



US Consumer Sector Report - July 2024

About the Report

Exabel's US Consumer Sector Report offers investors comprehensive insights into the dynamic US consumer sector by amalgamating key alternative data trends from Facteus, Flywheel Alternative Data, Revelio Labs, Datos, Apptopia and Placer.ai. The report focuses on Consumer Cyclical and Consumer Non-cyclical sectors, with a rigorous methodology ensuring comprehensive and comparable insights from 80+ North American companies including AMZN, DIS, HD, CROX US.

Analysis

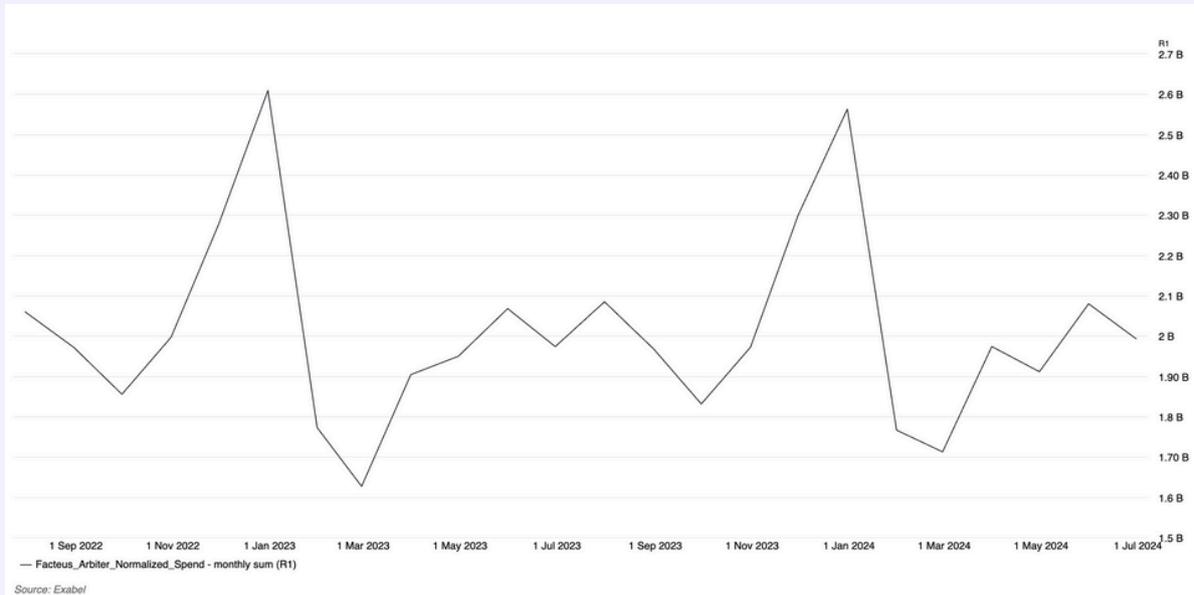
The July report introduces three new data vendors and discusses the full month results for June and the run-rates for the first 15 days of July. The month-over-month (MoM) figures for June show some weakness with decreases in spending, pricing and web clicks plus flat workforce and foot traffic. On a year-over-year (YoY) basis, June saw slightly increased spending and a significant reduction in price with a moderate reduction in employment. Foot and App traffic are higher than last year, but web clicks are deteriorating. The run-rate for July indicates worsening trends in spending and web traffic. Workforce data is only available for the full month of June.

		June (MoM YoY)	July RR - 15 days (MoM YoY)
Spend Analysis	Facteus	-4.19% 0.97%	-8.12% -10.9%
Pricing Dynamics	Flywheel ALTERNATIVE DATA	-2.40% -10.34%	1.54% -10.53%
Employment Metrics	revelio labs	-0.20% -3.87%	
Web Clicks	Datos A COMPANY OF	-4.43% -3.05%	-2.00% -21.78%
App Sessions	apptopia	3.35% 21.08%	-2.49% 13.83%
Foot Traffic	Placer.ai	-0.80% 7.33%	2.20% 6.56%

Conclusion

The alternative data provided by Facteus, Flywheel, Revelio, Datos, Apptopia, and Placer shows some weakness in the US consumer-sector, with worsening conditions versus last month. There are some positive trends in app engagement and foot traffic for July and workforce data is worth closely monitoring.

