

## RETAIL SALES: U.S.

### **1.1 The U.S. Retail Sector**

The U.S. retail industry encompasses more than 1.6 million retail establishments and employs more than 24 million people (about 1 in 5 American workers), according to the National Retail Federation (NRF, [www.nrf.com](http://www.nrf.com)).

### **1.2 Retail Sales**

According to the Census Bureau ([www.census.gov](http://www.census.gov)) of the U.S. Department of Commerce, total U.S. retail sales were \$5.32 trillion in 2015, a 2.1% gain from 2014.

Sales at GAFO (general merchandise, apparel, furnishings, and other) stores were \$1.26 trillion in 2015, a 1.6% gain from 2014.

Total retail and GAFO sales have been as follows:

	<b>Total Retail</b>	<b>GAFO</b>
• 2005:	\$4.09 trillion	\$1.06 trillion
• 2006:	\$4.30 trillion	\$1.11 trillion
• 2007:	\$4.44 trillion	\$1.15 trillion
• 2008:	\$4.39 trillion	\$1.14 trillion
• 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:	\$5.32 billion	\$1.26 billion

GAFO sales were distributed by month in 2015 as follows:

• January:	\$ 89.9 billion
• February:	\$ 89.5 billion
• March:	\$100.2 billion
• April:	\$ 96.3 billion
• May:	\$105.0 billion
• June:	\$ 99.7 billion
• July:	\$102.0 billion
• August:	\$107.8 billion
• September:	\$ 98.2 billion
• October:	\$103.3 billion

- November: \$115.3 billion
- December: \$149.1 billion

### **1.3 Sales by Category**

Retail sales in 2015 for stores in the GAFO categories were as follows (change from previous year in parenthesis):

- General merchandise stores, including leased departments (NAICS 452): \$673.0 billion (1.5%)
  - Superstores and warehouse clubs (NAICS 45291): \$439.3 billion (-0.9%)
  - Discount department stores, including leased departments (NAICS 452112): \$108.2 billion (-2.2%)
  - Variety stores and miscellaneous (NAICS 45299): \$ 68.3 billion (10.2%)
  - Conventional and national chain department stores, including leased departments (NAICS 452111): \$ 58.5 billion (0.5%)
- Apparel and accessories stores (NAICS 448): \$254.2 billion (0.2%)
  - Family clothing (NAICS 44814): \$ 97.8 billion (-1.6%)
  - Women's ready-to-wear (NAICS 44812): \$ 46.0 billion (7.5%)
  - Shoe stores (NAICS 4482): \$ 34.1 billion (10.4%)
  - Jewelry stores (NAICS 44831): \$ 30.5 billion (-9.2%)
  - Men's and boy's clothing (NAICS 44811): \$ 9.6 billion (6.7%)
- Sporting goods, hobby, book, and music stores (NAICS 451): \$ 89.0 billion (1.5%)
  - Sporting goods stores (NAICS 45111): \$ 46.5 billion (7.6%)
  - Hobby, toy, and game stores (NAICS 45112): \$ 18.8 billion (-6.9%)
  - Book stores (NAICS 451211): \$ 11.2 billion (-1.8%)
- Furniture and home furnishings (NAICS 442): \$103.4 billion (2.7%)
- Electronics and appliance stores (NAICS 443): \$103.8 billion (2.7%)
- Gift, novelty, and souvenir stores (NAICS 45322): \$ 18.5 billion (-9.8%)
- Used merchandise stores (NAICS 4533): \$ 17.2 billion (13.2%)
- Office supplies and stationary stores (NAICS 45321): \$ 14.5 billion (-15.2%)

Retail sales in non-GAFO retail categories in 2015 were as follows:

