

RETAIL SALES

1.1 The U.S. Retail Sector

The U.S. retail industry encompasses more than 1.5 million retail establishments and employed 20.6 million people at year-end 2023.

1.2 Retail Sales

According to the Census Bureau (www.census.gov) of the U.S. Department of Commerce, total U.S. retail sales (including motor vehicles, parts, and gasoline stations) were \$8.32 trillion in 2023, a 3.1% increase from 2022.

Sales at GAFO (general merchandise, apparel, furnishings, and other) stores were \$1.54 trillion in 2023, virtually unchanged from the prior year.

Total retail and GAFO sales have been as follows:

	Total Retail	GAFO
• 2009:	\$4.07 trillion	\$1.09 trillion
• 2010:	\$4.29 trillion	\$1.11 trillion
• 2011:	\$4.60 trillion	\$1.16 trillion
• 2012:	\$4.83 trillion	\$1.19 trillion
• 2013:	\$5.01 trillion	\$1.21 trillion
• 2014:	\$5.21 trillion	\$1.24 trillion
• 2015:	\$5.35 trillion	\$1.26 trillion
• 2016:	\$5.52 trillion	\$1.26 trillion
• 2017:	\$5.75 trillion	\$1.28 trillion
• 2018:	\$6.02 trillion	\$1.30 trillion
• 2019:	\$6.18 trillion	\$1.30 trillion
• 2020:	\$6.22 trillion	\$1.24 trillion
• 2021:	\$7.37 trillion	\$1.51 trillion
• 2022:	\$8.07 trillion	\$1.53 trillion
• 2023	\$8.32 trillion	\$1.54 trillion

GAFO sales were distributed by month in 2023 as follows:

• January:	\$112.3 billion
• February:	\$110.4 billion
• March:	\$123.7 billion
• April:	\$123.4 billion

- May: \$130.2 billion
- June: \$127.0 billion
- July: \$127.4 billion
- August: \$133.1 billion
- September: \$123.4 billion
- October: \$126.5 billion
- November: \$138.2 billion
- December: \$169.0 billion

1.3 Sales by Category

Retail sales in 2023 for stores in the GAFO categories were as follows:

- General merchandise stores, including leased departments (NAICS 452): \$874.0 billion
 - Superstores and warehouse clubs (NAICS 45291): \$635.7 billion
 - Discount department stores (NAICS 452112): \$102.3 billion
 - Variety stores and miscellaneous (NAICS 45299): \$105.5 billion
 - Conventional and national chain department stores, excluding leased departments (NAICS 452111): \$ 30.5 billion
- Apparel and accessories stores (NAICS 448): \$312.5 billion
 - Family clothing (NAICS 44814): \$130.7 billion
 - Jewelry stores (NAICS 44831): \$ 58.1 billion
 - Shoe stores (NAICS 4482): \$ 38.9 billion
 - Women's ready-to-wear (NAICS 44812): \$ 40.3 billion
- Furniture and home furnishings (NAICS 442): \$133.6 billion
- Electronics and appliance stores (NAICS 443): \$ 91.4 billion
- Sporting goods stores (NAICS 45111): \$ 63.8 billion
- Hobby, toy, and game stores (NAICS 45112): \$ 21.2 billion
- Used merchandise stores (NAICS 4533): \$ 25.8 billion
- Gift, novelty, and souvenir stores (NAICS 45322): \$ 20.5 billion
- Office supplies and stationary stores (NAICS 45321): \$ 9.7 billion
- Book stores (NAICS 451211): \$ 8.3 billion

Retail sales in non-GAFO retail categories in 2023 were as follows:

- Motor vehicles and parts stores (NAICS 441): \$1.59 trillion
 - Automotive parts and tire stores (NAICS 4413): \$ 134.0 billion
- Non-store retailers (NAICS 454): \$1.38 trillion
- Restaurants and drinking places (NAICS 722): \$1.09 trillion
- Food and beverage stores, not including restaurants (NAICS 445): \$ 985.3 billion
- Gasoline stations (NAICS 447): \$ 654.0 billion
- Building materials, home improvement and gardening equipment, and supplies dealers (NAICS 444): \$ 499.0 billion

- Health and personal care stores, including pharmacies and drug stores (NAICS 446): \$ 433.4 billion

1.4 Retail Sales By State

According to the National Retail Federation, retail sales in 2023 were distributed by state as follows:

