

Retail Sell-Thru

BENCHMARK DATA FROM



Sell thru (or sell-through) is a very useful metric for vendors to use in evaluating item performance because it provides a composite measure of sales and inventory.

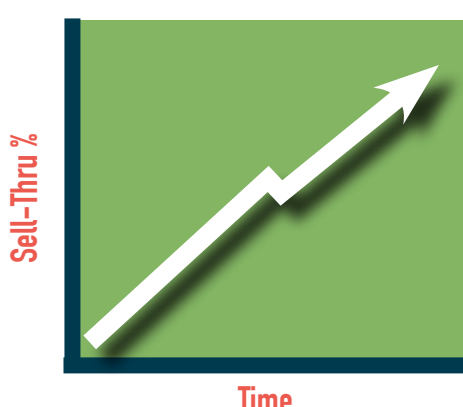
The most common method of calculating sell through is:



$$= \frac{\text{Units Sold}}{(\text{Units On Hand} + \text{Units Sold})}$$

Your sell-thru percentage should increase over time since the volume of product sold relative to your inventory will go up as product is sold.

The chart below shows the average sell-thru percentage for eight Retail Categories each at 8, 13, 26 and 52 weeks, based on Accelerated Analytics data and research



Average Sell-Thru Percentage

Retail Category	8 Weeks	13 Weeks	26 Weeks	52 Weeks
Apparel	24.3%	28.5%	45.5%	68.7%
Cosmetics	25.4%	34.9%	33.1%	47.8%
DIY	55.4%	68.3%	81.2%	89.8%
Durable CPG	51.6%	61.8%	77.8%	88.0%
Fashion Accessories	27.9%	33.7%	51.1%	74.9%
Fashion Apparel	35.6%	41.0%	61.5%	75.8%
Fast-Moving CPG	46.0%	51.8%	75.4%	86.3%
Fragrance	22.8%	27.7%	39.8%	62.8%

Based on Accelerated Analytics data



Identify trends, optimize assortments, and track promotions with one-click access to sell-through rates for each and every one of your SKUs with POS reporting and analytics from Accelerated Analytics,

Contact us at to start a conversation about how we can help you make faster and better-informed decisions with real-time retail data and insightful analytics.

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