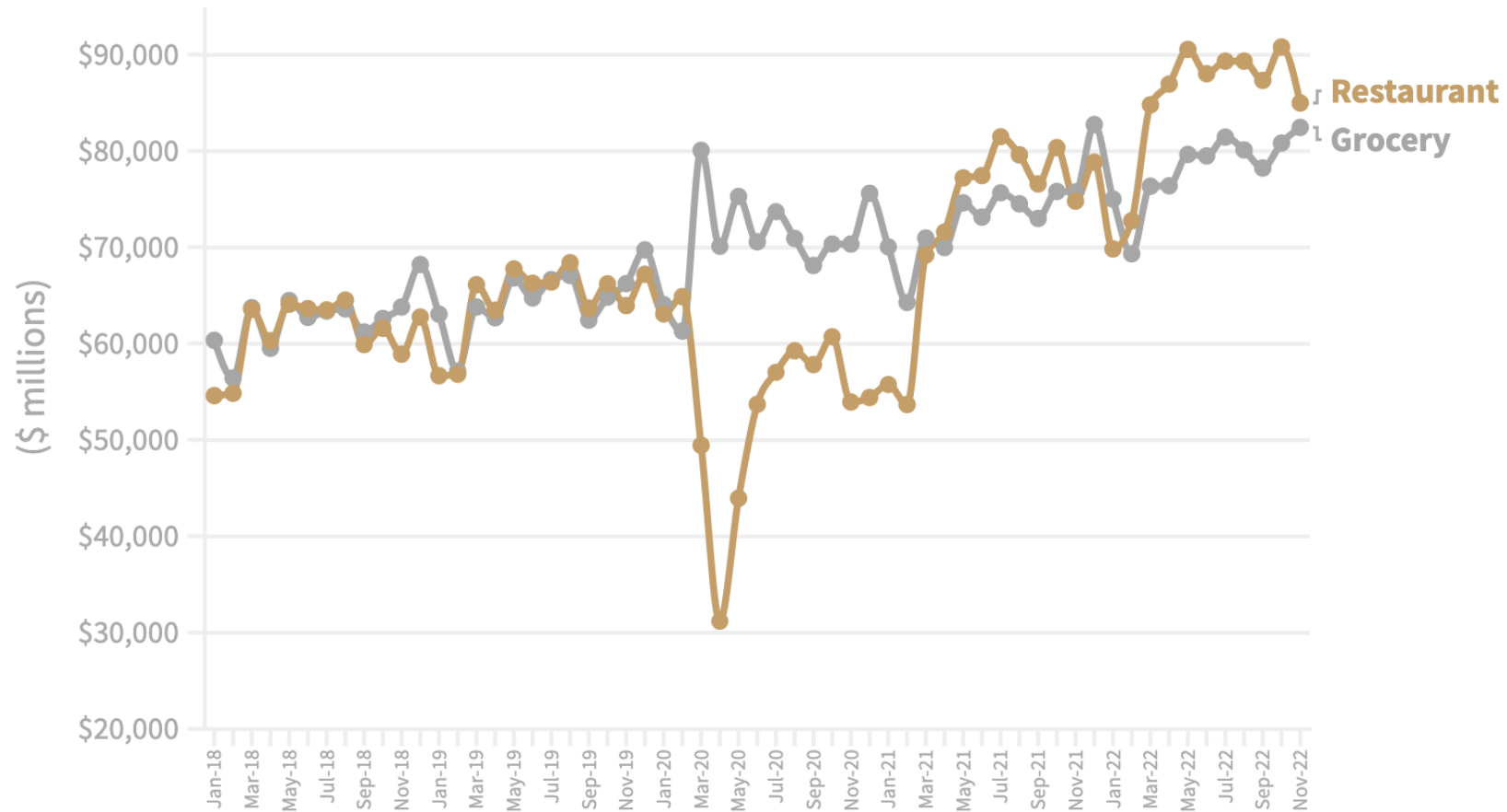
Monthly Grocery Sales



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



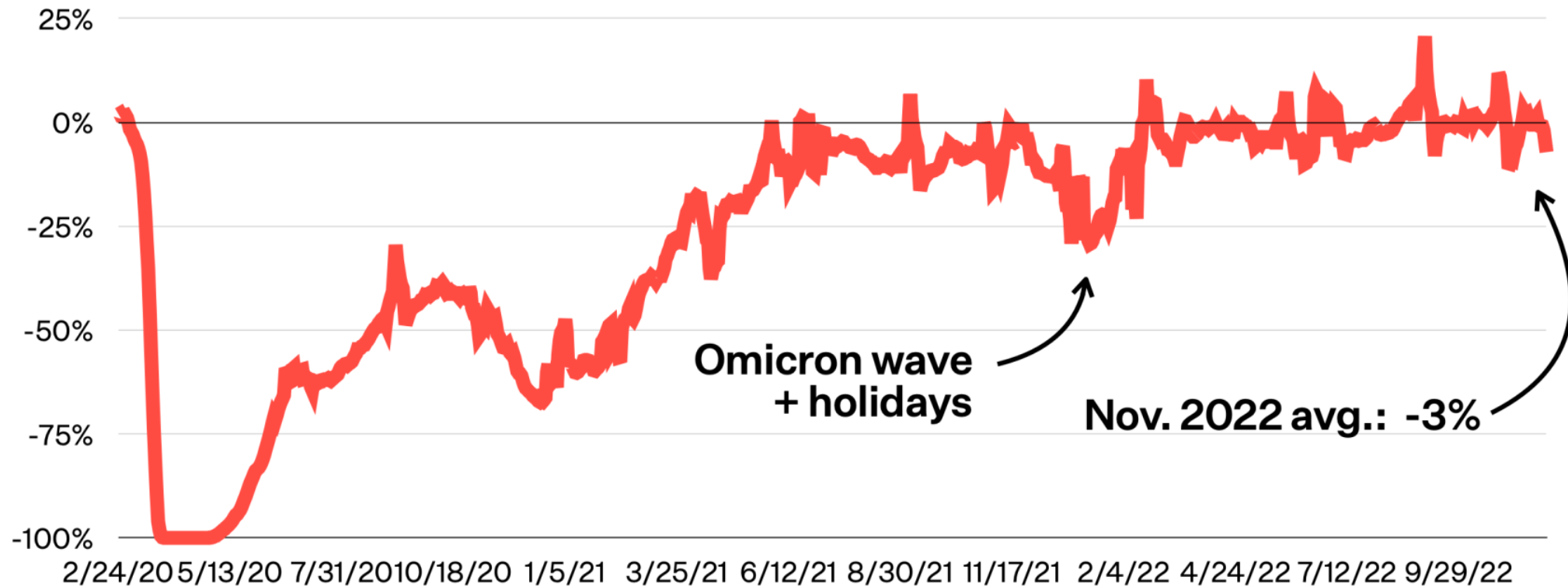
Restaurant vs Grocery



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

Restaurants Back to Normal

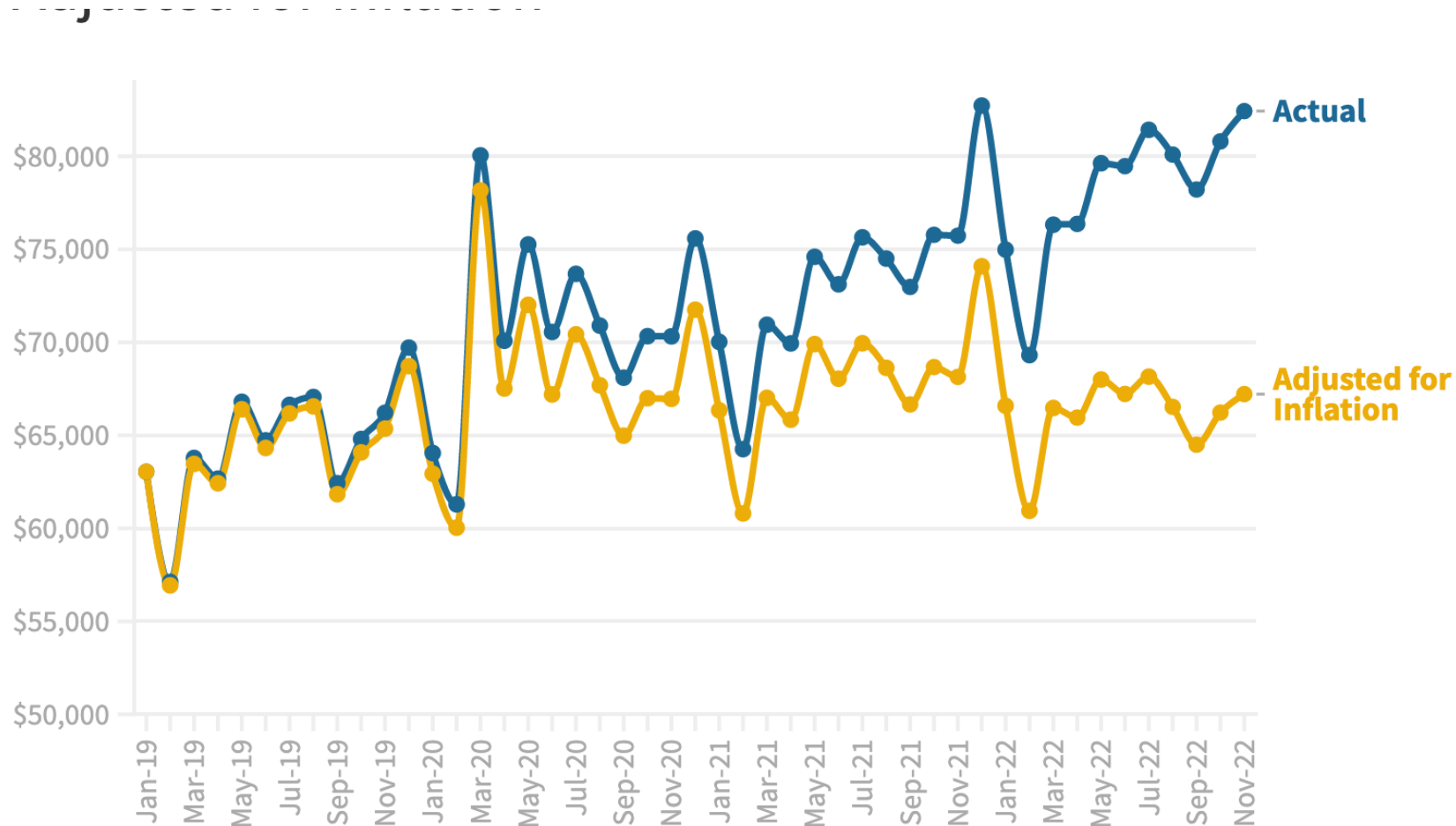
OpenTable seated diners change vs. 2019 'normal'



