Figure 1.

RETAIL SALES: IN-STORE* PLUS ONLINE SALES
(billion dollars, saar)

In-Store* Plus Online Sales
- Online Sales (706.2)
- Department Stores (131.5)
- Warehouse Clubs & Super-Stores (503.1)
- All Others (679.9)

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.

Source: Census Bureau and Haver Analytics.

Figure 2.

RETAIL SALES: IN-STORE* PLUS ONLINE SALES
(as a percent of in-store* and online sales)

In-Store* Plus Online Sales
- Online Sales (35.0)
- Department Stores (6.5)
- Warehouse Clubs & Super-Stores (24.9)
- All Others (33.6)

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.

Source: Census Bureau and Haver Analytics.
Figure 3.

RETAIL SALES: IN-STORE GAFO* & ONLINE SHOPPING
(billion dollars, saar)

- GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
- Electronic shopping and mail order houses.
- Source: Census Bureau and Haver Analytics.

Figure 4.

RETAIL SALES: ONLINE SHOPPING
(as a percent of In-Store GAFO* + Online**)

- GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
- Electronic shopping and mail order houses.
- Source: Census Bureau and Haver Analytics.
Retailers

**General Merchandise Stores**

**Online**

* Department stores, warehouse clubs, and supercenters.
** Electronic shopping and mail order houses.

Source: Census Bureau.

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* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
** Department stores, warehouse clubs, and supercenters.
*** Electronic shopping and mail order houses.

Source: Census Bureau.
Figure 7.

RETAIL SALES: GENERAL MERCHANDISE STORES
(billion dollars saar)

General Merchandise Stores (GMS)*
- GMS: Total
- GMS: Warehouse Clubs & Super-Stores
- GMS: Department Stores & Others

*yardeni.com

* General Merchandise Stores includes Warehouse Clubs & Super-Stores.
Source: Census Bureau and Haver Analytics.

Figure 8.

RETAIL SALES: GENERAL MERCHANDISE STORES (GMS) & ONLINE SHOPPING
(as percent of total In-Store + Online GAFO*)

Percent of Total GAFO*
- Online** (35.0)
- GMS: Warehouse Clubs & Super Stores (24.9)
- GMS: Department Stores & Others (10.7)

*yardeni.com

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
** Electronic shopping and mail order houses.
Source: Census Bureau and Haver Analytics.
In-Store & Online Retail Sales

Figure 9.

RETAIL SALES: IN-STORE GAFO* & ONLINE
(yearly percent change)

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
** Electronic shopping and mail order houses.
Source: Census Bureau and Haver Analytics.

Figure 10.

RETAIL SALES PER HOUSEHOLD: IN-STORE & ONLINE
(thousand dollars, saar)

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
** Electronic shopping and mail order houses.
Source: Census Bureau and Haver Analytics.
In-Store & Online Retail Sales

Figure 11.

RETAIL SALES: ONLINE SHOPPING* PER HOUSEHOLD

* Electronic shopping and mail order houses.
Source: Census Bureau and Bureau of Economic Analysis.

Figure 12.

RETAIL SALES: ONLINE & IN-STORE SHOPPING PER HOUSEHOLD

* GAFO (general merchandise, apparel and accessories, furniture, and other sales) includes retailers that specialize in department-store types of merchandise such as furniture & home furnishings, electronics & appliances, clothing & accessories, sporting goods, hobby, book, and music, general merchandise, office supply, stationery, and gift stores.
** Electronic shopping and mail order houses.
Source: Census Bureau and Bureau of Economic Analysis.