In-Store & Online Retail Sales

Figure 1.
RETAIL SALES: IN-STORE* PLUS ONLINE SALES
(billion dollars, saar)

In-Store* Plus Online Sales
- Online Sales (707.4)
- Department Stores (135.7)
- Warehouse Clubs & Super-Stores (496.1)
- All Others (684.1)

* 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 (34.9)
- Department Stores (6.8)
- Warehouse Clubs & Super-Stores (24.5)
- All Others (33.8)

* 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.
Figure 5. RETAIL SALES: GENERAL MERCHANDISE STORES & ONLINE SHOPPING (billion dollars, saar)

Retailers
- General Merchandise Stores*
- Online**

* Department stores, warehouse clubs, and supercenters.
** Electronic shopping and mail order houses.
Source: Census Bureau.

Figure 6. RETAIL SALES: GENERAL MERCHANDISE STORES & ONLINE SHOPPING (as a percent of In-Store GAFO* + Online)

Retailers
- General Merchandise Stores**
- 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.
** Department stores, warehouse clubs, and supercenters.
*** Electronic shopping and mail order houses.
Source: Census Bureau.
* General Merchandise Stores includes Warehouse Clubs & Super-Stores. 
Source: Census Bureau and Haver Analytics.

* 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.*
**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.
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