

Retailing - Hardlines

Monthly hardline retail spending snapshot: Hardline spending down 2.1% in Feb

Industry Overview

Hardlines spending showed sequential improvement

In February, Hardlines spending declined 2.1% y/y (vs. -6.2% y/y in January). Most categories showed improvement or moderation in y/y declines, likely helped by an extra day this February because of the leap year. See the [BofA on USA note \(03/12/2024\)](#) for an explanation of the methodology, disclaimers, and limitations with BAC aggregated credit and debit card data.

Auto parts and services demand accelerated

In February, spending at auto parts retailers was up 2.4% y/y vs. (1.4)% y/y in January, per BAC aggregated card data. Spending on auto services increased 1.6% y/y vs. (1.4)% y/y the prior month, and spending on car washes grew 10.8% y/y vs. +6.2% y/y the prior month.

Home improvement improved across all regions

For February, spending at home improvement retailers declined 4.2% y/y, vs. -7.0% y/y in January, per BAC aggregated card data. Spending on housing-related services improved YoY in February 2024, increasing 4.0% YoY compared to +1.2% YoY in January. Home improvement spending was strongest in the West (-2.6% y/y vs. -3.2% y/y in January) and weakest in the South (-4.8% y/y vs. -10.1% y/y in January).

High-end furniture showed more improvement

For February, spending on furniture was down 10.7% y/y vs. -15.8% y/y in January, per BAC aggregated card data. Spending on high-end furniture was down 4.2% YoY in February vs. -12.2% in January.

Sporting goods spending improved across regions

Spending at sporting goods retailers declined 3.8% y/y in February, vs. -7.7% y/y in January led by Brick & Mortar spending (-2.9% y/y vs. -8.3% y/y in January), per BAC aggregated card data. Sporting goods spending was strongest in the Midwest (+1.2% y/y vs. -5.7% y/y in January) and weakest in the South (-4.2% y/y vs. -8.5% y/y in January).

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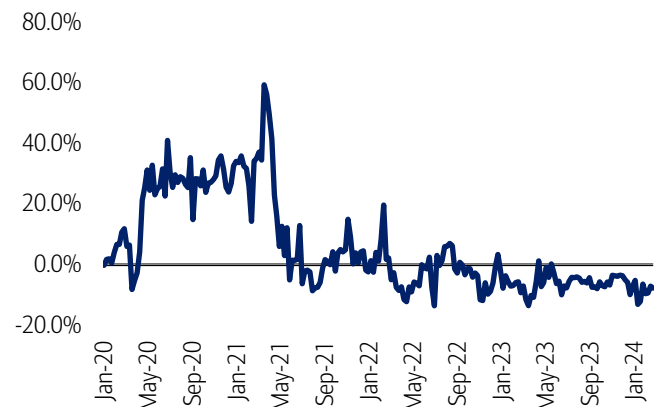
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Timestamp: 14 March 2024 03:03PM EDT

Home Improvement

Exhibit 1: Weekly Y/Y % change in BAC card spending at home improvement stores

Spending in home improvement declined 7.7% the week ending 3/2



Source: BAC Internal Data

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Exhibit 2: Monthly Y/Y % change in BAC card spending at home improvement stores

Spending in February declined 4.2% vs. -7.0% in January

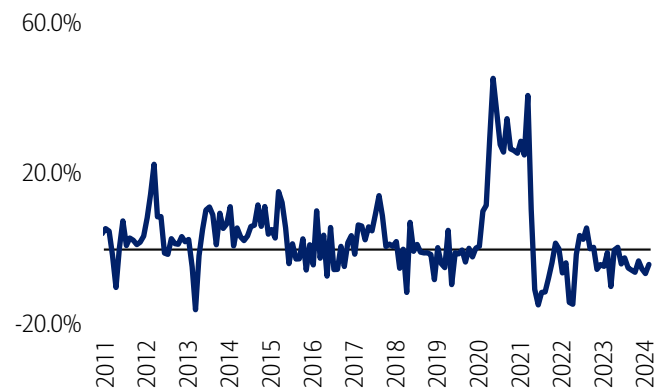


Source: BAC Internal Data

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Exhibit 3: Monthly Y/Y % change in BAC card spending at home improvement stores in the Midwest region

