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retail industry
benchmarks

Sales per foot & Sales per Store - Retail Stores

We compiled recent data from 100 national retailers, and ranked them in order of sales per foot ("SPF") to their competitors. Some key factors and limitations about this report:

These are averages for SPF, size and sales for all stores and data is from the company's most recent fiscal year end ("FYE")

[Ads by Goooooogle](#)

Industry classifications are imperfect - for example we classified The Sharper Image as an electronics retailer, but it also sells many non-electronic items; we classified Nordstrom as a clothing retailer even though it also sells non-clothing items.

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Only retail sales from company owned stores are included - catalog and internet sales are excluded, as are sales from franchised stores.

[Abercrombie & Fitch.com](#)

Amazingly Free Abercrombie & Fitch Going Fast! Free Abercrombie-Hurry

ConsumerIncentiveZone.com

Not all retailers report using the same basis for store square footage. The majority of retailers report sales per foot on a gross basis - this includes all square feet, including in-store storage and office space. However, many retailers report data based on selling (retail) space which is typically between 60% to 90% of gross store space. Consequently, SPF for a store reporting on a selling foot basis must be adjusted to be comparable to a competitor reporting on a gross footage basis. For example, a \$ 500 SPF (selling basis), is equivalent to a \$ 350 SPF on a gross basis if selling space represents 70% of total store space.

Clothing & Accessory Stores		Sales	Sq foot	avr sq feet	sales per	Total	Total Store
Sales per Selling Foot	FYE	per foot	basis	per store	Store	Stores	Sales (000)
Hot Topic	2/1/03	\$ 619	gross	1,719	\$ 1,064,000	445	\$ 443,250
Gymboree	2/1/03	\$ 511	gross	1,783	\$ 911,000	584	\$ 546,799
Aeropostale	2/1/03	\$ 471	gross	3,541	\$ 1,651,000	367	\$ 550,904
Cache Stores	12/28/02	\$ 438	gross	2,000	\$ 874,662	234	\$ 199,423
Ann Taylor	2/1/03	\$ 434	gross	5,672	\$ 2,461,615	584	\$ 1,380,966
Abercrombie & Fitch	2/1/03	\$ 379	gross	7,300	\$ 2,766,637	597	\$ 1,595,757

American Eagle Outfitters	2/1/03	\$	372	gross	4,756	\$	1,769,215	864	\$	1,463,141
J. Crew	2/1/03	\$	365	gross	7,712	\$	2,814,880	152	\$	408,028
Gap	2/1/03	\$	349	gross	8,761	\$	3,057,568	4,252	\$	14,454,709
Claire's (North America only)	2/1/03	\$	339	gross	1,000	\$	339,056	2,150	\$	740,838
Pacific Sunwear	2/1/03	\$	330	gross	3,347	\$	1,102,000	791	\$	846,393
Nordstrom	1/31/03	\$	319	gross	116,339	\$	37,112,273	166	\$	5,975,076
The Buckle	2/1/03	\$	274	gross	4,869	\$	1,334,000	304	\$	401,060
Wet Seal	2/1/03	\$	267	gross	3,846	\$	1,027,000	606	\$	608,509
Children's Place	2/1/03	\$	263	gross	4,400	\$	1,137,000	643	\$	671,409
Lane Bryant	2/1/03	\$	223	gross	6,100	\$	1,357,635	689	\$	906,900
Catherines	2/1/03	\$	168	gross	4,100	\$	686,965	467	\$	345,200
Dress Barn	7/27/02	\$	140	gross	7,023	\$	973,047	754	\$	717,136
Goody's Family Clothing	2/1/03	\$	133	gross	27,466	\$	3,653,000	328	\$	1,193,405
Burlington Coat Factory	6/1/02	\$	114	gross	75,700	\$	8,483,964	317	\$	2,604,577
Fashion Bug	2/1/03	\$	110	gross	9,000	\$	990,150	1,083	\$	1,156,000

Clothing & Accessory Stores			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Selling Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Wilsons Leathers (airport stores)	2/1/03	\$	1,194	selling	700	\$	716,400	25	\$	20,300
Chico's FAS Inc	2/1/03	\$	849	selling	2,306	\$	1,566,000	378	\$	508,492
Victoria's Secret	2/1/03	\$	581	selling	4,599	\$	2,625,992	1,014	\$	2,647,000
Wilsons Leathers (all stores)	2/1/03	\$	380	selling	2,432	\$	924,086	618	\$	571,547
Wilsons Leathers (mall stores)	2/1/03	\$	369	selling	2,600	\$	774,900	483	\$	376,700
Men's Wearhouse	2/1/03	\$	319	selling	7,174	\$	1,891,963	689	\$	1,295,049
Ross Stores	1/31/03	\$	316	selling	23,306	\$	7,364,649	507	\$	3,531,349
Stein Mart	2/1/03	\$	184	selling	37,000	\$	5,741,000	265	\$	1,408,648
Cato	2/1/03	\$	184	selling	4,000	\$	753,000	1,022	\$	732,742

