



NOW IN RETAIL: Economic Virus Report

Week Ending December 26, 2020

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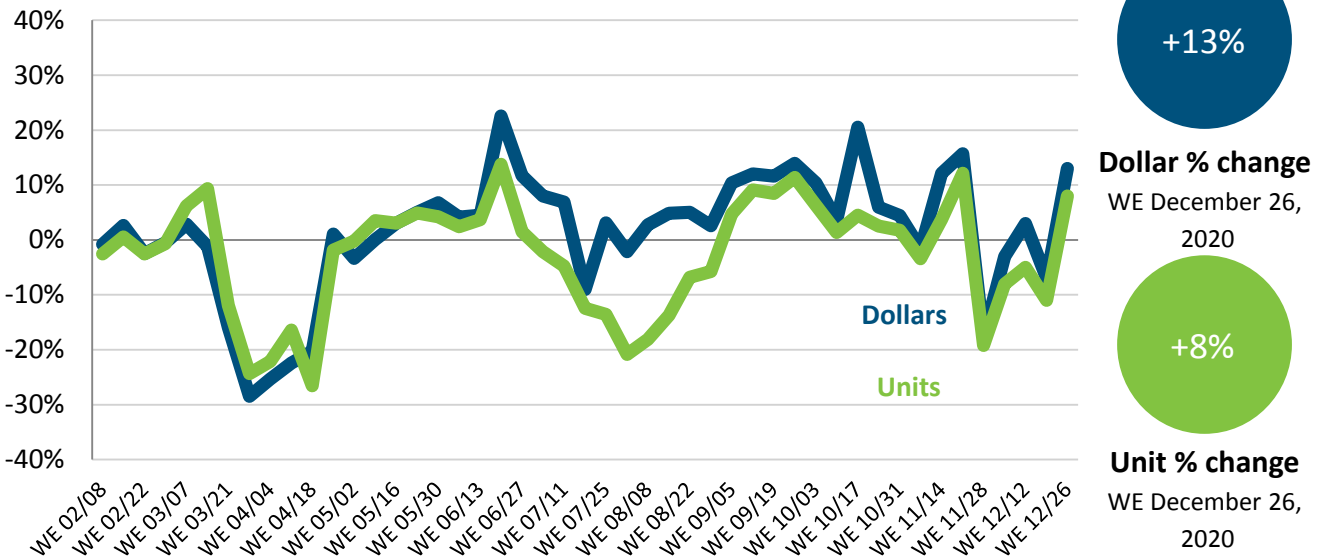
Note: Each week we are keeping a close eye on the status of COVID-19 and any impact it may have on retail sales.

Overall Movement of the Market

Overall Trend Compared to Year Ago

Retailers fared better than expected in the week ending December 26, 2020. Dollar sales at discretionary retail increased 13% and unit sales increased 8%, our retail early indicator data shows. This comes as welcomed news given the roller coaster of ups and downs retailers faced throughout much of the holiday shopping season. Additionally, the big story for the week was that in-store sales approached the previous year’s levels to a degree not seen since late March.

Percent Change Compared to Last Year



Source: The NPD Group/Point-of-Sale Early Indicator Report, NPD Universe, WE December 26, 2020

