

Retail Sales Patterns 2022

How to Use Retail Sales Patterns

The 2021 retail sales patterns are a total reversal of the 2020 patterns. The table in last year's report was awash in red while the table below is almost all green, especially from March 2021.

Keep in mind, the large increases of 2021, in many, cases, offset the large decreases of 2020, but many retail verticals are now increasing beyond those losses. Some verticals recorded significant double-digit increases for multiple months and there are also some triple-digit increases. These reflect the lull in the pandemic's effect primarily during Q2 and Q3. Some of the increases started to moderate during the latter part of Q3 and into Q4 as the Omicron variant of the COVID-19 virus began peaking.

1. For 2022, use the report's data to identify those retail verticals that have rebounded the most and recommend local retailers in these categories aggressively advertise and promote to maximize the value of the rebound.
2. Media Group Online's updated Retail Sales Patterns report includes those retail sectors (by NAICS code) the US Census Bureau currently publishes. Side two of this report includes a selection of 2021 economic data, which should prove to be equally useful to guide prospects and current clients' business development, advertising expenditures and promotional campaigns.
3. Another strategy is to show prospects and current clients how they can improve sales during other months, with creative promotions, so poor sales during December, or the fourth quarter of the year, don't adversely affect their total annual sales. Typically, during these "off" months, more media outlets' inventory is available. Prospects and clients can buy more with their ad budgets than they could during the fourth quarter and fewer of their competitors will be advertising.

4. Use the Retail Sales Patterns report to reveal opportunities for prospects and clients with limited ad budgets to be a sponsor of media outlets' special programming.
5. Use the 2022 Retail Sales Patterns report in conjunction with the 2022 Advertising-to-Sales Ratios report to target prospects for advertising. Flag those industries with a positive 2021 annual growth rate and/or increased ad spending in relation to sales. Then, correlate the data from both reports to create a targeted list of retail verticals and pitch local advertisers in those verticals months ahead of their peak seasons.
6. Use your Media Group Online membership to access the Profilers for those retail verticals, so you can study the most recent information and insights. In multiple surveys and studies, many retailers have stated it is extremely important the media reps and ad agencies calling on them know their industry and markets. Presenting the most recent information during communications and meetings is more likely to result in you becoming a trusted consultant for those advertisers and receiving more of their ad dollars.



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Monthly Sales Percentages, January–June 2021