SOURCE: OpenTable. 7-day average, same weekday via The New Consumer

US Grocery Sales Adjusted for inflation

Up 7.7% (-1.6% adjusted) YoY
Up 21.8% (3.9% adjusted) Yo3Y



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



Apparel – 2022 Jan-Nov

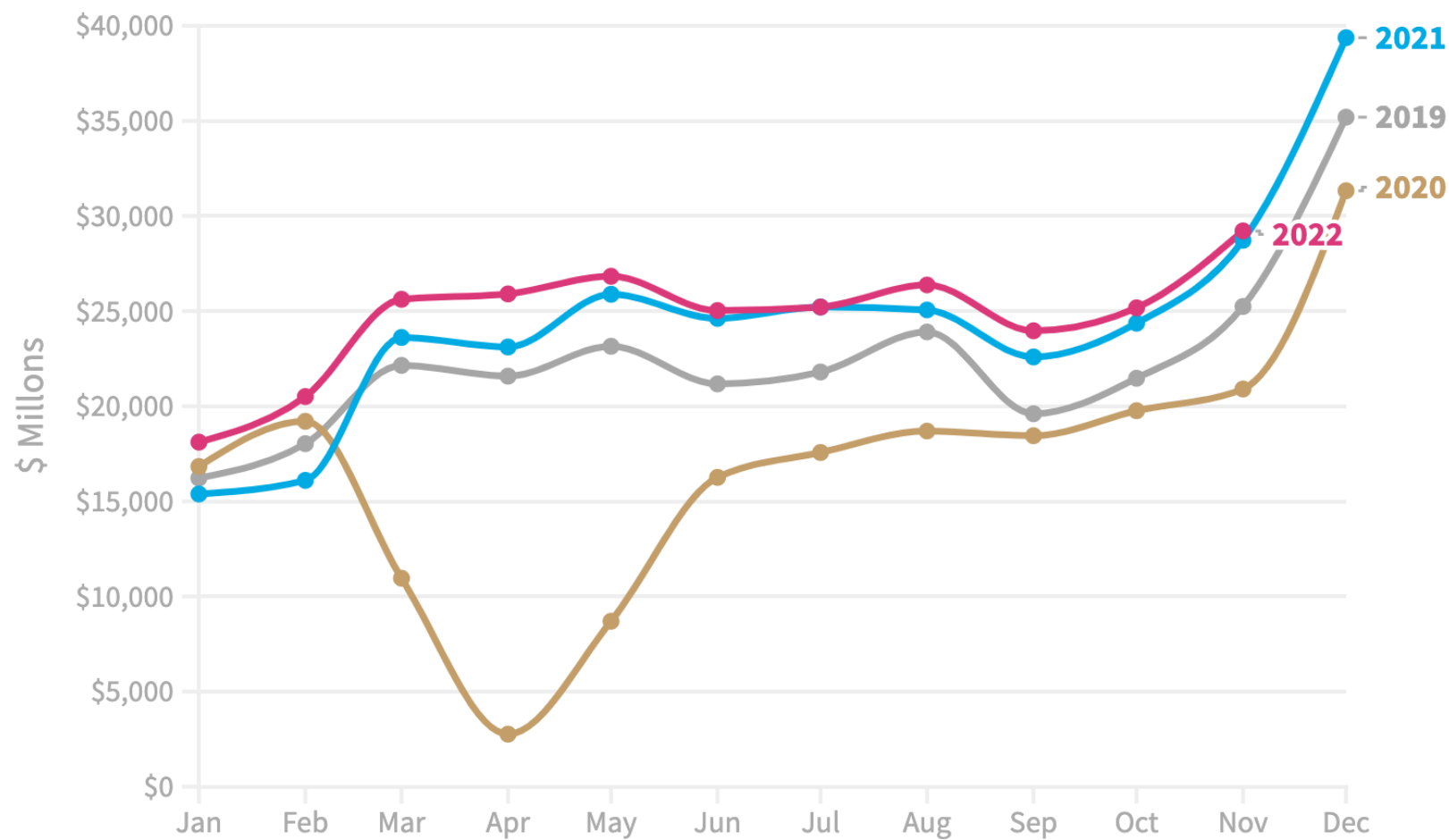
\$272B

+6.8% v 2021

+60% v 2020

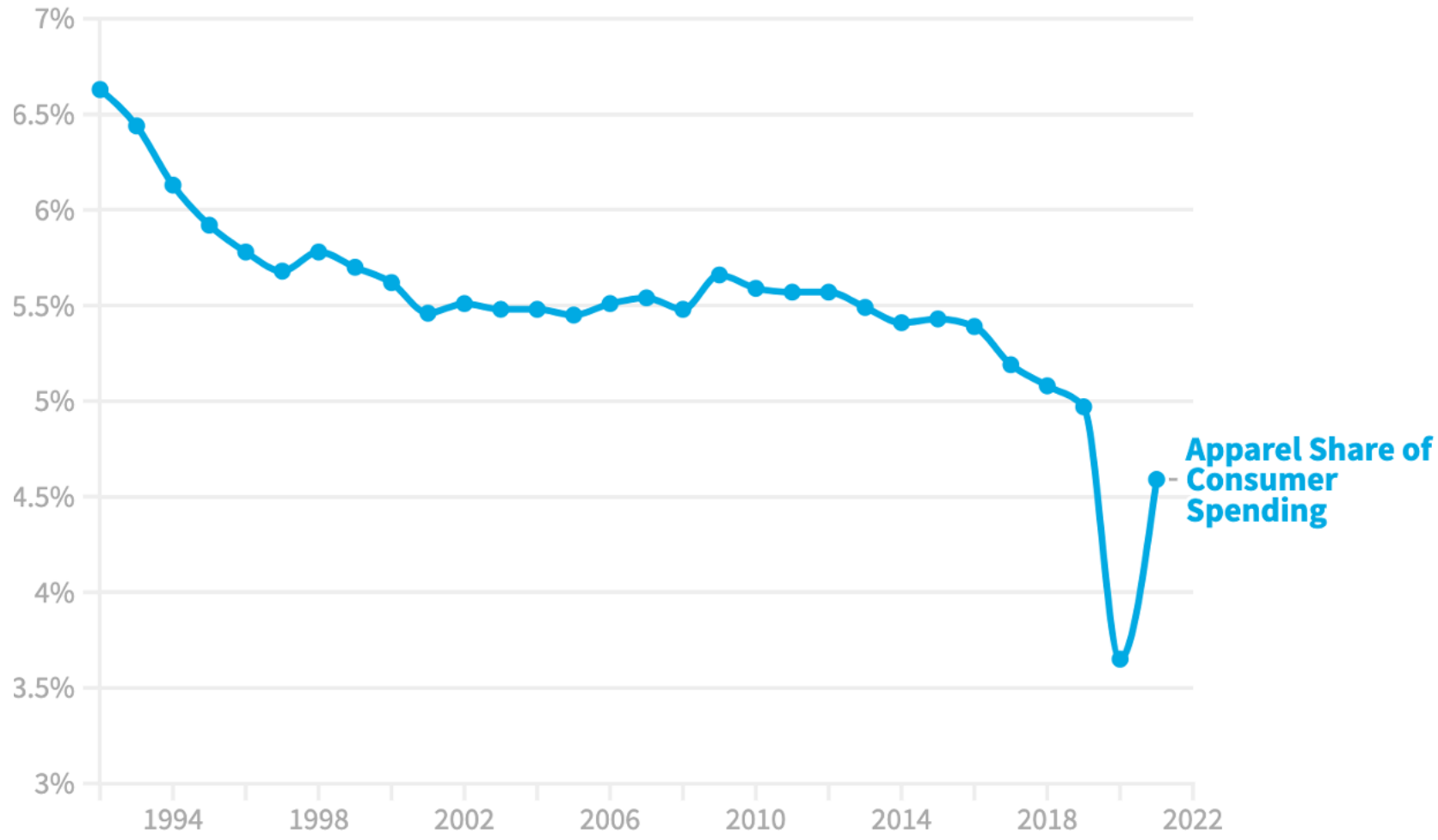
