

MAXIM Store Productivity Survey Annotated		
SubSector Sphere		
Coverage of 180+ Subsectors by Seven Major Retail Segments Surveys I-VII	Total Sectors	# Companies
	182	1,551
I. Fashion Survey: Accessories/ Beauty/ Apparel/ Fast Fashion/ Footwear/ Dept Stores	54	530
Accessories: Handbags & Luggage/ Lingerie, Yogawear & Swimwear/ Eyewear/ Jewelry/ Digital	8	114
Additional Accessory Lines Also Listed Under Apparel Brands All Segments		
Accessories: Digitally Native Vertical Brands/ Marketplaces with Stores [Jewelry/ Handbags & Luggage/ Lingerie, Yogawear & Swimwear/ Eyewear]	1	15
Accessories: Handbags, Luggage, Leather Goods Aspirational/ Digital	1	10
Accessories: Handbags, Luggage, Leather Goods Luxury	1	14
Accessories: Eyewear Manufacturer Brands-Fashion/ Sunglass/ Aspirational/ Luxury/ Digital/ Prescriptions/ Optical Services	1	14
Accessories: Lingerie/ Intimates/ Yogawear/ Swimwear	1	22
Accessories: Jewelry Luxury Brands/ Diamonds & Gems/ Timepieces & Watches	1	27
Accessories: Jewelry Aspirational/ Mass Market/ Costume Watches	1	8
Accessories: Jewelry Costume-Value	1	4
Beauty, Health & Wellness: Cosmetics, Skincare, Hair Treatment, Premium, Hormone-Free, Mass Market/ Salons & Spas/ Studios/ Body-Mind Therapies/ Vitamins/ Digital Brands	7	45
Beauty, Health & Wellness: Digitally Native Vertical Brands & Online Marketplaces	1	11
Wellness & Detox Salons: Hormone-Free, Natural & Plant-Based Products, Treatments & Therapies	1	4
Premium Cosmetics & Skincare: Legacy Premium Brands/ Makeup Studios/ Beauty Bars/ Salons & Spas/ Virtual Beauty Platforms	1	8
Cosmetics & Skincare Mass Market: Legacy Brands/ Makeup Studios/ Beauty Bars/ Salons & Spas/ Nail Salons/ Shaving Brands	1	7
Salons: Hair, Waxing & Beauty Supplies	1	10
Home Décor Fragrances	1	2
Nutritional Supplements/ Vitamins	1	3
Apparel-Specialty Brands & Chains [All Genders/ Generations/ Price Points/ Digital]	22	246
Dual Gender Apparel: Digitally Native Vertical Brands [Luxury/ Aspirational/ Customization/ Subscription/ Consignment/ Resale Peer-to-Peer Sharing]	1	16
Apparel Gen-Y [Kids/Tweener] Apparel, Equipment & Gear	2	18
Apparel Dual Gender: Luxury Brands European Designer	1	36
Dual Gender Apparel: Luxury & Premium Brands American	1	15
Dual Gender Apparel: Streetwear/ Next Gen Brands	1	18
Dual Gender Apparel: Aspirational Legacy & Next Gen Brands/ Fashion Forward/ Workplace	1	16
Dual Gender Apparel: Mass Market Fashion Legacy/ Lifestyle/ Activewear Brands	1	23
Gen-Z: Aspirational Legacy/ Gender-Neutral/ BIPOC/ Plus-Size/ Off-Price Brands	1	14
Women's Apparel: Digitally Native Vertical Brands Designer Couture Rental/ Subscription/ Customized	1	10
Women's Apparel: Designer-Luxury & Premium	1	10
Women's Apparel: Designer-Luxury-Clearance	1	3
Women's Apparel: Aspirational/ Athleisure/ Fitness & Yoga/ Legacy Brands	1	18
Women's Apparel: Legacy Mass Market Brands/ Gen-Xers/ Boomers	1	6
Women's Apparel: Plus-Size Fashion	1	2
Women's Apparel: Fast Fashion-Cheap Chic [See also Off-Price sector]	1	6
Women's Apparel: Millennial/ Fashion Forward/ Affordable	1	3
