



U.S. Economic Virus Report

Week ending May 30, 2020

RELEASE DATE: JUNE 4, 2020

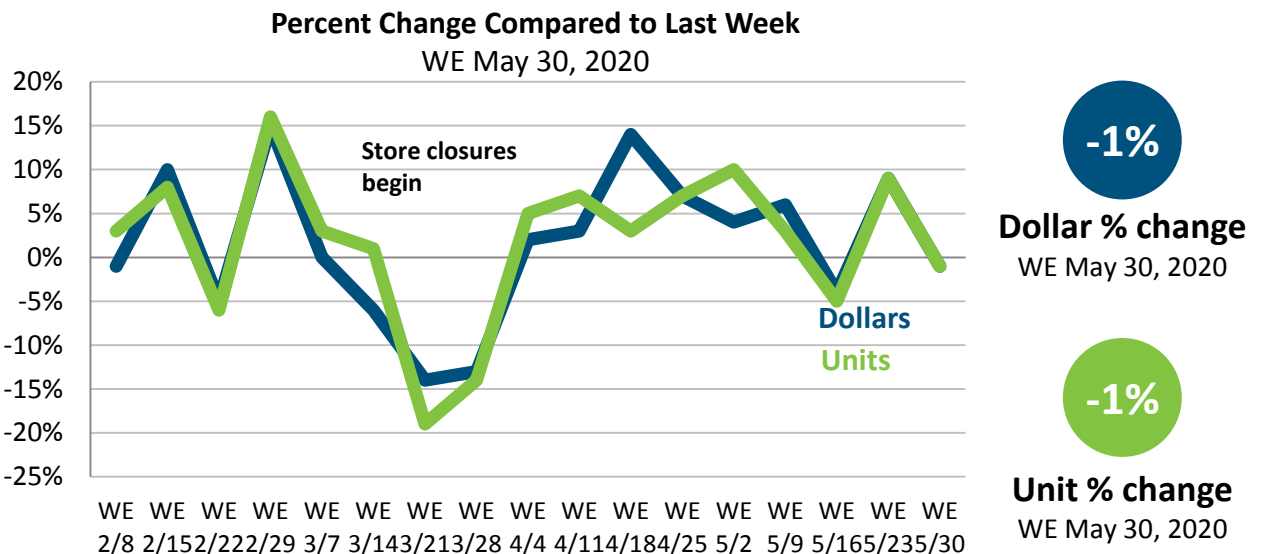
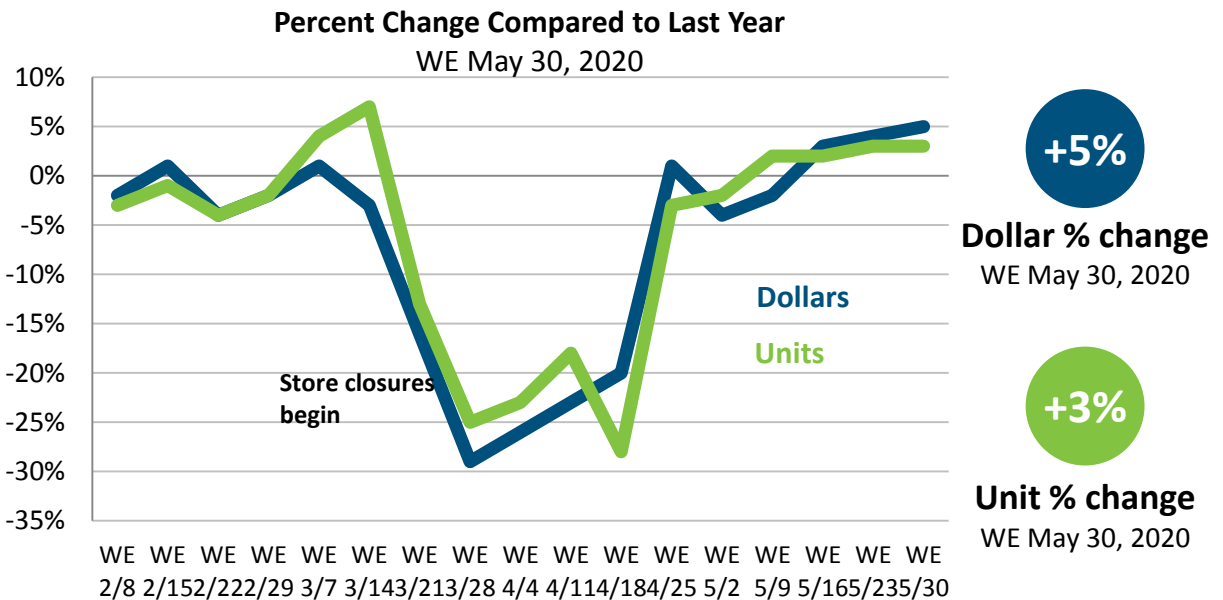
NPD is committed to helping you navigate COVID-19.

