MONTHLY BRIEFING

June 2017 US Retail Sales and Traffic

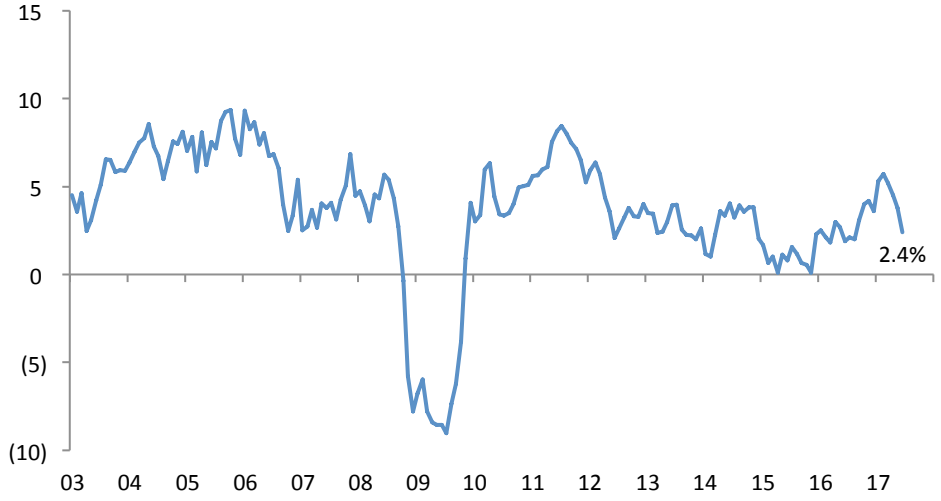
1) Total US retail sales decreased by 0.2% month over month in June and amounted to $473.5 billion. The decrease was greater than the consensus estimate of a 0.1% decline. Total retail sales excluding autos declined by 0.1% month over month.

2) On a year-over-year basis in June, total retail sales increased by 2.8% and retail sales excluding autos increased by 2.4%.

3) Seven out of 13 major store categories posted negative sales results compared with May. Building material and garden equipment dealers posted the largest month-over-month increases, with sales for both rising by 0.5%.

4) According to RetailNext, in-store sales, traffic, average ticket value and number of transactions were negative in June. Positive metrics included conversion rate and sales per shopper. Sales and traffic metrics worsened in June compared with the prior month.

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



Through June 30, 2017
Source: US Census Bureau/Haver Analytics

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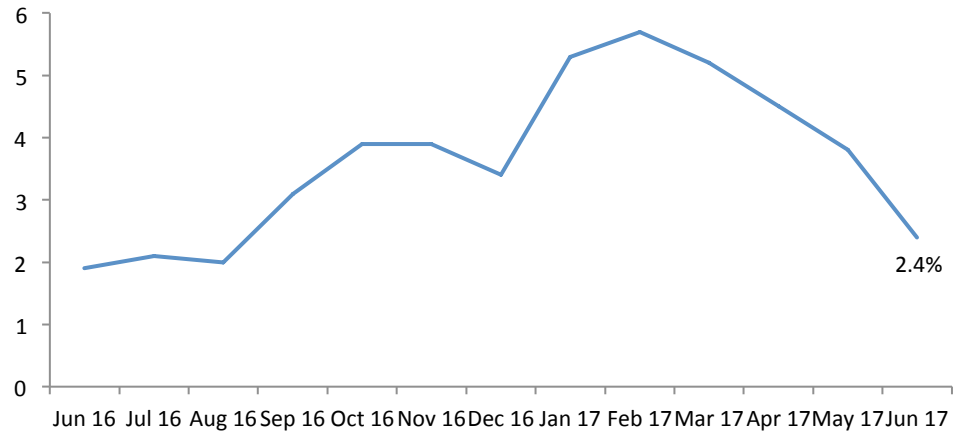
Figure 2. US Monthly Retail Sales Excluding Autos: YoY % Change



Through June 30, 2017
Source: US Census Bureau/Haver Analytics

Total US retail sales decreased by 0.2% month over month in June and amounted to $473.5 billion. The decrease was greater than the consensus estimate of a 0.1% decline. Total retail sales excluding autos declined by 0.1% month over month. The May total retail sales number was revised up to a 0.1% month-over-month decrease from the previously reported 0.3% decrease.

On a year-over-year basis in June, total retail sales increased by 2.8% and retail sales excluding autos increased by 2.4%.

Seven out of 13 major store categories posted negative sales results compared with May. Building material and garden equipment dealers posted the largest month-over-month increases, with sales for both rising by 0.5%.

As shoppers continued to shift their spending online, e-commerce sales sustained their strong growth trend. Sales at nonstore retailers rose by 9.2% year over year in June, following a 10.2% year-over-year increase in May.

Figure 3. US Retail Metrics: YoY % Change

	Sales	Traffic	Conv.	ATV	SPS	Tran.	% Return
June	(8.1)%	(8.3)%	0.5%	(0.7)%	0.1%	(7.3)%	0.4%
May	(5.5)%	(6.1)%	0.0%	1.6%	0.6%	(7.1)%	0.4%
April	(8.7)%	(5.7)%	(0.9)%	2.3%	(3.4)%	(10.9)%	(0.2)%
March	(8.1)%	(9.2)%	0.0%	2.1%	1.1%	(10.1)%	0.2%
February	(13.8)%	(12.8)%	0.3%	(1.7)%	(1.3)%	(12.4)%	0.3%
January	(10.0)%	(9.3)%	0.1%	(0.8)%	(0.7)%	(9.3)%	0.3%

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

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Sales, traffic, average ticket value and number of transactions were negative in June. Positive metrics included conversion rate and sales per shopper. Sales and traffic metrics worsened in June compared with the prior month. Retail traffic experienced its largest decline in three months, down 8.3% year over year in June.

Average transaction value ended a three-month positive trend in June, and was down 0.7% year over year, while sales per shopper increased by 0.1%. Total transactions declined by 7.3%.

June yielded strong traffic and sales in the week leading up to Father's Day (which fell on June 18 this year). The month was the coolest June since 2012 across most of the country, and all regions experienced colder weather than in June of 2016. The US had the most rain in two years in June.

All regions posted traffic declines and sales decreases versus last June. The Northeast and South experienced the largest year-over-year sales declines of all the regions, down 8.1% and 7.5%, respectively.

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