Numerator

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NUMERATOR MONTHLY RETAIL SALES REPORT:
DECEMBER PROJECTED SALES DOWN 0.2% VERSUS NOVEMBER*

Numerator Releases Prior to U.S. Census Bureau's Advance Retail Sales Report

CHICAGO, IL January 17, 2023 – Numerator, a data and technology firm advancing market research, has released its monthly *Numerator Retail Sales Report*, an advance projection of the U.S. Census Bureau's monthly retail and food services sales report, excluding motor vehicle & parts, gasoline, and miscellaneous retailers. Both Numerator and the U.S. Census Bureau adjust for seasonal variation and holiday and trading-day differences, but not for price changes. According to the *Numerator Retail Sales Report*, projected retail sales, with noted exclusions, were $482 billion in December 2022, down 0.2% from the previous month and up 9.2% compared with December 2021.

In December 2022, the sectors showing declines in retail sales from the prior month were furniture & home furnishing stores; food & beverage stores; health & personal care stores; general merchandise stores; and food services & drinking places. The sectors showing increases in retail sales from the prior month were electronics & appliance stores; building material & garden equipment & supplies dealers; clothing & clothing accessories stores; sporting goods, hobby, musical instrument, & book stores; and non-store retailers.

The *Numerator Retail Sales Report* is produced and published by Numerator under the leadership of Numerator Chief Economist, Leo Feler. The report uses Numerator's first-party and real-time consumer data, aligned with the methodology the U.S. Census Bureau uses for its Advance Monthly Sales for Retail and Food Services report. Numerator publishes its retail sales report prior to the release of the U.S. Census Bureau's report.

Table 1. Numerator Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales are shown in millions of dollars and are estimated according to the U.S. Census Bureau's Advance Monthly Sales for Retail Trade and Food Services report.)

| NAICS[1] code | Kind of Business | Not Adjusted | | | | Adjusted[2] | | | |
| | | 2022 | | 2021 | | 2022 | | 2021 | |
		Dec. Numerator	Nov. Census	Dec. Census	Nov. Census	Dec. Numerator	Nov. Census	Dec. Census	Nov. Census
	Retail & Food Services								
	Total (excl. motor vehicle & parts & gasoline stations & misc. retailers)	565,234	502,666	521,945	471,784	481,922	483,109	441,326	452,912
442	Furniture & home furn. stores	12,359	12,374	12,678	12,795	11,064	11,751	11,219	12,139
443	Electronics & appliance stores	10,156	8,442	10,446	8,940	7,254	7,106	7,224	7,431
444	Building material & garden eq. & supplies dealers...................................	39,393	40,943	38,294	39,491	43,289	42,472	41,221	41,051
445	Food & beverage stores......................	86,637	82,431	82,729	75,733	79,121	81,615	76,178	75,506
446	Health & personal care stores	38,301	33,826	37,356	32,432	33,925	34,168	32,797	32,694
448	Clothing & clothing accessories stores	41,396	29,217	39,375	28,725	26,300	26,274	25,370	25,855
451	Sporting goods, hobby, musical instrument, & book stores	13,455	10,391	12,824	10,040	9,429	9,303	8,968	9,136
452	General merchandise stores................	91,461	76,581	85,128	74,215	68,562	70,647	64,491	68,527
454	Nonstore retailers	141,933	123,493	124,291	114,631	115,205	109,383	96,275	101,354
722	Food services & drinking places	90,143	84,968	78,824	74,782	87,773	90,391	77,583	79,218

(1) For a full description of the NAICS codes used in this table, see <https://www.census.gov/naics/>.

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes.

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Table 2. Numerator Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Values are shown as percents and are estimated according to the U.S. Census Bureau's Advance Monthly Sales for Retail Trade and Food Services report.)

NAICS[1] code	Kind of Business	Percent Change			
		Not Adjusted		Adjusted[2]	
		Dec. 2022 Numerator from --		Dec. 2022 Numerator from --	
		Nov. 2022 Census	Dec. 2021 Census	Nov. 2022 Census	Dec. 2021 Census
	Retail & Food Services				
	Total (excl. motor vehicle & parts & gasoline stations & misc. retailers)	12.4	8.3	-0.2	9.2
442	Furniture & home furn. stores	-0.1	-2.5	-5.8	-1.4
443	Electronics & appliance stores	20.3	-2.8	2.1	0.4
444	Building material & garden eq. & supplies dealers...................................	-3.8	2.9	1.9	5.0
445	Food & beverage stores......................	5.1	4.7	-3.1	3.9
446	Health & personal care stores	13.2	2.5	-0.7	3.4
448	Clothing & clothing accessories stores	41.7	5.1	0.1	3.7
451	Sporting goods, hobby, musical instrument, & book stores	29.5	4.9	1.4	5.1
452	General merchandise stores................	19.4	7.4	-3.0	6.3
454	Nonstore retailers	14.9	14.2	5.3	19.7
722	Food services & drinking places	6.1	14.4	-2.9	13.1

(1) For a full description of the NAICS codes used in this table, see <https://www.census.gov/naics/>.

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes.

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* Projected sales excluding motor vehicle & parts, gasoline, and miscellaneous retail

ABOUT THE *NUMERATOR RETAIL SALES REPORT*

The *Numerator Retail Sales Report* is a monthly report on retail and food services sales, by Kind of Business, derived from Numerator's first-party and real-time consumer data. Numerator is a leading provider of single-sourced, unbiased, and first-party consumer data in the U.S. that is widely used by leading CPG brands, retailers, Wall Street, and media to gain insights into consumer behavior and economic dynamics.

For the *Numerator Retail Sales Report,* Numerator processes its data according to the methodology used by the U.S. Census Bureau to create its Advance Monthly Sales for Retail and Food Services report, published around the middle of each month. The *Numerator Retail Sales Report* is not necessarily representative of how Numerator conducts its own in-platform reporting for retail sales; rather, it is constructed to match the U.S. Census Bureau's report.

The *Numerator Retail Sales Report* provides a continually improving advance projection of retail and food services sales. Each month, Numerator obtains additional information on how closely its advance estimates match the U.S. Census Bureau's report, and it adjusts the model accordingly to improve accuracy for future reports.

ABOUT NUMERATOR

[Numerator](#) is a data and technology company bringing speed and scale to market research. Numerator blends first-party data from over 1 million US households with advanced technology to provide consumer understanding for the market research industry. Headquartered in Chicago, IL, Numerator has 2,000 employees worldwide, and 80 of the top 100 CPG brands are Numerator clients.

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