Spending in February declined 4.0% vs. -6.5% in January

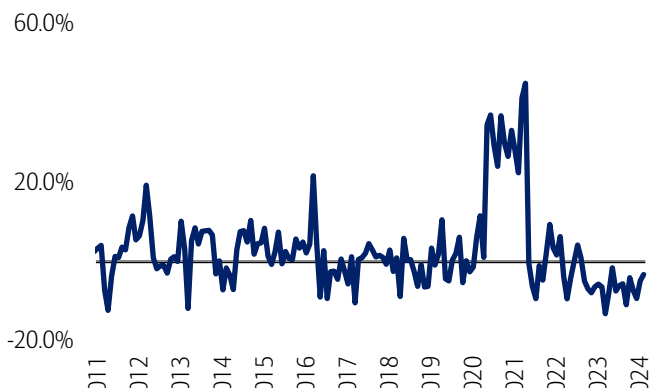


Source: BAC Internal Data

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Exhibit 4: Monthly Y/Y % change in BAC card spending at home improvement stores in the Northeast region

Spending in February declined 3.2% vs. -4.8% in January



Source: BAC Internal Data

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Exhibit 5: Monthly Y/Y % change in BAC card spending at home improvement stores in the South region

Spending in February declined 4.8% vs. -10.1% in January

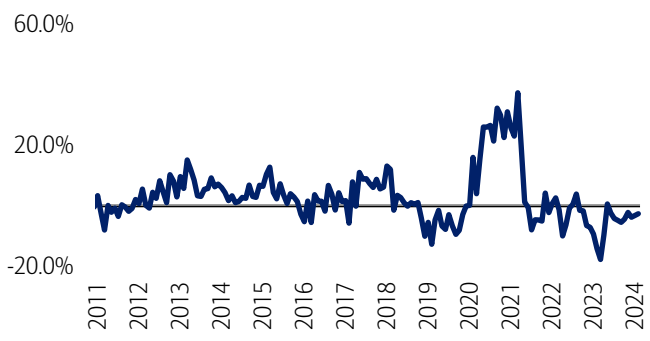


Source: BAC Internal Data

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Exhibit 6: Monthly Y/Y % change in BAC card spending at home improvement stores in the West region

Spending in February declined 2.6% vs. -3.2% in January

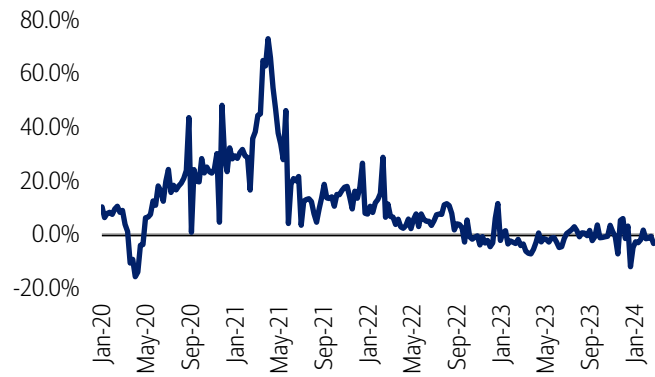


Source: BAC Internal Data

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Exhibit 7: Weekly Y/Y % change in BAC card spending in housing-related services