Men's Apparel: Digitally Native Vertical Brands Aspirational/ Tailored Suits/ Casualwear	1	5
Men's Apparel: Luxury-Legacy/ Sportswear, Casual, Tailored Dress & Formalwear	1	5
Men's Apparel: Aspirational Legacy & Next Gen Brands--Sportswear, Casual, Tailored Dress & Formalwear	1	19
Men's Apparel: Specialty Niche Big & Tall	1	3
Men's Off-Price & Value [See also "Off-Price Apparel Family Chains" section]	1	
Fast Fashion	5	29
Fast Fashion Europe/ UK/ Japan/ North America	4	21
Fast Fashion: Digitally Native Brands	1	8
Footwear Brands & Chains: Athletic/ Designer/ Luxury/ Family Casual & Dress / Value/ Digitally Native Vertical Brands/ Online Marketplaces	8	87
Virtual Footwear: Digitally Native Vertical Brands/ Online Marketplaces/ Secondary peer-sharing & trading platforms	1	8

Athletic Footwear: Manufacturer Brands/ Retail Chains/ Digitally Native Brands/ Online Marketplaces	1	26
Fashion Footwear: Designer Luxury Brands	1	10
Fashion Footwear: Designer Mass Market & Value Brands	1	19
Family Footwear: Activewear/ Casual Lifestyle/ Dress Brands/ Kids	4	24
Department Stores Full Price [All Segments]	4	11
Department Stores National Fashion	1	2
Department Stores National Moderate Fashion Family	1	1
Department Stores Regional Fashion	1	1
Department Stores Upscale Fashion	1	5
Department Stores Discount Fashion Family	1	1
Department Stores Off-Price	1	1
Department Store Clearance Formats [See "Off-Price" sector in "Mass Merchants Value Survey"]	0	0
II. Mass Merchants Value Survey: Wholesale Clubs/ Supercenters/ Discount Dept/ Dollar Stores/ Off-Price & Closeout-Fashion & Durables	14	49
Wholesale Clubs	1	3
Supercenters	1	4
Discounters Conventional	1	2
Discount Department Stores	1	1
Dollar Stores	1	4
Closeout: Durable Goods	1	3
Extreme Value: Apparel/ Gifts/ Toys/	1	4
Off-Price: Conventional Format Family Chains	1	7
Off-Price Conventional Format Women's Chains	1	4
Off-Price Conventional Format Men's Chains	1	3
Off-Price: Durables Home Décor/ Sporting Goods	1	3
Off-Price: Department Stores	1	1
Off-Price: Department Store Clearance Formats	1	8
Off-Price: Department Store Factory Outlets	1	2
III. Durable Goods Survey: Home Décor & DIY/ Hardware/ Flooring/ Furniture & Mattresses/ Electronics & Appliances/ Electric Vehicles EVs/ Office Supplies/ Pet Supplies/ Auto Aftermarket	37	222
Home Décor & Domestic	7	25
Home Décor & Domestic: Digitally Native Vertical Brands	2	5
Home Décor & Domestic: Mass Market/ Value/ Off-Price/ Category Killers	4	8
Home Décor-Domestic: Aspirational & Specialty Chains	1	15
Home Improvement/ Hardware/ Gardening/ Farming	5	13
Home Improvement Superstores: DIY & DIFM Retail & Pro Market/ Equipment/ Appliances/ Gardening	1	3
Home Improvement: DIY Home/ Agricultural Equipment & Supplies/ Gardening/ Rural Markets	1	1
Hardware Neighborhood Stores: Tools/ Paints/ Home Repair & Décor Supplies/ Appliances/ Employee-Coop/ Franchises	1	4
Hardware Flooring: Premium Flooring/ Tiles/ Wood/ Décor Supplies	1	3
Hardware Room Fixtures: Premium & Luxury Room Fixtures & Appliances Kitchen/ Bath/ Outdoor	1	2