+16% v 2019

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



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



DIY / Home Improvement – 2022 Jan-Nov

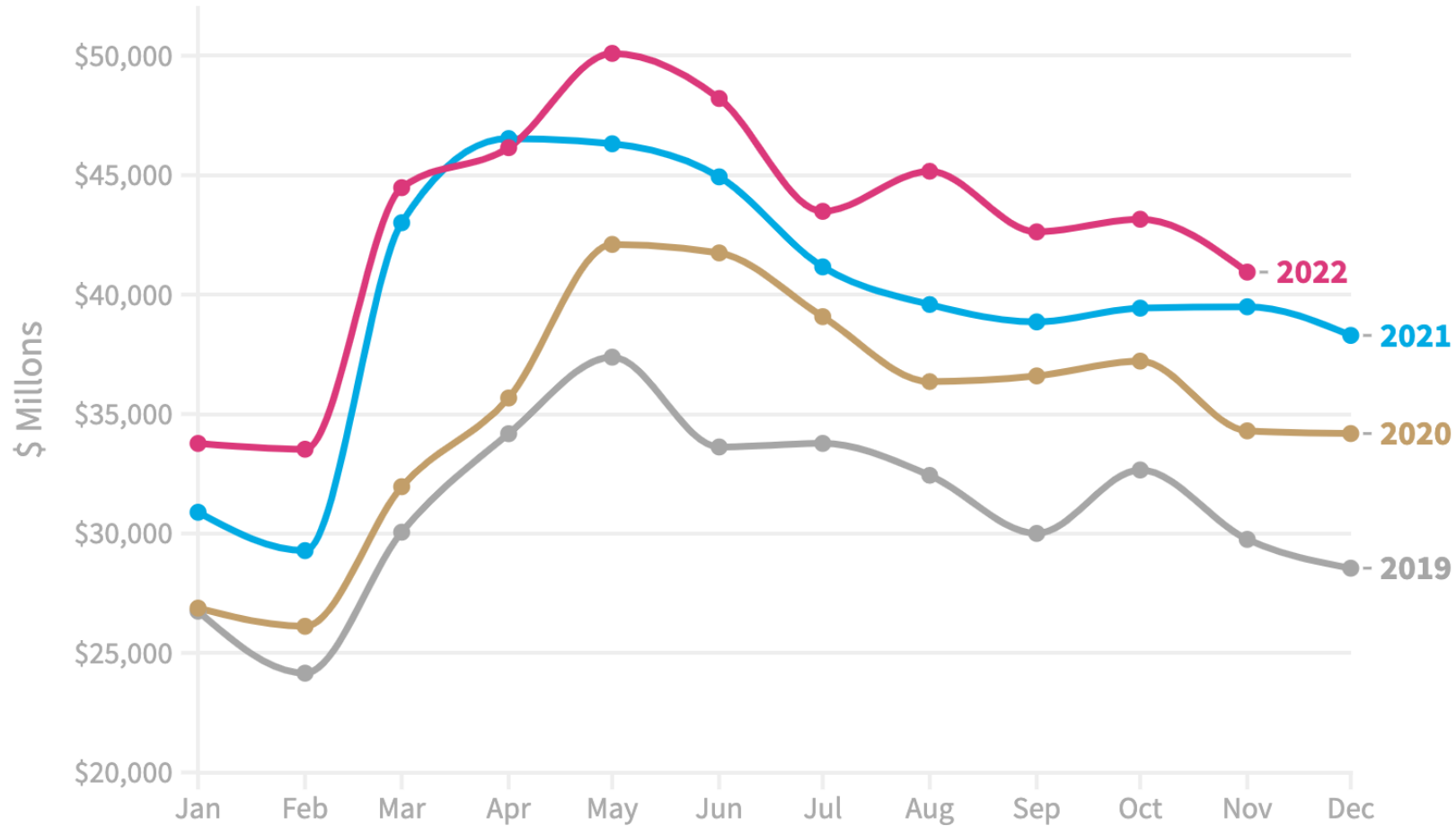
\$472B

+7.3% v 2021

+22% v 2020

+37% v 2019

Monthly DIY / Home Improvement Sales



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



