

MAXIM Store Productivity Survey Annotated
Format Universe
Primary Store Format Across 180+ Subsectors
Over 400 main prototypes spawning 5,100+ varied formats
US & International Retailers & Brand Companies
Accessories by segment listed below [leather, luggage, handbags, lingerie, jewelry, eyewear]
Accessories headwear athletic team hat shops
Agricultural & farming supercenters [Tractor Supply]
Airport-travel shops/kiosks
Apparel aspirational mass market store [all generations & genders]
Apparel digitally native vertical brand showrooms
Apparel gender & generation [kids, dual gender, women, men's listed below independently]
Apparel licensed & franchised stores
Apparel luxury brands hotels & restaurants
Apparel swimwear boutiques
Auto aftermarket stores [mega hubs, commercial delivery]
Beauty & cosmetic salons & spa "masstige" superstores
Beauty & cosmetic salons & spa boutiques
Beauty & cosmetic salons & spa flagships
Beauty & cosmetics clearance centers & factory outlets
Beauty candle, fragrance & home décor stores
Beauty fragrance & perfumery superstores
Beauty professional supplies stores
Beauty salon hair color bars
Beauty salons body waxing
Beauty salons hair blow dry bars
Beauty salons hair in-shops
Beauty salons hair mass market outlets
Beauty salons hair value outlets
Beauty salons nail [women & men]
Beauty salons nail in-shops
Beauty salons, spas & wellness treatment therapy salons
Beauty wellness & massage spas
Beauty wellness therapies & detox salons
Beauty, cosmetic & skincare prestige chemical-free boutiques
Book stores independents
Book superstores
Clearance centers
Closeouts [apparel, home décor, furniture, appliances]
Co-branded format [apparel, fast food]
Co-branding formats [retailer's brands adjoined share storefront]
Co-operatives [grocery, sporting goods]
Co-working & retail space [Saks Fifth Ave, Life Time]
Concessions [all brands, all sectors]
Consignment & thrift shops
Convenience stores
Conversions [all sectors]
Department stores discount family fashion
Department stores factory outlets
Department stores moderate price family stores
Department stores national fashion conventional formats
Department stores off-price [Century 21]
Department stores small neighborhood local lifestyle stores
Department stores upscale fashion
Department stores upscale fashion flagships
Department stores upscale fashion small boutiques
Department stores upscale men's stores
Digital kiosks
Digitally native vertical brand showrooms [beauty, fashion apparel, fast fashion, décor]
Discount stores [dept stores, furniture, grocery]
Dollar stores
Drug stores "health hubs"
Drug stores national chains

Drug stores primary care, medical, dental clinics
Drug stores regional chains
DTC direct-to-consumer formats [all sectors]
Dual Gender apparel urban African American value brand store [Citi Trends]
Dual Gender aspirational fashion apparel brand retail & hospitality concepts
Dual Gender aspirational fashion apparel brand retail, dining, bar combo formats
Dual Gender aspirational fashion apparel brand retail, home décor & furnishings combo concept
Dual Gender aspirational fashion apparel brand shops
Dual Gender aspirational fashion apparel consignment & thrift stores [ThredUp partner]
Dual Gender athleisure apparel boutiques
Dual Gender athleisure apparel-fitness combo stores [yoga, workouts]
Dual Gender athletic & activewear apparel brand Concept Stores
Dual Gender athletic & activewear apparel brand factory outlets
Dual Gender digitally native vertical apparel brand showrooms
Dual Gender digitally native vertical fashion apparel brand showrooms
Dual Gender fashion apparel Concept Store [showroom high-end next gen designers i.e. Dover Market Street]
Dual Gender fashion apparel Euro luxury brand licensed stores
Dual Gender fashion apparel luxury brand boutiques
Dual Gender fashion apparel luxury brand factory outlets
Dual Gender fashion apparel luxury brand factory outlets
Dual Gender fashion apparel luxury brand flagships
Dual Gender fashion apparel luxury brand in-shops & concessions
Dual Gender fashion apparel luxury brand pop-ups
Dual Gender fashion apparel luxury brand studio stores
Dual Gender fashion apparel luxury multi-brand local urban boutiques
Dual Gender local lifestyle apparel brand Concept Store
Dual Gender outdoor & adventure apparel & gear brand Concept Stores
Dual Gender outdoor & adventure apparel & gear factory outlets
Dual Gender outdoor & adventure apparel & gear reused-recycle stores
Dual Gender recommerce brand apparel recycled secondhand stores
Dual Gender sporting goods apparel brand store
Dual Gender streetwear apparel brand boutiques
Dual Gender streetwear apparel brand Concept Store
Dual Gender streetwear boarding apparel brand Concept Store
Dual Gender yoga athleisure apparel shops
Electronic & appliance premium showrooms [computers, kitchen, home]
Electronics & appliance superstores [full price & value]
Electronics-Electric vehicles [EV] showrooms
Entertainment indoor amusement centers & mini theme parks
Entertainment indoor golf centers
Experiential stores [all sectors]
Express formats [all segments]
Eyewear & sunglass boutiques
Eyewear & sunglass luxury & designer boutiques
Eyewear franchised & licensed stores
Eyewear prescription optician eyecare outlets
Eyewear, sunglass & prescription affordable boutiques [Warby Parker]
Fabric superstores
Factory outlets
Fandom collectible shops
Fast Casual deli & sandwich shops
Fast Casual digital pick-up & delivery-only formats
Fast Casual farm to table & bakery
Fast Casual roastery
Fast Fashion [foreign chains]
Fast Fashion [US chains Forever 21]
Fast Fashion digitally native vertical brand showrooms
Fast Fashion home décor outlets
Fast Fashion upscale formats
Fast Food All Segments Takeout-Dine-in formats
Fast Food chain store formats [company & franchised]
Fast Food delivery-only
Fast food digital-only cashier-free
Fast Food drive-thru tech-enabled next gen
Fitness gyms no-frills budget