Spend Analysis from Factus



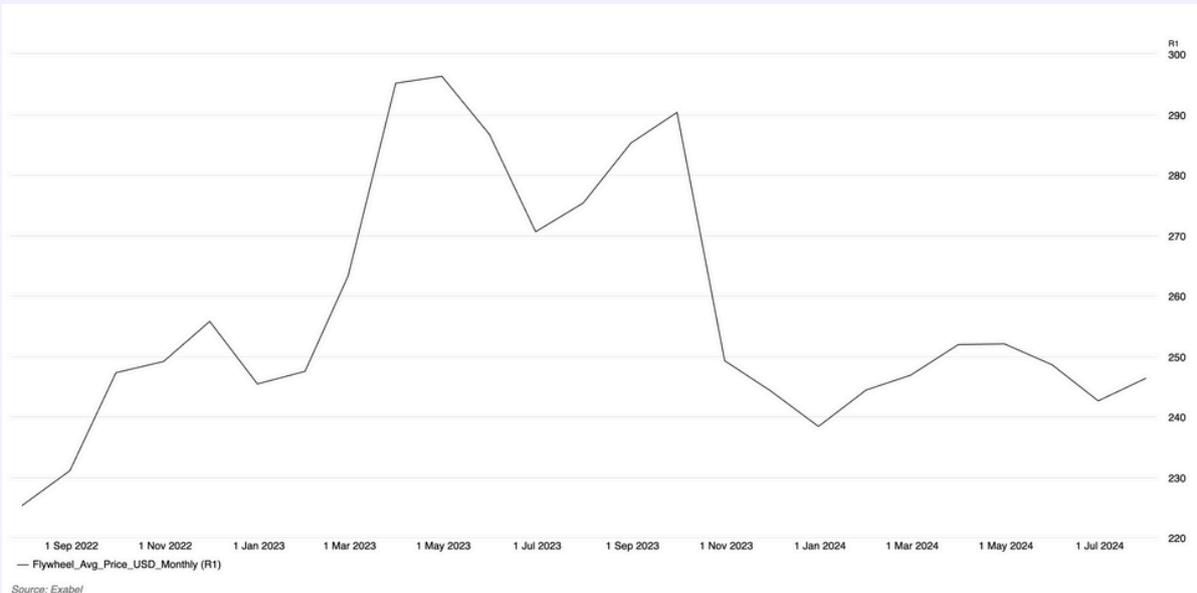
- MoM June: Spending was down 4.19% in June versus May, reversing the growth in the previous report.
- YoY June: Spend was slightly higher than last year, with 0.97% change.
- MoM July RR: The first 15 days of July were weaker than the first 15 days of June with an 8.12% decrease in spend.
- YoY July RR: The first half of July came in at a decrease of 10.9% versus the same time last year



Factus is the largest provider of consumer transaction data in the Alternative Data industry specializing in providing comprehensive consumer spending data to businesses in the financial sector, delivering actionable insights to empower investors to make data-driven decisions.

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Price Dynamics from Flywheel Alternative Data