Furniture, Mattress & Bedding Accessories: All Segments & Styles/ Mass Market, Premium & Value, Rental, Digitally Native Vertical Brands	13	97
Furniture: All Segments/ Designs & Styles/ Price Points/ Rooms/ Lifestyles & Generations	10	73
Furniture Digitally Native Vertical Brands: Modern/ Contemporary & Designer Brands [All rooms/ Purchase & Rental/ Showrooms Standalone, In-store, In-home]	1	10
Furniture Manufacturers Mass Market Traditional & Contemporary: National Brands & Chains/ Mod-Price-Premium	1	3
Furniture Regional Manufacturers Mass Market/ Aspirational/ Upscale/ Mod-Price-Affordable	1	9
Furniture Marts: Affordable Mass Market Brands/ Décor & Flooring	1	8
Furniture Mass Market: Department Store National Brands	1	3
Furniture Value: Clearance/ Closeout	1	8
Furniture Artisanal, Legacy Designers, Luxury & Modern Decor: Premium Manufacturers Showrooms	1	17
Furniture: Aspirational Affordable/ Modern Artisanal Design/ Modern Urban Design	1	10
Furniture Aspirational Manufacturer Brands: Marketplace Warehouse/ Ready-Made Modern/ Circular Models/ B2B	1	1
Furniture Rental Chains: LTO/ Fintech/ Discount/ Company & Franchises	1	4
Furniture: Mattress, Bedding & Accessories: Mass Market Chains/ Premium Brands/ Digitally Native Vertical Brands	3	24

Mattress & Bedding Showrooms: Digitally Native Vertical Brands	1	9
Mattress Outlets: Mass Market All Brands/ Price Points	1	14
Mattress Outlets: Premium Brand Retailer	1	1
Electronics & Appliances	6	35
Electronics, Appliances & Internet of All Things [Home, Work, Personal, Entertainment, Cars]/ Superstores, Branded Concept Stores, Showrooms/ Online Marketplaces]	1	8
Mass Market Category Killer Hybrid Superstores	1	1
Mass Market Mobile, Gadgets & Service Formats	1	3
Mass Market Multi-Brand Superstore Format National & Regional Chains	1	6
Showrooms, Outlets, Franchises & Dealerships	1	1
Internet of All Things Aspirational Manufacturer Brands & Multi-Brand Suppliers [Gadgets-Home, Work, Personal, Entertainment]/ Online Marketplaces	1	8
Electronics: Electric Vehicles EV Showrooms	1	8
Office Supplies/ Pet Supplies/ Auto Supplies	3	28
Office Supplies & Services/ Bs Solutions Platforms: Superstores/ B2B Centers/ Co-Working Formats	1	3
Pet Supplies: Superstores/ Hotels/ Hospital/ Vet Clinics	1	16
Auto Aftermarket Commercial & DIY-DIFM Customer: US & Foreign Cars-Mass Market, Specialty & Limited Services Formats	1	9
IV. Entertainment Survey: Toys/ Interactive Play/ Fandom Collectibles/ Amusement Ctrs/ DIY Crafts, Hobbies, Fabrics, Party/ Movie Theaters/ Gaming/ Books/ Music	17	108
Entertainment: Toys Conventional/ Interactive Play/ Fandom Collectibles/ Amusement Centers/ "Eatertainment"	6	38
Toys: Conventional Mass Market Brands & Superstores	1	3
Toys Niche Play: Toys Legacy Brands & DIY Customized Merchandise/ Interactive Entertainment/ Event-Parties & Dining Venues	1	2
Toys-Fandom Collectibles & Memorabilia/ Licensed IP Content [Characters from Films, Comics, Animation, Video Games, TV shows]	1	6