Spending in housing-related services declined 3.1% the week ending 3/2

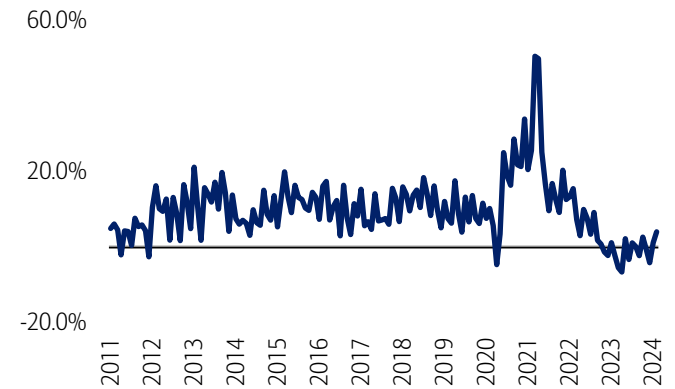


Source: BAC Internal Data

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Exhibit 8: Monthly Y/Y % change in BAC card spending in housing-related services

Spending in February increased 4.0% vs. 1.2% in January



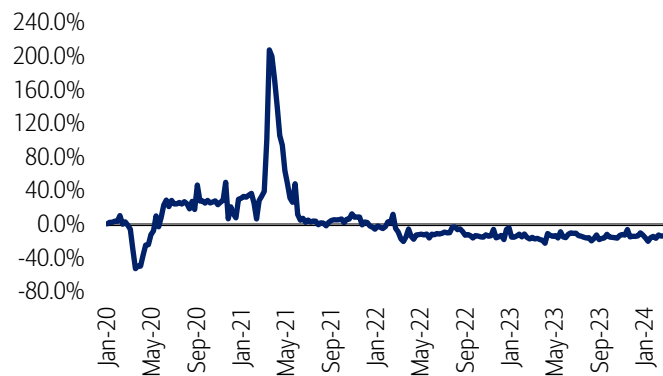
Source: BAC Internal Data

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Furniture

Exhibit 9: Weekly Y/Y % change in BAC card spending in furniture

Spending in furniture declined 13.2% the week ending 3/2

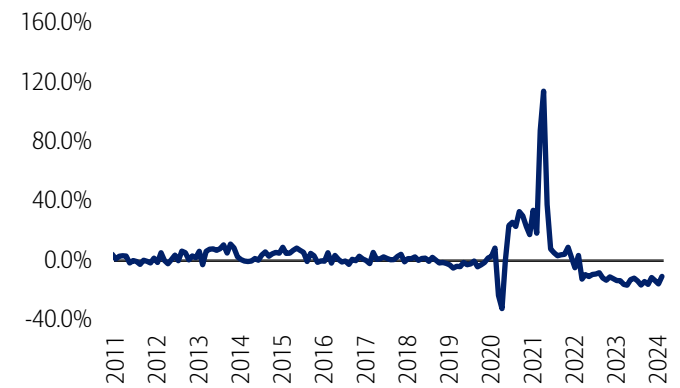


Source: BAC Internal Data

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Exhibit 10: Monthly Y/Y % change in BAC card spending in furniture

Spending in February declined 10.7% vs. -15.8% in January

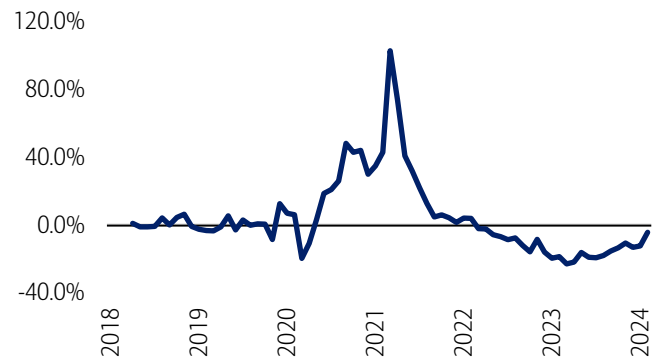


Source: BAC Internal Data

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Exhibit 11: Monthly Y/Y % change in BAC card spending in high-end furniture

Spending in February declined 4.2% vs. -12.2% in January



Source: BAC Internal Data

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Exhibit 12: Monthly Y/Y % change in BAC card spending in flooring