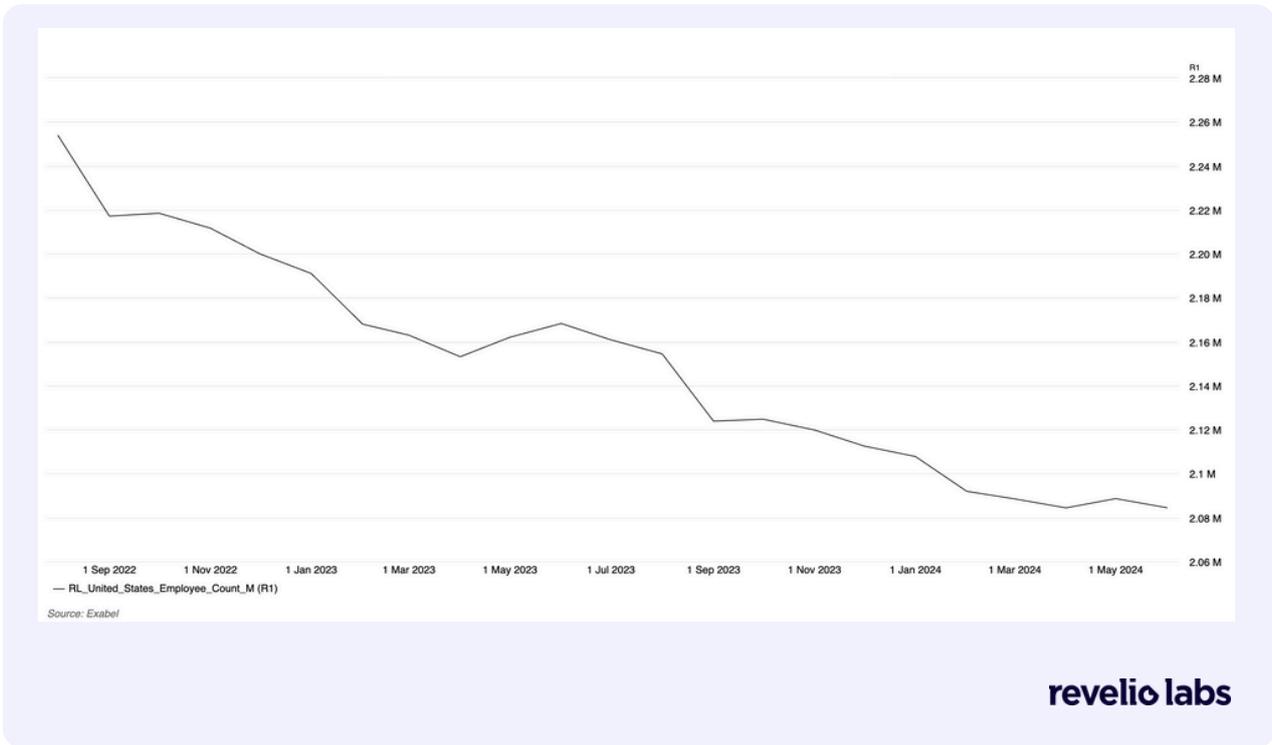
- MoM June: Product prices decreased with a **2.40%** change in ASP.
- YoY June: A significant **10.34%** year-over-year decrease was recorded, slight improvement versus last month
- MoM July RR: Prices have increased by **1.54%** in the early July data.
- YoY July RR: Prices decreased **10.53%** compared to the same period last year.



E-Commerce Insights tracks the changing product mix, pricing, promotional intensity and product availability on 350+ websites covering 390 public companies and 149k brands. Flywheel's Alternative Data team transforms e-commerce intelligence from the underlying datasets to serve consumer sector investment research.

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Employment Metrics from Revelio Labs



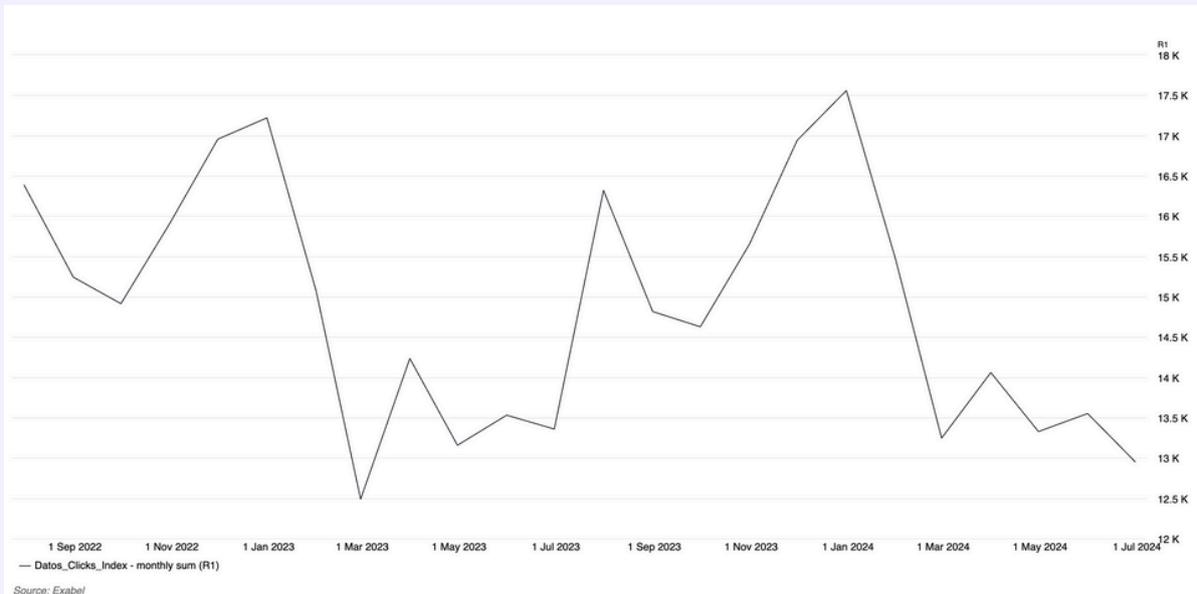
- MoM June: Workforce was flat or decreased slightly by 0.20% versus May, it will be important to watch whether workforce trends break up or down
- YoY June: Workforce declined by 3.87%, versus the same period last year, slightly worse than May

revelio labs

Revelio Labs build the tools that are needed to understand the workforce of every company. By ingesting the universe of public workforce data, Revelio have created a standard structure to unify occupations and job titles, skills and activities, and companies and other organizations.

