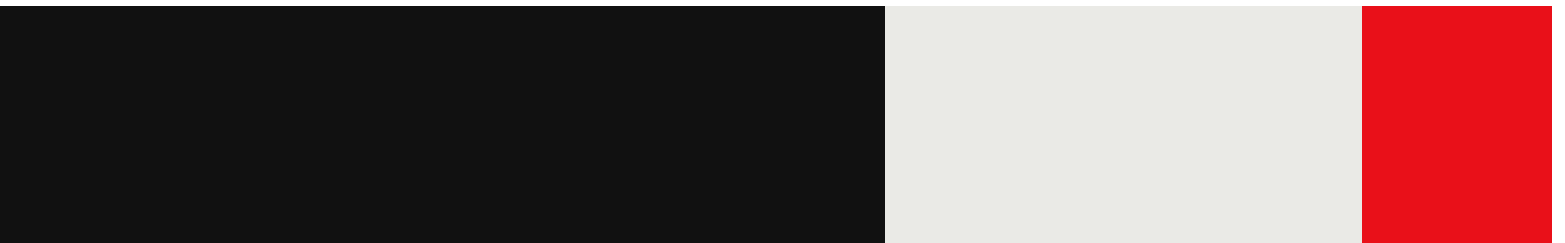


Brand Anatomy: How Neighborhood Goods is reinventing brick-and-mortar through sampling and discovery

Audio



On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, Briefing director Jeremy Goldman sits down with Matt Alexander, co-founder and CEO of Neighborhood Goods, to discuss 2021 growth metrics, how sampling and discovery come to life in a retail environment, and Neighborhood Goods' expansion plans for 2022.

US Retail Ecommerce and Total Retail Sales, 2019-2023

	2019	2020	2021	2022	2023
Total retail sales* (trillions)	\$5.411	\$5.594	\$6.561	\$6.757	\$6.960
—% change	3.0%	3.4%	17.3%	3.0%	3.0%
Adjusted retail sales** (trillions)	\$3.756	\$4.017	\$4.712	\$4.853	\$4.999
—% change	3.7%	7.0%	17.3%	3.0%	3.0%
—% of total retail sales	69.4%	71.8%	71.8%	71.8%	71.8%
Retail ecommerce sales (billions)	\$578.50	\$762.68	\$897.36	\$1,033.49	\$1,189.46
—% change	14.3%	31.8%	17.7%	15.2%	15.1%
—% of adjusted retail sales	15.4%	19.0%	19.0%	21.3%	23.8%
—% of total retail sales	10.7%	13.6%	13.7%	15.3%	17.1%

Note: J.P. Morgan benchmarks retail ecommerce sales figures against the US Department of Commerce; *excludes food services & drinking places; **excludes auto and motor vehicle dealers, gas stations, and food services and drinking places
Source: J.P. Morgan, "US Internet Guidebook, September 2021," Sep 9, 2021

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