Fitness & wellness centers
Fitness boutiques & workout studios [yoga, Pure Barre, Pilates, spin cycle, rowing]
Fitness centers exclusive upscale
Fitness country clubs
Fitness gym & hospitality format
Fitness multi-sport gyms
Fitness Pro Athlete Performance Centers
Flagships [all sectors]
Flagships experiential interactive
Flooring superstores [tile & wood]
Food halls grocery stores
Food specialty gourmet shops
Footwear affordable fashion mall shops
Footwear affordable fashion street retail & strips
Footwear athletic “drop” online delivery formats
Footwear athletic digital-enabled formats
Footwear athletic interactive experiential [Nike House Hoops, Home Court, House of Play]
Footwear athletic premium & luxury designer brands stores
Footwear athletic stores multi-mass brand stores
Footwear athletic studio labs & local community formats
Footwear brand factory outlets
Footwear dress shoes [family & men]
Footwear family casual wear & lifestyle brands
Footwear family warehouse outlet
Footwear kids' stores
Footwear local ethnic-curated formats [Hispanic, Asian, African American]
Footwear luxury brand boutiques
Footwear off-price clearance
Footwear streetwear upscale boutiques [Kith]
Franchised stores [franchising programs restaurants, apparel, hardware, pet supplies]
Fuel stations
Full price specialty
Furnishings cheap chic warehouses
Furniture affordable eclectic aspirational styles [traditional, Provence, modern] showrooms
Furniture affordable iconic mid-century America & European designer brand boutiques
Furniture affordable modern modular design urban dwellings brand studios
Furniture apparel brands hybrid aspirational furnishings& décor stores
Furniture artisanal aspirational manufacturers brands stores [all rooms]
Furniture aspirational furnishings & home décor accessories brand factory outlets
Furniture baby, kids & teens gallery showrooms
Furniture brands interior designers & space solution consultation studios
Furniture clearance outlets
Furniture college furnishings store
Furniture Contract Stores [work-related solutions]
Furniture dealers franchised showrooms
Furniture décor outlets [furnishings & floor]
Furniture department store clearance centers
Furniture department store premium multi-brands stores
Furniture design solutions for storage & customized closets superstores
Furniture designer and aspirational brand pop-ups
Furniture digitally native vertical furniture brands
Furniture DIY cheap chic furnishings & storage brand warehouse format [IKEA]
Furniture European luxury & high-end designer brand showrooms
Furniture factory outlets
Furniture high-end designer furnishings and legacy carpet showrooms
Furniture high-end hybrid galleries [retail showroom, guest houses, hospitality] [RH]
Furniture home décor [furnishings, décor accessories, flooring, appliances] store
Furniture home office & business centers
Furniture interior design centers & studios
Furniture interior design studios
Furniture kiosks
Furniture leased-to-own rental franchised stores
Furniture legacy American manufacturer regional brand showrooms [traditional & contemporary]
Furniture legacy American mass market brand factory outlets
Furniture legacy American premium brand lifestyle center
Furniture legacy American premium brand showrooms [traditional & modern styles]