Electronics – 2022 Jan - Oct

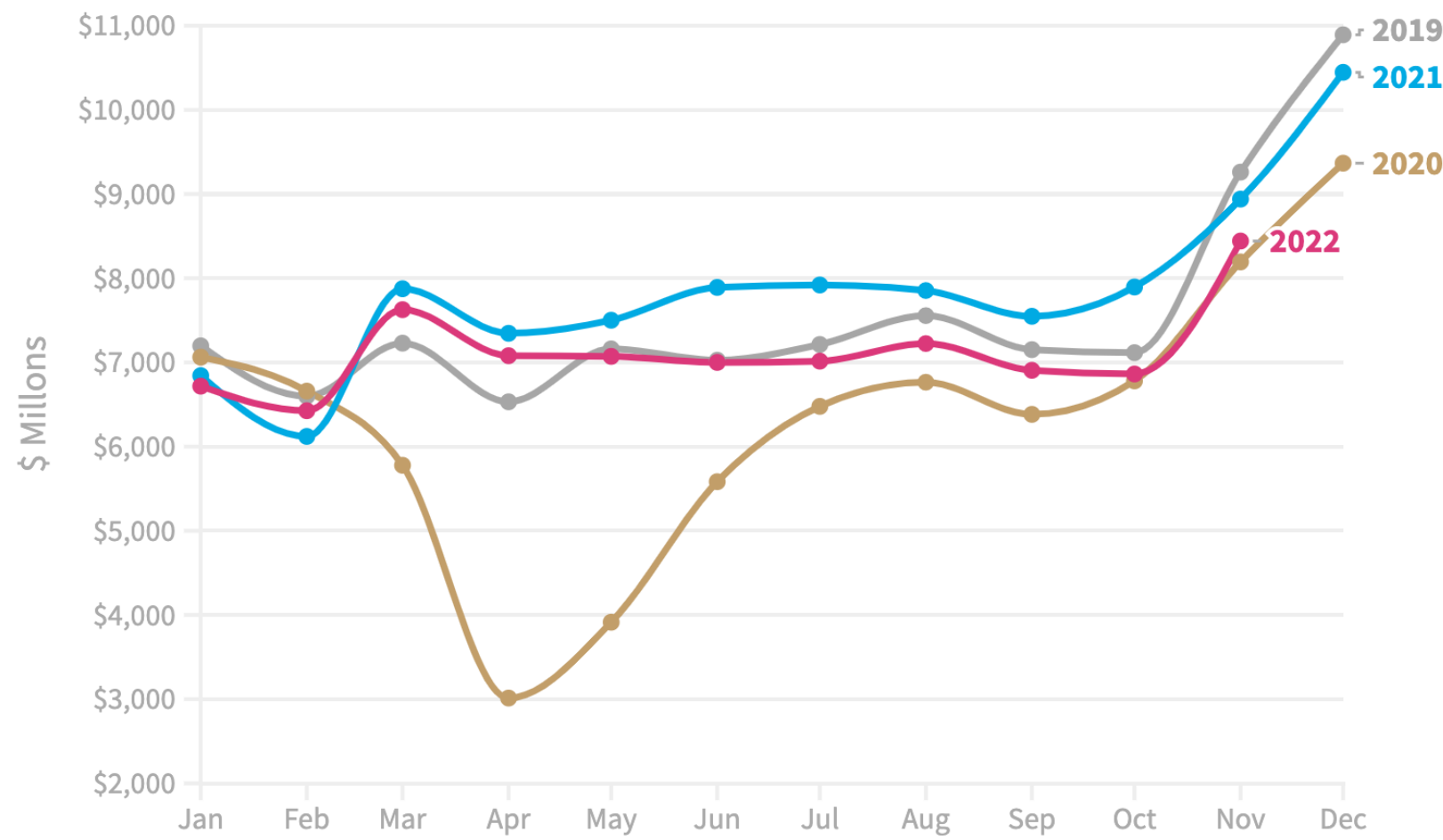
\$78B

-6.4% v 2021

+18% v 2020

-2% v 2019

Monthly US Electronics Sales



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

Toys – 2022 Jan-Oct

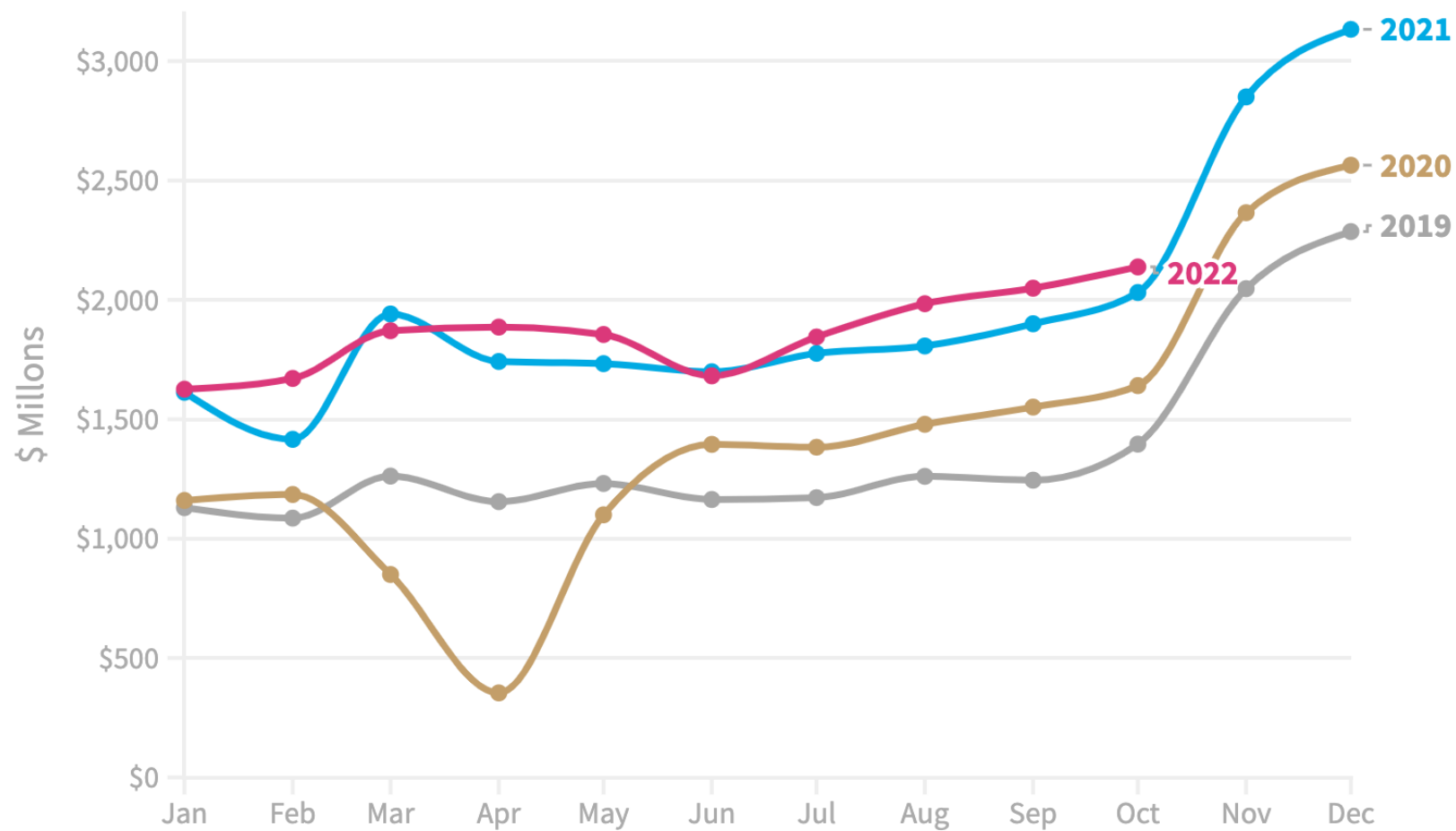
\$18.6B

+5.4% v 2021

+54% v 2020

+54% v 2019

