

# Retail Industry in United States – Porter’s Five Forces Strategy Analysis

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## Abstracts

Retail is the second-largest industry in the United States both in number of establishments and number of employees. The U.S. retail industry generates over \$5 trillion in retail sales annually. The US retail sector is also one of the largest worldwide.

Retail trade accounts for about 12.4% of all business establishments in the United States. Single-store businesses account for over 95% of all U.S. retailers, but generate less than 50% of all retail store sales. Gross margin typically runs between 31 and 33% of sales for the industry but varies widely by segment.

Aruvian Research analyzes the Retail Industry in United States in Michael Porter’s Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. The Porter’s Five Forces Framework analysis looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants to the industry and the threat of industry substitution.

Apart from the Porter’s analysis, the report also includes a brief analysis of the Retail Market in the United States.

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