

## U.S. Mall Sales Growth Positive, Led by the West Region

A: Year-Over-Year Sales Productivity Growth (first 7 months of 2018)

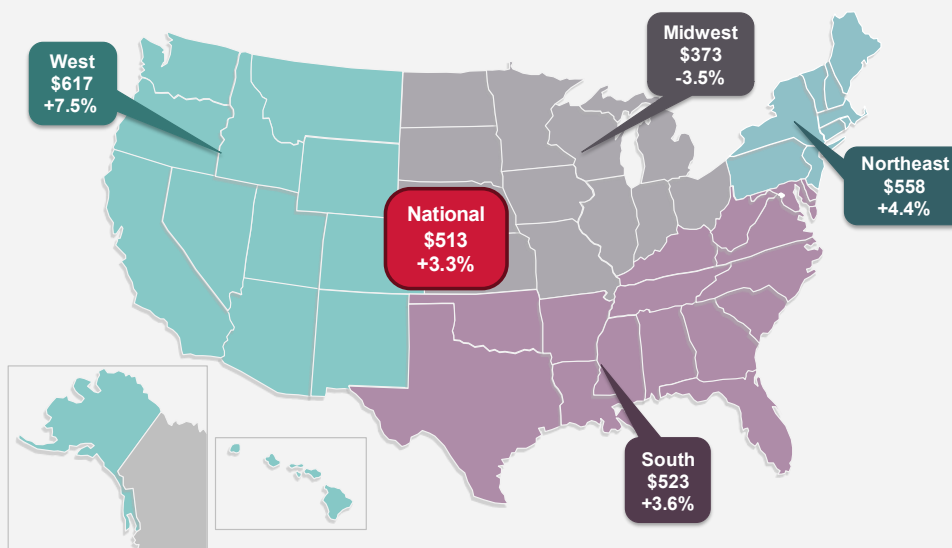
	National	Northeast	Midwest	South	West
January	12.0%	17.5%	5.9%	11.0%	12.8%
February	6.1%	10.0%	-1.0%	6.0%	8.4%
March	4.8%	5.6%	-0.1%	6.1%	5.7%
April	1.6%	4.4%	-3.0%	1.1%	3.3%
May	4.3%	5.9%	0.4%	4.7%	5.3%
June	1.7%	1.7%	-3.0%	1.6%	7.0%
July	4.8%	4.4%	3.3%	5.2%	5.8%
Year-to-Date (January-July)*	4.9%	6.8%	0.2%	5.0%	6.8%

Source: ICSC Research

\*REVISED

- Growth in year-over-year (YOY) sales per square foot (PSF) at non-anchor stores in U.S. malls has slowed from January to July, moving from 12.0% to 4.8%.
- On a year-to-date (YTD) basis, sales PSF at non-anchor stores in U.S. malls increased by 4.9%. All four regions enjoyed YTD gains, from 0.2% in the Midwest to 6.8% in the West and the Northeast.

B: Rolling 12-Month Sales Productivity (August 2017 - July 2018)



- Overall, sales productivity reached \$513 PSF through July on a rolling 12-month basis. The West led the other three Census regions with \$617 PSF and grew the most (+7.5%) over the same period.
- At the group level, Furnishings saw the largest increase in sales PSF (13.5%) on a rolling 12-month basis. The Home Entertainment and Electronics store category performed especially well (20.3%).
- One of the largest declines in rolling 12-month sales PSF was seen in Personal Services (-4.8%).

Selected Groups and Categories	Sales Per Square Foot	Rolling 12-Month Growth
<b>Apparel Total</b>	\$369	1.9%
Women's Ready-to-Wear	\$275	-1.6%
Family Apparel	\$423	18.2%
Family Shoe Stores	\$330	4.9%
Athletic Shoe Stores	\$476	1.8%
<b>Furnishings Total</b>	\$1,489	13.5%
Home Furniture & Furnishings	\$407	1.6%
Home Entertainment & Electronics	\$2,931	20.3%
<b>Other GAFO Total</b>	\$663	5.1%
Personal Care	\$886	-0.8%
Jewelry	\$1,190	5.8%
<b>Food Service Total</b>	\$615	2.0%
Fast Food	\$635	-1.0%
Food Court	\$1,031	1.1%
Restaurants	\$541	-0.4%
<b>Other Non-GAFO Total</b>	\$403	0.5%
Personal Services	\$365	-4.8%
<b>GRAND TOTAL</b>	<b>\$513</b>	<b>3.3%</b>

Source: ICSC Research

NOTE: ICSC is currently transitioning to a new production process. Once this is complete, the figures in this report will be available in QuickStats – ICSC's online database.

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