

Monitoring the Market

Use the following industry metrics to anticipate emerging trends and opportunities in the channel. Data is not seasonally adjusted, meaning these graphs represent real-time shifts in the market.

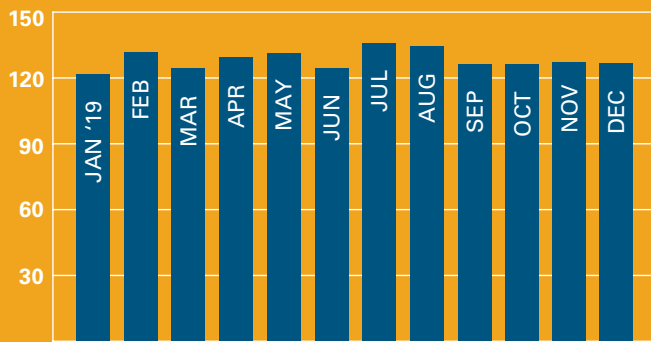
- Understand consumers' desire to save or spend by gauging overall consumer confidence levels.

- Analyze total retail sales for building material and garden equipment centers to track your business's performance against national averages.

- Serve customers renovating or upgrading homes more effectively by observing housing starts and existing home sales. ■

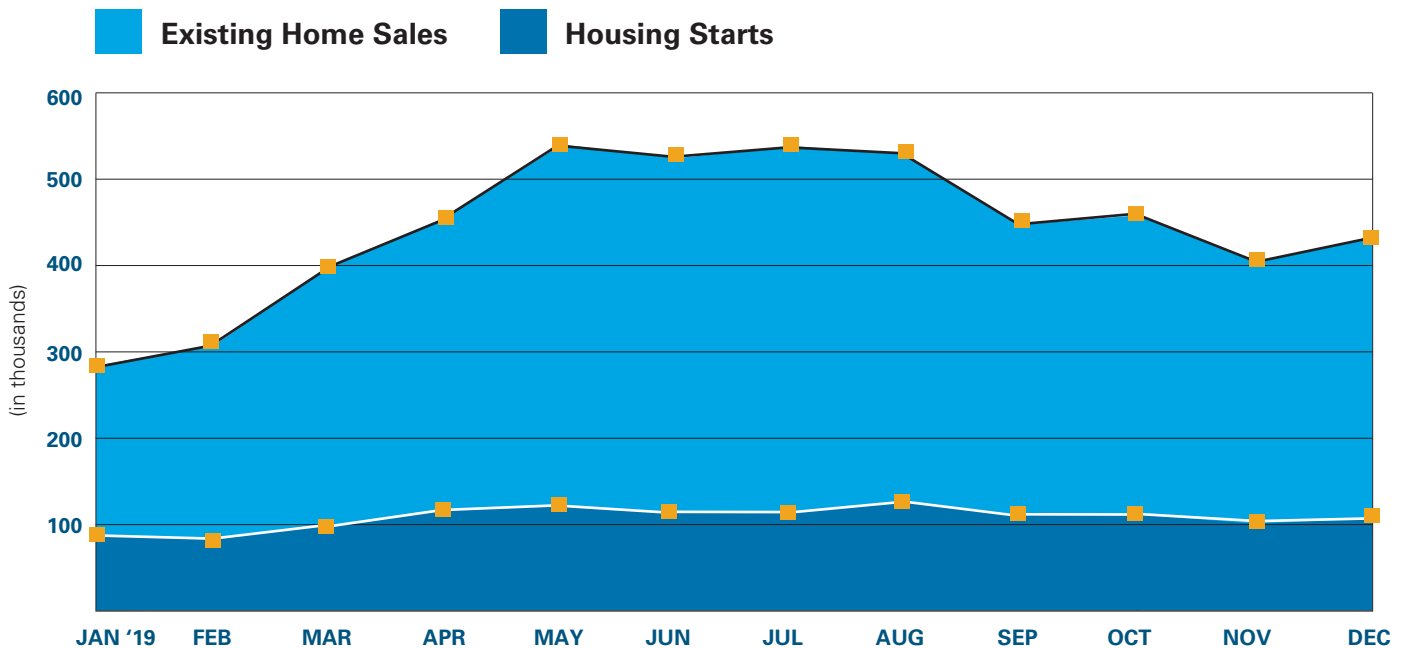
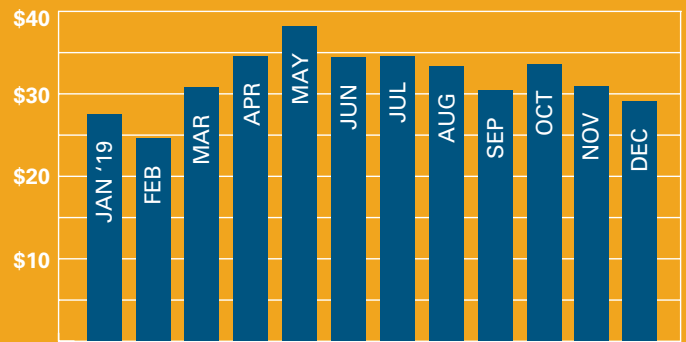
Consumer Confidence