Week Ending May 30, 2020

Commentary

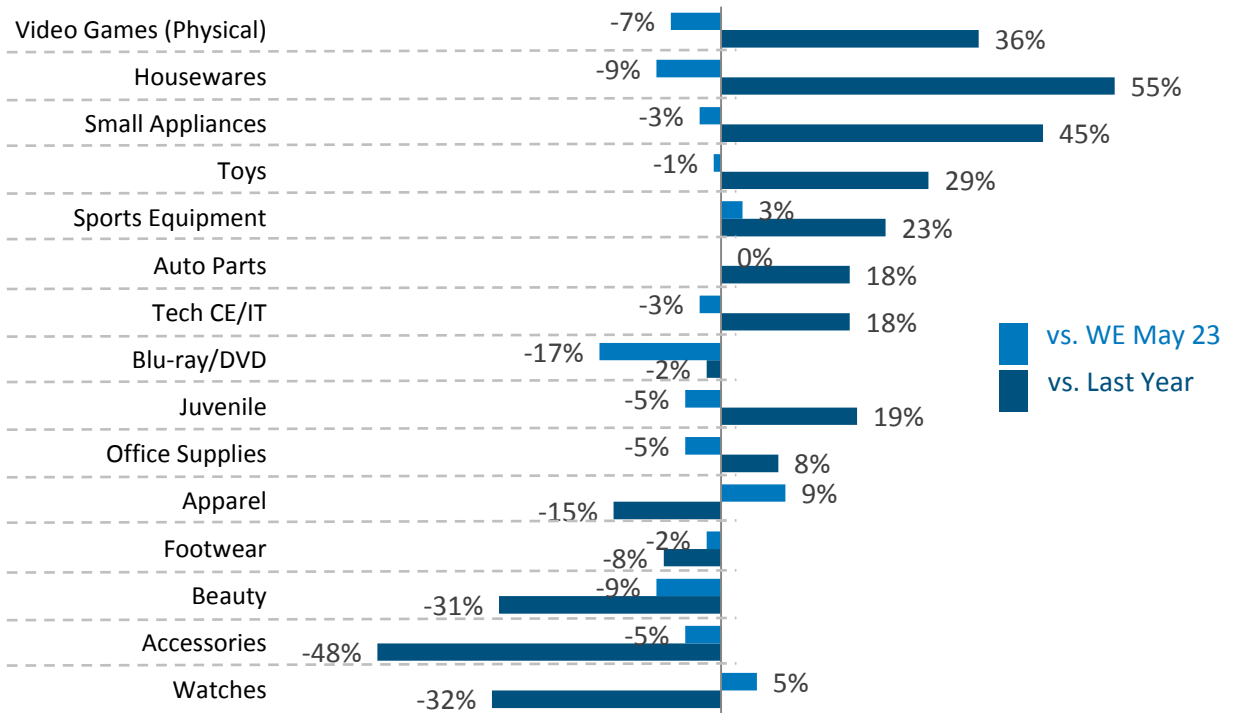
So much is happening right now for our country and your business. Our hearts go out to everyone in this time of pain. As your partner in understanding the ongoing crises, we consider it our responsibility to report on the market impact of current events and bring you timely information and insights to help you navigate this challenging environment. Next week we will be able to shed light on retail sales results during this period of unrest, with data for the week ending June 6. We will, of course, continue to report on retail recovery related to the COVID-19 crisis.