Spending in February declined 6.6% vs. -9.5% in January



Source: BAC Internal Data

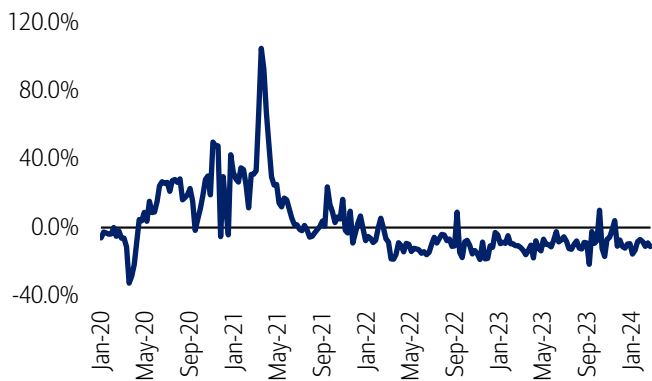
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Consumer Electronics



Exhibit 13: Weekly Y/Y % change in BAC card spending in consumer electronics

Spending in consumer electronics declined 11.3% the week ending 3/2

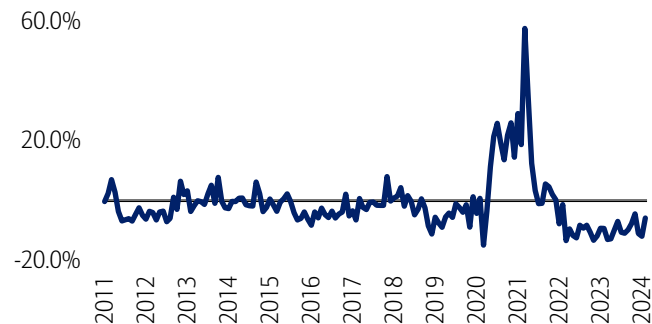


Source: BAC Internal Data

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Exhibit 14: Monthly Y/Y % change in BAC card spending in consumer electronics

Spending in February declined 5.8% vs. -11.9% in January



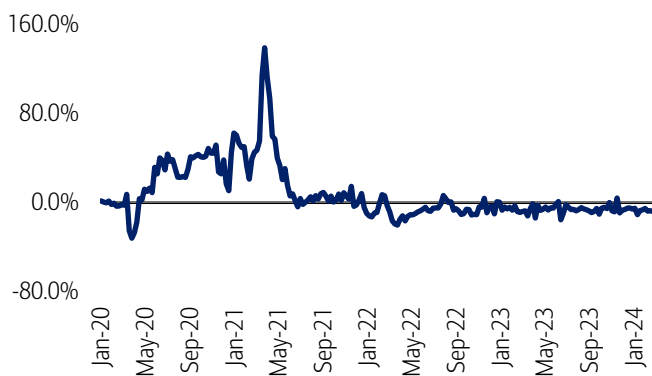
Source: BAC Internal Data

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Sporting Goods

Exhibit 15: Weekly Y/Y % change in BAC card spending at sporting goods retailers

Spending in sporting goods declined 7.9% the week ending 3/2

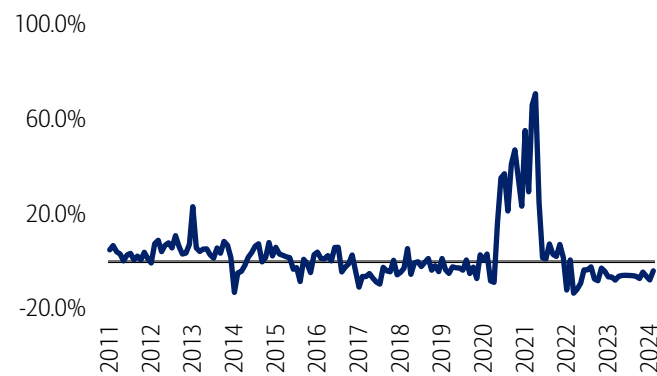


Source: BAC Internal Data

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Exhibit 16: Monthly Y/Y % change in BAC card spending at sporting goods retailers

