

Warehouse Clubs - US - June 2014

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“Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs.”

– Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- How will the growing Hispanic population impact warehouse clubs?
- What role does online shopping play in the warehouse club market?
- How can warehouse clubs appeal to more shoppers?

This report builds on the analysis presented in Mintel's earlier reports on this subject. This report focuses on warehouse clubs and offers sales trends, profiles of major players in the US market, as well as detailed exploration of consumers' attitudes, usage and shopping behaviors in this channel.

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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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Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Executive Summary

Overview

The market

Figure 1: Total US sales and fan chart forecast of warehouse clubs, at current prices, 2009-19

Market drivers

Consumer confidence and unemployment

Figure 2: Consumer confidence and unemployment, 2000-Q1 2014

Household size impacts warehouse club shopping

Figure 3: Percent of total households, by number of people in household, 2012

The consumer

Most shop in-stores at warehouse clubs rather than online

Figure 4: Warehouse clubs shopped, March 2014

Most shop at warehouse clubs based on price

Figure 5: Reasons for shopping at warehouse clubs, March 2014

Most warehouse club shoppers like to browse

Figure 6: Shopping behaviors at warehouse clubs, March 2014

Lower membership fees, free trial days would encourage more warehouse club shopping

Figure 7: Factors to encourage more warehouse club shopping, March 2014

What we think

Issues and Insights

How will the growing Hispanic population impact warehouse clubs?

The issues

The implications

What role does online shopping play in the warehouse club market?

The issues

The implications

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How can warehouse clubs appeal to more shoppers?

The issues

The implications

Trend Applications

Trend: Secret, Secret

Trend: Access All Areas

Trend: Why Buy

Market Size and Forecast

Key points

Warehouse clubs' sales expected to grow

Figure 8: Total US warehouse club retail sales and forecast, at current prices, 2009-19

Figure 9: Total US warehouse club retail sales and forecast, at inflation adjusted prices, 2009-19

Figure 10: Number of warehouse club stores operating in the US, 2009-14

Fan chart forecast

Figure 11: Total US sales and fan chart forecast of warehouse clubs, at current prices, 2009-19

Market Drivers

Key points

Consumer confidence and unemployment

Figure 12: Consumer confidence and unemployment, 2000-Q1 2014

Household size impacts warehouse club shopping

Figure 13: Percent of total households, by number of people in household, 2012

Millennials and their impact on warehouse clubs

The shrinking middle class

Competitive Context

Key point

Competition from other channels

Amazon Pantry aims to fight club stores head on

Groupon aims to compete with warehouse clubs

Retailer Overview

BJ's Wholesale Club

Costco

Sam's Club

Other notable warehouse clubs

Issues and opportunities for warehouse clubs

Current retail model and key issues:

Opportunities:

Innovations and Innovators

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Sam's Club offering more services for shoppers
 Costco partners with Instacart for home delivery
 Boxed offers New Yorkers an alternative to warehouse clubs

Marketing Strategies

Overview of the brand landscape
 Sampling
 Private label
 Coupon and special offers (print and email)
 Figure 14: BJ's Wholesale Club email promotion, April 2014
 Figure 15: Sam's Club email promotion, April 2014
 Figure 16: Costco email promotion, April 2014
 Figure 17: Zulily Sam's Club offer, May 2014

Warehouse Clubs Shopped

Key points
 Most shop in-stores at warehouse clubs
 Figure 18: Warehouse clubs shopped, March 2014
 Men more likely than women to shop at warehouse clubs
 Figure 19: Warehouse clubs shopped in-store, by gender and age, March 2014
 Higher-income consumers more likely to shop at warehouse clubs compared to those with lower incomes
 Figure 20: Warehouse clubs shopped in-store, by household income, March 2014
 Costco shoppers buy items across the most categories
 Figure 21: Top purchases made within department/discount stores – November 2012-December 2013
 Most shoppers visit warehouse clubs once or twice a month
 Figure 22: Frequency of visits, by warehouse club shoppers, November 2012-December 2013

Warehouse Club Memberships

Key points
 Nearly half of warehouse club shoppers are members at more than one club
 Figure 23: Warehouse club memberships, March 2014
 Younger men most likely to have memberships at more than one club
 Figure 24: Warehouse club memberships, by gender and age, March 2014
 More people in household and presence of children lead to more than one warehouse club membership
 Figure 25: Warehouse club memberships, by household size and presence of children under 18 living in household, March 2014