Monthly US Toy Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 45112

E-Commerce 2022 Jan-Sept

\$735B

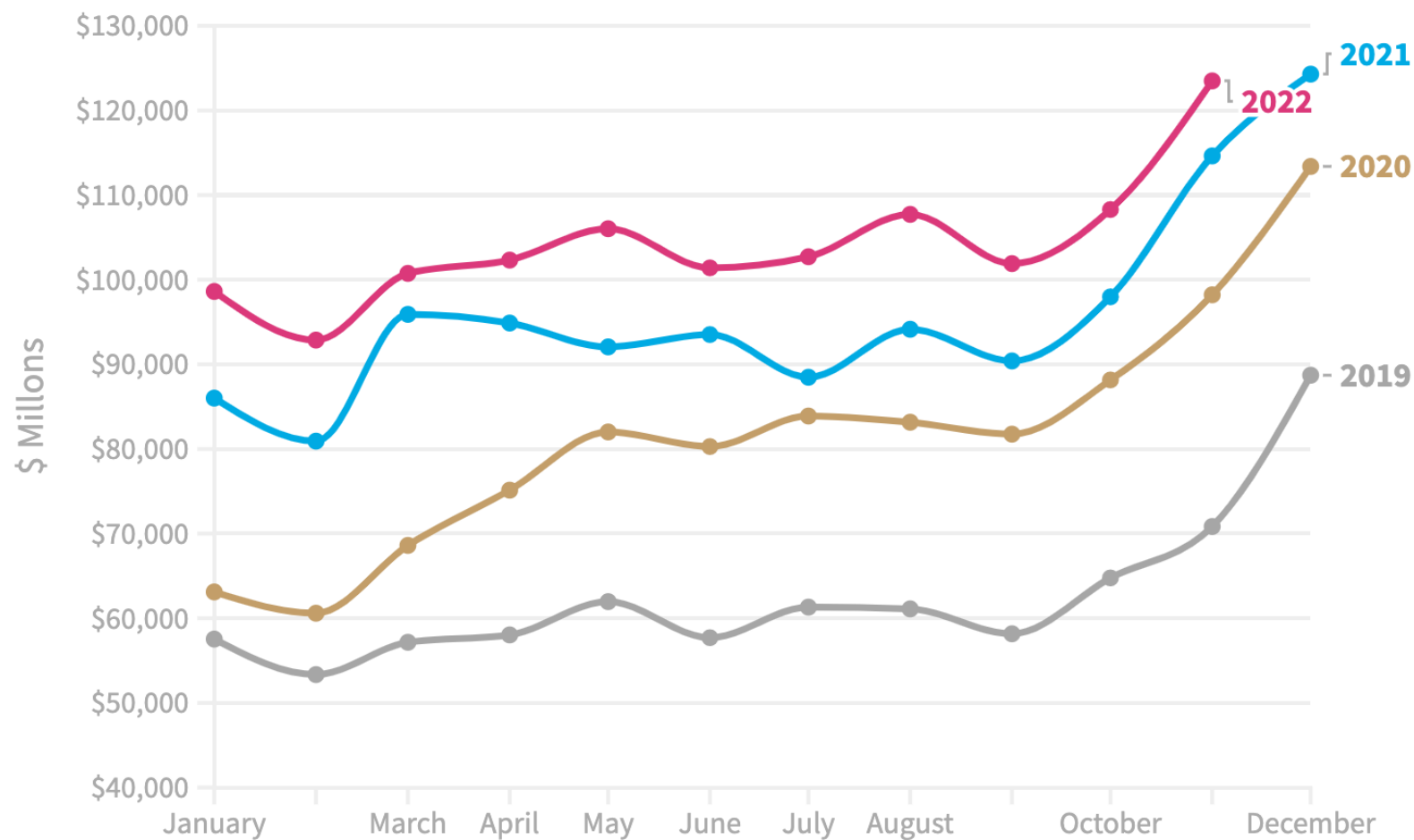
14% of US Retail

+8% v 2021

+32% v 2020

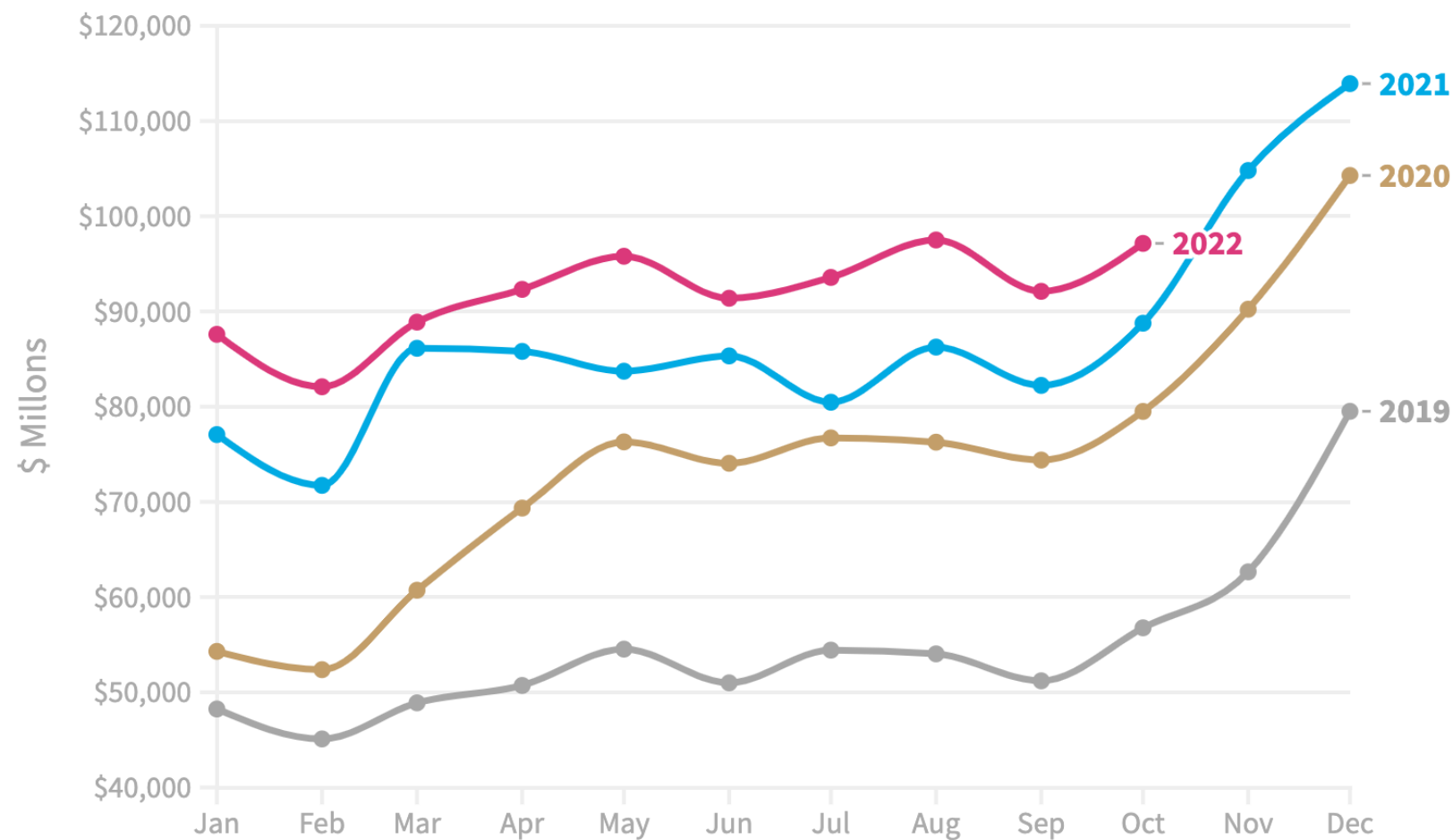
+87% v 2019

Non-Store Sales (E-Com & Catalog)



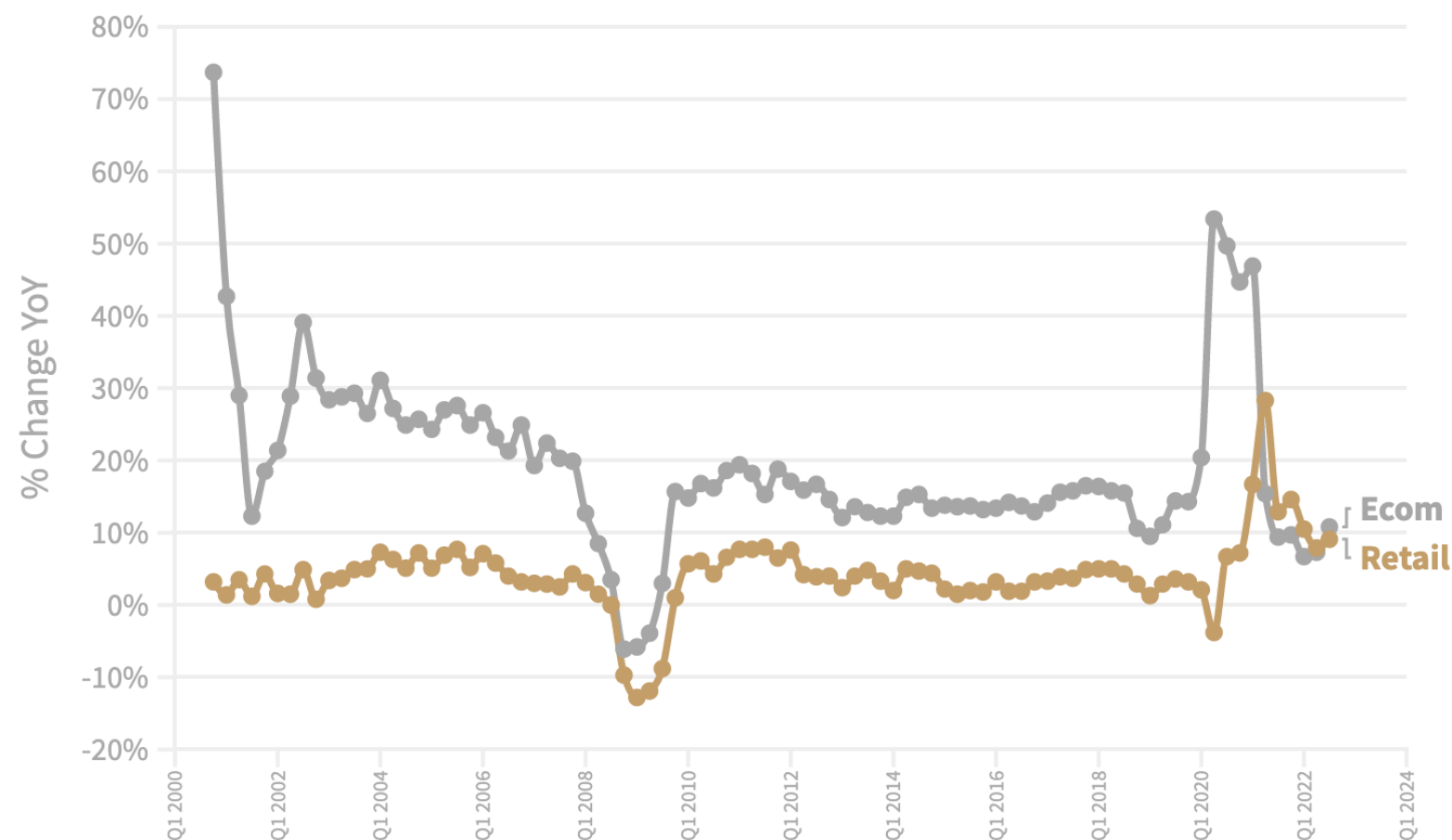
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 454

