

2019 RETAIL

Year in review

AMERICAN EDITION



Point of sale solutions for innovative retailers

2019 RETAIL

Year in review

AMERICAN EDITION

Every business owner dreams of making the right calls, the ones that will drive growth and lead to blockbuster sales. In 2019, American retailers on the Lightspeed platform did just that—and grew their businesses more than four times faster than their competitors.

It was a year that saw [CBD](#) go mainstream. Concerns around data and [privacy](#) forever altered the customer experience, even for small and medium-sized businesses, most of whom are using cloud-technology to run their shops. And industries across the board saw accessible influencers with devoted followers on social media amplify the reach of already beloved brands.

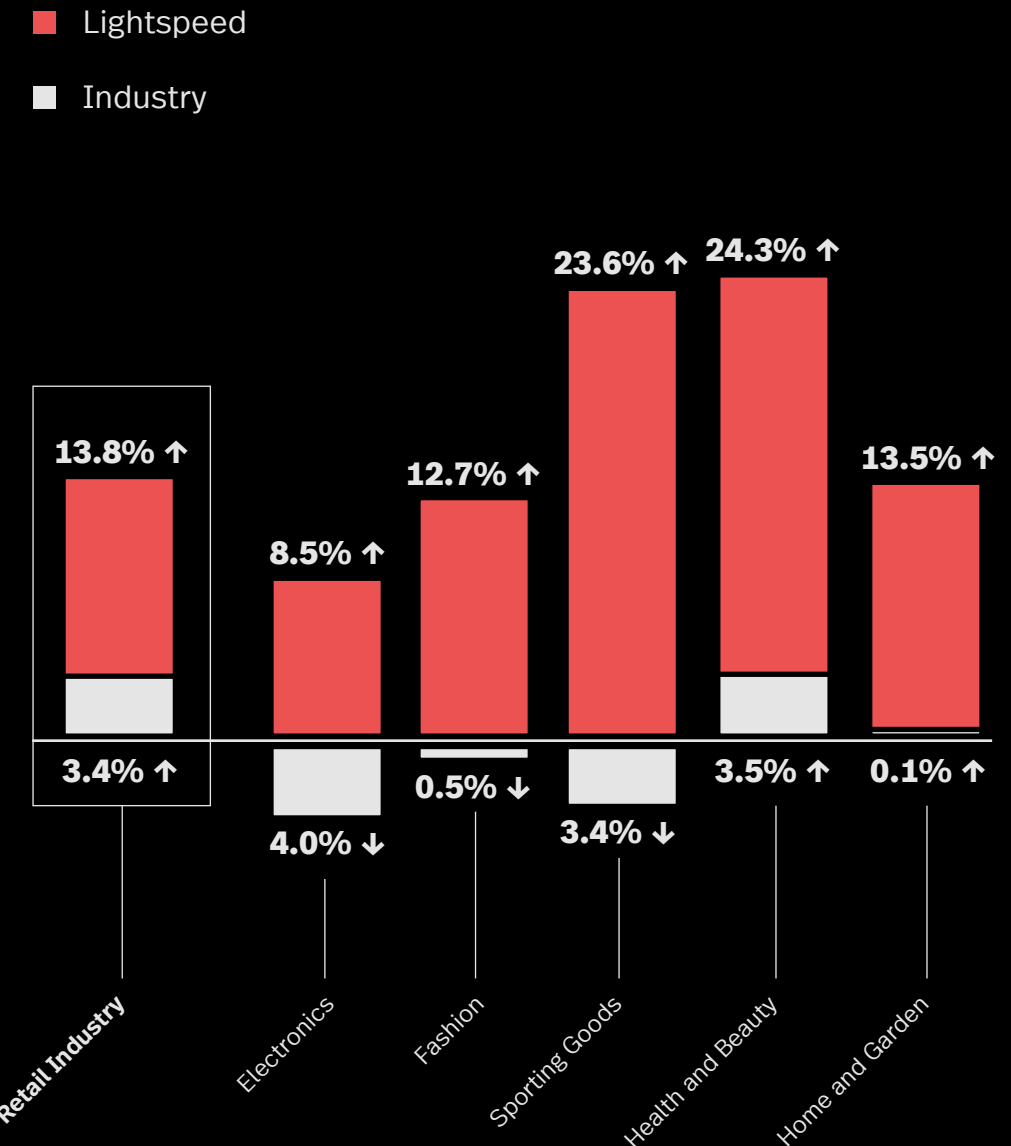
Some trends the industry saw coming—others took business owners by surprise. While noteworthy big name stores restructured operations in an attempt to keep their advantage, SMBs focused on personalization, curation and data to navigate positively throughout the year.

