

Retailing - Hardlines

Monthly hardline retail spending snapshot: goods spending took a vacation in June

Industry Overview

Hardline spending trends turned worse in June

We provide an update on consumer spending in hardline retail categories for June 2023, with weekly details in the charts on pages 2-11 through July 8th. For June we observed a sequential decline from May in most categories. We continue to see stronger YoY spending in pet specialty retail and auto parts (consistently the most resilient sectors), and stronger trends in services (auto maintenance, car wash, and housing-related services) than goods. See the BofA on USA note for an explanation of the methodology, disclaimers and limitations with aggregated credit and debit BAC card data.

Home improvement ticked back down in June as expected

For the month of June '23 spending at home improvement retailers declined (6.4)%, softening from (0.5)% YoY growth in May '23, per BAC aggregated card data. Spending on housing-related services was also lower YoY in June '23, falling (3.3)% YoY compared to +2.2% YoY in May '23. Per our proprietary RENO barometer, we had expected another brief dip in June, with sequential improvement in YoY spending trends modeled in 2H23. We recently hosted the 2nd annual BofA Housing Symposium, which included a Home Improvement Outlook panel that generally supported our view that home improvement demand should hold steady for the full year, but with some bumps in monthly trends.

Pool supplies didn't warm up yet by June

For the month of June '23 spending at pool supplies retailers was (8.1)% lower YoY vs (5.9)% YoY in May '23, per BAC aggregated card data. Our recent pool expert call on 10 July 2023 had some positive implications for pool supplies demand in July as several regions have experienced record-level heat.

Furnishings slightly better than May, but still down YoY

For the month of June '23 spending on furniture was down (11.9)% YoY vs (12.9)% YoY in May '23, per BAC aggregated card data. Home goods declined (18.8)% vs (18.9)% YoY for the prior month.

CE & hobby fluctuating around 2019 levels

For the month of June '23 spending at consumer electronics (CE) & hobby retailers was down (6.9)% YoY, which was a sequential improvement from (9.8)% YoY in May '23, per BAC aggregated card data. CE and home goods are the only categories of hardline retail we track where spending has corrected all the way back to 2019 levels.

Pet specialty: continues to exhibit positive YoY growth

Spending at pet specialty retailers was up +2.7% YoY in June '23 vs +2.2% YoY in May '23, per BAC aggregated card data. The category is consistently one of the strongest in hardlines in terms of spending trends.

Auto parts & services: car wash remains the standout

In June '23 spending at auto parts retailers was up 0.1% YoY vs +0.7% YoY in May, per BAC aggregated card data. Spending on pro auto services grew 0.6% YoY vs. 4.3% YoY in May and spending on car washes grew +9.7% YoY in June vs +11.3% YoY in May.

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Refer to important disclosures on page 13 to 14.

Timestamp: 13 July 2023 05:26AM EDT

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Equity United States Retailing-Hardlines

Data Analytics



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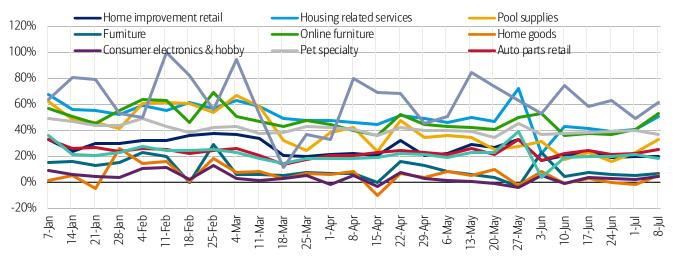
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Putting spending in context vs 2019

We add charts of 4-year spending growth trends for hardline retail categories on a 7-day moving average of spending levels basis to illustrate the categories that are still running well above 2019 levels of spending (housing-related services, online furniture (card not present), pet specialty retail, pool supplies, and car wash), vs those which are back to a more normalized 4-year growth CAGR (home improvement retail, auto parts retail and auto services), vs which are approaching 2019 levels (furniture, home goods, and consumer electronics).