E-Commerce (MRTS)



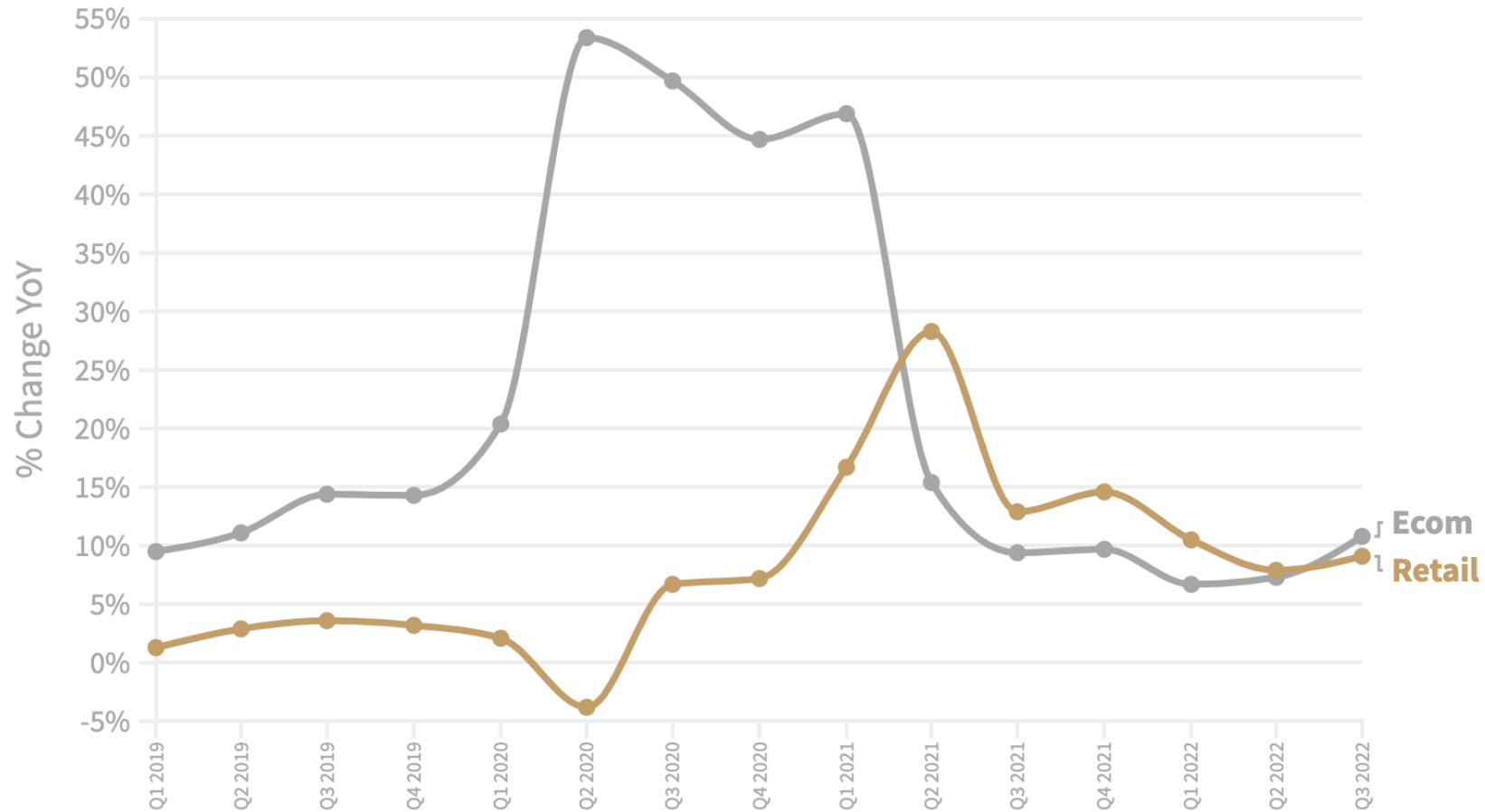
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 4541

E-Commerce vs Retail YoY Growth



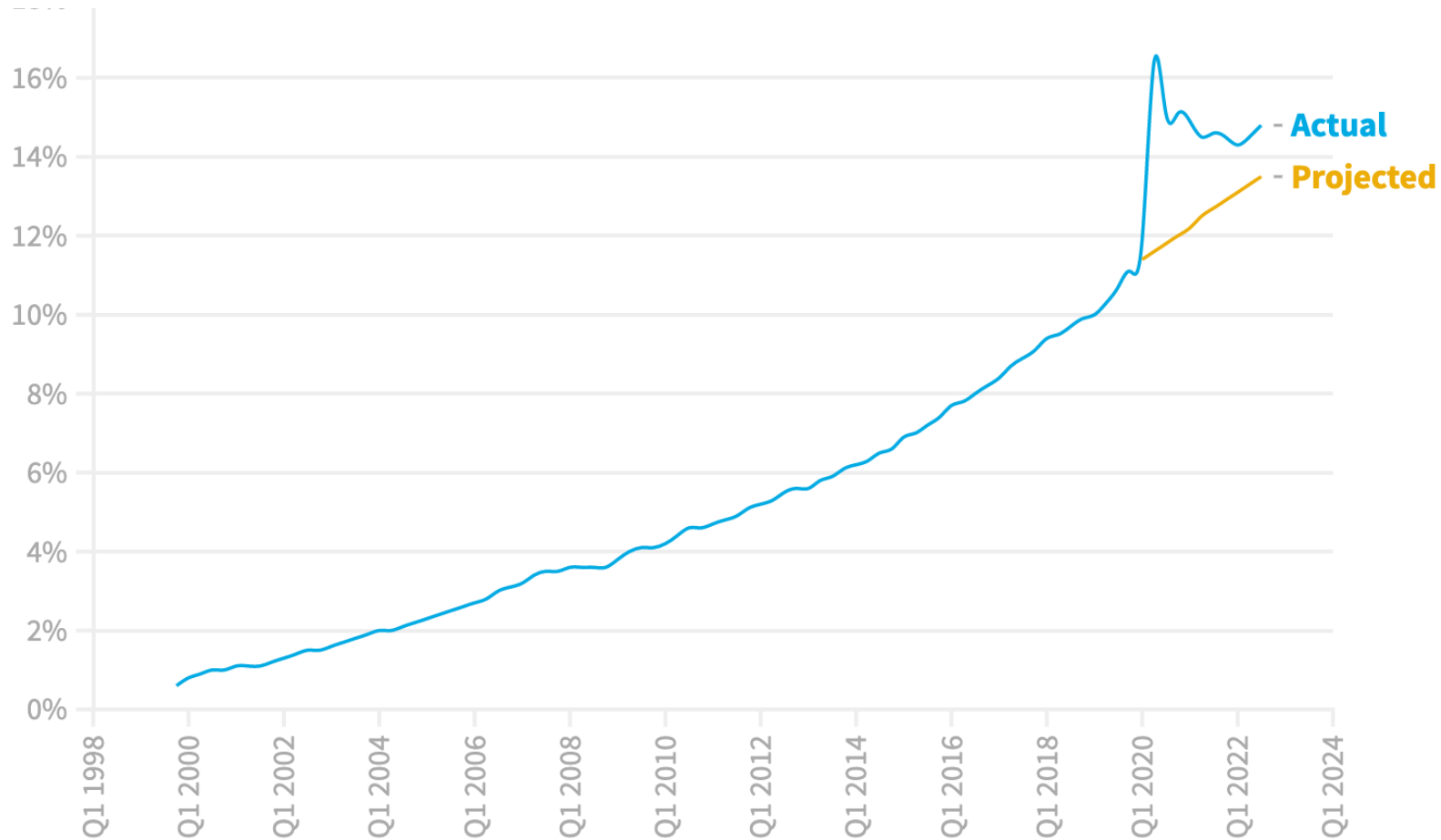
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 4541 v 44000