But we were curious—how did American retailers on the Lightspeed platform compare against the industry average? Did they grow at the same rate as their peers? We decided to do a deep dive into our own data to find out.

For this 2019 Retail Year in Review, we compiled data from a sampling of over 10,000 Lightspeed retail locations in the United States, comparing it to industry averages. And we found that **retail merchants powered by Lightspeed grew over four times faster than the industry standard of 3.4% in 2019.**



Lightspeed vs. overall retail
GTV growth from 2018 to 2019



* Data aggregated from American Lightspeed merchants and the US Census Bureau's Advance Monthly Retail Survey. Annual growth based on year-over-year gross transaction volume (GTV) per merchant from January to October 2018 and 2019 on a customer adjusted basis.

2019 RETAIL

YEAR IN REVIEW

NORTH AMERICAN BREAKOUT SUPERSTAR

Sporting Goods

Lightspeed sporting goods merchants grew their transactions with tech in 2019.

Lightspeed sporting goods stores increased their average number of transactions per merchant by 22.3% in 2019, capitalizing on the speed, efficiency and scalability of our retail platform to power impressive growth. Thanks to Lightspeed, our sports stores knocked it out of the park with a top sales day nearly double their second-highest sales day in 2019.

Transaction growth

Average transactions per merchant from 2018 to 2019

22.3% ↑

Top sales days 2019

April 5th
November 29th
December 21st

“There are so many factors that are going to influence a retailer’s operation, but when you have a **technology partner that is able to shift, respond, react and support you** in all the complex touchpoints, **you are better positioned to be successful.**”

Nicole Leinbach Reyhle
founder and publisher of Retail Minded



NORTH AMERICAN TREND WATCH

Health and Beauty

Lightspeed beauty retailers leveraged big-name cosmetics launches to grow sales by 23.8%.*

The makeup industry saw a major shakeup in 2019—a multitude of [celebrity product lines](#) launched in the summer, with worldwide sales fueled by millions of Instagram followers with deep attachments to their favorite actresses and artists. Independent beauty retailers who were able to capitalize on the trend built on this momentum to make blockbuster August sales.

Top sales days 2019

August 13th
August 14th
August 15th

“The **growth of health and beauty** is actually exciting for other industries, because it falls into an upsell opportunity. Fashion retailers could introduce health and beauty add-ons into their mix to help **boost basket size and overall sales.**”

Nicole Leinbach Reyhle
founder and publisher of Retail Minded

* Data aggregated from North American Lightspeed merchants. Annual growth based on year-over-year gross transaction volume (GTV) per merchant from January to October 2018 and 2019 on a customer adjusted basis.

Retail merchants powered by Lightspeed grew **over four times faster** in 2019.

Is your POS ready to help you grow even more in 2020?

Lightspeed is.



About Lightspeed

Lightspeed (TSX: LSPD) is a cloud-based commerce platform powering small and medium-sized businesses in approximately **100 countries** around the world. With smart, scalable, and dependable point of sale systems, it's an all-in-one solution that helps restaurants and retailers sell across channels, manage operations, engage with consumers, accept payments, and grow their business.

Headquartered in Montréal, Canada, Lightspeed is trusted by favorite local businesses, where the community goes to shop and dine. Lightspeed has grown to over **900 employees**, with offices in Canada, USA, Europe, and Australia.

Nicole Leinbach Reyhle is the Founder of RetailMinded.com, an industry resource that has been recognized for leading business insight since 2007. Recognized within the top 10 out of 100 worldwide retail thought leaders since 2015—including having held the #1 spot—Reyhle is also the Co-Founder of the Independent Retailer Conference.

We compiled data from a sampling of over 13,000 Lightspeed retail locations in North America from 2018 to 2019 on a customer adjusted basis. Additional data obtained by the U.S. Census Bureau, Advance Monthly Retail Survey, November 2019.

The data and statements contained in this document are provided for information purposes only. Lightspeed intends all information contained in this document to be accurate, authentic and reliable at the time of publication. However, Lightspeed does not warrant that the data and statements contained in this document are free of errors or inaccuracies. Neither Lightspeed POS Inc. nor any of its affiliates, directors, employees or other representatives will be liable for damages arising out of or in connection with the use of this document or the information, content, materials or products included within. Any third-party statements of fact, opinion or analysis expressed in this document are those of the respective third parties and do not necessarily reflect the opinions of Lightspeed.