Category	NAICS Code	Jan	Feb	Mar	Apr	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Monthly Retail and Food Services Sales, Total		+7.7%	+2.5%	+32.4%	+53.6%	+27.4%	+19.3%	+15.5%	+15.8%	+14.4%	+14.6%	+20.2%	+16.6%
Monthly Retail sales and Food Services, excluding motor vehicle and parts		+6.7%	+1.9%	+22.8%	+42.6%	+26.0%	+19.1%	+15.5%	+17.2%	+15.9%	+16.1%	+21.0%	+18.2%
Retail Sales, Total		+11.4%	+6.0%	+31.9%	+48.0%	+23.4%	+17.0%	+12.8%	+12.6%	+11.0%	+12.8%	+18.5%	+14.1%
Retail Sales, Total, excluding motor vehicle and parts dealers		+10.7%	+6.2%	+20.9%	+34.6%	+20.6%	+16.0%	+12.0%	+13.7%	+10.0%	+14.0%	+18.9%	+15.2%
Auto Dealers (new)	44111	+10.9%	+3.8%	+80.4%	+110.2%	+36.1%	+22.6%	+16.5%	+8.3%	+3.8%	+3.2%	+11.5%	+3.7%
Auto Dealers (used)	44112	+15.0%	+4.3%	+88.5%	+159.1%	+45.3%	+30.4%	+20.4%	+26.9%	+40.1%	+43.1%	+44.0%	+45.7%
Automotive Parts, Accessories & Tire Stores	4413	+2.4%	+3.9%	+36.3%	+41.8%	+11.4%	+4.7%	+6.5%	+10.0%	+10.0%	+13.2%	+18.4%	+20.6%
Beer, Wine & Liquor Stores	4453	+21.5%	+15.0%	+9.1%	+15.7%	+23.0%	+4.8%	+2.0%	0.0%	0.0%	+1.1%	+5.1%	+5.8%
Book Stores	451211	-17.2%	-22.6%	+34.7%	+204.1%	+129.8%	+81.2%	+62.9%	+49.9%	+42.4%	+53.2%	+42.7%	+33.7%
Building Materials and Supplies Dealers	4441	+14.5%	+11.3%	+33.6%	+33.1%	+11.5%	+8.6%	+5.5%	+8.6%	+6.3%	+5.9%	+15.2%	+11.6%
Clothing Stores	4481	-14.0%	-20.8%	+114.6%	+823.6%	+219.7%	+56.4%	+47.8%	+33.6%	+22.7%	+21.3%	+36.4%	+25.3%
Department Stores	4521	-1.8%	-13.1%	+32.7%	+69.0%	+28.4%	+24.5%	+25.0%	+24.6%	+17.2%	+22.1%	+24.7%	+26.4%
Discount Department Stores	452112	+11.4%	-3.0%	+27.3%	+32.9%	+11.5%	+11.2%	+10.6%	+12.0%	+7.9%	+10.9%	+10.3%	+10.2%
Electronic Shopping & Mail-Order Houses	4541	+30.5%	+28.2%	+33.0%	+13.2%	+5.1%	+10.2%	+0.09%	+10.7%	+9.2%	+7.7%	+15.2%	+8.6%
Electronics and Appliances Stores	443	0.0%	-7.3%	+37.2%	+140.3%	+92.2%	+42.4%	+21.7%	+16.3%	+18.4%	+17.8%	+10.3%	+11.7%
Electronics Stores	443142	-7.0%	-13.6%	+32.8%	+185.3%	+131.7%	+54.7%	+27.1%	+20.4%	+21.7%	+22.3%	+10.6%	+14.4%
Family Clothing Stores	44814	-14.5%	-21.5%	+121.3%	+1,256.4%	+233.8%	+46.4%	+48.9%	+33.0%	+20.0%	+18.6%	+37.3%	+25.1%
Food and Beverage Stores	445	+11.1%	+6.2%	-10.3%	+0.08%	0.0%	+4.3%	+3.2%	+5.5%	+7.2%	+7.9%	+7.8%	+9.5%
Fuel Dealers	45431	-2.8%	+23.8%	+24.6%	+26.3%	+26.9%	+36.1%	+26.4%	+26.6%	+24.2%	+28.7%	+48.6%	+22.0%
Full-Service Restaurants	722511	*	*	*	*	*	*	*	*	*	*	*	*
Furniture Stores	4421	+18.4%	+7.4%	+58.4%	+241.6%	+59.6%	+13.5%	+13.5%	+14.8%	+11.1%	+12.4%	+16.2%	+8.3%