	Pct. of National Total	Retail Sales
• Alabama:	1.54%	\$ 76,101,813,509
• Alaska:	0.26%	\$ 12,807,960,300
• Arizona:	1.92%	\$ 94,954,843,303
• Arkansas:	0.99%	\$ 49,082,728,232
• California:	11.15%	\$551,924,195,844
• Colorado:	1.65%	\$ 81,583,302,269
• Connecticut:	1.14%	\$ 56,652,645,338
• Delaware:	0.34%	\$ 16,607,397,347
• District of Columbia:	0.15%	\$ 7,610,181,351
• Florida:	6.93%	\$343,122,111,335
• Georgia:	3.01%	\$149,103,207,679
• Hawaii:	3.37%	\$166,642,052,255
• Idaho:	0.52%	\$ 25,732,902,848
• Illinois:	3.79%	\$187,839,747,325
• Indiana:	1.94%	\$ 96,039,749,441
• Iowa:	0.98%	\$ 48,311,137,045
• Kansas:	0.79%	\$ 38,988,729,536
• Kentucky:	1.27%	\$ 62,646,463,804
• Louisiana:	1.35%	\$ 66,984,410,539
• Maine:	0.48%	\$ 23,608,688,396
• Maryland:	1.79%	\$ 88,800,804,648
• Massachusetts:	2.12%	\$104,826,525,158
• Michigan:	2.94%	\$145,432,770,178
• Minnesota:	1.86%	\$ 91,991,200,906
• Mississippi:	0.99%	\$ 49,030,781,151
• Missouri:	2.05%	\$101,414,141,432
• Montana:	0.38%	\$ 18,836,478,826
• Nebraska:	0.65%	\$ 32,033,097,778
• Nevada:	1.08%	\$ 53,583,453,003
• New Hampshire:	0.59%	\$ 29,317,796,209
• New Mexico:	0.66%	\$ 32,440,602,423
• New York:	5.63%	\$278,727,961,674
• New Jersey:	2.96%	\$146,371,046,115
• North Carolina:	2.92%	\$144,752,486,975
• North Dakota:	0.28%	\$ 13,918,048,548

- Ohio: 3.23% \$159,946,124,127
- Oklahoma: 1.08% \$ 53,650,546,230
- Oregon: 1.22% \$ 60,490,135,115
- Pennsylvania: 3.76% \$185,890,938,207
- Rhode Island: 0.31% \$ 15,469,188,477
- South Carolina: 1.44% \$ 71,288,189,638
- South Dakota: 0.34% \$ 16,653,234,678
- Tennessee: 2.14% \$105,959,011,727
- Texas: 7.61% \$376,536,152,236
- Utah: 0.84% \$ 41,379,564,047
- Vermont: 0.26% \$ 12,916,571,685
- Virginia: 2.55% \$126,451,523,791
- Washington: 2.15% \$106,630,749,418
- West Virginia: 0.55% \$ 27,396,652,863
- Wisconsin: 1.82% \$ 89,991,451,906
- Wyoming: 0.23% \$ 11,528,503,133

1.5 Market Resources

Estimates Of Monthly Retail and Food Services Sales By Kind Of Business, U.S. Department of Commerce. (www.census.gov/retail/marts/www/marts_current.pdf)

Monthly and Annual Retail Trade, U.S. Department of Commerce. (www.census.gov/retail)

Monthly State Retail Sales, U.S. Census Bureau. (www.census.gov/library/visualizations/interactive/monthly-state-retail-sales.html)

National Retail Federation, 1101 New York Avenue NW, Washington, DC 20005. (202) 783-7971. (www.nrf.com)

RETAIL CENSUS

2.1 Overview

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS codes for retail establishments are as follows:

- 441 Motor Vehicle and Parts Dealers
- 442 Furniture and Home Furnishings Stores
- 443 Electronics and Appliance Stores
- 444 Building Material and Garden Equipment and Supplies Dealers
- 445 Food and Beverage Stores
- 446 Health and Personal Care Stores
- 447 Gasoline Stations
- 448 Clothing and Clothing Accessories Stores
- 451 Sporting Goods, Hobby, Musical Instrument, and Book Stores
- 452 General Merchandise Stores
- 453 Miscellaneous Store Retailers
- 454 Nonstore Retailers

2.2 Employment And Establishment Counts

By NAICS code, the numbers of employees and establishments in the retail sector are as follows (source: *County Business Patterns 2021*, U.S. Census Bureau, April 2023):

NAICS		Establishments	Employ ees
44-45	Retail trade	1,036,879	15,530,630
441	Motor vehicle and parts dealers	119,922	1,957,714
4411	Automobile dealers	47,271	1,257,877
4412	Other motor vehicle dealers	13,757	162,900
4413	Automotive parts, accessories, and tire stores	58,894	536,937
442	Furniture and home furnishings stores	45,403	428,358
4421	Furniture stores	21,983	196,524
4422	Home furnishings stores	23,420	231,834

