

# Retail in the US

February 2025

**Table of Contents** 

## Retail in the US

#### **EXECUTIVE SUMMARY**

Retail in 2024: The big picture

Exceptionally high grocery prices in 2024 enter the political arena

China-affiliated competitors reset the landscape for retail e-commerce in the US

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Back to School

Prime Day/Christmas in July

Mother's Day

#### MARKET DATA

- Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 3 Sales in Retail Offline by Channel: Value 2019-2024
- Table 4 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 5 Retail Offline Outlets by Channel: Units 2019-2024
- Table 6 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 7 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 11 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 13 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 21 Retail GBO Company Shares: % Value 2020-2024
- Table 22 Retail GBN Brand Shares: % Value 2021-2024
- Table 23 Retail Offline GBO Company Shares: % Value 2020-2024
- Table 24 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 25 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 28 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 36 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 2 - Research Sources

## Convenience Retailers in the US

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Inflationary effects challenge convenience retailers in 2024

Consolidation continues across convenience retailers

Building brand awareness with innovative prepared foods continues in 2024

#### PROSPECTS AND OPPORTUNITIES

Low value growth forecast for convenience retailers

Retail media networks set to expand in the forecast period

Amazon Go will lead growth in cashierless technology

#### CHANNEL DATA

- Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 56 Sales in Convenience Retailers by Channel: Value 2019-2024
- Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2019-2024
- Table 58 Convenience Retailers GBO Company Shares: % Value 2020-2024
- Table 59 Convenience Retailers GBN Brand Shares: % Value 2021-2024
- Table 60 Convenience Retailers LBN Brand Shares: Outlets 2021-2024
- Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2024-2029
- Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

## Supermarkets in the US

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Supermarkets are thinking small to grow the channel Albertsons moves to terminate its proposed acquisition by Kroger "Grocery store tourism" trending in 2024

#### PROSPECTS AND OPPORTUNITIES

Maturity in supermarkets will lead to more consolidation and price pressure Supermarkets will benefit from advances in retail media technology Amazon Fresh and Amazon Grocery may reshape supermarkets

#### CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 67 - Supermarkets GBO Company Shares: % Value 2020-2024

Table 68 - Supermarkets GBN Brand Shares: % Value 2021-2024

Table 69 - Supermarkets LBN Brand Shares: Outlets 2021-2024

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

#### Hypermarkets in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth slows for hypermarkets in 2024, due to stronger competition Hypermarkets continues to be dominated by Walmart Walmart completes its acquisition of Vizio Media

## PROSPECTS AND OPPORTUNITIES

Offline retail growth for hypermarkets set to be limited by the competition

Grocery will remain critical to the performance of hypermarkets over the forecast period

Private label investment likely to continue

## CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 74 - Hypermarkets GBO Company Shares: % Value 2020-2024

Table 75 - Hypermarkets GBN Brand Shares: % Value 2021-2024

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2021-2024

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

#### Discounters in the US

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Discounters benefits from inflationary pressures in 2024 Aldi continues to dominate discounters in 2024, followed by Grocery Outlet Acquisitions by the leaders in discounters continue

## PROSPECTS AND OPPORTUNITIES

Growth set to continue for discounters over the forecast period, but with challenges Private label will present both opportunities and challenges over the forecast period Partnerships with technology providers will help discounters bolster their value proposition

#### CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2019-2024

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 81 - Discounters GBO Company Shares: % Value 2020-2024

Table 82 - Discounters GBN Brand Shares: % Value 2021-2024

Table 83 - Discounters LBN Brand Shares: Outlets 2021-2024

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

#### Small Local Grocers in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Low margins, high inflation, and grocery giants pose a problem for small local grocers

Dwindling outlet count exacerbates concerns about food deserts

State and local communities find creative solutions to retain small local grocers

#### PROSPECTS AND OPPORTUNITIES

Challenging outlook ahead for small local grocers

Growth of small-format stores from grocery chains may impact small local grocers

Convenience trend poses difficulties for specialist stores

#### **CHANNEL DATA**

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 88 - Small Local Grocers GBO Company Shares: % Value 2020-2024

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2021-2024

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2021-2024

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## General Merchandise Stores in the US

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Bleak future for department stores sparks limited innovation

Variety stores misses the ball in 2024, seeing only modest growth

Department stores toy with boutique formats as iconic brands struggle

#### PROSPECTS AND OPPORTUNITIES

Bleak outlook for department stores

Dollar stores will have to raise their prices again amidst stiff online competition

Outlet cannibalism threatens variety stores, while soaring rents pressure department stores

## CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 95 - Sales in General Merchandise Stores by Channel: Value 2019-2024

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2020-2024

- Table 98 General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 99 General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
- Table 100 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 101 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 102 Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 103 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

