

The Weekly Listen: Stores on wheels, ad-supported media time falls, and the 'Netaverse'

Audio



Learn about whether stores on wheels is the future, Netflix ending password sharing, whether the tech magic is gone, what the "Netaverse" is, an important fact about America, and more.

Tune in to the discussion with our analyst Blake Droesch, director of forecasting Oscar Orozco, and director of reports editing Rahul Chadha.

US Total Retail Sales, by Category, 2022

billions and % of total retail sales

| | Total retail sales | % of total retail sales |
|-------------------------------------|--------------------|-------------------------|
| Auto and parts | \$1,658.78 | 24.4% |
| Food and beverage | \$1,225.08 | 18.0% |
| Health and personal care and beauty | \$645.53 | 9.5% |
| —Cosmetics and beauty | \$88.44 | 1.3% |
| —Fragrance | \$6.95 | 0.1% |
| —Pet products | \$59.39 | 0.9% |
| Apparel and accessories | \$550.67 | 8.1% |
| —Jewelry | \$51.49 | 0.8% |
| Furniture and home furnishings | \$397.70 | 5.9% |
| Computer and consumer electronics | \$389.72 | 5.7% |
| Toys and hobby | \$174.69 | 2.6% |
| Books/music/video | \$78.98 | 1.2% |
| Office equipment and supplies | \$48.59 | 0.7% |
| Other | \$1,625.76 | 23.9% |
| Total | \$6,596.56 | 100.0% |

Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Feb 2022

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