

Weekly Trend in Retail Activity, 2020 compared to 2019

This report is part of Wiland’s continuing review of retail activity in the period since the national emergency was declared on March 14, 2020. This look at the data revolves around the change in retail activity from one week to the next. It is natural, however, for consumer demand for certain products to change throughout the year. To account for this, we also focus on the difference in retail activity week-over-week between 2019 to 2020, treating retail activity in 2019 as a benchmark by which we can assess recent 2020 activity.

Interpretive Guidance

In the first chart, negative values reflect a decline in retail activity from one week to the next. In the second chart, we depict the difference between these two data sets. If the difference is negative, it means that 2020 exhibited worse performance than 2019. If the difference is positive, then 2020 showed improvement over 2019.

Report Methodology

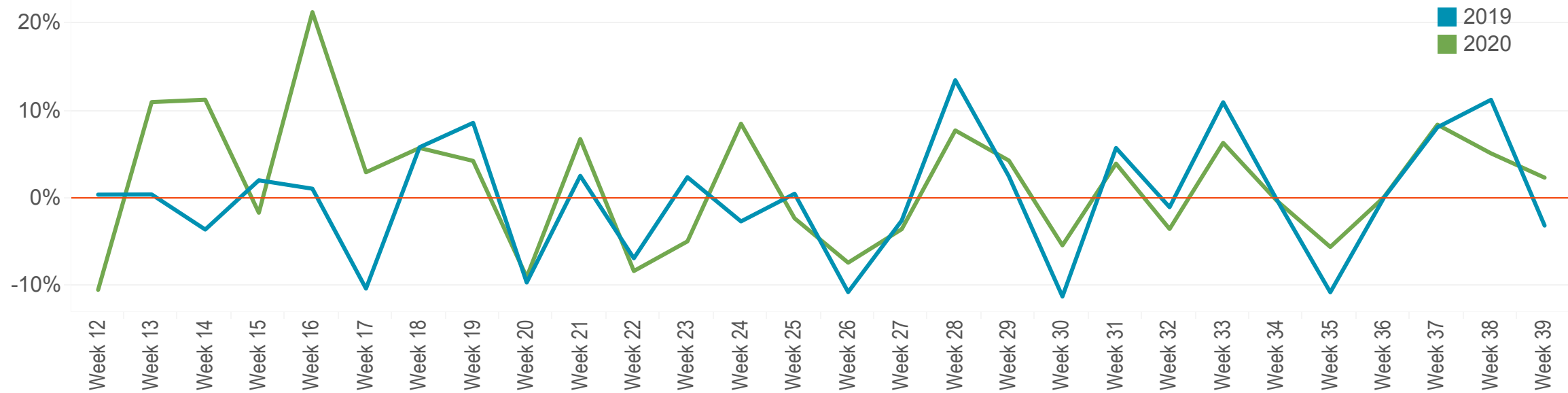
As with previous reports we have published, retail activity is a composite of retail spending and the numbers of buyers, orders, and items sold. We evaluate the percent change in such retail activity from one week to the next. For each week, we then measure the difference in percent change in retail activity between 2020 and 2019. The difference is measured in percentage points. The first page depicts the median result for all Wiland product categories. Throughout the remaining pages of this report, only the difference in percentage points is shown.

Week-over-Week Change in Retail Activity, Median of All Product Categories

Period begins with calendar week 11 (not shown) for both 2019 and 2020.