Shoe Stores			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Selling Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Genesco (Journeys / J&M)	2/1/03	\$	561	gross	1,555	\$	872,361	991	\$	828,307
Foot Locker	2/1/03	\$	316	gross	3,955	\$	1,249,896	3,625	\$	4,509,000
Finish Line	2/1/03	\$	273	gross	5,951	\$	1,635,333	477	\$	757,159
Shoe Carnival	1/31/03	\$	232	gross	11,599	\$	2,671,974	207	\$	519,699
Payless ShoeSource	2/1/03	\$	181	gross	3,200	\$	578,144	4,992	\$	2,878,000

General Merchandisers			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Gross Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Costco	9/1/02	\$	771	gross	137,000	\$	105,683,152	374	\$	37,993,093
Sam's Club	1/31/03	\$	497	gross	124,462	\$	61,857,561	525	\$	31,702,000
Wal-Mart	1/31/03	\$	422	gross	135,195	\$	55,924,898	2,875	\$	244,524,000
Tuesday Morning	12/31/02	\$	167	gross	8,700	\$	1,456,000	515	\$	728,846
Big Lots	2/1/03	\$	105	gross	27,141	\$	2,849,761	1,380	\$	3,868,550

General Merchandisers			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Selling Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
99 Cents Only Stores	12/31/02	\$	309	selling	15,372	\$	4,750,000	151	\$	663,983
Target	2/1/03	\$	278	selling	122,280	\$	32,942,045	1,147	\$	36,236,250
Kmart	1/29/03	\$	212	selling	73,601	\$	15,603,348	1,829	\$	30,762,000

Dollar Tree Stores	2/1/03	\$	199	selling	5,442	\$	1,083,000	2,263	\$	2,329,188
Marshall Fields	2/1/03	\$	180	selling	231,953	\$	41,751,563	64	\$	2,672,100
Mervyns	2/1/03	\$	178	selling	81,155	\$	14,445,644	264	\$	3,813,650
Factory 2-U Stores	2/1/03	\$	167	selling	15,000	\$	2,046,922	244	\$	535,270

Home Furnishings			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Gross Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Williams-Sonoma (& Pottery Barn)	2/2/03	\$	410	gross	7,793	\$	3,172,643	478	\$	1,416,585
Kirkland's	2/1/03	\$	313	gross	4,526	\$	1,417,000	249	\$	341,504
Bombay Company	2/1/03	\$	296	gross	3,710	\$	1,098,000	422	\$	494,000
Bed Bath & Beyond	3/1/03	\$	229	gross	36,129	\$	8,273,508	490	\$	3,665,164
Pier 1 Imports	3/1/03	\$	182	gross	9,400	\$	1,713,770	1,074	\$	1,754,900
Linens 'n Things	1/4/03	\$	171	gross	34,801	\$	5,952,905	391	\$	2,184,716

Home Furnishings			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
Sales per Selling Foot	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Restoration Hardware	2/1/03	\$	519	selling	6,557	\$	3,402,842	105	\$	355,597
Cost Plus	2/1/03	\$	266	selling	16,000	\$	4,260,314	175	\$	692,301
Haverty Furniture	12/31/02	\$	193	selling	34,306	\$	6,579,056	111	\$	703,959

Jewelry Stores			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Tiffany (US excl NY flagship)	1/31/03	\$	2,109	gross	8,043	\$	16,961,669	46	\$	737,833
Zales (Zale Stores only)	7/31/02	\$	839	gross	1,568	\$	1,316,000	757	\$	996,212
Bailey Banks & Biddle (Zales)	7/31/02	\$	728	gross	3,589	\$	2,614,000	120	\$	313,680

Sporting Goods			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Sports Chalet	3/31/03	\$	241	gross	38,821	\$	8,816,037	28	\$	238,033
Galyan's Trading	2/1/03	\$	233	gross	87,288	\$	20,459,000	34	\$	597,745
Dick's Sporting Goods	2/1/03	\$	192	gross	49,099	\$	9,427,000	141	\$	1,272,584
Sports Authority	2/1/03	\$	164	gross	43,238	\$	7,091,000	205	\$	1,426,874
Gart Sports	2/1/03	\$	143	gross	41,263	\$	5,840,244	181	\$	1,051,244

Book Retailers			Sales	Sq foot	avr sq feet	sales per	Total	Total Store		
	FYE		per foot	basis	per store	Store	Stores	Sales (000)		
Walden Books	1/26/03	\$	263	gross	4,100	\$	1,100,000	778	\$	852,200
Borders Group	1/26/03	\$	237	gross	25,700	\$	6,000,000	404	\$	2,319,000
Books-A-Million	2/1/03	\$	131	gross	16,443	\$	2,154,063	207	\$	442,660
Barnes & Noble	2/1/03	\$	243	selling	24,137	\$	5,865,314	628	\$	3,574,909
B Dalton Books	2/1/03	\$	236	selling	3,914	\$	923,709	258	\$	260,024

