

# General Merchandise Stores in the US

March 2024

Table of Contents

## General Merchandise Stores in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Department stores continues to struggle  
Players in department stores are trying out smaller format stores  
Performance of variety stores is mixed in 2023

#### PROSPECTS AND OPPORTUNITIES

Department stores expected to decline significantly over the forecast period  
Variety stores set to record sales growth over the coming years  
Variety stores will continue to encroach on grocery retailers' turf

#### CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023  
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 3 - Sales in General Merchandise Stores by Channel: Value 2018-2023  
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023  
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2019-2023  
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023  
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023  
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028  
Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## Retail in the US - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
E-commerce marketplaces with ties to China make a huge impact in the US in 2023  
The proposed Kroger-Albertsons merger hits a snag  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Christmas  
Back to School  
Prime Day/Christmas in July  
Mother's Day

### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 14 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 16 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 32 - Retail GBO Company Shares: % Value 2019-2023  
Table 33 - Retail GBN Brand Shares: % Value 2020-2023  
Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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