(Measured by surveys sent to U.S. households; in basis points)



Monthly Retail Sales

(Building material and garden centers; in millions)



Sources: The Conference Board; U.S. Department of Commerce, NAICS 444; National Association of Realtors; U.S. Census Bureau

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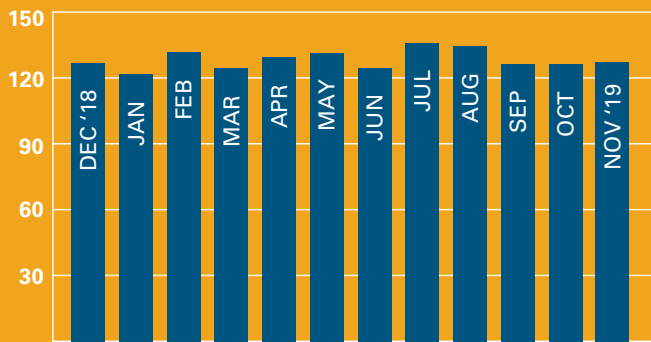
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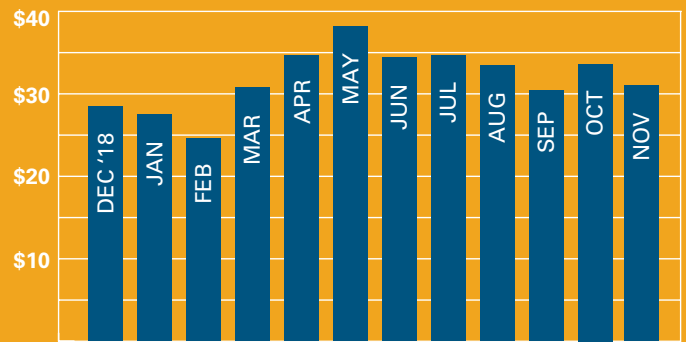
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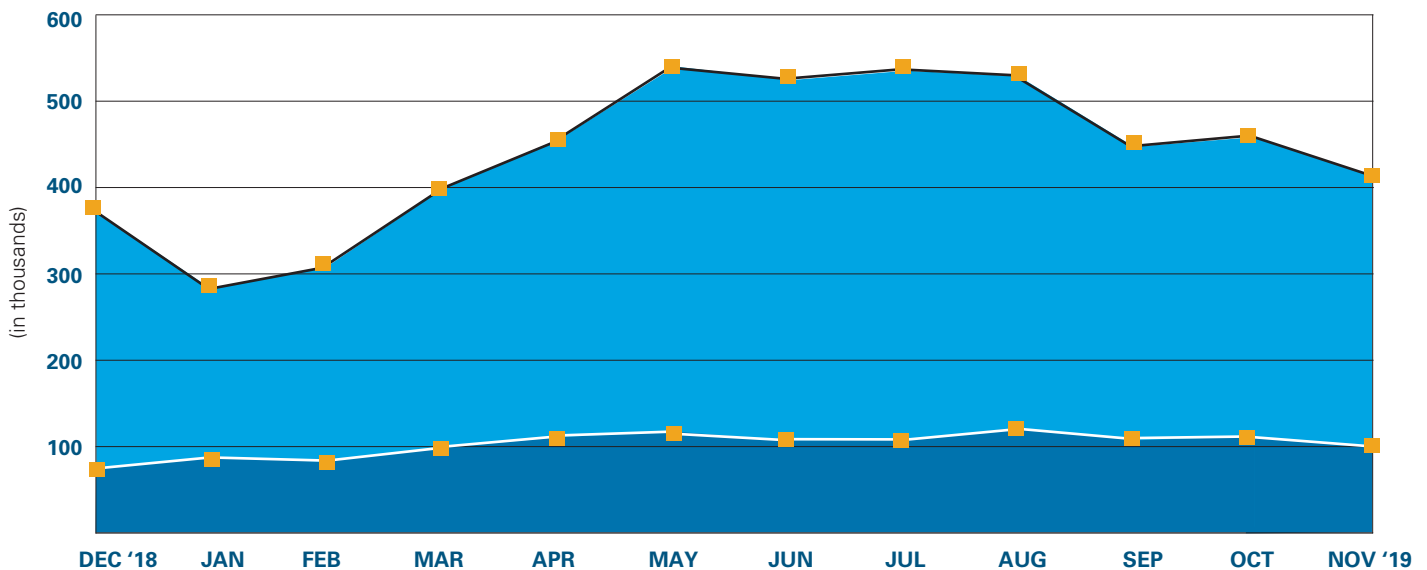