Spending in February declined 3.8% vs. -7.7% in January

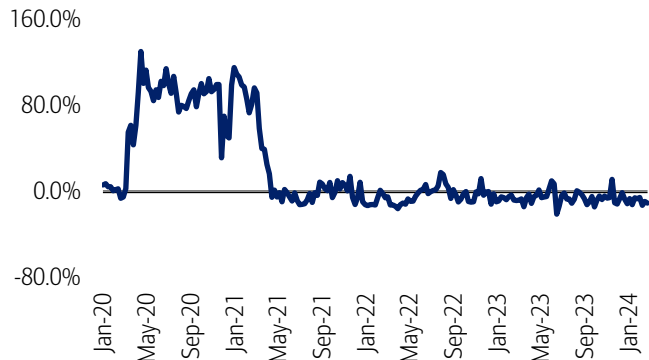


Source: BAC Internal Data

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Exhibit 17: Weekly Y/Y % change in BAC card spending at online sporting goods retailers (card not present)

Spending at online sporting goods retailers declined 10.5% the week ending 3/2

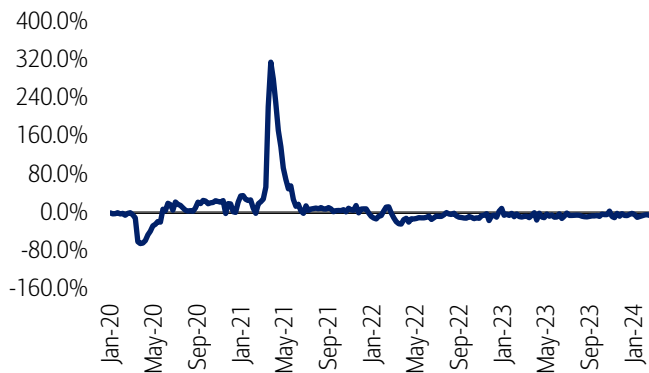


Source: BAC Internal Data Note: Card not present is largely online but could include purchases made over the phone.

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Exhibit 19: Weekly Y/Y % change in BAC card spending at brick & mortar sporting goods retailers

Spending at brick & mortar sporting goods retailers declined 6.0% the week ending 3/2

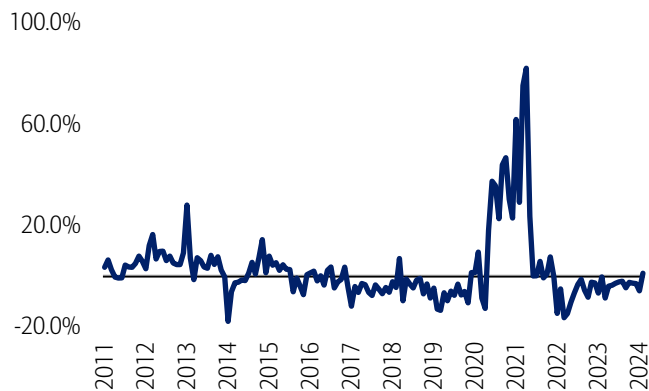


Source: BAC Internal Data

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Exhibit 21: Monthly Y/Y % change in BAC card spending at sporting goods stores in the Midwest region