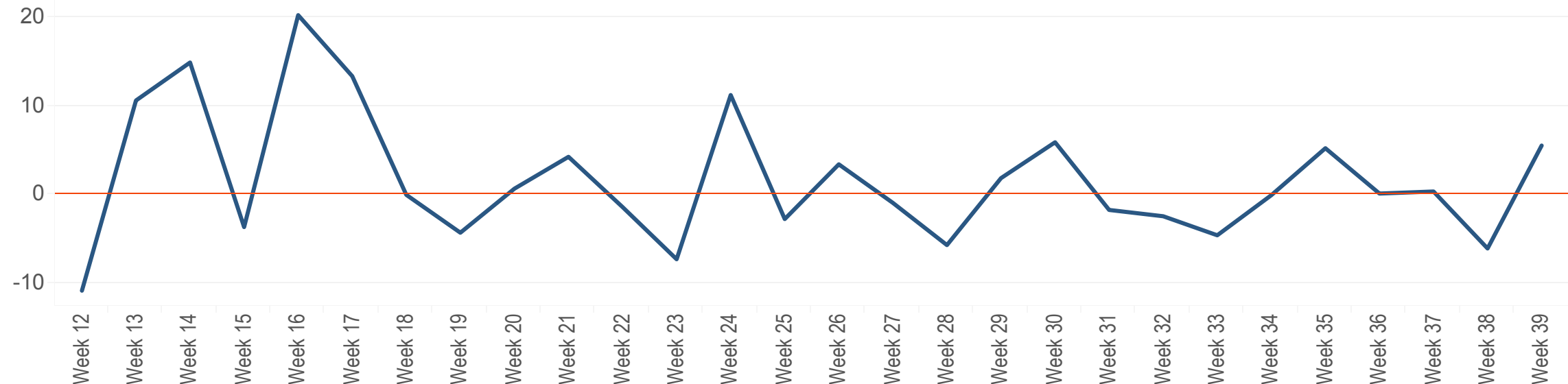
Week 11, 2019: March 10th

Week 11, 2020: March 8th



Difference in Week-over-Week Change in Retail Activity, Median of All Product Categories

2020 vs. 2019



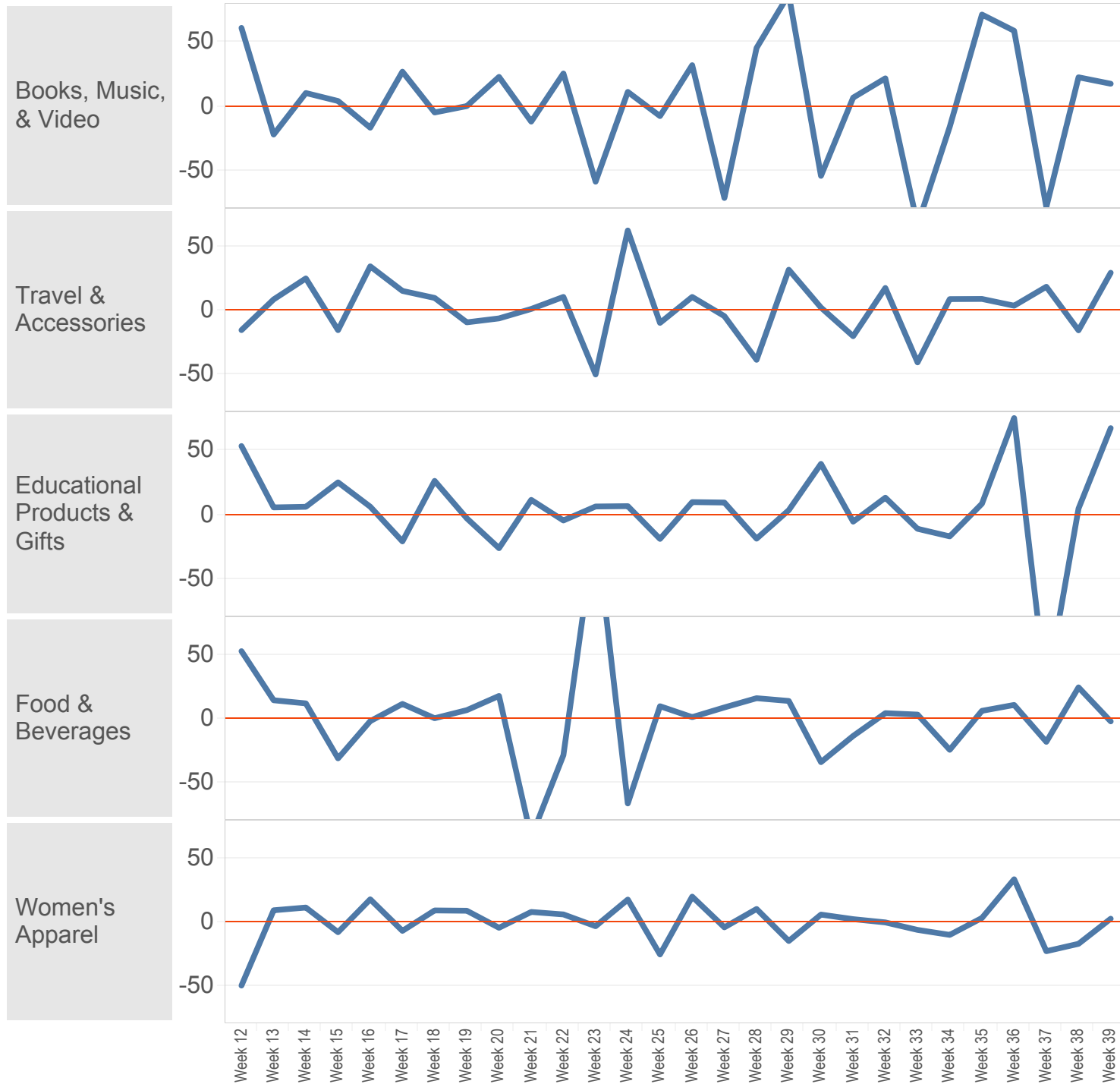
Weekly Trend in Retail Activity, 2020 compared to 2019

