Retail Stats & Facts



DID YOU KNOW?

The holiday shopping season and the extended hours that come with it are taking a toll on America’s retail workers.

Employees at shopping malls and other outlets in 2018 were more likely to get sick or injured than in the previous year, making it the only U.S. industry with a meaningful uptick. The increase means retail-store workers are now worse off than those working in the manufacturing sector. According to the Bureau of Labor Statistics, 3.5 of every 100 retail workers suffered an illness or injury last year, up from 3.3 in 2017 and compared with 3.4 in manufacturing.

The uptick in nonfatal injuries, such as sprains, tears, general soreness and overexertion, comes amid forecasts for a record holiday shopping season. It could also mean higher costs for companies if employees require time off or are successful in an injury claim.

Some of the riskiest stores to work in include those selling home furnishings, used merchandise and building materials, as well as tire dealers and supercenters. Injuries and illnesses at each of those also increased in 2018 from the previous year. The most precarious are pet supply stores, where about seven in 100 employees experience nonfatal injuries, according to the data.

The top reported issues by retail workers are sprains and strains, although those declined from 2017, while there were increases in general soreness and pain, contusions, lacerations and fractures.

Overall, other industries continue to top the list. Those in farming have the highest incidence of illness and injury (about five per 100 people), followed by transportation and warehousing, which includes logistics and delivery centers for online retailers.

Holiday Shopping Statistics

- Almost 20% of U.S. retail sales come during the Christmas shopping season.
- The average U.S. shopper expects to spend $718 on holiday gifts.
- Miscellaneous Retail Statistics
- 2/3 of the U.S. GDP comes from retail consumption.
- 27% of customers make an impulse purchase at the register.
- Next to the register merchandise is only 1% of total retail space, but can account for 7% of revenue

- Consumers spend 12-18% more when using a credit card versus cash.
- One in four mobile shoppers in the U.S. is over the age of 55.
- 87% of global consumers factor in Corporate Social Responsibility into their purchase decisions.

Commerce Statistics

- Current sales value of eCommerce retailers is $294 billion.
- Sales value of eCommerce retailers expected to reach $414 by 2018.
- In 2015, 200 million digital shoppers will spend an average of $1,700/person.
- Two thirds of eCommerce customers are “webrooming”.
- 93% of retailers that seek a POS want inventory management capabilities built in.
- In 2014, online shoppers in the U.S. spent $1,611 versus $1,151 in Canada and $1,162 in Europe (translated from British Pounds on June 25).
- 60% of adult Americans are happy to know they won’t have to shop in a crowded mall or store.
- 71% of shoppers believe they will get a better deal online than in stores.
- Generation X spends $561 on average online, 15% more online than Generation Y who spends $489.
- Only 28% of U.S. small businesses are selling their products online.
- S. average conversion rate is 3.06% in Q4 2013.
- China is expected to generate $562.7 billion in eCommerce revenue.
- Despite having ultra-low incomes, Generation Z spends the highest percentage (9%) of their income online.
- 40% of men and 33% of women aged 18-34 say they would ideally “buy everything online.”