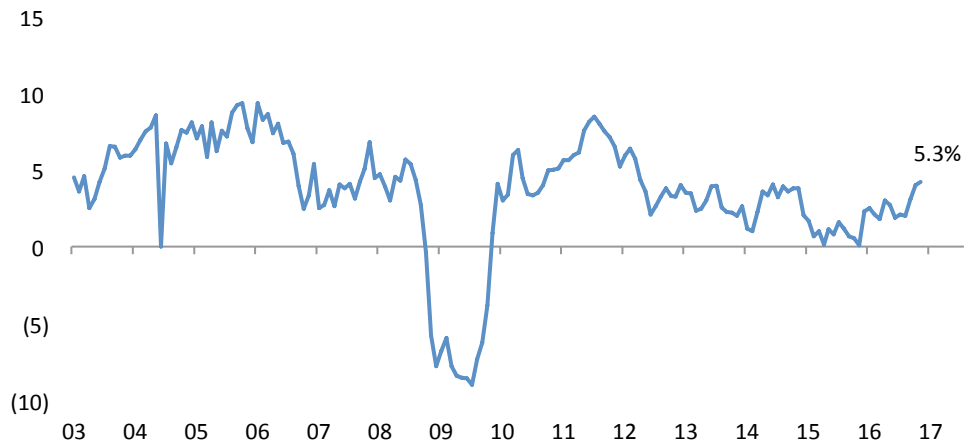


## January 2017 US Retail Sales & Traffic



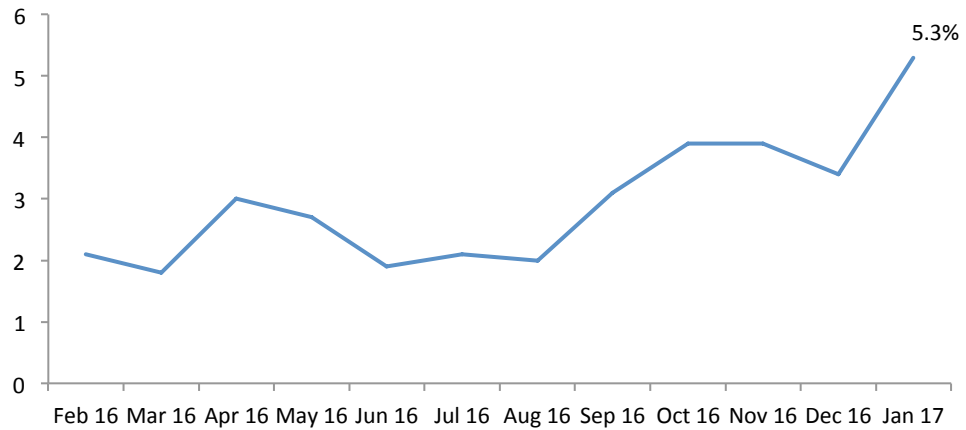
- 1) Total US retail sales for January increased by 0.4% month over month, reaching \$472.1 billion and beating economists' consensus estimate of 0.1% growth.
- 2) On a year-over-year basis in January, total retail sales increased by 5.6% and retail sales excluding autos increased by 5.3%.
- 3) Excluding a sales decline at auto dealers, January retail sales posted the biggest gain in four months. Every category except for auto sales posted positive results compared with December. Department store sales, which had experienced consistent declines in past months, increased by 1.2% month over month in January.
- 4) Favorable weather trends did not drive incremental traffic and sales at retail stores during the month, according to RetailNext. All in-store metrics declined in January except for conversion rate, which ticked up slightly, by 0.1%.

**Figure 1. US Monthly Retail Sales Excluding Autos: YoY % Change**



Through January 31, 2017  
 Source: US Census Bureau/Haver Analytics

**Figure 2. US Monthly Retail Sales Excluding Autos: YoY % Change (Past 12 Months)**



Through January 31, 2017  
 Source: US Census Bureau/Haver Analytics

Total US retail sales for January increased by 0.4% month over month, reaching \$472.1 billion and beating economists’ consensus estimate of 0.1% growth. Total retail sales excluding autos edged up 0.8% month over month. December total retail sales were also revised up from the previously reported 0.6% to 1.0%.

On a year-over-year basis in January, total retail sales increased by 5.6% and retail sales excluding autos increased by 5.3%.

Excluding a sales decline at auto dealers, January retail sales posted their biggest gain in four months. Every category except for auto sales posted positive results compared with December. Sales at electronics stores, clothing stores and department stores all showed significant improvements. Department store sales, which had experienced consistent declines in past months, posted a 1.2% month-over-month gain in January.

Shoppers continued to shift their spending online in January, and e-commerce continued its recent trend of double-digit growth. Sales at nonstore retailers, which are mostly online retailers and catalog and infomercial vendors, rose by 12% year over year in January, following a 13.2% year-over-year increase in December.

**Figure 3. January US Retail Metrics: YoY % Change**

	Sales	Traffic	Conv.	ATV	SPS	Tran.	% Return
<b>January 2017</b>	(10.0)%	(9.3)%	0.1%	(0.8)%	(0.7)%	(9.3)%	0.3%
<b>December</b>	(10.7)%	(13.4)%	(0.3)%	5.6%	3.0%	(15.5)%	(0.1)%
<b>November</b>	(8.1)%	(10.2)%	0.1%	1.7%	2.6%	(9.6)%	(0.3)%
<b>October</b>	(8.0)%	(8.5)%	0.4%	(1.5)%	0.8%	(6.5)%	(0.3)%
<b>September</b>	(10.6)%	(9.0)%	(0.2)%	(0.4)%	(1.1)%	(10.0)%	(0.1)%
<b>August</b>	(6.0)%	(6.6)%	0.3%	(0.3)%	0.7%	(5.7)%	0.0%

Conv. = conversion rate, ATV = average transaction value, SPS = sales per shopper, Tran. = number of transactions and % Return = percentage of goods returned to stores  
 Source: RetailNext



# MONTHLY BRIEFING

All in-store metrics declined in January except for conversion rate, which ticked up slightly, by 0.1%. In-store sales and store traffic fell by 10.0% and 9.3%, respectively. In addition, the number of transactions was down 9.3% in January. Average transaction value reversed the positive trend seen in the two previous months and declined by 0.8%. The results were consistent with recent weak sales and traffic numbers reported by individual retailers.

The first month of 2017 was the warmest January since 2011 and saw the least snowfall since 2005, according to RetailNext. However, these favorable weather trends did not drive incremental traffic and sales at retail stores.

All regions posted traffic declines and significant sales decreases for the month. The South experienced the biggest year-over-year sales and traffic declines of all regions, with sales falling 11.7% and traffic falling 12.1% during the month. Extra rainfall in the South might have prevented shoppers from visiting stores.



# MONTHLY BRIEFING

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