Difference in Week-over-Week Change in Retail Activity, by Product Category 2020 vs. 2019

	Week 25 6-14-2020 through 6-20-2020	Week 26 6-21-2020 through 6-27-2020	Week 27 6-28-2020 through 7-4-2020	Week 28 7-5-2020 through 7-11-2020	Week 29 7-12-2020 through 7-18-2020	Week 30 7-19-2020 through 7-25-2020	Week 31 7-26-2020 through 8-1-2020	Week 32 8-2-2020 through 8-8-2020	Week 33 8-9-2020 through 8-15-2020	Week 34 8-16-2020 through 8-22-2020	Week 35 8-23-2020 through 8-29-2020	Week 36 8-30-2020 through 9-5-2020	Week 37 9-6-2020 through 9-12-2020	Week 38 9-13-2020 through 9-19-2020	Week 39 9-20-2020 through 9-26-2020	28-Week Median
Books, Music, & Video	↓ -7.7	↑ 32.1	↓ -71.6	↑ 45.6	↑ 87.3	↓ -54.3	↑ 6.7	↑ 21.8	↓ -92.7	↓ -16.0	↑ 71.6	↑ 58.9	↓ -78.7	↑ 22.6	↑ 17.6	8.5
Travel & Accessories	↓ -9.8	↑ 10.6	◇ -4.4	↓ -38.8	↑ 32.1	◇ 2.3	↓ -20.2	↑ 17.7	↓ -40.8	↑ 8.9	↑ 9.1	◇ 3.8	↑ 18.7	↓ -15.6	↑ 29.7	6.2
Educational Products & Gifts	↓ -18.9	↑ 9.8	↑ 9.5	↓ -18.7	◇ 3.5	↑ 39.7	↓ -5.5	↑ 13.3	↓ -11.0	↓ -16.9	↑ 8.6	↑ 75.4	↓ -137.9	◇ 4.8	↑ 67.6	6.2
Food & Beverages	↑ 9.9	◇ 1.4	↑ 9.0	↑ 16.3	↑ 14.1	↓ -34.0	↓ -13.4	◇ 4.5	◇ 3.4	↓ -24.3	↑ 6.3	↑ 11.0	↓ -18.1	↑ 24.8	◇ -2.0	5.4
Women's Apparel	↓ -25.3	↑ 20.2	◇ -4.0	↑ 10.5	↓ -14.7	↑ 6.1	◇ 2.5	◇ -0.1	↓ -6.0	↓ -9.9	◇ 3.4	↑ 33.9	↓ -22.7	↓ -16.9	◇ 2.8	2.7
Sporting Goods & Accessories	↓ -10.3	↑ 13.1	↓ -12.4	↓ -10.7	◇ 2.4	◇ 3.6	↓ -8.4	↓ -5.7	↓ -7.1	↑ 6.9	◇ 2.7	↓ -24.4	↑ 25.5	↓ -6.2	◇ 3.3	2.6
Furniture	↓ -11.0	↓ -8.5	◇ 2.9	◇ 1.8	↑ 10.9	◇ 2.1	◇ -2.0	◇ -2.0	◇ -2.6	↑ 6.6	↓ -12.5	↑ 10.6	↑ 17.2	↓ -34.8	◇ 2.3	2.2
Collectibles	↓ -36.3	↑ 20.2	◇ 2.9	◇ 1.4	↑ 57.4	↓ -21.9	↓ -150.1	◇ 4.6	↓ -25.7	◇ 4.3	↑ 7.8	↓ -10.8	◇ 3.3	◇ 1.7	↑ 44.6	2.0
