

Flat economic growth ahead at retail



The big box chains released outlooks for 2023, which project that the days of the free spending U.S. Consumer are nearing an end and perhaps even in the past. Operating in large volumes provides a crystal clear projection of future spending and it's not promising. How are households faring? While holiday spending is reasonably optimistic, the rest of the year will not be an easy one.



Why? Rising inflation is likely to shrink the family's budget and cutbacks are inevitable starting with the more expensive items, which for the retail segment unfortunately suggests flat economic growth and reduced consumer spending throughout the rest of the year. Optimistic retailers who are hoping for large short term gains, by year's end, should cautiously manage their expectations.

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