443	Electronics and appliance stores	22,800	222,660
444	Building material and garden equipment dealers	72,393	1,378,194
4441	Building material and supplies dealers	55,179	1,208,071
4442	Lawn and garden equipment and supplies stores	17,214	170,123
445	Food and beverage stores	154,177	3,331,399
4451	Grocery stores	96,499	2,987,253
4452	Specialty food stores	22,145	159,782
4453	Beer, wine, and liquor stores	35,533	184,364
446	Health and personal care stores	92,339	990,231
447	Gasoline stations	110,925	976,503
448	Clothing and clothing accessories stores	123,641	1,358,781
4481	Clothing stores	84,595	1,054,616
4482	Shoe stores	18,861	202,047
4483	Jewelry, luggage, and leather goods stores	20,185	102,118
451	Sporting goods, hobby, musical instrument, book stores	41,173	449,574
4511	Sporting goods, hobby, and musical instrument stores	34,811	403,089
4512	Book stores and news dealers	6,362	46,485
452	General merchandise stores	56,707	2,767,185
4522	Department stores	3,648	329,901
4523	General merchandise stores, including warehouse clubs and supercenters	53,059	2,437,284
453	Miscellaneous store retailers	107,089	725,909
4531	Florists	11,775	50,092
4532	Office supplies, stationery, and gift stores	23,084	160,210
4533	Used merchandise stores	18,640	189,892
4539	Other miscellaneous store retailers	53,590	325,715
454	Nonstore retailers	90,310	944,122
4541	Electronic shopping and mail-order houses	55,085	734,096
4542	Vending machine operators	3,398	35,327
4543	Direct selling establishments	31,827	174,699

2.3 Market Resources

County Business Patterns: 2021, U.S. Census Bureau, April 2023.
(www.census.gov/data/datasets/2021/econ/cbp/2023-cbp.html)

PET SUPPLIES

43.1 Market Assessment

According to the *2023-2024 National Pet Owners Survey*, by the American Pet Products Association (APPA, www.americanpetproducts.org), 86.9 million U.S. households (66% of all households) own pets. For comparison, in 1988, 56% of U.S. households owned a pet. Some 46% of all households today own more than one pet. Types of pets owned as follows:

- Dog: 65.1 million households
- Cat: 46.5 million households
- Freshwater fish: 11.1 million households
- Small animal: 6.7 million households
- Bird: 6.1 million households
- Reptile: 6.0 million households
- Horse: 2.2 million households
- Saltwater fish: 2.2 million households

According to the APPA, spending on pets has been as follows:

- 2018: \$ 90.5 billion
- 2019: \$ 97.1 billion
- 2020: \$108.3 billion
- 2021: \$123.0 billion
- 2022: \$136.8 billion
- 2023: \$147.0 billion

Spending on pets in 2023 was assessed as follows (change from previous year in parenthesis):

- Pet food and treats: \$64.4 billion (10.8%)
- Veterinarian care: \$38.3 billion (6.7%)
- Supplies, live animals, and OTC medicine: \$32.0 billion (1.6%)
- Boarding, grooming, insurance, training, pet sitting/walking, and other services: \$12.3 billion (7.9%)

The yearly cost of buying, feeding, and caring for pets tops what Americans spend on movies, video games, and recorded music combined. This is understandable considering 91% of pet owners say they consider their pet to be a member of the family.

Packaged Facts (www.packagedfacts.com) assessed annual sales of durable pet care products at \$5.7 billion, distributed as follows:

- Toys: 32%
- Collars, leashes, and harnesses: 22%
- Beds: 14%
- Carriers, crates, and housing: 13%

Pet owners spend a combined \$2.6 billion on holiday gifts for their pets, according to the APPA. One quarter of pet-related expenditures occur between Thanksgiving and Christmas.

According to *U.S. Pet Product Retail And Internet Shopping Trends*, from Packaged Facts, 24% of dog and cat owners purchase private label products, most notably for treats; 9% exclusively purchase private label items.

43.2 Pet Stores

According to *Pet & Pet Supplies Stores Industry Profile*, a December 2022 publication by First Research (www.firstresearch.com), there are approximately 10,000 pet stores in the U.S., with combined annual revenue of about \$20 billion.

The largest pet store chains, ranked by U.S. sales, are as follows (source: *Top 100 Retailers 2023 List*, National Retail Federation):

	Sales	Stores
Chewy.com:	\$ 10.10 billion	n/a
PetSmart:	\$ 7.99 billion	1,574
Petco:	\$ 5.88 billion	1,432

Petco was acquired in 2016 for \$4.6 billion by private equity firm CVC Capital Partners and the Canadian Pension Plan Investment Board.