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Web Traffic from Datos



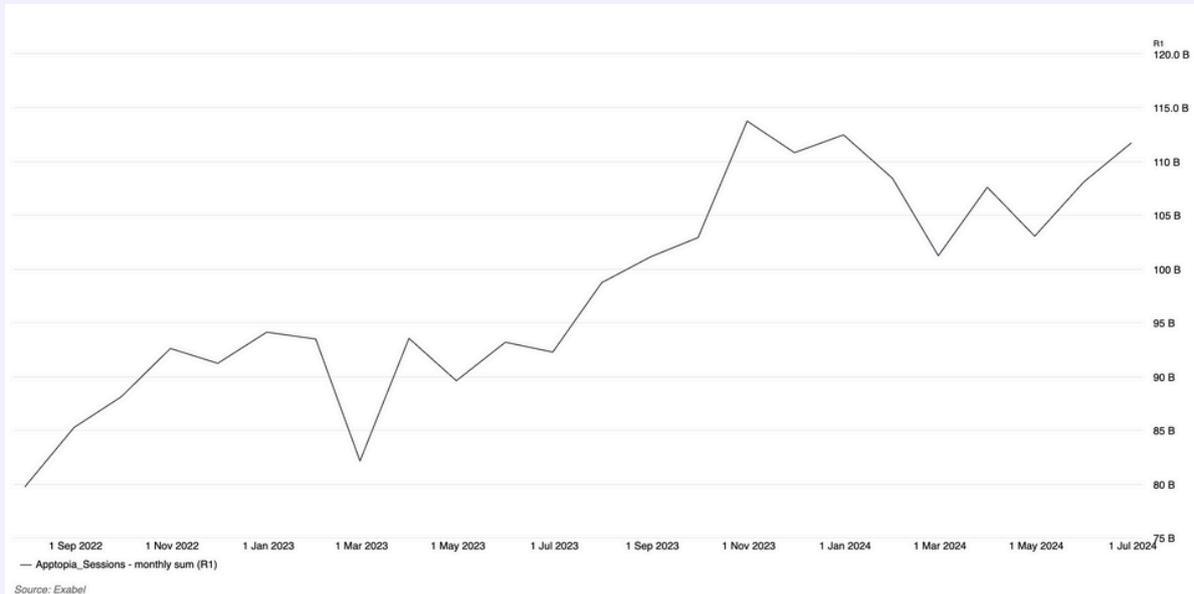
- MoM June: Clicks were down **4.43%** in June versus May
- YoY June: Clicks were lower than last year, with **3.05%** change.
- MoM July RR: The first 14 days of July were weaker than the first 14 days of June with an **2.00%** decrease in clicks.
- YoY July RR: The first half of July came in at a significant decrease of **21.78%** versus the same time last year



Datos is a global clickstream data provider focused on licensing anonymized, at-scale, privacy-secured datasets to ensure its clients and partners are safe in an otherwise perilous marketplace. Datos offers access to the desktop and mobile browsing behavior for tens of millions of users across the globe, packaged into clean, easy-to-understand data products. Datos’ mission is to provide clickstream data built on trust, and driven by tangible results. Major firms around the globe trust Datos to provide the data they need to stop operating blindly in an ever-changing digital landscape.