Spending in February improved to 1.2% vs. -5.7% in January

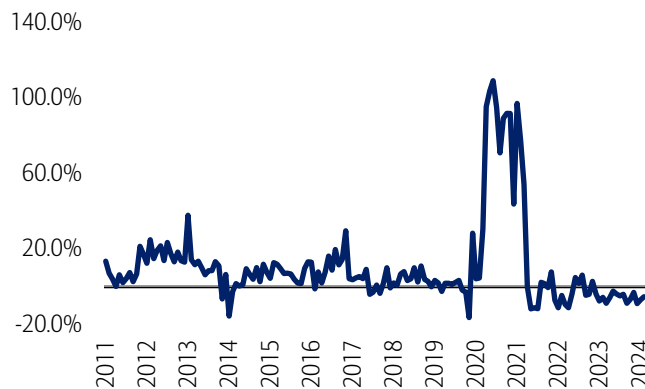


Source: BAC Internal Data

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Exhibit 18: Monthly Y/Y % change in BAC card spending at online sporting goods retailers (card not present)

Spending in February declined 5.2% vs. -6.9% in January



Source: BAC Internal Data

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Exhibit 20: Monthly Y/Y % change in BAC card spending at brick & mortar sporting goods retailers

Spending in February declined 2.9% vs. -8.3% in January

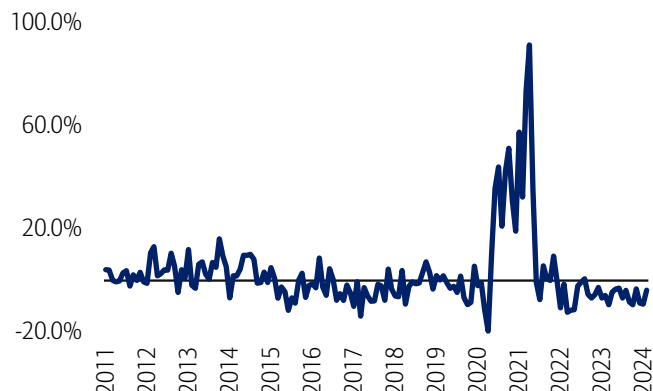


Source: BAC Internal Data

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Exhibit 22: Monthly Y/Y % change in BAC card spending at sporting goods stores in the Northeast region

Spending in February declined 3.8% vs. -9.3% in January

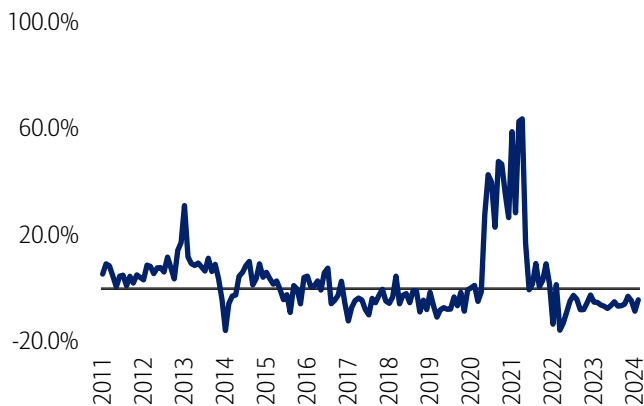


Source: BAC Internal Data

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Exhibit 23: Monthly Y/Y % change in BAC card spending at sporting goods stores in the South region

Spending in February declined 4.2% vs. -8.5% in January

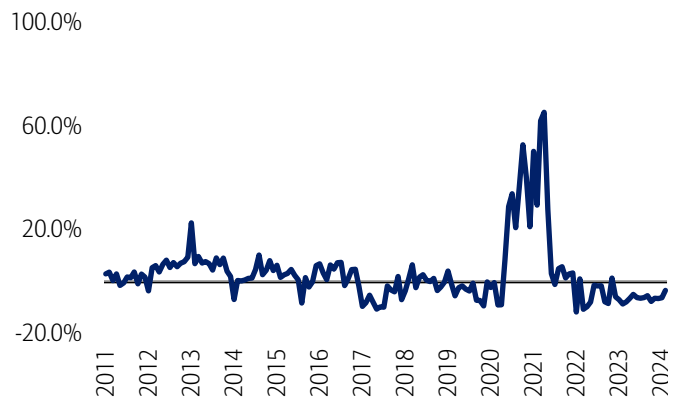


Source: BAC Internal Data

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Exhibit 24: Monthly Y/Y % change in BAC card spending at sporting goods stores in the West region