Unisex Apparel	↓ -10.4	↓ -16.5	↑ 55.7	↓ -13.3	↑ 16.9	◇ -4.5	↑ 21.4	↓ -32.1	↓ -14.9	↑ 10.1	↑ 5.4	↓ -5.6	◇ -4.7	↑ 10.1	↑ 13.7	1.8
Fashion Jewelry & Watches	↓ -14.0	↑ 23.0	↓ -35.3	↑ 18.9	↓ -5.9	↑ 7.1	◇ 3.3	◇ -4.5	↓ -5.2	↑ 9.3	◇ 0.9	↑ 38.4	↓ -38.1	↓ -17.2	◇ 2.2	1.4
Beauty	◇ 4.0	↓ -6.0	↑ 5.6	◇ 3.2	↓ -12.6	↑ 37.4	↓ -10.0	◇ -2.6	◇ -2.2	◇ 1.1	↑ 8.2	↑ 23.2	↓ -70.9	↓ -11.0	↑ 11.3	1.4
Indoor Home Decor	◇ -2.2	◇ 1.3	◇ -1.7	◇ 4.5	↑ 19.4	↑ 8.2	◇ 4.7	↓ -21.8	↓ -6.2	◇ 4.6	↑ 7.6	◇ 2.3	◇ -1.0	↓ -7.5	↑ 5.4	1.3
Lawn & Garden	◇ 0.3	↓ -11.5	↓ -13.3	↑ 22.4	◇ -1.6	◇ 1.9	↑ 16.8	↓ -8.7	◇ -0.8	◇ -1.7	◇ 3.0	◇ -4.5	↑ 26.7	↓ -20.3	↑ 6.8	1.1
Stationery/Cards/Party Supplies	◇ -1.0	↓ -20.1	↓ -5.4	↑ 11.6	↑ 23.0	↑ 37.1	↓ -15.4	↓ -19.8	↑ 20.0	↓ -22.5	↑ 34.7	↑ 21.8	↓ -49.6	↓ -10.2	◇ 4.7	0.8
Toys, Games, and Puzzles	↓ -11.1	↓ -7.7	↓ -6.6	↑ 19.2	◇ 1.3	◇ 4.4	↓ -26.8	↓ -5.7	↓ -15.9	↓ -14.3	↑ 13.9	↑ 15.6	↓ -6.9	◇ -0.1	↑ 17.5	0.6
Home Office & Desk Accessories	◇ -2.9	↑ 9.8	◇ 0.8	↓ -22.9	↑ 49.8	↓ -8.1	↓ -15.0	↓ -17.6	↓ -12.6	◇ 2.0	↑ 9.7	↓ -20.0	↑ 35.4	↑ 7.7	↑ 10.1	0.4
Children's Non-Apparel	↓ -26.7	◇ -1.8	↑ 18.8	↓ -5.7	↑ 20.7	↓ -5.6	◇ -0.4	↓ -37.7	◇ 0.7	◇ -1.7	◇ 3.1	↑ 15.3	◇ -3.7	↓ -28.9	↑ 25.1	0.2
Infant/Toddler Apparel	↑ 17.4	↓ -72.7	↓ -5.1	↑ 21.8	↓ -12.4	↓ -18.1	↓ -21.1	↑ 32.4	◇ 1.4	↓ -69.0	↑ 16.7	↑ 52.0	↑ 33.5	↓ -52.5	◇ 2.5	0.1
Bed & Bath	◇ -1.0	↓ -8.7	◇ -3.7	◇ -2.7	◇ -1.9	↑ 10.4	◇ -1.0	↓ -7.7	◇ 0.0	◇ 0.3	◇ -3.1	◇ 3.7	◇ 5.0	↓ -6.7	↑ 10.1	0.1
Home Improvement Supplies	↓ -5.8	◇ -3.1	↓ -17.7	↓ -12.3	◇ 4.6	↑ 8.5	◇ -2.6	◇ -1.3	◇ -3.3	↑ 7.7	◇ 3.2	◇ 4.2	↓ -9.0	◇ 3.8	↑ 7.2	0.0
Automotive	↑ 13.6	◇ -2.6	↓ -5.0	↓ -11.6	↓ -9.4	↑ 21.8	↓ -12.8	◇ 4.4	↑ 11.7	↓ -7.4	↓ -10.8	↑ 9.3	↓ -41.8	↑ 38.7	↓ -53.3	0.0
