

Department Store Retailing - US - February 2013

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“Department stores are favored for the ability to buy items in many different categories in one location. However, after sales declines during the recession, stores are making changes to regain shoppers who may have traded down to alternate channels or reduced their spending on categories sold at department stores.”

– Ali Lipson, Senior Retail & Apparel Analyst

In this report we answer the key questions:

- How are department stores staying relevant in a crowded retail marketplace?
- How are department stores reacting to growth of online and mobile shopping?
- How are department stores reacting to ongoing suppressed consumer confidence?
- How can department stores encourage consumers to shop more often?

Total department store sales reached \$64.9 billion in 2011 and an estimated \$65.5 billion in 2012. Despite suffering steep sales declines throughout the recession, the department store industry is set to rebound over the next few years. Total department store sales are expected to reach \$70.5 billion in 2017, increasing by 7.7% between 2012 and 2017. This will be boosted by increased consumer confidence, innovations among department stores, and growth of online and mobile shopping in this channel.

This report focuses on department stores and offers sales trends, profiles of major players in the U.S. market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

This report will build on the analysis presented in Mintel's *Department Store Retailing—U.S., August 2010*.

For the purposes of this report, department store is defined as a retail establishment, usually part of a chain that sells a broad range of non-food items.

Department stores usually sell products including apparel, footwear, furniture, home appliances and home decor, electronics, and select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods.

Examples of department stores that would be covered in this report are: Saks Fifth Avenue, Neiman Marcus, [Barneys New York](#), Bergdorf Goodman, [Bloomingdale's](#), [Nordstrom](#), [Lord & Taylor](#), [Macy's](#), [Dillard's](#), [JCPenney](#), [Kohl's](#), Carson Pirie Scott, and [Sears](#).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- How are department stores reacting to growth of online and mobile shopping?
- How are department stores reacting to ongoing suppressed consumer confidence?
- How can department stores encourage consumers to shop more often?

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- Integrate technology into the in-store experience

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Nordstrom

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Von Maur

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Boscov's

Dillard's

Macy's

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Value department stores

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Kohl's
Sears
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