Category	NAICS Code	Jan	Feb	Mar	Apr	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Gasoline Stations	447	-6.3%	-1.8%	+35.3%	+76.3%	+56.6%	+41.3%	+37.6%	+37.5%	+40.9%	+44.8%	+53.3%	+42.8%
General Merchandise Stores	452	+12.1%	0.0%	+9.8%	+20.0%	+9.4%	+11.5%	+11.9%	+13.4%	+11.7%	+14.1%	+14.4%	+15.9%
Gift, Novelty and Souvenir Stores	45322	-18.9%	-21.2%	+58.0%	+515.2%	+177.4%	+87.9%	+50.3%	+45.1%	+46.4%	+23.5%	+37.9%	+28.1%
Grocery Stores	4451	+10.3%	+5.6%	-12.4%	-1.0%	0.0%	+4.0%	+3.0%	+5.8%	+7.8%	+23.5%	+7.9%	+9.8%
Hardware Stores	44413	+14.1%	+12.8%	+22.9%	+10.9%	+6.5%	-3.6%	-1.8%	0.0%	+2.1%	+3.5%	+12.9%	+6.5%
Health & Personal Care Stores	446	+1.8%	0.0%	+7.4%	+23.6%	+18.7%	+14.6%	+7.8%	+11.5%	+7.9%	+4.8%	+12.5%	+9.6%
Hobby, Toy and Game Stores	45112	+41.0%	+20.8%	+129.7%	+393.6%	+57.9%	+22.0%	+28.6%	+22.3%	+22.6%	+23.2%	+19.8%	+22.4%
Home Furnishing Stores*	4422	*	*	*	*	*	*	*	*	*	*	*	*
Household Appliances Stores	443141	+32.5%	+21.1%	+52.7%	+64.2%	+23.2%	+13.4%	+6.8%	+4.2%	+8.6%	+4.5%	+9.1%	0.0%
Jewelry Stores	44831	+23.4%	+24.4%	*	*	*	*	*	*	*	*	*	*
Limited-Service Eating Places	722513/ 514/515	+5.3%	-4.6%	+35.0%	+65.0%	+28.4%	+17.7%	+17.2%	+14.2%	+12.8%	+12.5%	+18.1%	+17.6%
Men's Clothing Stores	44811	-97.2%	-41.1%	+88.4%	+677.9%	*	*	*	*	*	*	*	*
Miscellaneous Store Retailers	453	+9.7%	+2.1%	+42.0%	+86.4%	+46.4%	+25.6%	+20.3%	+22.2%	+24.4%	+23.7%	+27.3%	+16.6%
Non-store Retailers	454	+26.4%	+25.9%	+31.9%	+16.5%	+8.0%	+11.9%	+1.9%	+11.1%	+9.5%	+7.7%	+16.0%	+9.2%
Office Supplies and Stationery Stores	45321	-8.1%	-6.4%	-2.8%	+35.0%	+9.3%	-2.2%	-8.1%	+23.2%	-6.3%	+1.5%	+23.7%	+15.9%
Paint & Wallpaper Stores	44412	0.0%	-2.7%	+17.6%	+34.7%	+16.4%	+7.8%	-2.3%	+5.3%	+2.1%	+1.2%	+9.7%	+7.3%
Pharmacies and Drug Stores	44611	+4.0%	+1.3%	+3.7%	+13.3%	+11.5%	+10.8%	+6.2%	+10.9%	+7.0%	+3.7%	+11.7%	+9.4%
Shoe Stores	4482	+2.3%	-20.0%	+118.1%	+628.1%	+120.9%	+23.6%	+27.0%	+38.6%	+11.1%	+12.5%	+25.5%	+17.7%
Sporting Goods Stores	45111	+39.3%	+23.1%	+78.6%	+126.4%	+30.5%	+2.8%	+7.5%	+14.0%	+5.8%	+9.4%	+24.2%	+13.7%
Used Merchandise Stores	45330	-7.3%	-13.5%	+65.7%	+323.8%	+87.9%	+27.7%	+37.0%	+15.7%	+19.2%	+14.9%	+27.8%	+15.2%
Warehouse Clubs and Superstores	45291	+14.8%	+1.3%	+6.8%	+14.4%	+7.0%	+10.5%	+10.9%	+12.6%	+12.0%	+14.1%	+12.7%	+13.8%
Women's Clothing Stores	44812	-15.0%	-22.2%	+111.6%	+566.1%	+207.6%	+61.8%	+40.7%	+29.9%	+23.7%	+23.3%	+40.4%	+29.8%

*The US Census Bureau has deemed the data as insufficient or questionable
SOURCE: US Census Bureau

2021 Monthly Economic Data

The general economic trends also have a significant impact on advertisers' business development and advertising strategies and expenditures. Use this data to gain additional insights that could prove useful to your prospects and clients and demonstrate your broader knowledge base.