Exhibit 1: Weekly hardline retail spending - 4-year % change according to BAC aggregated credit and debit card data

Spending on hardline retail categories is generally still holding well above 2019 levels with the exception of furnishings and consumer electronics & hobby

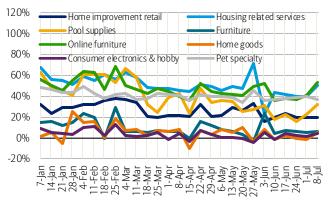


Source: BAC internal data

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Exhibit 2: Weekly spending on home categories – 4-year % change according to BAC aggregated credit and debit card data

Among home categories, housing-related services, online furniture (card not present), and pool supplies remain well above 2019 levels. Home improvement spending has returned to a normalized 4-yr CAGR, and furnishings spending is returning to 2019 levels. Consumer electronics & hobby and home goods are the only categories at '19 levels.

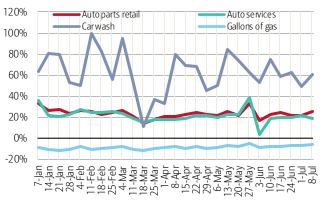


Source: BAC internal data Card not present is largely online but could include purchases made over the phone.

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Exhibit 3: Weekly spending on auto aftermarket categories – 4-year % change according to BAC aggregated credit and debit card data

In auto aftermarket categories, car wash spending remains well above 2019 levels. Auto parts and services are close to a normalized 4-yr CAGR, but drivers are still buying fewer gallons of gas than in 2019.



Source: BAC internal data

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For all weekly charts, we add 4-week moving averages (4 Per. Mov. Avg in the charts to follow) to smooth out the YoY comparison impact of holiday timing.

Home improvement

Exhibit 4: Weekly home improvement retail spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8, average daily spending at home improvement retailers decreased (7.2)% compared to a (2.7)% YoY decline for the five weeks ending 6/3.



Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 6: Monthly BAC aggregated card data at home improvement retailers and housing related services (YoY and 4-yr change)

In June '23 home improvement retail spending decreased (6.4)% YoY (\pm 24.0% on a 4-yr basis), declining from (0.5)% YoY in May '23 (\pm 25.3% on a 4-yr basis)

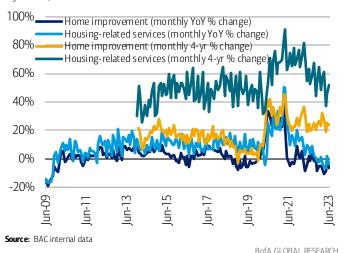
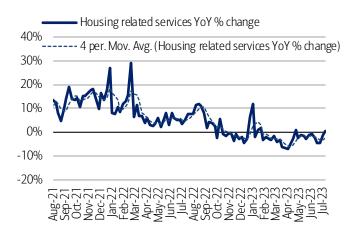


Exhibit 5: Weekly housing-related services spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks and ing 7/8, average daily spending on professional

For the five weeks ending 7/8, average daily spending on professional housing-related services declined (2.5)% YoY compared to a (1.5)% YoY decline for the five weeks ending 6/3.



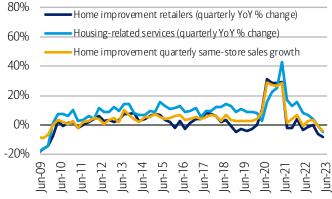
Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 7: Reported home improvement quarterly same-store sales growth (average of reported HD and LOW quarterly same-store sales growth) vs. BAC aggregated card data at home improvement retailers and housing related services

Average same-store sales growth for Home Depot and Lowe's has generally tracked in line with home improvement retail and services growth. We expect recovery in 2H23, with 1Q23 as the trough in YoY spending growth.

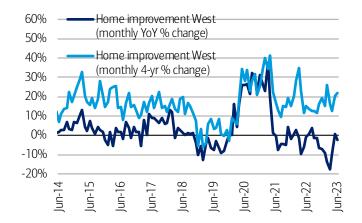


Source: BAC internal data, Company reports

Regional home improvement trends

Exhibit 8: Monthly BAC aggregated card data at home improvement retailers in the West region (YoY and 4-yr change)

For the month of June '23 spending at home improvement retailers in the West region declined (2.3)% YoY (21.7% 4-yr growth) vs +0.7% YoY in May '23 (+20.4% 4-yr growth).

