

Club Store

Towering shelves and expansive aisles invite shoppers into a world where value meets convenience. Crafted to serve small- and medium-sized businesses, warehouse clubs originated with the idea of providing customers the opportunity to cut operational costs and boost resale margins. But the appeal doesn't stop there—unbeatable prices and ever-changing product assortments draw in savvy individual shoppers as well. Currently, 50% of consumers have a club store membership in order to unlock the power of bulk buying. As a result, the warehouse club market is expected to grow at an average rate of 3% in the foreseeable future.¹



What's Driving Growth:

- **Channel shifting.** Economic challenges have many consumers shifting to value channels. Mass and club channels continue to drive the majority of food and beverage growth.²
- **Service expansion.** Warehouse clubs are expected to offer more services like insurance, home repair and financial products.³
- **Technology.** Leveraging the latest tools including AI algorithms to personalize product recommendations. Also, adding convenience features such as scan-and-go and AI-powered exit technology to attract younger consumers seeking value and convenience.¹

Top Club Stores in the U.S.⁴

- Costco
- Sam's Club
- BJ's Wholesale Club



Trends & influences within this segment:

- **Quicker, more frequent trips.** All grocery trip types are growing, however; quick trips (+8.9%) lead growth, but with fewer items (-11%) purchased per trip compared to a year ago.²
- **Smaller formats.** BJ's is testing out a smaller store format called BJ's Market, which will feature top-selling fresh foods and seasonal products in a more convenient and efficient shopping space.⁵
- **E-commerce** will continue to impact growth. Consumer demand for convenience and quick delivery continues to grow.⁶