Furniture luxury designers residential & hotel customized furnishings studios [Armani, LVMH, RH]
Furniture marts mega showrooms [Omaha Nebraska Furniture Mart]
Furniture moderate price mass market manufacturer brand showrooms [all rooms]
Furniture modern European designer brand boutiques
Furniture national mass market brand design center
Furniture premium brand design mega "hub" showroom [full collections, textiles, design services]
Furniture premium brands small neighborhood studio stores
Furniture premium outdoor & patio furnishings showroom
Furniture seating [sustainable foam sectional sofas] showrooms [LOVESAC]
Furniture seating ergonomics solution design "Performance Concept" [Herman Miller]
Furniture upscale aspirational & bespoke brand galleries [all rooms, customized, textiles]
Furniture upscale textile & carpet stores
Furniture urban modern furniture solution studios
Furniture value furniture manufacturer discount outlet
Furniture value off-price stores
Furniture warehouse design center emporiums [all rooms, styles, services]
Furniture work-related customized seating & storage solutions design center showroom [MillerKnoll]
Gen-Z teen apparel aspirational fashion brand factory outlets
Gen-Z teen apparel aspirational fashion brand mall shops
Gen-Z teen apparel aspirational fashion co-branded formats
Gen-Z teen apparel aspirational fashion side-by-side branded formats
Gen-Z teen apparel inclusive plus-size aspirational fashion stores
Gen-Z teen apparel lingerie brand stores
Gen-Z teen apparel pop culture Funko-theme stores
Gen-Z teen apparel value fashion stores
Gender-specific stores [men's & women's]
Ghost kitchens restaurants [delivery only]
Gift stores [adult themed]
Grocers community co-ops
Grocers loco-vore concepts
Grocery & wine shops
Grocery cooking studio
Grocery digital-only [Amazon GO]
Grocery ethnic [[Hispanic/ Asian-Chinese/ Korean/ Thai/ Mideast-Indian/ Italian/ First Nation Navajo]
Grocery extreme value limited assortment
Grocery gourmet
Grocery premium upscale [Erewhon]
Grocery stores pubs
Grocery warehouse
Gyms conventional [fitness, boxing]
Hardware neighborhood [supplies & rentals]
Hardware painting supplies
Hardware premium fixtures [bathroom & kitchen]
Hardware stores franchises
Headwear accessories athletic sports league teams hats, caps store
Healthcare clinics drug stores
Hobbies & crafts superstores
Home décor culinary centers & cookware
Home décor design studios
Home décor furnishings & entertainment
Home décor imported furnishings & food
Home décor off-price
Home décor room organizer & custom closets
Home domestic superstores [furnishings & bedding]
Home improvement DIY & DIFM superstores
Home improvement garden centers
Home improvement mega-warehouses
Hospitality fitness & spa resorts
Hospitality luxury designer brand hotels
Hospitality luxury fitness & residential complex
Hospitality retail hybrid
Hub & spoke formats [pro sports West Marine, auto aftermarket, health & drugs CVS, bakery Krispy Kreme]
In-shops beauty cosmetic salons & bars

In-shops beauty salons
In-shops digital kiosks
In-shops drug stores
In-shops fashion brand collaborations
In-shops hair salons
In-shops medical & dental clinics
In-shops optical shops
In-shops sporting goods brands
Jewelry costume shops
Jewelry diamond & precious gems boutiques
Jewelry diamond & precious gems mall boutiques
Jewelry diamond & precious gems off mall power center stores
Jewelry digital diamond marketplace
Jewelry ear-piercing boutiques & mall kiosks
Jewelry Gen-Y affordable costume & ear-piercing shops
Jewelry luxury brand boutiques [street retail/ mall, power centers]
Jewelry luxury brand factory outlets
Jewelry luxury brand flagships [street retail]
Jewelry pop-up stores
Jewelry value & deep discount women's stores
Jewelry watches & time pieces luxury brand boutiques
Jewelry watches brands factory outlets
Jewelry watches designer aspirational affordable brand boutiques
Kids branded pop-ups
Kids infants & toddler apparel & baby gear brand boutiques
Kids infants & toddler apparel & baby gear superstores
Kids infants & toddler apparel factory outlets
Kids infants, toddler, tweener apparel co-branding stores
Kids infants, toddler, tweener apparel mall, street retail, power center stores
Kids infants, toddler, tweener apparel side-by-side brand formats
Kids tweener fashion apparel stores
Lab stores [brand collaborations with designers, local artists, tech entrepreneurs]
Licensed stores of brand companies
Lingerie Boomer brand shops
Lingerie collegiate & Gen-Y shops
Lingerie inclusive plus-size women's outlets
Lingerie innerwear mass market & digital brand stores
Lingerie no-frills brand shops
Lingerie upscale brands boutiques
Lingerie, innerwear factory outlets
Lingerie, innerwear, yogawear, sleepwear stores
Luggage & handbag aspirational designer boutiques
Luggage & handbag brand factory outlet
Luggage & handbag luxury brand airport travel shops
Luggage & handbag luxury brand boutiques
Luggage accessories-stationary prestige supplies boutiques
Luggage, handbag, backpack athleisure aspirational stores
Luxury brand boutiques [accessories, apparel, footwear, home décor]
Marketplaces grocers
Marketplaces online
Mattress & bedding digitally native vertical furniture brands showrooms [all price points]
Mattress & bedding discount outlets
Mattress & bedding outlets of manufacturer brand chains
Mattress & bedding premium brand stores
Mattress & bedding premium tech-infused customization brand stores [Sleep Number]
Mattress & bedding value multi-brand stores
Men's apparel aspirational fashion legacy brand boutiques
Men's apparel aspirational fashion multi-brand stores
Men's apparel customized tailored formal fashion suits brand stores
Men's apparel high-end next gen luxury fashion brand boutiques
Men's apparel inclusive plus-size tall & big casualwear athleisure stores
Men's apparel luxury fashion legacy brand boutiques
Men's apparel value tailored fashion multi-brand stores
Men's digitally native vertical apparel brand showrooms
Men's digitally native vertical customized-apparel brand showrooms
Mini fulfillment centers [dept stores, supercenters, furniture]

