

Estimated Annual Gross Margin as a Percentage of Sales of U.S. Retail Firms by Kind of Business: 1993 Through 2007

[Estimates are shown as percents and are based on data from the Annual Retail Trade Survey. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS Code	Kind of business	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	Retail gross margin	27.9	28.1	28.0	27.7	27.6	27.8	27.9	27.5	26.5	27.7	28.2	28.5	28.0	28.0	27.7
	Total (excl. motor vehicle and parts dealers)	30.3	30.5	30.5	30.5	30.5	31.1	31.1	31.0	30.7	31.1	31.8	32.0	31.4	31.1	30.4
	GAFO ¹	33.8	33.3	32.6	32.4	32.7	33.3	33.7	33.7	32.5	32.9	34.2	35.0	34.7	34.5	33.4
441	Motor vehicle and parts dealers	20.5	21.1	21.0	20.1	19.6	18.6	19.3	18.1	14.9	18.2	18.0	18.1	17.1	17.9	18.3
4411	Automobile dealers	18.4	19.1	19.1	17.9	17.3	16.3	17.1	15.9	12.4	16.0	15.7	15.1	14.0	14.9	15.4
4413	Automotive parts, access., and tire stores	37.7	38.4	37.2	38.1	37.4	36.9	39.4	36.9	38.1	39.9	40.7	43.1	43.0	43.8	41.8
442	Furniture and home furnishings stores	42.2	42.9	41.9	42.3	42.5	43.2	44.2	45.0	44.7	46.0	46.6	48.1	47.1	47.0	46.6
443	Electronics and appliance stores	28.8	28.4	26.2	24.6	24.9	25.5	26.2	27.2	25.7	27.1	27.6	27.9	27.3	26.5	28.0
444	Building mat. and garden equip. and supplies dealers	28.3	28.6	28.0	27.8	26.9	28.0	28.1	29.8	30.3	30.5	31.5	32.6	32.9	32.8	32.7
4441	Building mat. and supplies dealers	28.1	28.4	27.6	27.8	26.9	27.9	28.0	30.0	30.6	30.9	31.9	33.2	33.7	33.3	33.5
445	Food and beverage stores	24.9	25.2	26.0	26.1	26.0	26.7	27.5	27.1	28.6	28.8	29.1	29.4	29.0	29.1	29.0
4451	Grocery stores	24.4	24.5	25.3	25.4	25.4	26.0	26.9	26.6	28.2	28.5	28.7	28.9	28.5	28.7	28.6
4453	Beer, wine, and liquor stores	24.3	26.7	27.4	28.0	26.6	28.6	27.3	27.0	26.4	26.2	27.2	28.1	27.8	27.3	27.2
446	Health and personal care stores	30.7	30.6	29.9	30.6	31.5	31.3	29.9	30.0	29.7	29.8	30.3	31.2	30.9	30.4	29.7
44611	Pharmacies and drug stores	26.5	26.1	25.1	25.7	26.7	26.6	25.5	25.4	25.7	25.7	26.1	25.8	25.5	25.3	24.4
447	Gasoline stations	20.8	21.5	22.8	22.5	22.1	22.1	21.3	19.2	18.8	17.7	18.2	17.4	16.6	15.2	14.9
448	Clothing and clothing access. stores	41.0	41.6	40.3	41.1	41.4	42.4	43.1	43.3	42.1	43.9	45.6	46.6	46.4	47.5	45.7
4481	Clothing stores	38.9	39.8	38.5	39.8	40.8	42.0	42.3	42.8	41.5	42.8	45.0	45.8	46.1	46.9	45.4
44811	Men's clothing stores	42.3	44.5	41.9	43.8	44.0	44.2	44.4	46.2	45.7	47.6	52.8	53.9	53.0	53.0	51.7
44812	Women's clothing stores	36.9	36.9	37.1	39.0	39.3	40.5	41.3	43.5	43.4	45.0	48.7	49.4	48.9	49.8	48.1
44814	Family clothing stores	38.7	39.7	37.0	38.2	39.8	41.3	41.2	41.0	38.5	40.0	40.7	41.7	42.7	43.2	41.2
4482	Shoe stores	42.9	43.5	42.9	42.3	41.6	41.9	42.9	41.7	41.9	45.2	47.0	48.8	50.6	50.1	49.2
451	Sporting goods, hobby, book, and music stores	38.1	39.2	37.3	35.7	37.7	37.3	38.3	38.6	38.5	38.0	38.9	40.3	39.2	39.5	40.5
452	General merchandise stores	27.9	26.6	26.7	26.5	26.6	27.2	27.4	26.9	25.7	25.3	27.0	27.8	28.0	27.3	25.6
4521	Department stores	29.5	27.5	27.7	27.3	27.5	30.8	31.5	31.5	30.8	30.0	31.0	33.7	33.0	33.1	32.1
452111	Department stores (except discount dept. stores)	37.7	36.5	36.4	37.2	36.5	36.0	37.4	37.5	36.1	37.4	36.8	38.4	39.4	39.1	38.9
452112	Discount dept. stores	22.5	20.2	21.0	19.7	20.9	27.0	27.3	27.4	27.3	25.2	27.1	30.6	28.8	29.3	27.9
4529	Other general merchandise stores	24.1	24.4	24.7	24.9	24.8	20.9	21.0	20.7	19.9	20.7	23.7	23.3	24.6	23.6	21.9
45291	Warehouse clubs and superstores	17.1	19.6	19.1	20.7	21.1	16.6	17.2	17.2	16.6	18.4	21.2	21.0	22.9	21.7	20.0
45299	All other gen. merchandise stores	34.5	34.1	36.9	35.1	34.9	35.5	35.9	35.8	35.4	33.9	38.1	37.6	35.8	36.9	36.3
453	Miscellaneous store retailers	44.5	43.7	43.8	43.2	43.2	43.0	41.5	42.3	41.2	43.5	44.3	44.4	42.8	43.9	44.0
454	Nonstore retailers	44.6	45.9	45.6	45.3	44.3	44.0	42.0	41.1	40.6	42.6	42.3	40.9	39.8	39.5	38.7
4541	Electronic shopping and mail-order houses	44.7	44.6	43.7	44.0	42.7	40.9	39.1	38.8	37.9	39.7	40.3	39.5	39.2	39.5	38.5

¹GAFO represents stores classified in the following NAICS codes: 442, 443, 448, 451, 452, and 4532. NAICS code 4532 includes office supplies, stationery, and gift stores.

Note: Estimates exclude food services. Retail total and other subsector totals may include data for kinds of business not shown. Estimates have not been adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at www.census.gov/svsd/www/artstbl.html.