E-Commerce vs Retail YoY Growth



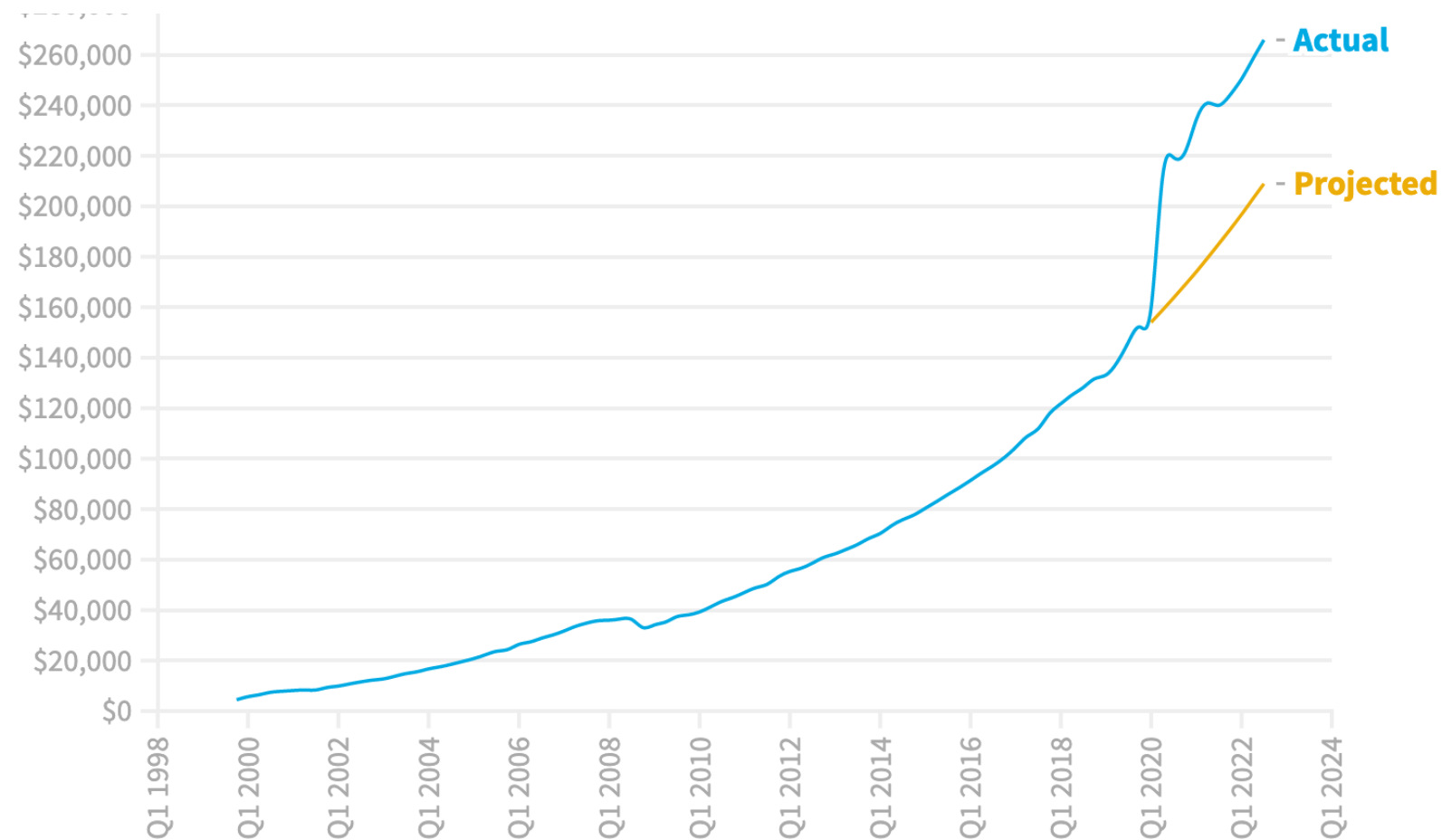
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Not Seasonally Adj. Cat 4541 v 44000

E-Commerce Share of Retail



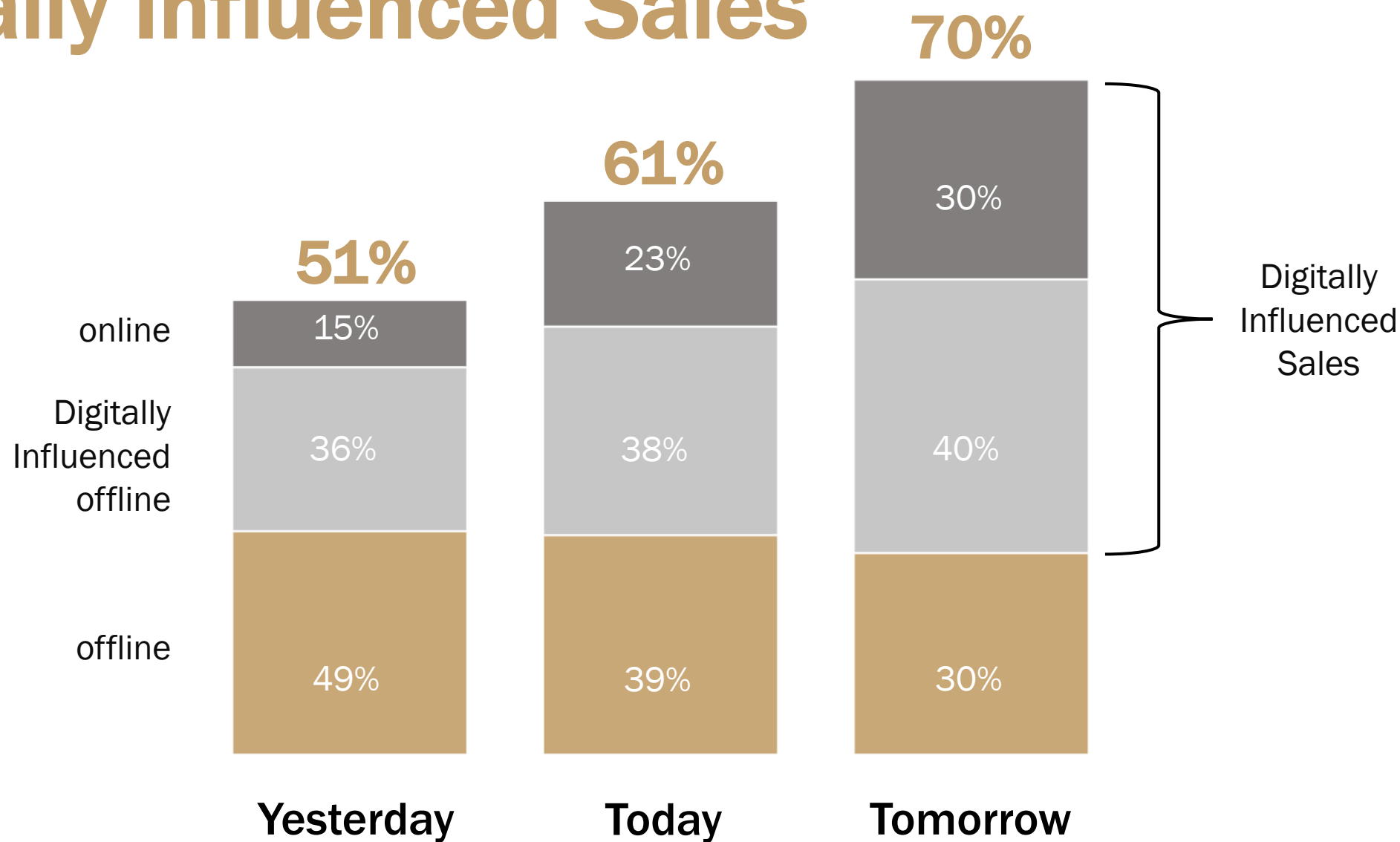
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Seasonally Adj. Cat 4541 v 44000

E-Commerce Revenue



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Monthly, Seasonally Adj. Cat 4541