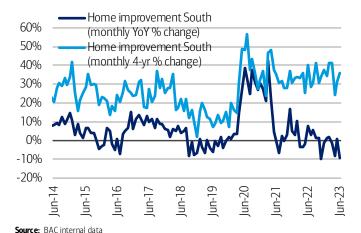


Source: BAC internal data

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Exhibit 10: Monthly BAC aggregated card data at home improvement retailers in the South region (YoY and 4-yr change)

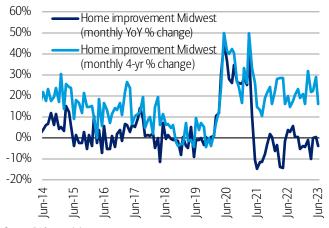
Spending at home improvement retailers in the South region declined (9.1)% YoY in June (+35.9% 4-yr growth) vs +0.9% YoY in May (+31.4% 4-yr growth).



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Exhibit 9: Monthly BAC aggregated card data at home improvement retailers in the Midwest region (YoY and 4-yr change)

For the month of June '23 spending at home improvement retailers in the Midwest region declined (3.9)% YoY (+16.1% 4-yr growth) vs +0.5% YoY in May '23 (+28.9% 4-yr growth).

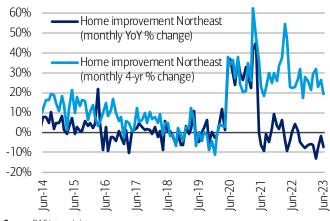


Source: BAC internal data

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Exhibit 11: Monthly BAC aggregated card data at home improvement retailers in the Northeast region (YoY and 4-yr change)

Spending at home improvement retailers in the Northeast region declined (7.3)% YoY in June '23 (+19.2% 4-yr growth) vs (1.5)% YoY in May '23 (+26.5% 4-yr growth).



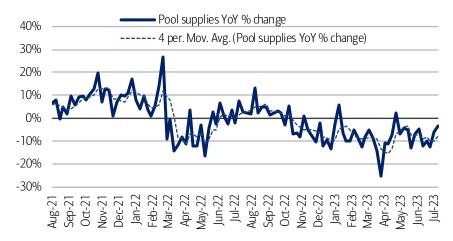
Source: BAC internal data



Pool supplies retail

Exhibit 12: Weekly pool supplies spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8 average daily spending at pool supplies retailers dropped (8.7)% YoY compared to a (6.6)% YoY decline for the five weeks ending 6/3.



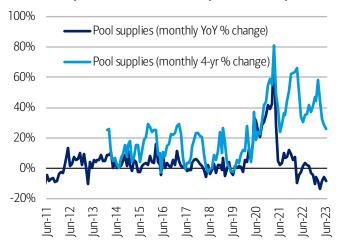
Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 13: Monthly BAC aggregated card data at pool supplies retailers (YoY and 4-yr change)

For the month of June '23, pool supplies retail spending fell (8.1)% YoY (+25.9% on a 4-year basis) vs (5.9)% YoY in May (+28.8% on a 4-yr basis)

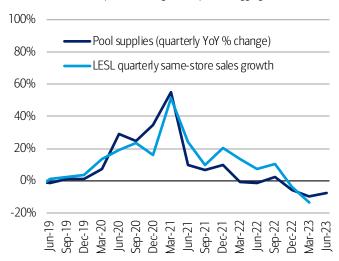


Source: BAC internal data

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Exhibit 14: LESL reported quarterly same-store sales growth vs. Quarterly BAC aggregated card data at pool supplies retailers

Pool supplies spending has contracted and correlated to negative same-store sales growth for retailers in 2Q23 (quarter ending Mar-23). Industry spending data stabilized in the quarter ending Jun-23 per BAC aggregated card data.