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Existing Home Sales Housing Starts



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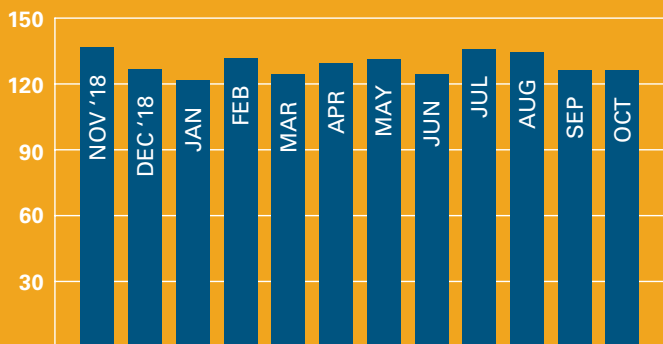
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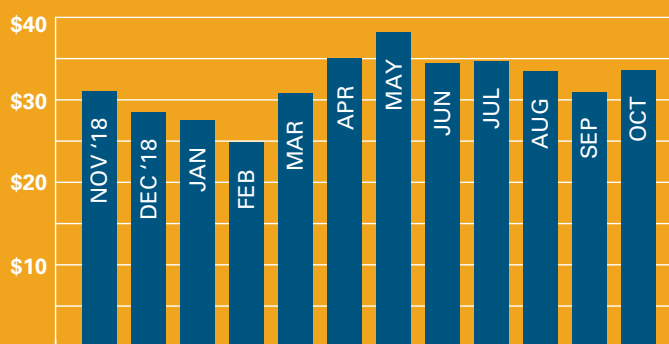
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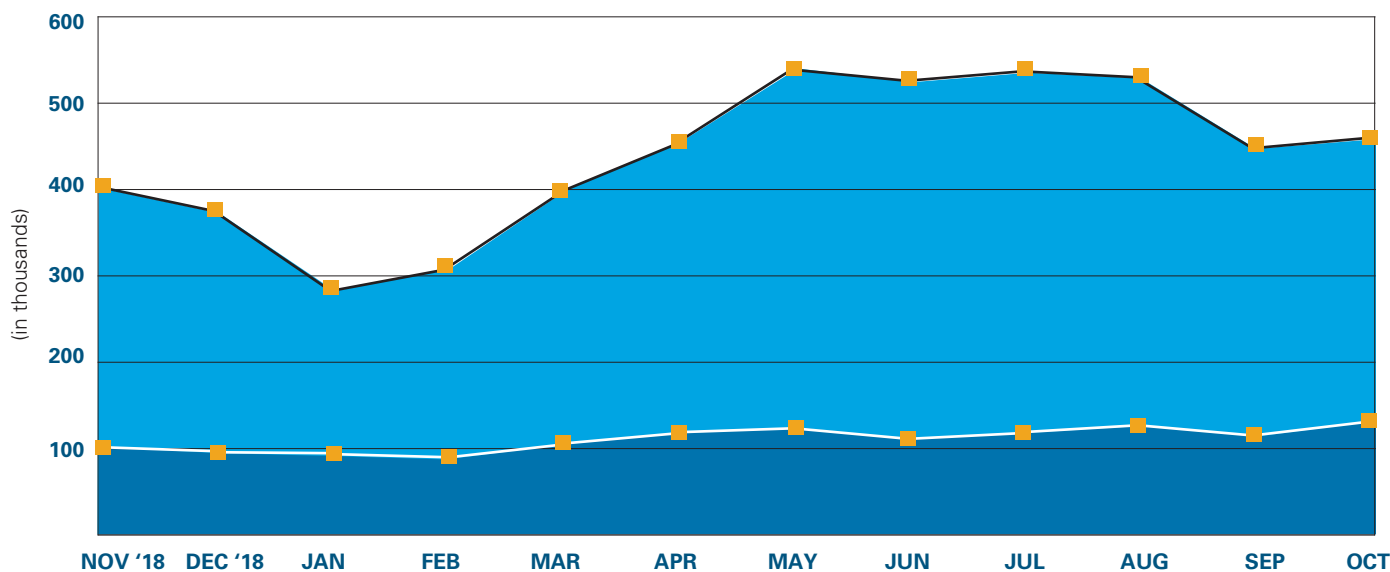


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