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App Sessions from Apptopia



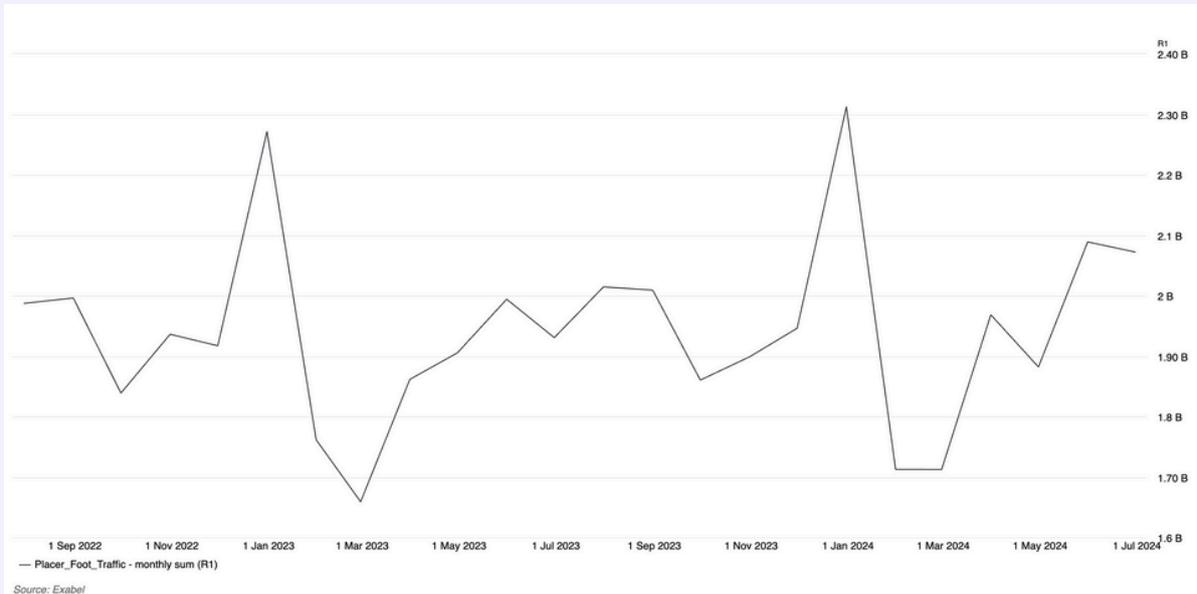
- MoM June: Sessions were up **3.35%** in June versus May.
- YoY June: Sessions were significantly higher than last year, with **21.08%** change.
- MoM July RR: The first 15 days of July had lower engagement than the first 15 days of June with a **2.49%** decrease in sessions.
- YoY July RR: The first half of July came in at an increase of **13.83%** versus the same time last year



Apptopia provides mobile performance data for apps published across all categories and countries on the iOS & Google Play app stores. Apptopia delivers highly accurate analytics and forecasts for metrics such as downloads, usage, revenue, company performance and more for public and private companies globally.

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Foot Traffic from Placer.ai



- MoM June: Foot traffic was slightly down at **0.80%** in June versus May.
- YoY June: Foot traffic was higher than last year, with **7.33%** change.
- MoM July RR: The first 13 days of July were stronger than the first 13 days of June with a **2.20%** increase in foot traffic.
- YoY July RR: The first half of July came in at an increase of **6.56%** versus the same time last year



