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In-Store & Online Retail Sales

Figure 1.

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

In-Store* Plus Online Sales
- Online Sales (1005.8)
- Department Stores (112.9)
- Warehouse Clubs & Super-Stores (572.9)
- All Others (697.3)

* 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 (41.9)
- Department Stores (5.1)
- Warehouse Clubs & Super-Stores (23.9)
- All Others (29.1)

* 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.
**In-Store & Online Retail Sales**

**Figure 3.**

**RETAIL SALES: IN-STORE GAFO** & **ONLINE SHOPPING**

(trillion dollars, saar)

- **In-Store GAFO** (1.4)
- **In-Store GAFO** + **Online** (2.4)
- **Online** (1.0)

* 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.

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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.
**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

* 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** (41.9)
  - GMS: Warehouse Clubs & Super Stores (23.9)
  - GMS: Department Stores & Others (9.2)

* 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)

- In-Store GAFO* (5.5)
- Online** (37.1)

* 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.

** Electronic shopping and mail order houses.

Source: Census Bureau and Haver Analytics.

Figure 10.

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

- In-Store* (10.1)
- In-Store* + Online** (16.8)

* 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.

** 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.
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