



# General Merchandise Stores in the US

March 2024

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## 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

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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  
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