

"Traditional" Holiday Season Spending Trends

Billions of Dollars, November-December Periods, Not Seasonally Adjusted

Category	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018 Forecast
GAFO Store Sales	\$246.8	\$250.4	\$234.3	\$230.8	\$239.3	\$247.6	\$252.3	\$254.6	\$262.8	\$264.2	\$263.5	\$271.5	\$278.5
% Change	3.4	1.5	-6.4	-1.5	3.7	3.5	1.9	0.9	3.2	0.5	-0.2	3.0	2.6
Electronics & Appliances	25.8	26.1	23.4	22.3	22.5	23.4	23.9	23.7	24.9	23.2	21.8	22.3	22.9
% Change	4.1	1.2	-10.4	-4.8	1.1	4.0	2.2	-0.9	4.8	-6.5	-6.3	2.2	3.0
Appliances, T.V. & camera	19.4	19.6	17.6	16.6	16.1	16.4	16.6	15.9	16.8	15.8	15.1	15.1	---
% Change	4.7	0.8	-10.2	-5.5	-3.0	1.6	1.2	-4.2	5.9	-6.0	-4.2	0.1	---
Computer & software stores	4.5	4.6	4.5	4.6	5.3	6.0	6.5	6.9	7.1	6.6	5.9	6.3	---
% Change	13.7	2.4	-4.0	2.7	16.8	13.0	7.8	6.7	2.6	-7.5	-10.7	6.9	---
Clothing and Accessory Stores	50.9	51.2	45.5	45.5	48.5	52.1	53.5	54.0	56.1	56.4	58.3	59.2	62.2
% Change	4.5	0.7	-11.1	-0.0	6.8	7.2	2.8	0.9	3.9	0.5	3.2	1.7	5.0
Men's clothing stores	2.1	2.0	1.7	1.6	1.7	1.8	1.8	1.9	1.9	1.8	1.7	1.8	---
% Change	3.3	-4.1	-15.9	-9.7	6.9	7.9	1.3	4.0	-0.5	-3.6	-3.5	2.6	---
Women's clothing stores	8.4	8.3	7.3	7.3	7.9	8.4	8.5	8.6	8.8	8.6	8.4	8.3	---
% Change	4.1	-1.6	-12.2	-0.3	8.7	6.9	0.9	0.8	2.7	-2.1	-2.1	-1.3	---
Shoe stores	5.3	5.2	5.0	5.0	5.4	6.0	6.1	6.4	6.6	6.9	7.3	7.1	---
% Change	3.2	-0.2	-5.4	0.9	8.4	9.8	2.9	5.1	2.0	5.3	5.5	-2.7	---
Sporting Good, Hobby, Book & Music	18.1	18.6	17.6	17.3	17.9	17.4	18.1	18.6	19.3	19.8	19.0	18.5	17.9
% Change	0.1	2.9	-5.7	-1.3	3.5	-2.8	3.9	2.9	3.6	2.6	-4.0	-2.7	-3.0
General Merchandise	122.0	125.8	123.8	123.5	127.4	131.1	132.8	134.1	137.3	138.3	137.6	143.6	146.5
% Change	4.2	3.2	-1.6	-0.3	3.2	2.9	1.3	1.0	2.4	0.7	-0.5	4.3	2.0
Dept stores (ex. leased depts)	51.8	50.4	46.7	44.9	45.1	44.3	42.2	40.6	40.6	39.6	36.7	37.2	---
% Change	-0.8	-2.7	-7.5	-3.9	0.4	-1.7	-4.7	-3.7	-0.0	-2.6	-7.1	1.3	---
Other general merchandise stores	70.1	75.4	77.2	78.6	82.3	86.8	90.6	93.5	96.7	98.6	101.2	106.7	---
% Change	8.2	7.5	2.4	1.8	4.7	5.5	4.3	3.2	3.4	2.0	2.6	5.4	---
Warehouse clubs & superstores	60.5	65.7	67.8	68.4	71.6	75.2	78.5	80.9	83.5	84.7	86.5	90.9	---
% Change	8.8	8.5	3.2	0.9	4.7	5.0	4.4	3.1	3.2	1.4	2.2	5.1	---
All other general merchandise	9.6	9.7	9.4	10.2	10.7	11.7	12.1	12.6	13.2	14.0	14.7	15.8	---
% Change	4.4	0.9	-3.0	8.5	4.9	8.8	3.8	3.8	5.2	5.7	5.4	7.7	---
Electronic shopping & mail-order	42.8	46.9	45.5	51.7	58.3	66.2	72.6	76.4	86.6	97.8	109.6	122.1	136.8
% Change	11.8	9.6	-3.0	13.8	12.6	13.6	9.7	5.2	13.4	13.0	12.1	11.4	12.0
Shopping-Center Sales	430.4	437.8	418.0	413.7	430.3	446.2	454.3	464.0	484.0	493.6	499.8	519.4	541.6
% Change	2.9	1.7	-4.5	-1.0	4.0	3.7	1.8	2.1	4.3	2.0	1.3	3.9	4.3
NRF-Industry Sales	512.1	526.0	501.5	502.7	528.8	553.3	567.6	584.4	613.5	633.3	653.5	687.9	721.4
% Change	3.2	2.7	-4.7	0.2	5.2	4.6	2.6	3.0	5.0	3.2	3.2	5.3	4.9
Online & Mail-Order/S-C Sales PLUS (% Share)	9.0	9.7	9.8	11.1	11.9	12.9	13.8	14.1	15.2	16.5	18.0	19.0	20.2

Sources: U.S. Department of Commerce; The Retail Economist, LLC.