Additional Monthly Economic Data, Jan–Dec 2021

Category	Jan	Feb	Mar	Apr	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Gross National Product (GDP) Total	22.02T	\$21.72T	\$22.37T	\$22.61T	\$22.72T	\$22.90T	\$22.94T	\$23.26T	\$23.41T	\$23.96T	\$23.97T	\$24.11T
Gross National Product (GDP) Quarterly YOY			+6.3%			+6.7%		+2.3%				+7.0%
Monthly Employment (jobs added)	+49,000	+379,000	+916,000	+266,000	+559,000	+850,000	+943,000	+235,000	+194,000	+531,000	+210,000	+199,000
Monthly Unemployment Rate	6.3%	6.2%	6.0%	6.1%	5.8%	5.9%	5.4%	5.2%	4.8%	4.6%	4.2%	3.9%
Monthly Labor Force Participation Rate	61.4%	61.5%	61.5%	61.7%	61.6%	61.6%	61.7%	61.7%	61.7%	61.7%	61.9%	61.9%
Monthly Hourly Earnings	+0.2%	+0.2%	-0.8%	0.00	-0.2%	-0.5%	-0.1%	+0.4%	+0.2%	-0.5%	-0.4%	+0.1%
Monthly Disposal Income per Capita	+51,179	+46,839	+57,597	\$48,641	\$47,196	\$46,985	\$47,368	\$47,307	\$46,529	\$46,447	\$46,385	\$46,236
Average Monthly Gasoline Prices	\$2.334	\$2.501	\$2.810	\$2.858	\$2.985	\$3.064	\$3.136	\$3.158	\$3.175	\$3.291	\$3.395	\$3.307
Average Monthly No. 2 Diesel Prices	\$2.681	\$2.847	\$3.152	\$3.130	\$3.217	\$3.287	\$3.339	\$3.350	\$3.384	\$3.612	\$3.727	\$3.641
The Conference Board Consumer Confidence Index®	89.3	91.3	109.7	121.7	117.2	127.3	129.1	113.8	109.3	113.8	109.5	115.8
Monthly Non-Seasonally Adjusted, Privately-Owned Housing Starts (total 1–5 units+)	115,200	102,100	140,600	135,500	145,700	154,300	143,900	140,000	135,200	133,600	130,800	120,500
Monthly Seasonally-Adjusted Annual Rate Privately-Owned Housing Starts (total 1–5 units+)	1,625,000	1,447,000	1,725,000	1,514,000	1,594,000	1,657,000	1,562,000	1,573,000	1,550,000	1,552,000	1,703,000	1,708,000
Monthly Non-Seasonally Adjusted New-Home Sales	77,000	70,000	83,000	74,000	65,000	61,000	62,000	55,000	58,000	51,000	53,000	59,000
Monthly Seasonally-Adjusted Annual Rate of New-Home Sales	993,000	823,000	873,000	796,000	733,000	683,000	704,000	668,000	725,000	667,000	749,000	839,000
Monthly Non-Seasonally Adjusted Existing Home Sales	366,000	366,000	484,000	513,000	528,000	615,000	584,000	576,000	546,000	526,000	503,000	513,000
Monthly Average Residential Electrical Rate (cents/kilowattour)	\$0.1269	\$0.1335	\$0.1330	\$0.1376	\$0.1389	\$0.1385	\$0.1387	\$0.1395	\$0.1419	\$0.1409	\$0.1411	\$0.1375
Monthly Average Residential Natural Gas Rate (dollars/thousand cubic feet)	\$9.68	\$9.31	\$10.51	\$12.25	\$14.13	\$17.73	\$19.94	\$20.98	\$20.25	\$17.50	\$13.29	\$13.13

SOURCES: US Bureau of Economic Analysis, US Bureau of Labor Statistics, Federal Reserve Bank of St. Louis, US Energy Information Administration, The Conference Board and US Census Bureau

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