Membership Types

Key point
 Most warehouse club shoppers use their personal membership and are the primary member
 Figure 26: Membership types – BJ's Wholesale club, Costco, and Sam's Club, March 2014

Reasons for Shopping at Warehouse Clubs

Key points

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Most shop at warehouse clubs based on price

Figure 27: Reasons for shopping at warehouse clubs, March 2014

Older men shop at warehouse clubs due to better prices and to get gasoline

Figure 28: Reasons for shopping at warehouse clubs, by gender and age, March 2014

Higher-income shoppers like warehouse clubs for their prices and quality products

Figure 29: Reasons for shopping at warehouse clubs, by household income, March 2014

Costco shoppers like quality products, BJ's and Sam's like to buy in bulk

Figure 30: Reasons for shopping at warehouse clubs, by warehouse clubs shopped, March 2014

Reasons for Not Shopping at Warehouse Clubs

Key points

Non-warehouse club shoppers don't have membership or don't want to pay for one

Figure 31: Reasons for NOT shopping at warehouse clubs, March 2014

Older adults don't want to pay a membership fee, don't want bulk-sized items

Figure 32: Reasons for NOT shopping at warehouse clubs, by gender and age, March 2014

Membership fee strong deterrent among higher-income consumers

Figure 33: Reasons for NOT shopping at warehouse clubs, by household income, March 2014

Shopping Behavior at Warehouse Clubs

Key points

Most warehouse club shoppers like to browse

Figure 34: Shopping behaviors at warehouse clubs, March 2014

Older shoppers browse warehouse clubs, buy private label

Figure 35: Shopping behaviors at warehouse clubs, by gender and age, March 2014

Higher-income shoppers satisfied with warehouse clubs

Figure 36: Shopping behaviors at warehouse clubs, by household income, March 2014

Costco shoppers most satisfied with shopping experience

Figure 37: Shopping behaviors at warehouse clubs, by warehouse clubs shoppers, March 2014

Factors to Encourage More Warehouse Club Shopping

Key points

Lower membership fees, free trial days would encourage more warehouse club shopping

Figure 38: Factors to encourage more warehouse club shopping, March 2014

Among current shoppers, women look for savings, men want more assistance

Figure 39: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by gender, March 2014

Higher-income shoppers want more efficient checkout

Figure 40: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by household income, March 2014

BJ's and Sam's Club shoppers seek savings, Costco shoppers want more services

Figure 41: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by warehouse clubs shopped, March 2014

Reduced membership fees, free trial days would encourage membership among non-shoppers

Figure 42: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by gender and age, March 2014

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Figure 43: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by household income, March 2014

Race and Hispanic Origin

Key points

Hispanics more likely than non-Hispanics to shop at warehouse clubs and have more than one membership

Figure 44: Warehouse clubs shopped in-store, by race/Hispanic origin, March 2014

Figure 45: Warehouse club memberships, by race/Hispanic origin, March 2014

Hispanics and Blacks like exclusivity of warehouse clubs

Figure 46: Reasons for shopping at warehouse clubs, by race/Hispanic origin, March 2014

Lack of membership, not willing to pay membership fees are reasons for not shopping at warehouse clubs

Figure 47: Reasons for NOT shopping at warehouse clubs, by race/Hispanic origin, March 2014

Hispanics tend to stick to a list

Figure 48: Shopping behaviors at warehouse clubs, by race/Hispanic origin, March 2014

Lower membership fees, sampling, and self-checkouts appeal to Black shoppers

Figure 49: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by race/Hispanic origin, March 2014

Lower membership fees appeal to all race/ethnic groups

Figure 50: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by race/Hispanic origin, March 2014

Appendix – Other Useful Consumer Tables

Warehouse clubs shopped – in-store

Figure 51: Warehouse clubs shopped in-store, by marital status, March 2014

Figure 52: Warehouse clubs shopped in-store, by household size, March 2014

Figure 53: Warehouse clubs shopped in-store, by presence of children under 18 living in household, March 2014

Figure 54: Warehouse clubs shopped in-store, by employment groups, March 2014

Figure 55: Warehouse clubs shopped in-store, by generations groups, March 2014

Figure 56: Warehouse clubs shopped in-store, by residence, March 2014

Figure 57: Warehouse clubs shopped in-store, by area of living, March 2014

Figure 58: Warehouse clubs shopped in-store, by warehouse clubs shoppers, March 2014