Toys Niche Interactive Themed Play: Legacy Toy Brands & DIY Toys/ Interactive & Media Retail Stores/ Discovery Play Centers/ Themed Mini Parks [Indoor/ outdoor]	1	3
Entertainment Amusement Centers: "Eatertainment"/ Interactive Family Fun Centers/ Indoor Tech-Infused Sports Play & Mini Theme Parks	1	20
Entertainment: "Eatertainment" Dining & Interactive Play: Indoor Kids & Adult Gaming Arcades, Amusement Centers & Tech-Infused Sports [Golf, Soccer, Hockey]/ Parties & Event Venues	1	4
Entertainment DIY: Fabrics & Home Décor, Hobbies, Party Supplies, Crafts, Gifts	4	15
Entertainment DIY: Fabrics/ Crafted Décor/ Gifts	1	1
Hobbies & Crafts	1	7
Entertainment DIY: Party Supplies	1	2
Entertainment DIY: Gifts & Collectibles	1	5
Entertainment-Cultural & Multi-Media Venues: Movie Theaters/ Gaming Videos/ Books/ Music/ Musical Instruments/ Digital Platforms	7	55
Movie Theaters-Motion Picture Exhibitors	1	6
Gaming Videos: Gaming Software & Hardware/ Streaming Platforms/ Pop Culture Fandom Collectibles	1	1
Books: Superstores/ Travel Retail/ Newstands/ Hybrid Books & Cafés	1	8
Books: Digitally Native Brands	1	2
Books: Independents Legacy Destinations [New/ Used/ Rare & Limited Editions]	1	31
Music Superstores: Musical Instruments/ Recording Equipment/ Digital Accessories/ Performance Space	1	3
Music Superstores Old Entertainment Media [CDS/ DVDS/ Vinyl/ Video Games/ Digital Accessories/ Collectibles]	1	4
V. Recreation Survey: Sporting Goods & Adventure Supplies and Fitness Centers & Workout Studios	13	99
Recreation Sporting Goods & Adventure Supplies: Apparel/ Equipment/ Experiential Interactive/ Hospitality Venues/ Travel Services/ Home Fitness Equipment	8	26
Sporting Goods: Digitally Native Vertical Brands [See "Fitness Centers & Gyms" section for Virtual Workout & At-Home Platforms]	0	0
Sporting Goods: Conventional Category Killer Superstore Apparel & Equipment	1	16
Sporting Goods & Adventures: Experiential, Travel & Hospitality Concepts	1	4
Sporting Goods: Specialty Niche Sports & Fitness Equipment [Golf/ Adventure & Hunting/ Boating/ Water Sports/ Premium Home Fitness/ Team Sports]	1	6
Fitness, Health & Wellness Centers, Gyms, Workout Studios & Boutiques, Virtual At-Home Platforms, Equipment	5	73
Fitness Virtual At-Home Workout Platforms & Studio-Level Equipment [Digitally Native Brands & Equipment]	1	16

Fitness & Wellness Centers: Exclusive Luxury Athletic Clubs & Wellness Centers [Country Club/ Multi-Sport/ Spas & Sports Clinics/ Golf/ Niche Workouts/ Wellness Centers/ Spas/ Lifestyle Communities/ Hospitality] [Membership Revenues per Unit/ Complex]	1	12
Fitness Centers: Multi-Sport Cross-Training Complexes/ Conventional Mass Market	1	8
Fitness Centers & Gyms: Budget No Frills Franchises	1	8
Fitness Centers: Niche Boutiques & Workout Studios [Spinning/ Yoga/ Pilates/ Barre/ Cross Fit Training/ Boot Camps/ Rowing/ Running Clinics]	1	29
VI. Supermarket & Drug Survey: Supermarkets-Conventional, Price Impact, Grocers-Organic, Gourmet, Specialty, Ethnic/ Drugstores, Clinics, Healthcare Platforms	16	279
Drugstore Chains/ Clinics/ Healthcare Platforms/ Online Pharmacies	4	23