43.3 Online Retail

Packaged Facts estimated e-commerce's share of the U.S. pet products market in 2022 at 30%, or about \$20 billion.

Emarketer (www.emarketer.com) assesses e-commerce penetration of pet products as follows:

- | | | | |
|---------|-------|---------|-------|
| • 2016: | 13.3% | • 2022: | 36.0% |
| • 2017: | 16.5% | • 2023: | 38.4% |
| • 2018: | 19.2% | • 2024: | 42.2% |
| • 2019: | 22.7% | • 2025: | 45.7% |
| • 2020: | 31.0% | • 2026: | 48.4% |
| • 2021: | 33.1% | • 2027: | 51.0% |

“There are only three categories that will have a higher e-commerce sales penetration than pets in 2027: books, music and video; toys and hobby; and computer and consumer electronics. The pet category lends itself very well to subscription and/or replenishment-type items.”

emarketer, 6/15/23

The top online pet products and pet care sites, ranked by monthly visits, are as follows (source: PipeCandy [www.pipecandy.com]):

- chewy.com: 41.5 million
- petco.com: 15.7 million
- petsmart.com: 13.7 million
- shop.akc.com: 10.6 million
- hillspet.com: 3.8 million
- barkbox.com: 2.4 million
- dogtime.com: 2.3 million
- petsuppliesplus.com: 2.0 million
- 1800petmeds.com: 1.8 million
- store.purnia.com: 1.6 million
- litter-robot.com: 1.3 million
- iheartdogs.com: 1.2 million
- embarkvet.com: 1.0 million
- catster.com: 0.9 million
- prettylitter.com: 0.9 million

The online market leader is Chewy, with sales as follows:

- FY2018: \$ 2.10 billion
- FY2019: \$ 3.53 billion
- FY2020: \$ 4.85 billion
- FY2021: \$ 7.15 billion
- FY2022: \$ 8.89 billion
- FY2023: \$10.12 billion
- FY2024: \$11.15 billion

note: Fiscal year ends January 31.

43.4 Market Resources

American Pet Products Association, 225 High Ridge Road, Suite W200, Stamford, CT 06905. (203) 532-0000. (www.americanpetproducts.org)

Pet & Pet Supplies Stores Industry Profile, First Research, December 2023. (www.firstresearch.com/Industry-Research/Pet-and-Pet-Supplies-Stores.html)

RESALE MERCHANDISE

44.1 Overview

About 16% to 18% of U.S. consumers shop at thrift stores. For consignment/ resale shops, the figure is about 12% to 15%. To put these figures in perspective, 11% of Americans shop in factory outlet malls, 20% in apparel stores, and 21% in major department stores.

According to threadUP (www.threadup.com), 62% of consumers have participated in resale buying or selling.

Circular Economy For A Sustainable Future, a report by Capgemini (www.capgemini.com), reported that 59% of U.S. adults are comfortable with using secondhand clothing items.

“Used clothing is the hottest thing in retail. It’s where the next generation of shoppers are: Most Gen Z consumers see no stigma in buying second-hand and 40% have bought used clothing shoes, or accessories, double that of Gen X and Boomers. The distinction between new and used is an old-school distinction that is being erased.”

Forbes

44.2 Market Assessment

According to the Census Bureau (www.census.gov) of the U.S. Department of Commerce, total sales at used merchandise stores (NAICS Code 45330) have been as follows:

- | | | | |
|---------|-----------------|---------|-----------------|
| • 2010: | \$11.86 billion | • 2012: | \$14.83 billion |
| • 2011: | \$13.24 billion | • 2013: | \$15.87 billion |

- 2014: \$15.62 billion
- 2015: \$16.01 billion
- 2016: \$16.11 billion
- 2017: \$16.74 billion
- 2018: \$17.18 billion
- 2019: \$18.30 billion
- 2020: \$15.38 billion
- 2021: \$20.08 billion
- 2022: \$24.45 billion
- 2023: \$25.79 billion

Sales in 2023 were distributed by month as follows:

- January: \$2.12 billion
- February: \$2.04 billion
- March: \$2.28 billion
- April: \$2.37 billion
- May: \$2.16 billion
- June: \$2.02 billion
- July: \$2.07 billion
- August: \$2.09 billion
- September: \$2.12 billion
- October: \$2.27 billion
- November: \$2.06 billion
- December: \$2.19 billion

“Resale volumes will grow more than twice as fast as total U.S. retail sales this year.”