#### Apparel and Footwear Specialists in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Discount models drive growth for apparel and footwear specialists

Dismal year for bricks-and-mortar fast fashion as Shein continues its rise

Real estate struggles, and the rising threat of theft

#### PROSPECTS AND OPPORTUNITIES

American Eagle fights back against dupe culture
US tariffs on Chinese imports encourage shifts in global supply chain

Further consolidation as Catalyst Brands is formed from struggling retailers

#### CHANNEL DATA

- Table 104 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 105 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 106 Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
- Table 107 Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
- Table 108 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
- Table 109 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 110 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Appliances and Electronics Specialists in the US

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Inflation, housing slump, and online shift weigh on sales

Conn's says goodbye, and other retailers fear the same fate

Refurbished tech brand Back Market pushes to redefine consumer sentiment

## PROSPECTS AND OPPORTUNITIES

Continued struggle for appliances and electronics specialists

Best Buy to launch a third-party marketplace to contend with Amazon

Concerns about tariffs will reimagine the supply chain for appliances and electronics specialists

#### CHANNEL DATA

- Table 111 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 112 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 113 Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024
- Table 114 Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024
- Table 115 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024
- Table 116 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 117 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Home Products Specialists in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Declining sales amidst housing slump and replacement cycle

Declining sales, retail bankruptcies, and the growth of budget brands for homewares and home furnishing stores Consolidation, restructuring, and shifts for home improvement and gardening stores

#### PROSPECTS AND OPPORTUNITIES

The struggles of home products specialists may not be over

Consumer behaviour pushes a shift towards small independent pet shops and superstores

New presidential administration will have a major impact on home furnishings

#### CHANNEL DATA

- Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 120 Sales in Home Products Specialists by Channel: Value 2019-2024
- Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
- Table 122 Home Products Specialists GBO Company Shares: % Value 2020-2024
- Table 123 Home Products Specialists GBN Brand Shares: % Value 2021-2024
- Table 124 Home Products Specialists LBN Brand Shares: Outlets 2021-2024
- Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
- Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

### Health and Beauty Specialists in the US

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sephora's rise, Ulta's stagnation, and the power of the lipstick effect

Pharmacies endures a bleak year in 2024, with no respite in sight

Pharmacies continues to see disruption

#### PROSPECTS AND OPPORTUNITIES

Shop-in-shop expansion and online disruption

The uncertain future of pharmacies in the US

Growing importance of beauty loyalty programmes

## CHANNEL DATA

- Table 129 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 130 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 131 Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 132 Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 133 Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 134 Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 135 Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 136 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 137 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 138 Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 139 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

## Vending in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth in vending holds steady in 2024

Innovation in airport retail apps and social media show promise for vending

Smart vending technology can reduce shrinkage

#### PROSPECTS AND OPPORTUNITIES

Vending will benefit from changes in how consumers shop

Ulta and SOS team up to dispense beauty products using smart technology

Food offers growth opportunities in vending

#### CHANNEL DATA

Table 140 - Vending by Product: Value 2019-2024

Table 141 - Vending by Product: % Value Growth 2019-2024

Table 142 - Vending GBO Company Shares: % Value 2020-2024

Table 143 - Vending GBN Brand Shares: % Value 2021-2024

Table 144 - Vending Forecasts by Product: Value 2024-2029

Table 145 - Vending Forecasts by Product: % Value Growth 2024-2029

#### Direct Selling in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Another year of declining sales for direct selling in 2024

Bankruptcy and business closures mark direct selling in 2024

Neora experiences a landmark win against the US Federal Trade Commission

## PROSPECTS AND OPPORTUNITIES

Direct selling set to maintain its declining trend over the forecast period

Weight loss drugs will disrupt the direct selling channel

New forms of social commerce present both opportunities and competition

#### CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2019-2024

Table 147 - Direct Selling by Product: % Value Growth 2019-2024

Table 148 - Direct Selling GBO Company Shares: % Value 2020-2024

Table 149 - Direct Selling GBN Brand Shares: % Value 2021-2024

Table 150 - Direct Selling Forecasts by Product: Value 2024-2029

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

#### Retail E-Commerce in the US

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth for retail e-commerce stays solid in 2024

Amazon faces strong competition from China-affiliated rivals

Third-party marketplaces pick up momentum in 2024

## PROSPECTS AND OPPORTUNITIES

Social commerce and third-party marketplaces key to growth for retail e-commerce

Social media will influence search and discovery innovation

"De minimis" threshold likely to be lowered or cancelled under Trump administration

#### CHANNEL DATA

- Table 152 Retail E-Commerce by Channel: Value 2019-2024
- Table 153 Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 154 Retail E-Commerce by Product: Value 2019-2024
- Table 155 Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 156 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 157 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 158 Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 160 Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-the-us/report.