Drugstores: Online Pharmacies/ Telehealth Clinics/ Virtual Treatments	1	12
Drugstores: National Chains	1	2
Drugstores: Bi-Coastal/ Regional Chains	1	4
Drugstores: Clinics/ HealthHubs/ PBM Specialty Formats	1	5
Supermarkets: Conventional, Combo, Marketplaces, Warehouses, Price Impact & Limited Assortments, Grocers-Organic, Gourmet, Specialty, Food Halls, Ethnic	12	256
Conventional Multi-regionals: US & Foreign-Owned [Combo Food & Drug, Marketplaces, Price Impact]	2	7
Conventional Regional Chains: Combo Food & Drug/ Food-Only/ Premium Specialty/ Fresh/ Marketplace/ Hybrid Grocer-Dining/ Price Impact	1	58
Conventional Regionals: Suburbs-Rural Low-Density Markets/ Combo Food & Drug/Food-Only/ Premium-Specialty & Fresh/ Marketplace/ Price Impact	1	61
Value-Price Impact Formats of Conventional Supermarket Chains	1	13
Value: Employee-Owned Supermarket & Warehouse	1	2
Value: Grocer Formats of Clubs & Supercenters	1	4
Extreme Value-Limited Assortment/ Price Impact Formats	1	6
Value Ethnic: Warehouse Clubs/ Price Impact	1	3
Specialty Grocers & Marketplace Formats: Gourmet/ Food Halls/ Fresh/ Locovore/ Artisanal/ Wine Shops	1	50
Organic/ Fresh/ Natural Foods/ Supplements	1	19
Ethnic-Specialty Grocers [Hispanic/ Asian-Chinese/ Korean/ Thai/ Mideast-Indian/ Italian/ First Nation Navajo]	1	33
VII. Restaurants: Casual Dining/ Family Chains/ Fast Food-Fast Casual [19 subsectors]	31	262
Casual Dining: American Cuisine/ Grill & Brew Houses/ Tex-Mex/ Pan-Asian/ Seafood/ Steakhouses & Wine Cellars	7	96
Casual Dining: American Cuisine/ Grill & Brew Houses/ Tex-Mex/ Pan-Asian/ Seafood/ Steakhouses & Wine Cellars [US & Int'l]	1	30
Casual Dining: Italian Trattorias, Grilles, Pizzerias	1	15
Casual Dining: Mexican Full Service [Tex-Mex & Traditional Cuisine]	1	7
Casual Dining: Pan-Asian [Chinese & Japanese]	1	6
Casual Dining: Seafood [American/ Caribbean/ Mediterranean Fare]	1	9
Casual Dining: Steakhouses-Prime/ Upscale Dining/ Gourmet-Wine Cellar	1	14
Casual Dining: Steakhouses-Neighborhood Grills	1	15
Casual Dining: Eater-tainment, Hospitality, Tourist	1	10
Family Dining: Homestyle American Meals/ Buffets & Cafeterias	1	20
Fast Food & Fast Casual [Burger/ BBQ/ Chicken/ Pizza/ Asian/ Tex-Mex/ Sandwiches, Wraps, Salads, Bakery/ Beverages-Smoothies, Teas, Coffees/ Doughnuts, Bagels, Pretzels]	19	136
Burger & BBQ Brands & Chains [Company & Franchised]	4	23
Chicken: Fast Food & Fast Casual [Company & Franchised]	3	12
Pizza & Italian: Fast Casual & Fast Food [Company & Franchised]	2	16
Tex-Mex Fast Casual & Fast Food [Company & Franchised]	2	13
Pan-Asian Fast Food: Chinese, Sushi & Noodle Shops [Chinese/ Japanese/ American-Asian Fusion] [Company & Franchised]	1	4
Fish & Seafood Fast Food: 20th C Legacy Chains [Company & Franchised]	1	2
Sandwich/ Bakery/ Salads/ Grain Bowls/ Deli/ Organic/ Farm-to-Table: Fast Food & Fast Casual [Company & Franchised]	2	28
Beverages, Bakeries & Confectioners: Coffee & Tea/ Juices & Smoothies/ Bagels/ Doughnuts/ Pretzels/ Ice Cream/ Yogurt [Company & Franchised]	4	38