Spending in February declined 3.2% vs. -6.1% in January



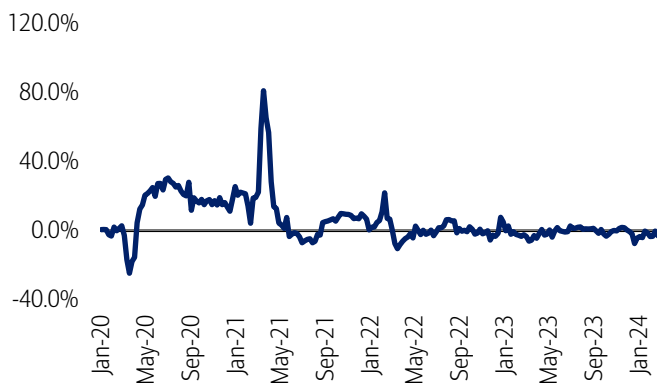
Source: BAC Internal Data

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Auto Parts & Services

Exhibit 25: Weekly Y/Y % change in BAC card spending at auto parts retailers

Spending in auto parts declined 2.9% the week ending 3/2

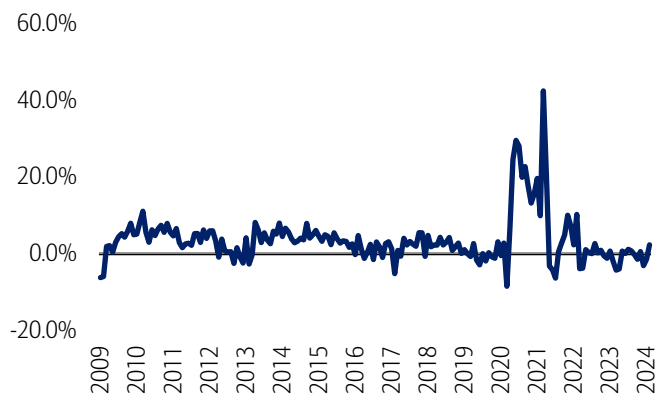


Source: BAC Internal Data

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Exhibit 26: Monthly Y/Y % change in BAC card spending at auto parts retailers

Spending in February improved 2.4% vs. -1.4% in January

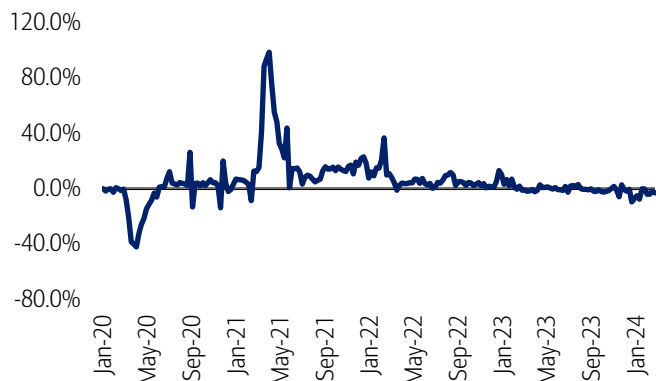


Source: BAC Internal Data

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Exhibit 27: Weekly Y/Y % change in BAC card spending in auto services

Spending in auto services declined 3.0% the week ending 3/2

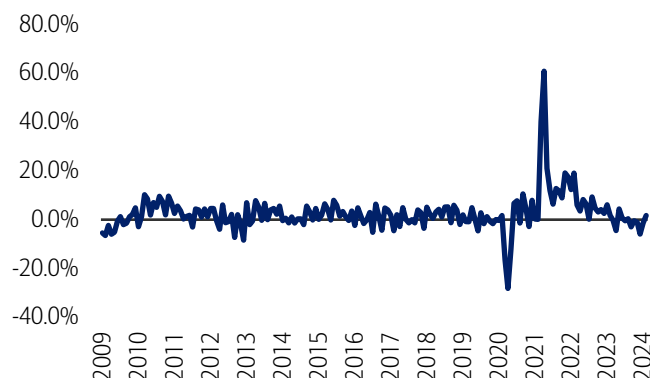


Source: BAC Internal Data

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Exhibit 28: Monthly Y/Y % change in BAC card spending in auto services