Computers & Accessories	↓ -22.0	↑ 16.0	↓ -11.0	◇ -3.7	↑ 20.0	◇ -1.6	↓ -6.3	↓ -6.2	↓ -7.7	↑ 18.2	◇ 1.2	↓ -14.3	↑ 10.8	◇ 4.6	↓ -14.7	-0.2
Outdoor Home Decor	◇ -3.3	◇ -1.2	↓ -6.3	↓ -14.2	↑ 22.7	↑ 7.6	◇ -4.1	◇ -2.7	◇ 2.0	↓ -7.5	◇ 2.8	◇ 0.2	↑ 16.0	↓ -8.3	↑ 16.2	-0.5
Pets & Animals	↓ -5.9	◇ -1.4	↓ -8.5	↑ 19.3	↓ -16.9	◇ -4.6	↑ 7.3	↓ -8.3	◇ 1.7	◇ -2.1	↑ 13.7	↓ -30.9	↑ 49.6	↓ -26.5	◇ 0.3	-0.5
Men's Apparel	↑ 13.6	↑ 15.0	↓ -14.5	↓ -11.1	↓ -23.1	↑ 27.3	↓ -7.8	↑ 27.6	↓ -19.1	↓ -10.0	↑ 7.4	◇ -2.4	↑ 14.1	↓ -19.0	↓ -7.4	-0.6
Electronic Equipment	◇ -2.7	◇ 2.4	◇ -2.8	↓ -18.9	↑ 8.7	↑ 8.7	↓ -9.3	↓ -5.3	◇ -0.8	↑ 8.8	◇ 1.0	◇ 2.1	◇ -2.6	◇ -0.6	◇ 0.0	-0.7
Kitchen & Dining	◇ -2.8	◇ -3.2	◇ -2.4	◇ -0.1	↑ 6.4	↑ 10.0	↑ 64.0	↓ -39.4	↓ -8.3	↓ -6.1	↑ 9.3	↑ 13.0	↓ -22.1	◇ -2.6	↑ 12.9	-1.3
Crafts & Hobbies	◇ 1.5	↓ -24.0	↑ 6.8	↑ 57.8	↓ -33.9	◇ -4.3	↑ 8.6	↓ -14.4	↑ 5.7	↑ 38.6	↓ -29.3	↑ 100.6	↓ -23.1	↑ 15.3	↓ -20.2	-1.6
Home Organization & Gadgets	◇ -1.9	◇ -4.3	◇ -4.2	↓ -17.5	↑ 10.5	◇ -3.0	↑ 14.0	◇ -1.8	↓ -5.2	↑ 6.5	↑ 5.4	↓ -5.5	↓ -12.5	↑ 8.5	↑ 5.1	-2.0
Health & Wellness	↑ 12.9	↓ -14.4	↑ 16.4	↓ -7.2	◇ -4.3	◇ -1.8	↓ -6.2	↑ 21.1	◇ 0.0	↓ -17.1	↑ 5.2	↓ -9.3	↓ -23.4	↑ 15.6	◇ -4.2	-2.4
Arts & Antiques	↓ -9.5	◇ -3.1	↑ 10.5	◇ -3.3	◇ -3.2	↑ 10.4	↓ -36.8	↓ -7.2	◇ 0.5	↓ -7.3	↑ 7.4	↓ -6.5	↑ 33.0	↓ -26.1	↑ 11.2	-3.1
Fine Jewelry & Watches	↓ -17.7	↑ 11.8	↑ 22.3	↓ -30.2	↑ 13.6	◇ -1.0	↓ -6.2	↓ -25.4	↑ 24.9	↑ 26.4	↓ -12.1	↓ -63.4	↑ 58.8	↑ 9.8	↓ -23.2	-3.6
Children's Apparel	↓ -6.7	↓ -19.1	↓ -7.9	↑ 23.0	↓ -33.2	↓ -14.4	↓ -72.0	↑ 16.7	↑ 32.7	↓ -28.2	↑ 20.9	↑ 37.9	↑ 46.1	↓ -40.1	↓ -7.7	-7.2

Weekly Trend in Retail Activity, 2020 compared to 2019

Top 5 Product Categories, by 28-Week Median



Bottom 5 Product Categories, by 28-Week Median