For the week ending May 30, we saw dollar growth of 5% and unit growth of 3% compared to last year, which was a positive sign in a difficult week.



Week Ending May 30, 2020

Dollar % Change by Industry

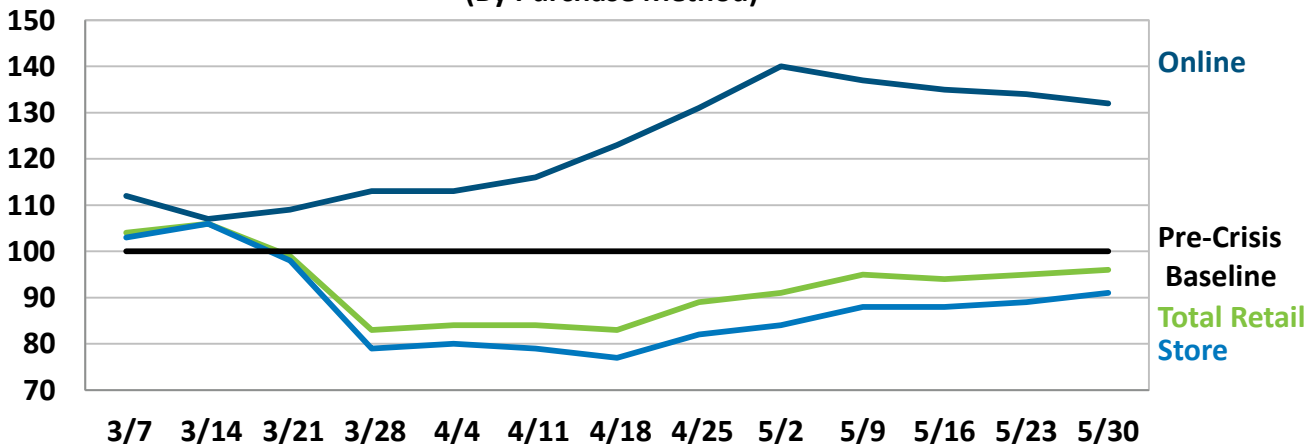


Source: The NPD Group/Point-of-Sale Early Indicator Report, NPD Universe, WE May 30, 2020

Changes in Shopping Activity

Our Checkout data from receipts highlights the changes in shopping activity across the total retail industry due to the COVID-19 crisis, compared to a pre-crisis baseline from January/February. Total retail purchasing traffic, as measured by the number of receipts, continued its slow climb in the week ending May 30. Most channels in-store continued to climb; total online slowed for the fourth week. Total retail receipts are now at an index of 96 compared to the baseline, up from the low point index of 83 on April 28.

Per-Capita Receipt Index (By Purchase Method)



Source: The NPD Group/Checkout

Week Ending May 30, 2020

The NPD Group's Phases of Recovery for Businesses

Navigating COVID-19



Notes:

Data is U.S. only, point of sale. Industries included in total reporting on page 3:				
Apparel	Footwear	Auto Aftermarket	Watches	Housewares
Small Domestic Appliances	Toys	DVD/Blu-ray	Sports Equipment	Accessories
Consumer Technology	Office Supplies	Prestige Beauty	Juvenile Products	Video Games (Physical Only)

*Page 2 and 3 Sources: The NPD Group/Early Indicator Report Point-of-Sale Data — Beta
Current Week: Week Ending May 30, 2020, compared to same week last year
Data reflective of first closeout (i.e., not syndicated data of record).
All values are derived using unprojected dollars and units.*

For more information

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

About The NPD Group, Inc.

NPD offers data, industry expertise, and prescriptive analytics to help our clients grow their businesses in a changing world. Over 2,000 companies worldwide rely on us to help them measure, predict, and improve performance across all channels, including brick-and-mortar and e-commerce. We have offices in 27 cities worldwide, with operations spanning the Americas, Europe, and APAC. Practice areas include apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys, video games, and watches.

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