Spending in February improved 1.6% vs. -1.4% in January

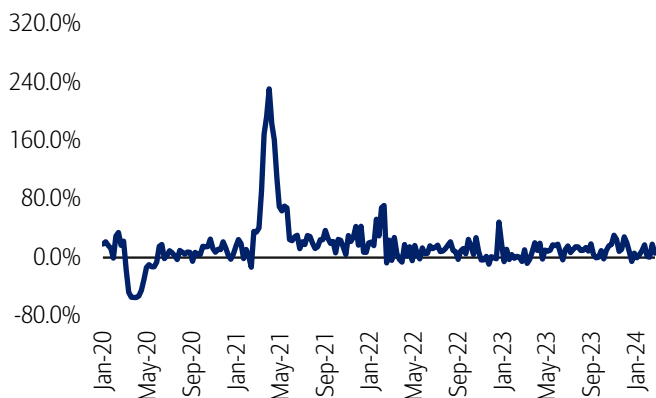


Source: BAC Internal Data

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Exhibit 29: Weekly Y/Y % change in BAC card spending in car wash

Spending in car wash increased 5.7% the week ending 3/2



Source: BAC Internal Data

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Exhibit 30: Monthly Y/Y % change in BAC card spending in car wash

Spending in February improved 10.8% vs. 6.2% in January



Source: BAC Internal Data

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Pet Specialty

Exhibit 31: Weekly Y/Y % change in BAC card spending in pet specialty

Spending in pet specialty declined 7.6% the week ending 3/2



Source: BAC Internal Data

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Exhibit 32: Monthly Y/Y % change in BAC card spending in pet specialty

Spending in February declined 2.8% vs. -5.4% in January



Source: BAC Internal Data

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Exhibit 33: Data category and description

Merchants are categorized based on products/services they provide

Data category	Description
Home Improvement	Merchants that sell a wide range of home products and supplies
Housing-related services	Merchants/individual professionals that provide plumbing, flooring, painting, carpentry or other home-related services
Furniture	Merchants that sell furnishing items, such as sofas, dressers, tables, chairs
Consumer electronics & hobby	Merchants that sell household appliances and electronic goods
Pet specialty	Merchants that sell pets, pet food, and pet supplies
Auto parts	Merchants that sell automobile parts and wholesale distributors of motor vehicle accessories, tools, equipment, and new parts
Auto service	Merchants that conduct automotive repairs and general servicing
Car wash	Merchants that wash, wax, and polish automobiles, including drive-through, custom hand wash, and do-it-yourself car wash locations

Source: BofA Global Research

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Selected Bank of America (“BAC”) transaction data are used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data February provide directional and/or predictive value. The data used are not comprehensive; they are based on aggregated and anonymized selections of BAC data and February reflect a degree of selection bias and limitations on the data available.

Methodology explained

Readers should be aware that although the BAC datasets utilized in our analysis represent a significant number of data points, they nevertheless present a degree of selection bias, including but not limited to income levels and geographies. In addition, the data is limited to debit and credit cards and does not include other payment methods such as cash or checks.

Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data February also be classified by other proprietary methods not using MCCs.

BAC data used in this report include spending from active US households (HHs) only. Spending from corporate cards are excluded.

Our methodology for calculating the growth rates for daily data: we calculate the %y/y growth rate by matching calendar days (Jan 1 2024 is matched to Jan 1 2023). The % change is calculated based on the 7-day moving average of spending levels.

Unless otherwise noted, the monthly subsector data are adjusted to control for seasonality and other factors.



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