Emarketer, 4/5/23

44.3 Retail Census

According to *County Business Patterns*, published by the Census Bureau, there are 20,350 retail stores in the sector. Combined they have 199,693 employees.

44.4 Key Players

Salvation Army and Goodwill Industries, the largest used merchandise companies, operate 8,000 and 3,200 U.S. stores, respectively. Both are not-for-profit.

Winmark Corporation, the largest for-profit corporation in the used merchandise store category, operates five resale chains: Plato’s Closet, Play It Again Sports, Music Go Round, Once Upon A Child, and Style Encore.

The RealReal, which went public in 2019, sells more than \$1 billion annually in merchandise, according to *Forbes*. PoshMark, a fashion marketplace for previously-owned upscale apparel brands, has more than 32 million users. Other popular sites for resale of clothing and accessories include eBay, Material World, Swap, ThredUp, and Tradesy.

Other thrift chains experiencing strong growth include Crossroads Trading Co. (www.crossroadstrading.com) and Buffalo Exchange (www.buffaloexchange.com).

In 2022, Rent the Runway began selling resale and new luxury items on an Amazon Fashion online storefront. Lululemon Athletica, Shein, Target, and Urban Outfitters also launched resale initiatives in 2022.

Goodwill launched GoodwillFinds, an e-commerce platform, in 2022.

44.5 Fashion Brand Resale Shops

According to *The Recommerce 100*, by thredUP (www.thredup.com), 163 fashion brands had online resale shops as of April 2024. Among these companies, the following had the highest number of resale listings:

- American Eagle: 32,206
- Madewell: 26,707
- Athleta: 26,067
- Tea Collection: 25,053
- Lululemon Athletica: 15,400
- Journeys: 15,337
- Hanna Andersson: 14,736
- H&M: 10,208
- J.Crew: 8,700
- Tommy Hilfiger: 6,455
- Eileen Fisher: 6,411
- Fabletics/Yitty: 5,958
- Canada Goose: 4,636
- REI: 4,545
- Patagonia: 3,534
- The North Face: 3,456
- Levi's: 3,235
- Kate Spade: 2,767

44.6 Product Categories

According to a survey by Onbe (www.onbe.com), 52% of female adults have purchased from online resale retail sites. Among those who have made purchases, retail categories were as follows (percentage of respondents):

- Designer clothes and accessories: 41%
- Collectibles: 33%
- Non-designer clothes: 30%
- Children's items: 28%
- Shoes: 26%
- Furniture: 23%
- Appliances: 20%

- Sports/exercise equipment: 18%
- Books/electronics: 12%

44.7 Online Retail

Emarketer (www.emarketer.com) assesses total U.S. e-commerce resale* volume as follows:

- 2022: \$ 77.00 billion (-6.6%)
- 2023: \$ 82.78 billion (7.5%)
- 2024: \$ 89.81 billion (8.5%)
- 2025: \$ 97.99 billion (9.1%)
- 2026: \$107.20 billion (9.4%)

* all pre-owned items ordered using the Internet; includes sales via online marketplaces (e.g., Craigslist, eBay, OfferUp) or social media (e.g., Facebook Marketplace); includes refurbished products; excludes 'open box' items and those bought via rental subscription programs (e.g., Rent the Runway).

Fashion apparel and accessories resale marketplace buyers and sales are assessed as follows (change from previous year in parenthesis):

	Buyers	Sales
• 2022:	36.7 million (13.1%)	\$12.21 billion (20.6%)
• 2023:	39.4 million (14.0%)	\$14.14 billion (15.3%)
• 2024:	42.2 million (14.8%)	\$16.76 billion (15.8%)
• 2025:	44.5 million (15.5%)	\$19.99 billion (18.5%)
• 2026:	46.9 million (16.3%)	\$23.92 billion (19.3%)

“We expect fashion online resale will continue growing at a solid clip thanks to Gen Z consumers’ commitment to sustainable consumption, along with their love of thrifting and throwback fashion trends.”

Emarketer

According to a survey by Morning Consult (www.morningconsult.com), adults have shopped on secondhand platforms as follows (percentage of respondents):

- eBay: 64%
- Facebook Marketplace: 55%
- OfferUp: 24%
- Poshmark: 24%

- thredUP: 13%
- Depop: 10%
- The RealReal: 9%
- Bonanza: 7%
- Tradesy: 7%

44.8 Market Resources

National Association of Resale & Thrift Shops, P.O. Box 190, St. Clair Shores, MI 48080. (586) 294-6700. (www.narts.org)

The Recommerce 100, thredUP. (www.recommerce100.com)

Used Merchandise Stores Industry Profile, First Research, December 2023. (www.firstresearch.com/industry-research/used-merchandise-stores.html)