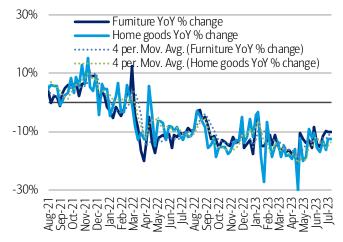
Source: BAC internal data, Company reports



Home furnishings

Exhibit 15: Weekly furniture and home goods spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8 average daily spending at furniture retailers dropped (11.3)% YoY compared to a (13.0)% YoY decline for the five weeks ending 6/3. Average daily spending on home goods dropped (14.4)% YoY compared to a (13.2)% YoY decline the prior five weeks.



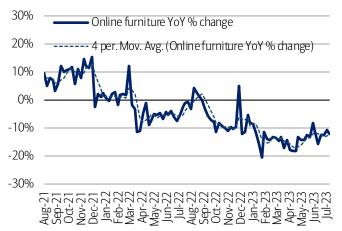
Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 16: Weekly online furniture spending growth (card not present), YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8 average daily online furniture spending dropped (12.7)% YoY compared to (12.0)% YoY for the five weeks ending 6/3



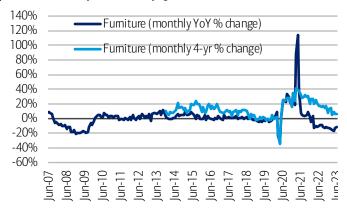
Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 17: Monthly BAC aggregated card data at furniture retailers

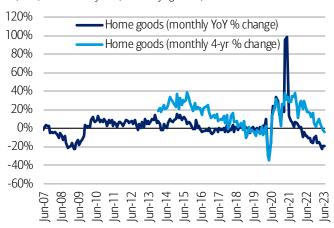
Furniture spending dropped (11.9)% YoY in June '23 (+6.3% 4-yr growth) vs (12.9)% YoY in May '23 (+7.0% 4-yr growth).



Source: BAC internal data

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Exhibit 18: Monthly BAC aggregated card data at home goods retailers Home goods spending dropped (18.8)% YoY in June '23 (-3.8% 4-yr growth) vs (18.9)% YoY in May '23 (-2.2% 4-yr growth)



Source: BAC internal data



Exhibit 19: Monthly BAC aggregated card data at online furniture retailers (card not present)

Online furniture spending dropped (12.8)% YoY in June '23 (+44.7% 4-yr growth) vs (10.6)% YoY in May '23 (45.4% 4-yr growth)



Exhibit 20: Reported WSM quarterly same-store sales growth vs. quarterly BAC aggregated card data at furniture retailers

Quarterly YoY growth in spending at furniture retailers has quickly dropped from the peak in 1Q21 into negative territory from 4Q21 onward, while WSM's sales growth held up relatively better than the category average.



Source: BAC internal data, Company reports

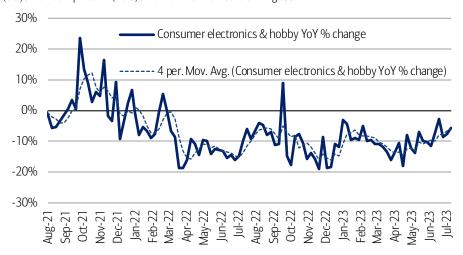
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Consumer electronics & hobby retail

Exhibit 21: Weekly consumer electronics & hobby retail spending growth, YoY change according to BAC aggregated credit and debit card data

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For the five weeks ending 7/8, average daily spending at consumer electronics & hobby retailers dropped (6.3)% YoY compared to (10.5)% YoY for the five weeks ending 6/3.



Source: BAC internal data Dotted lines are 4-week moving averages

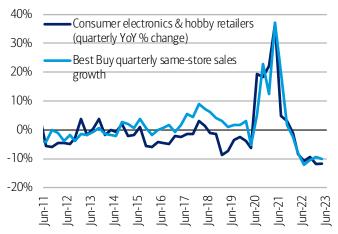
Exhibit 22: Monthly BAC aggregated card data at consumer electronics & hobby retailers

Consumer electronics & hobby spending was down (6.9)% YoY in June '23 (+2.4% 4-yr growth) vs (9.8)% YoY in May '23 (-0.1% on a 4-yr basis)



Exhibit 23: Reported Best Buy quarterly same-store sales growth vs. quarterly BAC aggregated card data at consumer electronics & hobby retailers

Since the start of the pandemic, quarterly same-store sales growth reported by Best Buy has been consistent with BAC card spending data trends.