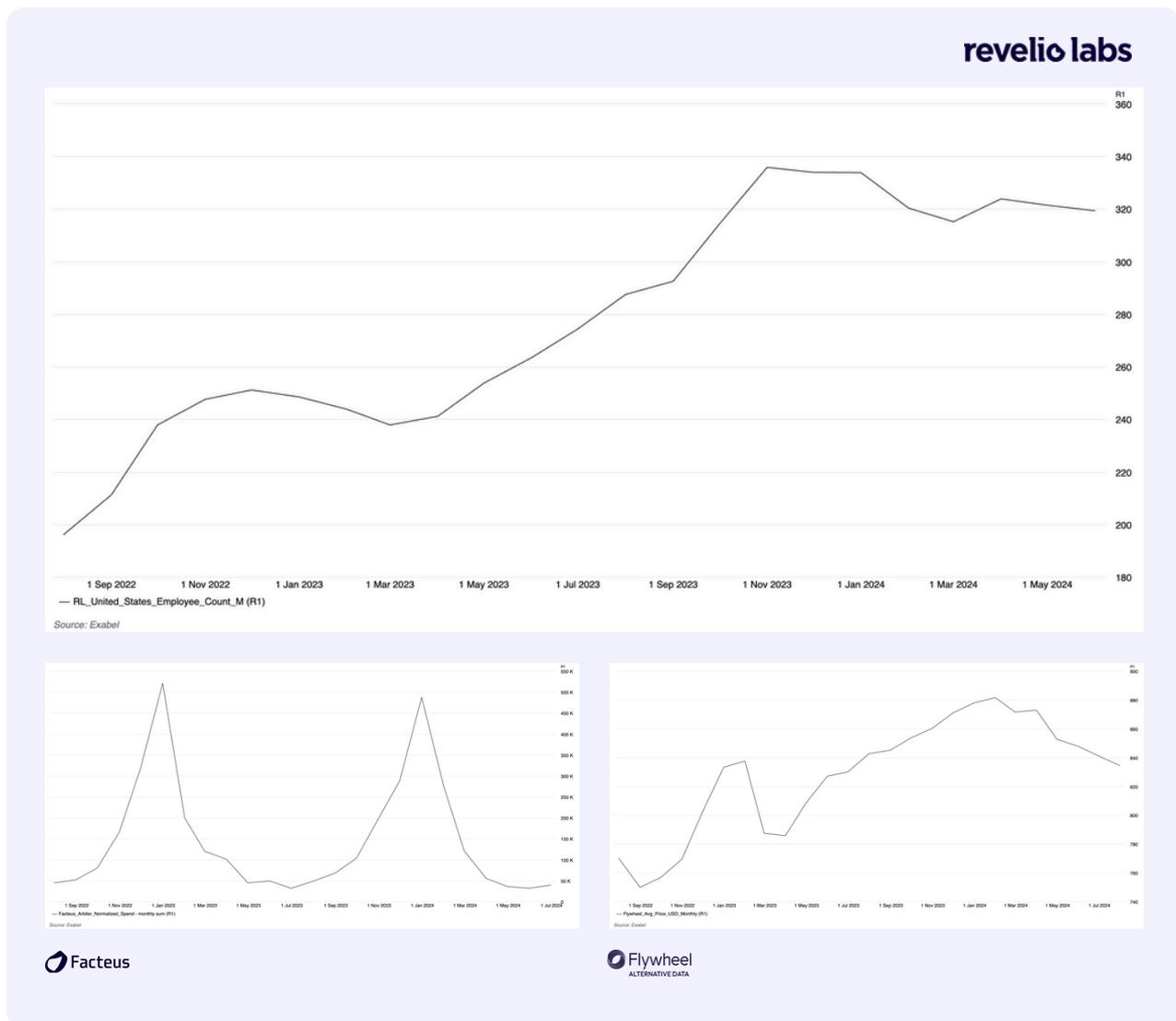
Placer.ai is the industry leader in location analytics. Top investment teams use Placer’s near real-time foot traffic and visitation insights to make informed investment decisions based on business performance, industry trends, and consumer behavior. Placer works by harnessing de-identified data from tens of millions of mobile devices, integrating it with dozens of complementary data types, including consumer demographics, psychographics, spending patterns, and media consumption, then aggregating that data to generate insights describing individual locations, companies, tickers, and more.

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Revelio Featured Ticker - GOOS (Canada Goose)

This month's Revelio Featured Ticker was the company with the largest Y/Y increase in US Employees, GOOS. GOOS' US workforce has increased by 21% according to Revelio since June 2023, significantly higher than the industry average.

GOOS' average prices are nearly flat at 0.2% YoY coupled with a 23.5% increase YoY in spend according to Flywheel and Facticeus Arbiter respectively.



*Data accessed on July 17, 2024

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BOO LN	boohoo group Plc	PVH US	PVH Corp
BOOT US	Boot Barn Holdings, Inc	RL US	Ralph Lauren Corp
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DBI US	Designer Brands, Inc	EL US	The Estée Lauder Companies, Inc
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FTCHF US	Farfetch Ltd	DIS US	The Walt Disney Co
9983 JP	Fast Retailing Co, Ltd	MODG US	Topgolf Callaway Brands Corp
FL US	Foot Locker, Inc	UAA US	Under Armour, Inc
FOSL US	Fossil Group, Inc	ULVR LN	Unilever Plc
GPS US	Gap, Inc	URBN US	Urban Outfitters, Inc
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GES US	Guess?, Inc	VFC US	VF Corp
HMB SS	H&M Hennes & Mauritz AB	VSCO US	Victoria's Secret & Co
HBI US	Hanesbrands, Inc	WMT US	Walmart, Inc
BOSS GR	Hugo Boss AG	WSM US	Williams-Sonoma, Inc
ITX SM	Industria de Diseño Textil SA	WWW US	Wolverine World Wide, Inc
JD/ LN	JD Sports Fashion Plc	YETI US	YETI Holdings, Inc
KER FP	Kering SA		
KSS US	Kohl's Corp		
KTB US	Kontoor Brands, Inc		
OR FP	L'Oréal SA		
LE US	Lands' End, Inc		
LEVI US	Levi Strauss & Co		
LOW US	Lowe's Companies, Inc		
LULU US	lululemon athletica, Inc		
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NWL US	Newell Brands, Inc		
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