Warehouse clubs shopped – online

Figure 59: Warehouse clubs shopped online, by gender and age, March 2014

Figure 60: Warehouse clubs shopped online, by household income, March 2014

Figure 61: Warehouse clubs shopped online, by race/Hispanic origin, March 2014

Figure 62: Warehouse clubs shopped online, by marital status, March 2014

Figure 63: Warehouse clubs shopped online, by household size, March 2014

Figure 64: Warehouse clubs shopped online, by presence of children under 18 living in household, March 2014

Figure 65: Warehouse clubs shopped online, by employment groups, March 2014

Figure 66: Warehouse clubs shopped online, by generations groups, March 2014

Figure 67: Warehouse clubs shopped online, by residence, March 2014

Figure 68: Warehouse clubs shopped online, by warehouse clubs shoppers, March 2014

Categories purchased at BJ's Wholesale Club

Figure 69: Purchases made within department/discount stores – BJ's wholesale club, by gender, November 2012-December 2013

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Figure 70: Purchases made within department/discount stores – BJ's wholesale club, by age, November 2012-December 2013

Figure 71: Purchases made within department/discount stores – BJ's wholesale club, by household income, November 2012-December 2013

Figure 72: Purchases made within department/discount stores – BJ's wholesale club, by race/Hispanic origin, November 2012-December 2013

Figure 73: Purchases made within department/discount stores – BJ's wholesale club, by household size, November 2012-December 2013

Figure 74: Purchases made within department/discount stores – BJ's wholesale club, by presence of children under the age of 18 living in the household, November 2012-December 2013

Figure 75: Purchases made within department/discount stores – BJ's wholesale club, by marital status, November 2012-December 2013

Categories purchased at Costco

Figure 76: Purchases made within department/discount stores – Costco, by gender, November 2012-December 2013

Figure 77: Purchases made within department/discount stores – Costco, by age, November 2012-December 2013

Figure 78: Purchases made within department/discount stores – Costco, by household income, November 2012-December 2013

Figure 79: Purchases made within department/discount stores – Costco, by race/Hispanic origin, November 2012-December 2013

Figure 80: Purchases made within department/discount stores – Costco, by household size, November 2012-December 2013

Figure 81: Purchases made within department/discount stores – Costco, by presence of children under the age of 18 living in the household, November 2012-December 2013

Figure 82: Purchases made within department/discount stores – Costco, by marital status, November 2012-December 2013

Categories purchased at Sam's Club

Figure 83: Purchases made within department/discount stores – Sam's Club, by gender, November 2012-December 2013

Figure 84: Purchases made within department/discount stores – Sam's Club by age, November 2012-December 2013

Figure 85: Purchases made within department/discount stores – Sam's Club, by household income, November 2012-December 2013

Figure 86: Purchases made within department/discount stores – Sam's Club, by race/Hispanic origin, November 2012-December 2013

Figure 87: Purchases made within department/discount stores – Sam's Club, by household size, November 2012-December 2013

Figure 88: Purchases made within department/discount stores – Sam's Club, by presence of children under the age of 18 living in the household, November 2012-December 2013

Figure 89: Purchases made within department/discount stores – Sam's Club, by marital status, November 2012-December 2013

Warehouse club memberships

Figure 90: Warehouse club memberships, by household income, March 2014

Figure 91: Warehouse club memberships, by marital status, March 2014

Figure 92: Warehouse club memberships, by employment groups, March 2014

Figure 93: Warehouse club memberships, by generations groups, March 2014

Figure 94: Warehouse club memberships, by warehouse clubs shoppers, March 2014

Membership types

Figure 95: Membership types – BJ's Wholesale club, by gender and age, March 2014

Figure 96: Membership types – BJ's Wholesale club, by household income, March 2014

Figure 97: Membership types – BJ's Wholesale club, by race/Hispanic origin, March 2014

Figure 98: Membership types – BJ's Wholesale club, by marital status, March 2014

Figure 99: Membership types – BJ's Wholesale club, by household size, March 2014

Figure 100: Membership types – BJ's Wholesale club, by presence of children under 18 living in household, March 2014