Source: BAC internal data, Company reports

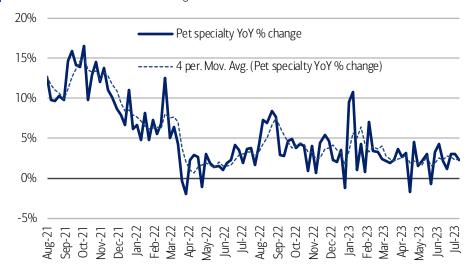
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Pet specialty retail

Exhibit 24: Weekly pet specialty retail spending growth, YoY % change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8, average daily spending at pet specialty retailers grew 2.4% YoY, consistent with +2.4% YoY for the five weeks ending 6/3.

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Source: BAC internal data

Dotted lines are 4-week moving averages



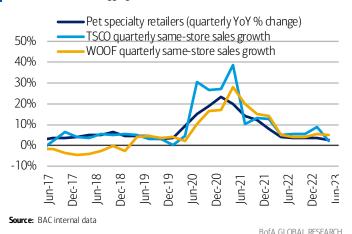
Exhibit 25: Monthly BAC aggregated card spending at pet specialty retailers

Pet specialty retail spending was up 2.7% YoY in June (+38.7% 4-yr growth) vs +2.2% YoY in May '23 (+38.1% 4-yr growth)



Exhibit 26: Reported pet specialty retail quarterly same-store sales growth (average of reported TSCO and WOOF quarterly same-store sales growth) vs. quarterly BAC aggregated card data at furniture retailers

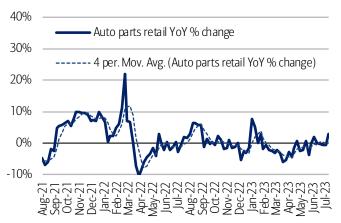
Quarterly comps reported by TSCO and WOOF have been directionally consistent with BAC aggregated card data.



Auto parts and service

Exhibit 27: Weekly auto parts retail spending growth, YoY % change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8, average daily spending at auto parts retailers grew 0.2% YoY compared to a (0.7)% YoY decline for the five weeks ending 6/3.



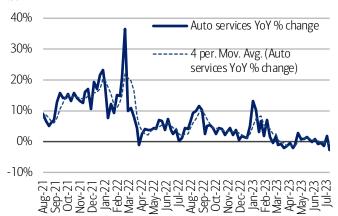
Source: BAC internal data Dotted lines are 4-week moving averages

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Exhibit 28: Weekly auto services spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8, average daily spending on professional auto services declined 0.7% YoY compared to +0.7% YoY for the five weeks ending 6/3.

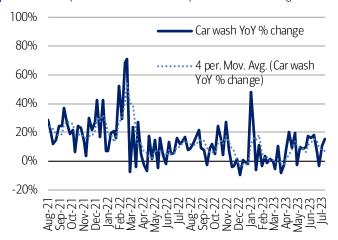


Source: BAC internal data Dotted lines are 4-week moving averages



Exhibit 29: Weekly car wash spending growth, YoY% change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8 average daily spending at car washes grew 9.5% YoY compared to 12.2% YoY for the prior five weeks ending 6/3.



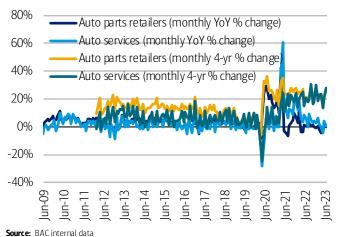
Source: BAC internal data

Dotted lines are 4-week moving averages

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Exhibit 31: Monthly BAC aggregated card data at auto parts retailers and auto services (YoY and 4-year change)

