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retail industry
benchmarks

Average Sales per Foot - US Shopping Malls

<u>Average Annual Sales per composite average of available major US Shopping Mall data</u>	<u>Average sales per gross square foot</u>
Jewelry	\$ 880
Restaurants - Food courts & Kiosks	\$ 648
Supermarkets	\$ 621
Shoes - Mens	\$ 514
Pharmacies	\$ 498
Accessories - Womens	\$ 478
Restaurants - Fast food	\$ 453
Shoes - Childrens	\$ 439
Specialty food stores	\$ 430
Personal Care & Heath	\$ 411
Shoes - Womens	\$ 397
Clothing - Childrens	\$ 393
Restaurants	\$ 369
Electronics	\$ 355
Home Improvements	\$ 333
Shoes - Athletic	\$ 332
Clothing - Family	\$ 328
Clothing - Womens	\$ 308
Shoes - Family	\$ 299
Clothing - Mens	\$ 299
Furniture & furnishings	\$ 286
Sporting goods	\$ 246
Stationary & Card Shops	\$ 229
Toys & Hobbies	\$ 221
Automotive parts	\$ 210
Books	\$ 199

Source:

Newspaper Association of America

Sales per Square Foot	Super Regional (1) Shopping Centers	Regional (2) Shopping Centers	Community (3) Shopping Centers	Neighborhood (4) Shopping Centers
General Merchandise	\$ 155	\$ 144	\$ 133	\$ 100
Food	\$ 340	\$ 303	\$ 310	\$ 312
Food Service	\$ 406	\$ 289	\$ 229	\$ 183
Clothing and Accessories	\$ 229	\$ 209	\$ 167	\$ 201
Shoes	\$ 291	\$ 241	\$ 168	\$ 145
Home Furnishings	\$ 257	\$ 234	\$ 158	\$ 160
Home Appliances/Music	\$ 312	\$ 282	\$ 189	\$ 175
Building Materials/Hardware	n/a	\$ 178	\$ 131	\$ 111
Automotive	\$ 140	\$ 184	\$ 146	\$ 136
Hobby/Special Interest	\$ 274	\$ 234	\$ 156	\$ 163
Gifts/Specialty	\$ 267	\$ 197	\$ 146	\$ 149
Jewelry	\$ 748	\$ 549	\$ 264	\$ 280
Liquor	n/a	n/a	\$ 250	\$ 217
Drugs	\$ 229	\$ 228	\$ 247	\$ 241
Other Retail	\$ 371	\$ 288	\$ 172	\$ 143

Median Square Feet	Super Regional (1) Shopping Centers	Regional (2) Shopping Centers	Community (3) Shopping Centers	Neighborhood (4) Shopping Centers
General Merchandise	82,025	59,252	30,142	8,700
Food	1,008	1,090	27,715	26,176
Food Service	746	935	1,810	1,733
Clothing and Accessories	3,120	3,000	3,091	1,651
Shoes	2,035	2,421	3,000	2,042
Home Furnishings	2,593	2,605	4,982	3,390
Home Appliances/Music	2,451	2,473	2,400	2,125
Building Materials/Hardware	n/a	8,508	4,340	4,886
Automotive	8,340	4,400	5,654	4,532
Hobby/Special Interest	2,555	3,000	2,287	1,841
Gifts/Specialty	2,464	2,500	2,673	2,250
Jewelry	1,129	1,078	1,263	1,006
Liquor	n/a	n/a	2,648	2,800
Drugs	7,993	10,102	11,153	9,176
Other Retail	1,220	1,207	1,800	1,500

(1) Malls that are typically about 1 million square feet with several anchor department stores

- (2) Smaller malls typically 500,000 square feet with two or fewer anchor stores.
- (3) Strip centers ranging from 100,000 to 300,000 square feet.
- (4) Strip centers under 100,000 square feet, typically built around a supermarket.



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