Figure 101: Membership types – BJ's Wholesale club, by employment groups, March 2014

Figure 102: Membership types – Costco, by gender and age, March 2014

Figure 103: Membership types – Costco, by household income, March 2014

Figure 104: Membership types – Costco, by race/Hispanic origin, March 2014

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Figure 105: Membership types – Costco, by marital status, March 2014

Figure 106: Membership types – Costco, by household size, March 2014

Figure 107: Membership types – Costco, by presence of children under 18 living in household, March 2014

Figure 108: Membership types – Costco, by employment groups, March 2014

Figure 109: Membership types – Costco, by primary residence, March 2014

Figure 110: Membership types – Sam's Club, by gender and age, March 2014

Figure 111: Membership types – Sam's Club, by household income, March 2014

Figure 112: Membership types – Sam's Club, by race/Hispanic origin, March 2014

Figure 113: Membership types – Sam's Club, by marital status, March 2014

Figure 114: Membership types – Sam's Club, by household size, March 2014

Figure 115: Membership types – Sam's Club, by presence of children under 18 living in household, March 2014

Figure 116: Membership types – Sam's Club, by employment groups, March 2014

Figure 117: Membership types – Sam's Club, by primary residence, March 2014

Reasons for shopping at warehouse clubs

Figure 118: Reasons for shopping at warehouse clubs, by marital status, March 2014

Figure 119: Reasons for shopping at warehouse clubs, by household size, March 2014

Figure 120: Reasons for shopping at warehouse clubs, by presence of children under 18 living in household, March 2014

Figure 121: Reasons for shopping at warehouse clubs, by employment groups, March 2014

Figure 122: Reasons for shopping at warehouse clubs, by generations groups, March 2014

Figure 123: Reasons for shopping at warehouse clubs, by primary residence, March 2014

Figure 124: Reasons for shopping at warehouse clubs, by area of living, March 2014

Reasons for not shopping at warehouse clubs

Figure 125: Reasons for NOT shopping at warehouse clubs, by marital status, March 2014

Figure 126: Reasons for NOT shopping at warehouse clubs, by household size, March 2014

Figure 127: Reasons for NOT shopping at warehouse clubs, by presence of children under 18 living in household, March 2014

Figure 128: Reasons for NOT shopping at warehouse clubs, by employment groups, March 2014

Figure 129: Reasons for NOT shopping at warehouse clubs, by area of living, March 2014

Shopping behavior at warehouse clubs

Figure 130: Shopping behaviors at warehouse clubs, by marital status, March 2014

Figure 131: Shopping behaviors at warehouse clubs, by household size, March 2014

Figure 132: Shopping behaviors at warehouse clubs, by presence of children under 18 living in household, March 2014

Figure 133: Shopping behaviors at warehouse clubs, by employment groups, March 2014

Figure 134: Shopping behaviors at warehouse clubs, by generations groups, March 2014

Figure 135: Shopping behaviors at warehouse clubs, by primary residence, March 2014

Figure 136: Shopping behaviors at warehouse clubs, by area of living, March 2014

Factors to encourage more warehouse club shopping – current shoppers

Figure 137: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by gender and age, March 2014

Figure 138: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by marital status, March 2014

Figure 139: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by household size, March 2014

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Figure 140: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by presence of children under 18 living in household, March 2014
 Figure 141: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by employment groups, March 2014
 Figure 142: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by generations groups, March 2014
 Figure 143: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by primary residence, March 2014
 Figure 144: Factors that would encourage more warehouse club shopping among current warehouse club shoppers, by area of living, March 2014

Factors to encourage more warehouse club shopping – non-current shoppers

Figure 145: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by marital status, March 2014
 Figure 146: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by household size, March 2014
 Figure 147: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by presence of children under 18 living in household, March 2014
 Figure 148: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by employment groups, March 2014
 Figure 149: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by primary residence, March 2014
 Figure 150: Factors that would encourage more warehouse club shopping among non-warehouse club shoppers, by area of living, March 2014

Attitudes/opinions about shopping

Figure 151: Attitudes/opinions about shopping – BJ's shoppers, November 2012-December 2013
 Figure 152: Attitudes/opinions about shopping – Costco shoppers, November 2012-December 2013
 Figure 153: Attitudes/opinions about shopping – Sam's Club shoppers, November 2012-December 2013

Appendix – Trade Associations

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