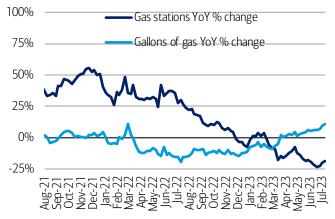
Auto parts retail spending was up 0.1% YoY in June '23 (+24.8% 4-yr growth) vs +0.7% YoY in May '23 (+22.9% 4-yr growth). Auto services spending grew 0.6% YoY in June '23 (27.7% 4-yr growth) vs +4.3% YoY in May '23 (+19.9% 4-yr growth)



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Exhibit 30: Weekly gasoline spending growth, YoY % change according to BAC aggregated credit and debit card data

For the five weeks ending 7/8, average daily spending at gas stations fell (21.5)% YoY compared to (17.3)% YoY the prior five weeks. We estimate that 7.8% more gallons of gas were purchased over the five weeks ending 7/8 than a year ago, compared to 4.5% YoY purchased over five weeks ending 6/3.

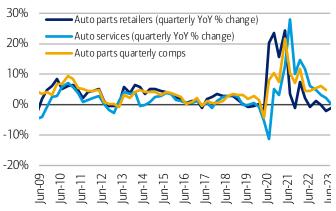


Source: Gas station sales - BAC internal data, Gas prices – Bloomberg, Estimated gallons purchased – BofA Global Research using gas station sales and gas prices to calculate a proxy Dotted lines are 4-week moving averages

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Exhibit 32: Quarterly auto parts comps (average of reported samestore sales growth for AAP, AZO, GPC, and ORLY) vs. BAC aggregated card data at auto parts retailers and auto services

YoY spending growth in auto services outpaced that of auto parts retail in 2Q21-2Q23.

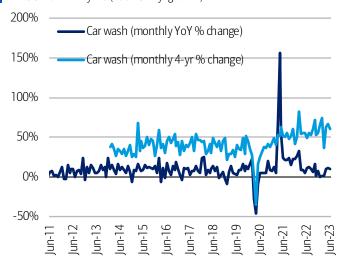


Source: BAC internal data, company reports



Exhibit 33: Monthly BAC aggregated card data at car washes (YoY and 4-year change)

Car wash spending grew 9.7% YoY in June '23 (+59.8% 4-yr growth) vs +11.3% YoY in May '23 (+66.2% 4-yr growth)



Source: BAC internal data

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Exhibit 34: Quarterly MCW same-store sales growth vs. BAC aggregated card data at car washes

MCW quarterly same-store sales growth has followed the pattern of quarterly spending growth per BAC aggregated card data.



Source: BAC internal data, company reports

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Exhibit 35: Data category and description

Merchants are categorized based on products/services they provide

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Data category Home Improvement	Description 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
Pool supplies	Merchants that serve residential, professional and commercial consumers and provide chemicals, equipment, parts for in/above-ground pools and water testing/pool cleaning services
Furniture	Merchants that sell furnishing items, such as sofas, dressers, tables, chairs
Home goods	Merchants that sell smaller articles of household equipment, such as cooking utensils, tableware and small kitchen appliances
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
Gas station	Merchants that sell automotive gasoline using typically unattended automated fuel dispensers and the merchants may also have a convenience store

BofA proxy for driving activity using gas station spending (see above) adjusted for changes in US average gas prices (per Bloomberg)

Source: BofA Global Research

Gallons of gas purchased

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comprehensive; they are based on aggregated and anonymized selections of BAC data and may 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 may also be classified by other proprietary methods not using MCCs.

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

Our methodology for calculating the growth rates for daily data: we calculate the %y/y growth rate and the 4-year % change by matching calendar days (Jan 1 2023 is matched to Jan 1 2022, and Jan 1, 2019, respectively). The % change is calculated based on the 7-day moving average of spending levels.

Additional information about the methodology used to aggregate the data is available upon request.

Other disclaimers

Gas station sales data includes two MCCs: Automated Fuel Dispensers and Service Stations. Therefore this data may include other items and services purchased at gas stations in addition to gasoline.

Methodology of estimating gallons of gas purchased: To estimate the YoY % change of daily gallons of gas purchased, we divide indexed daily gas station sales by indexed average US gas prices, and then calculate the YoY % change.



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