

The Most Profitable Retail Square Footage is...

Written by Marco Attard
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Which brick-and-mortar retail is the most profitable on a sales per square foot basis? According to eMarket the answer is no other than Apple, who managed to buck the decline seen in most traditional retail outlets.



The analyst says the average retailer makes around \$325 per square foot, down from nearly \$375 in the early 2000s. In good part this is due to the disruption caused by Amazon, but some companies have managed to grow sales despite the decline. The most spectacular results come from Apple-- The iPhone maker makes \$5546 per square foot, making it one of the most successful brick-and-mortar retailer in the world.

In comparison, second placing retailer Reis & Ivy makes \$3970 per square foot, while gas/convenience chain Murphy USA makes \$3721. Even top jeweler Tiffany & Co stands lower than Apple, since it makes \$2951, and leading apparel retailer lululemon Athletica makes \$1560.

Apple currently has 500 stores globally, with the biggest locations (such as Union Square in San Francisco) being comprised of multiple floors. The company can attribute its per-foot performance to a combination of online and offline sales, not to mention the value of its products. After all, an iPhone 7 costs \$649, and most Macs cost over \$1000.

That said, the company did see some decline-- in 2011 its per square foot rating was higher, reaching an estimated \$5600. This is probably due to the aforementioned decline in physical retail. After all, not even the mighty Apple is safe from the power of online shopping.

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