

1Q25 Retail Sales: Strong Growth Despite Negative Macroeconomic Environment

By Claire McBride // May 20, 2025 // Briefings, Forecasts, Research

TL;DR: Retail sales growth accelerated to +4.5% in 1Q25, with eCommerce maintaining steady momentum at +6.1% and B&M accelerating to +4.2% under easier year-over-year comparables. Despite macroeconomic concerns, consumer spending remains resilient, although growth is increasingly concentrated in platforms delivering value and convenience, reinforcing the critical role of eCommerce in 2025 and beyond.

2 minute read

Log in to download Stratably's one-page recap and updated retail forecasts linked at the bottom

The U.S. Census Bureau released its 1Q25 eCommerce sales report, which we use as an important input into our own market-wide and company-level forecasts.

The following **key data points, takeaways, and shareable one-page summary** quantify and contextualize 1Q25 growth trends for eCommerce and B&M channels in the U.S. We also provide our updated retail forecasts for 2025 and 2026.

It's designed to give retail leaders a concise snapshot of current growth trends and a deeper understanding of what's driving them, as well as how the retail landscape is likely to evolve through the rest of 2025 and into 2026.

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