Digitally Influenced Sales



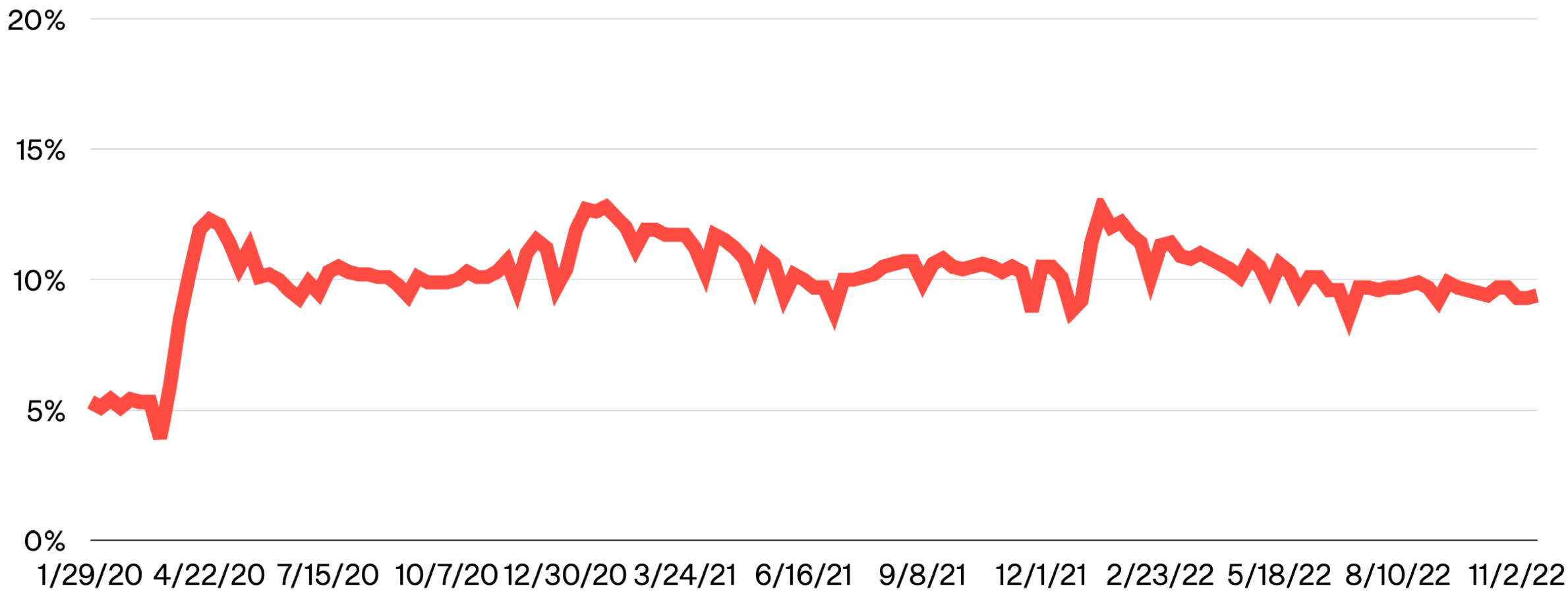
Source: Forrester 2022 Digital-Influenced Retail Sales Forecast, US

Grocery E-Commerce 2022 Jan-Oct

\$80B

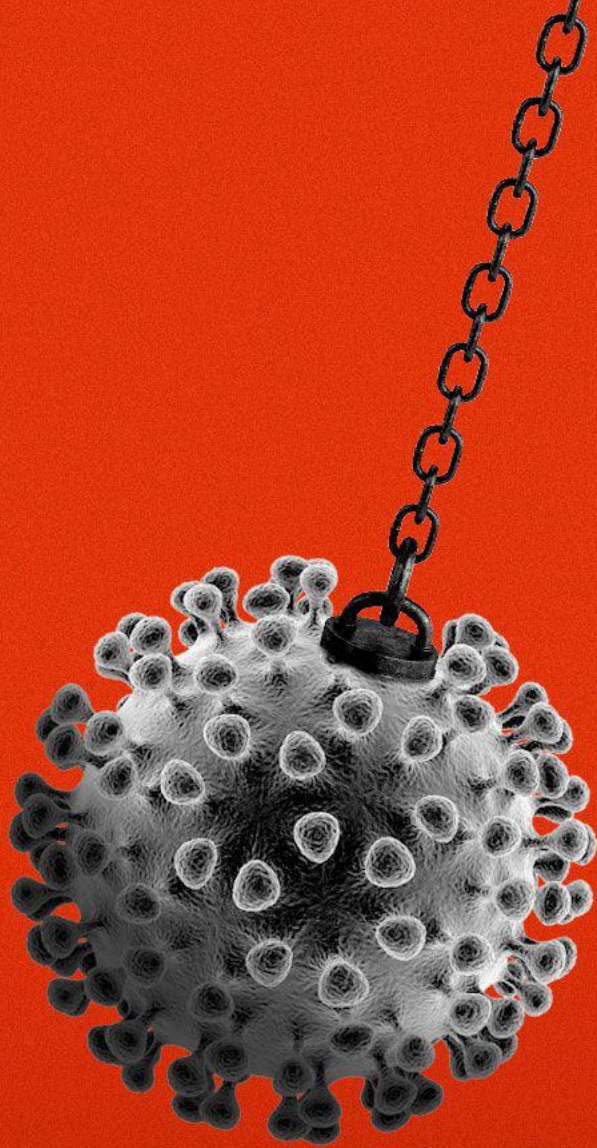
10% of Grocery

Online share of US grocery spending

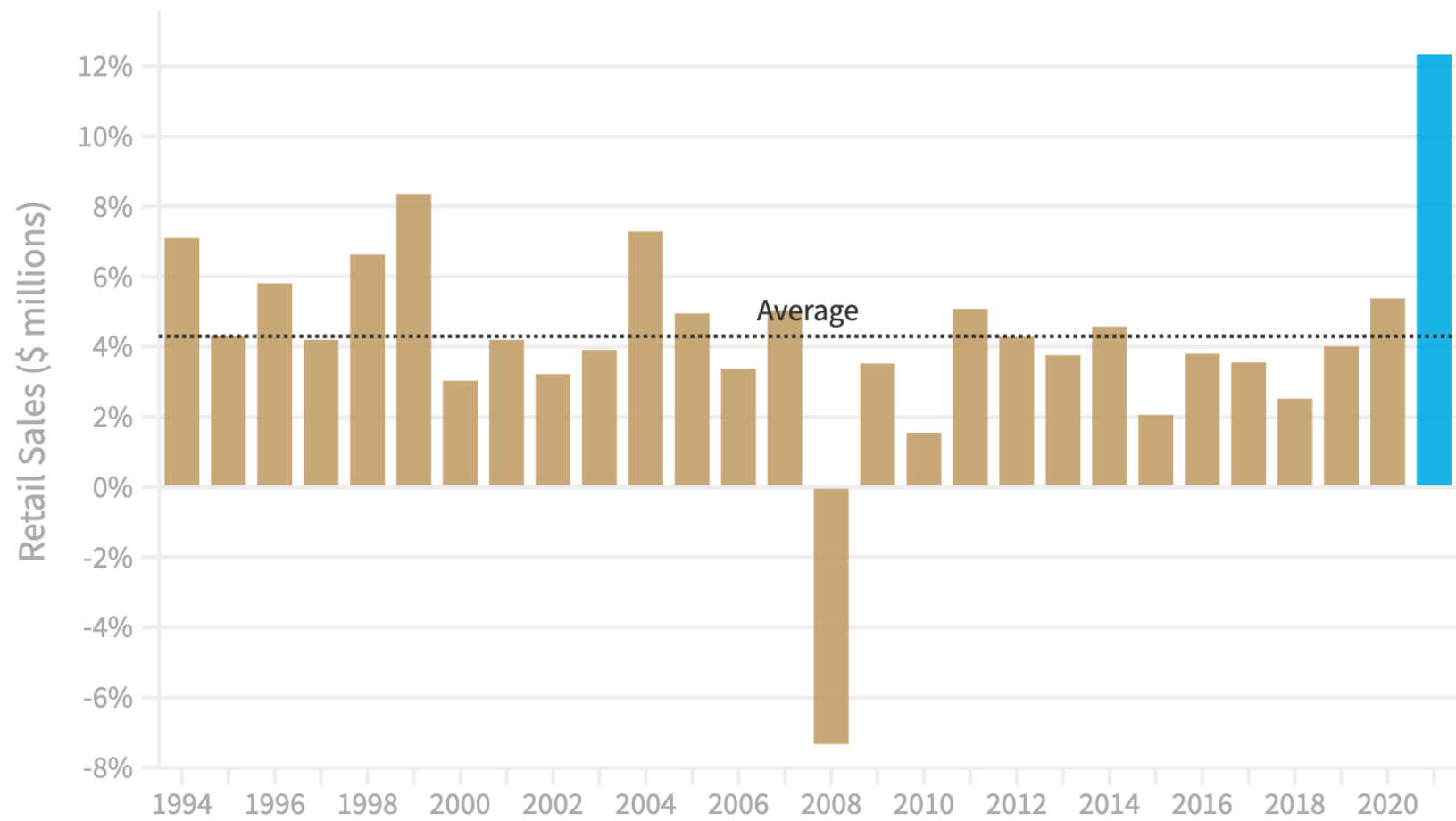


SOURCE: Earnest Analytics. 4-week trailing average via The New Consumer

Holiday



Holiday (Nov-Jan) Growth



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

Thanksgiving Weekend

	Online	Total
NPD		-5%
Earnest	+4.9%	+4.1%
Adobe	+4%	
Salesforce	+9%	
Shopify	+21%	

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