Electronics Stores	FYE	Sales per foot	Sq foot basis	avr sq feet per store	sales per Store	Total Stores	Total Store Sales (000)
Electronics Boutique	2/1/03	\$ 961	gross	1,309	\$ 1,257,700	1,145	\$ 1,309,266
Game Stop Stores	2/1/03	\$ 879	gross	1,369	\$ 1,192,412	1,231	\$ 1,352,791
Best Buy (incl future shops)	3/1/03	\$ 830	gross	39,805	\$ 33,037,855	679	\$ 20,946,000
Sharper Image (retail stores only)	1/31/03	\$ 627	gross	3,929	\$ 2,509,051	127	\$ 296,068
Guitar Center	12/31/02	\$ 546	gross	15,780	\$ 8,616,000	108	\$ 1,100,889
Good Guys	2/28/03	\$ 497	gross	20,121	\$ 10,000,000	71	\$ 749,970
Ultimate Electronics	1/31/03	\$ 438	gross	30,750	\$ 13,134,000	58	\$ 704,427
Radio Shack (company stores)	12/31/02	\$ 342	gross	2,423	\$ 829,841	5,161	\$ 4,268,700
For Your Entertainment	2/1/03	\$ 256	gross	5,782	\$ 1,459,157	855	\$ 1,281,869
Rex Stores	1/31/03	\$ 148	gross	11,300	\$ 1,667,802	252	\$ 428,625

Grocery & Pharmacy Stores	FYE	Sales per foot	Sq foot basis	avr sq feet per store	sales per Store	Total Stores	Total Store Sales (000)
Whole Foods Markets	9/29/02	\$ 673	gross	30,356	\$ 20,436,000	135	\$ 2,690,475
Eagle Food Centers	2/1/03	\$ 238	gross	39,949	\$ 9,515,111	62	\$ 599,452
Safeway	12/28/02	\$ 443	selling	44,012	\$ 19,337,034	1,695	\$ 32,399,200
Rite Aid	2/1/03	\$ 361	gross	12,700	\$ 4,579,313	3,404	\$ 15,800,920
CVS	12/28/02	\$ 768	selling	7,607	\$ 5,842,353	4,087	\$ 24,181,500
Walgreens	8/31/02	\$ 709	selling	10,929	\$ 7,748,507	3,883	\$ 28,681,100
Longs Drug Stores	1/30/03	\$ 601	selling	23,548	\$ 9,935,517	455	\$ 4,426,273

Auto & Marine Parts	FYE	Sales per foot	Sq foot basis	avr sq feet per store	sales per Store	Total Stores	Total Store Sales (000)
West Marine	12/28/02	\$ 289	gross	7,393	\$ 2,135,163	257	\$ 530,588
AutoZone	8/31/02	\$ 258	gross	6,416	\$ 1,658,000	3,068	\$ 5,325,510
CSK Auto	2/2/03	\$ 185	gross	7,290	\$ 1,345,820	1,109	\$ 1,506,646
Advance Auto Parts	12/28/02	\$ 174	gross	7,489	\$ 1,303,000	2,435	\$ 3,287,883
Pep Boys	2/1/03	\$ 169	gross	20,456	\$ 3,456,624	629	\$ 2,172,488

Other Retailers	FYE	Sales per foot	Sq foot basis	avr sq feet per store	sales per Store	Total Stores	Total Store Sales (000)
Home Depot	2/2/03	\$ 370	gross	108,000	\$ 40,144,000	1,532	\$ 58,247,000
Lowe's	1/31/03	\$ 302	selling	111,000	\$ 33,155,194	854	\$ 26,491,000
Jo-Ann Stores	2/1/03	\$ 107	gross	16,795	\$ 1,791,267	919	\$ 1,682,000
Hancock Fabrics	2/2/03	\$ 75	gross	13,400	\$ 1,008,716	430	\$ 438,287
Michaels (incl Aaron Stores)	2/1/03	\$ 204	selling	16,162	\$ 3,285,075	904	\$ 2,856,373
Petsmart	2/2/03	\$ 189	gross	23,917	\$ 4,715,983	583	\$ 2,695,184
Petco Animal Supplies	2/1/03	\$ 188	gross	13,527	\$ 2,543,728	600	\$ 1,476,634
Factory Card & Party Outlet	2/1/03	\$ 110	gross	12,000	\$ 1,321,000	171	\$ 226,536
Bath & Body Works	2/1/03	\$ 507	selling	2,177	\$ 1,094,653	1,639	\$ 1,781,000

Things Remembered 2/1/03 \$ 400 [gross](#) 874 \$ 349,714 770 \$ 270,600

For additional information see our table on [Sales per Foot - recent trends](#).

Statistical information edited by
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