- Motor vehicles and parts stores (NAICS 441): \$1.107 trillion (4.7%)
- Food and beverage stores, not including restaurants (NAICS 445): \$ 668.7 billion (3.0%)
- Restaurants and drinking places (NAICS 722): \$ 622.6 billion (9.0%)
- Non-store retailers (NAICS 454): \$ 486.1 billion (1.1%)
- Gasoline stations (NAICS 447): \$ 432.6 billion (-18.9%)
- Building materials, home improvement and gardening equipment, and supplies dealers (NAICS 444): \$ 332.1 billion (1.1%)
- Health and personal care stores, including pharmacies and drug stores (NAICS 446): \$ 315.4 billion (5.7%)

#### **1.4 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](http://www.census.gov/retail/marts/www/marts_current.pdf))

*Monthly and Annual Retail Trade*, U.S. Department of Commerce. ([www.census.gov/retail](http://www.census.gov/retail))

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

## 2

### RETAIL SALES: STATE-BY-STATE

#### **2.1 Retail Sales By State**

According to the National Retail Federation (NRF, [www.nrf.com](http://www.nrf.com)), retail sales in 2015 were distributed by state as follows:

	Pct. of National Total	Retail Sales
• Alabama:	1.50%	\$ 48,849,750,000
• Alaska:	0.26%	\$ 8,467,290,000
• Arizona:	2.24%	\$ 72,948,960,000
• Arkansas:	0.91%	\$ 29,635,515,000
• California:	11.90%	\$387,541,350,000
• Colorado:	1.70%	\$ 55,363,050,000
• Connecticut:	1.25%	\$ 40,708,125,000
• District Of Columbia:	0.15%	\$ 4,884,975,000
• Delaware:	0.37%	\$ 12,049,605,000
• Florida:	7.30%	\$237,735,450,000
• Georgia:	3.01%	\$ 98,025,165,000
• Hawaii:	0.50%	\$ 16,283,250,000
• Idaho:	0.51%	\$ 16,608,915,000
• Illinois:	4.05%	\$131,894,325,000
• Indiana:	1.99%	\$ 64,807,335,000
• Iowa:	0.92%	\$ 29,961,180,000
• Kansas:	0.79%	\$ 25,727,535,000
• Kentucky:	1.26%	\$ 41,033,790,000
• Louisiana:	1.33%	\$ 43,313,445,000
• Maine:	0.51%	\$ 16,608,915,000
• Maryland:	1.99%	\$ 64,807,335,000
• Massachusetts:	2.34%	\$ 76,205,610,000
• Michigan:	3.10%	\$100,956,150,000
• Minnesota:	1.80%	\$ 58,619,700,000
• Mississippi:	0.89%	\$ 28,984,185,000
• Missouri:	1.97%	\$ 64,156,005,000
• Montana:	0.36%	\$ 11,723,940,000
• Nebraska:	0.62%	\$ 20,191,230,000
• Nevada:	1.14%	\$ 37,125,810,000
• New Hampshire:	0.67%	\$ 21,819,555,000
• New Jersey:	3.12%	\$101,607,480,000

• New Mexico:	0.62%	\$ 20,191,230,000
• New York:	5.93%	\$193,119,345,000
• North Carolina:	2.89%	\$ 94,117,185,000
• North Dakota:	0.25%	\$ 8,141,625,000
• Ohio:	3.39%	\$110,400,435,000
• Oklahoma:	1.00%	\$ 32,566,500,000
• Oregon:	1.27%	\$ 41,359,455,000
• Pennsylvania:	4.07%	\$132,545,655,000
• Rhode Island:	0.34%	\$ 11,072,610,000
• South Carolina:	1.36%	\$ 44,290,440,000
• South Dakota:	0.32%	\$ 10,421,280,000
• Tennessee:	2.10%	\$ 68,389,650,000
• Texas:	7.49%	\$243,923,085,000
• Utah:	0.84%	\$ 27,355,860,000
• Vermont:	0.25%	\$ 8,141,625,000
• Virginia:	2.63%	\$ 85,649,895,000
• Washington:	2.26%	\$ 73,600,290,000
• West Virginia:	0.54%	\$ 17,585,910,000
• Wisconsin:	1.80%	\$ 58,619,700,000
• Wyoming:	0.21%	\$ 6,838,965,000