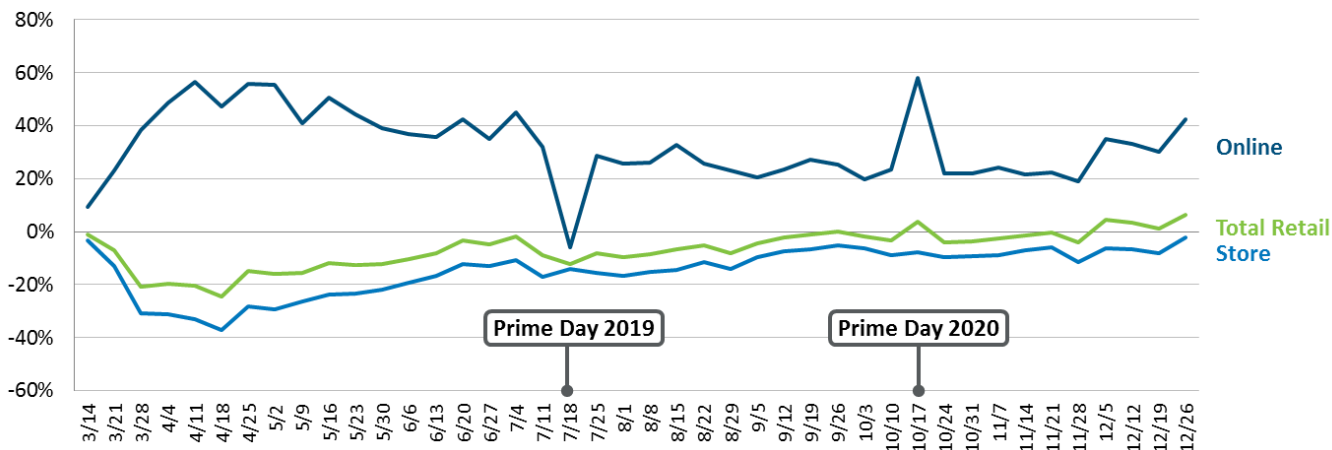
Overall Movement of the Market

Changes in Receipt Activity

Our Checkout data from receipts highlights the changes in shopping activity across the total retail industry due to COVID-19.

The week of Christmas showed the strongest year-over-year growth in purchase activity of all weeks since the onset of COVID-19 in the U.S. in mid-March. In-store purchase activity was just -2% lower than it was in the same week in 2019; we also noted the strongest year-over-year comp for the channel since store closures first occurred across the country. And despite retailer shipping challenges likely driving many consumers to make their online holiday purchases earlier in the season, purchase activity in the online channel was particularly strong during the final Christmas shopping week, up +43% versus previous year.

Per-Capita Receipts – Weekly Percent Change Compared to Last Year
(By Purchase Method)



Source: The NPD Group/Checkout

Implications and Outlook

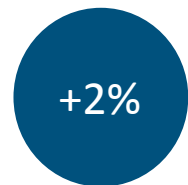
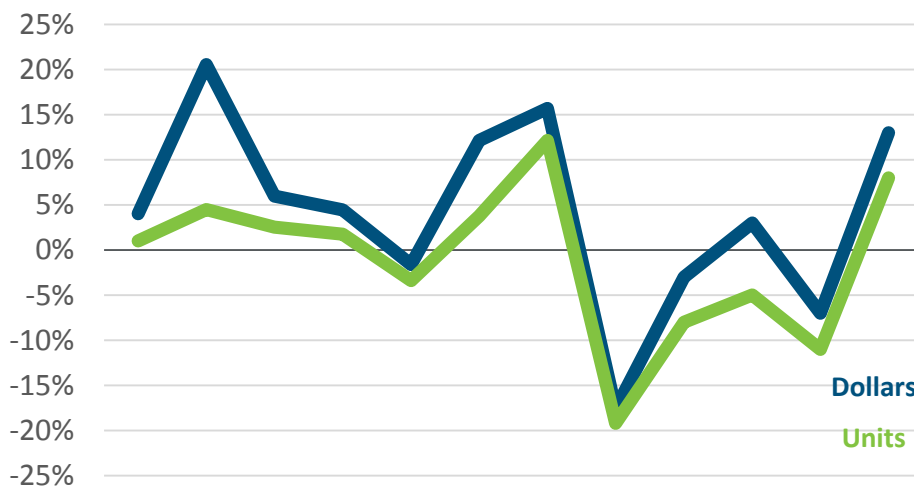
Holiday Spending Spotlight

Consumers showed marked resilience throughout the holiday shopping season. Our retail early indicator data shows +2% dollar growth between mid-October and the week ending December 26. Looking at the entire holiday shopping season to date, it's clear sluggish Black Friday sales and less-than-stellar results for Cyber Monday were offset by strong sales during the week ending December 26, mid-October's Prime/Deal Days, and other weeks throughout the holiday season that reflected strong retail sales. As a result, overall holiday sales for the extended period are faring well with mid-level growth performance. This cumulative view of the entire holiday shopping season provides important insights regarding the consumer's resilience. This will be important to monitor through mid-January given the prevalence of gift card redemption and return activities.

Holiday 2020 Tracking Snapshot

Percent Change Compared to Last Year

12-week Cumulative:



Dollar % change
12WE December 26, 2020



Unit % change
12WE December 26, 2020

	WE 10/10	WE 10/17	WE 10/24	WE 10/31	WE 11/07	WE 11/14	WE 11/21	WE 11/28	WE 12/05	WE 12/12	WE 12/19	WE 12/26
Dollars	4%	21%	6%	4%	-2%	12%	16%	-18%	-3%	3%	-7%	13%
Units	1%	4%	3%	2%	-3%	4%	12%	-19%	-8%	-5%	-11%	8%

Source: The NPD Group/Point-of-Sale Early Indicator Report, NPD Universe, WE December 26, 2020

For more information, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.