Mini Warehouses
Mobile theaters digital screens
Movie theaters art houses
Movie theaters dine-in restaurants & bars
Movie theaters immersive IMAX format
Movie theaters multi-plex
Multi-department stores [Fred Meyers]
Music stores [DVDs, vinyl records, instruments]
Next generation formats [all sectors]
Off-price fashion apparel & jewelry
Off-price home décor & furnishings
Off-price retail formats [fashion apparel, dept stores, home décor, furniture]
Office business centers [Costco]
Office supplies & printing superstore
Party Halloween stores
Party supplies superstore
Pet grooming salons
Pet hospitals, veterinarians, clinics
Pet hotels
Pet supplies fresh grocery superstore
Pet supplies superstore
Pop-ups [all sectors]
Recommerce formats [used gear, recycled goods]
Rental formats [apparel fashion, furniture, sports, hardware tools & appliances]
Restaurants "eater-tainment" concepts
Restaurants cafés
Restaurants casual dining all cuisines [chain store format indoor seating]
Restaurants casual dining bistros
Restaurants casual dining neighborhood grills
Restaurants casual dining trattorias
Restaurants family full-service dining
Restaurants family self-serve buffets & cafeterias
Restaurants Fast Food-Fast Casual
Restaurants fine dining [full service/ wine cellar]
Restaurants sports bar & lounge
Restaurants steakhouse
Showrooms digital brands [all sectors]
Showrooms fitness equipment and camping vehicles
Showrooms furniture
Small formats of superstores
Sports & adventure entertainment & resort complexes
Sports experiential theme-park flagships
Sports supercenters outdoor adventure & extreme sports
Sports superstore
Sports superstore hunting & firearms
Studio small formats [fashion, décor, furniture, fitness]
Supercenters
Supermarket marketplace
Supermarkets combo
Supermarkets combo food & drug
Supermarkets conventional [mass market]
Supermarkets grocery & dining
Supermarkets independents
Supermarkets organic, natural food, fresh foods
Supermarkets price impact
Supermarkets urban marketplaces
Superstores category killers
Toy superstores [conventional & interactive]
Toys DIY play & collectibles
Toys experiential tech-infused interactive play [CAMP, Peppa Pig, indoor golf]
Toys themed play [LEGO]
Video game stores
Vitamin & supplements company & franchised stores
Warehouse superstores [category killers, supermarkets]
Wholesale clubs
Women's apparel "Lab Store" local sourcing store

Women's apparel aspirational fashion & home décor combo Concept Stores
Women's apparel aspirational fashion brand street retail store [off mall]
Women's apparel aspirational fashion brands shops
Women's apparel aspirational fashion multi-brand stores
Women's apparel athleisure yogawear brand stores
Women's apparel Boomer fashion brand store
Women's apparel bridal boutiques
Women's apparel fashion brands factory outlets
Women's apparel fashion consignment shops
Women's apparel fast fashion stores
Women's apparel inclusive plus-size fashion stores
Women's apparel local regional fashion boutiques
Women's apparel luxury fashion legacy brand boutiques
Women's apparel luxury fashion multi-brand boutiques
Women's apparel Millennial fashion forward shops
Women's apparel recommerce recycled-used fashion stores
Women's apparel value forward fashion brand stores
Women's apparel workplace fashion stores
Women's digitally native vertical apparel brand showrooms
Women's fashion apparel rental outlets