## **2.2 Market Resources**

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 (202) 783-7971. ([www.nrf.com](http://www.nrf.com))

## RETAIL SALES: CANADA

### 3.1 Retail Sales

Statistics Canada ([www.statcan.gc.ca](http://www.statcan.gc.ca)) reports retail sales in Canada as follows:

- 2011: \$456.73 billion
- 2012: \$468.12 billion
- 2013: \$482.99 billion
- 2014: \$505.00 billion
- 2015: \$515.99 billion

### 3.2 Retail Sales by Sector

Retail sales in 2015 by sector in Canada were as follows (change from 2014 in parenthesis):

- Motor vehicle and parts dealers: \$128.25 billion (8.6%)
  - New car dealers: \$104.63 billion (9.1%)
  - Automotive parts, accessories and tire stores: \$ 8.01 billion (4.7%)
  - Used car dealers: \$ 7.84 billion (17.2%)
  - Other motor vehicle dealers: \$ 7.76 billion (-4.7%)
- Furniture and home furnishings stores: \$ 16.81 billion (7.6%)
  - Furniture stores: \$ 10.66 billion (7.9%)
  - Home furnishings stores: \$ 6.14 billion (7.2%)
- Electronics and appliance stores: \$ 14.75 billion (-5.4%)
- Building material/garden supplies dealers: \$ 30.12 billion (7.0%)
- Food and beverage stores: \$113.38 billion (1.7%)
  - Supermarkets and other grocery stores: \$ 78.64 billion (-0.2%)
  - Beer, wine and liquor stores: \$ 21.23 billion (6.2%)
  - Convenience stores: \$ 7.33 billion (6.2%)
  - Specialty food stores: \$ 6.17 billion (2.5%)
- Health and personal care stores: \$ 38.08 billion (3.9%)
- Gasoline stations: \$ 55.29 billion (-7.6%)
- Clothing and clothing accessories stores: \$ 29.97 billion (6.3%)
  - Clothing stores: \$ 23.51 billion (6.8%)
  - Shoe stores: \$ 3.39 billion (7.2%)
  - Jewelry, luggage and leather goods stores: \$ 3.06 billion (3.6%)
- Sporting goods, hobby, book and music stores: \$ 11.96 billion (6.7%)

- General merchandise stores (incl. department stores): \$ 65.42 billion (1.0%)
- Miscellaneous store retailers: \$ 11.91 billion (4.6%)

### **3.3 E-Commerce**

eMarketer ([www.emarketer.com](http://www.emarketer.com)) assesses e-commerce sales in Canada as follows:

- 2014: \$25.4 billion
- 2015: \$29.6 billion
- 2016: \$34.0 billion

### **3.4 Market Resources**

Statistics Canada, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.  
(800) 263-1136. ([www.statcan.gc.ca](http://www.statcan.gc.ca))

## RETAIL SALES: PROVINCE-BY-PROVINCE

### **4.1 Retail Sales by Province**

According to the National Retail Federation (NRF, [www.nrf.com](http://www.nrf.com)), Canadian retail sales in 2015 were distributed by province as follows:

	Pct. of National Total	Retail Sales
• Alberta:	15.56%	\$ 78,582,000,000
• British Columbia:	13.12%	\$ 66,273,000,000
• Manitoba:	3.57%	\$ 18,034,000,000
• New Brunswick:	2.28%	\$ 11,528,000,000
• Newfoundland and Labrador:	1.76%	\$ 8,882,000,000
• Nova Scotia:	2.76%	\$ 13,915,000,000
• Ontario:	34.99%	\$176,719,000,000
• Prince Edward Island:	0.40%	\$ 2,005,000,000
• Quebec:	21.41%	\$108,137,000,000
• Saskatchewan:	3.79%	\$ 19,143,000,000

### **4.2 Market Resources**

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