

# Sales by Department Fiscal 2018

## RETAIL

	CONUS	Overseas	Worldwide	vs. '17
Audio/Electronic Accessories	\$23,772,297	\$17,188,845	\$40,961,141	-32.8%
Automotive	14,948,787	9,581,674	24,530,461	-8.0%
Baby Care	4,155,686	4,518,754	8,674,440	26.1%
Beauty Care	10,778,978	5,828,879	16,607,857	-4.6%
Beer	41,777,400	17,882,768	59,660,168	-2.3%
Beverages (Non-Alcoholic)	39,392,213	26,340,923	65,733,135	-4.2%
Books/Periodicals	2,430,028	1,188,922	3,618,950	-13.1%
Boys	4,484,716	2,677,281	7,161,997	-16.7%
Cameras	8,889,683	7,397,089	16,286,773	-22.6%
Candy/Confections	21,210,131	14,763,827	35,973,958	-2.8%
Computer Hardware/Peripherals	61,243,270	28,277,556	89,520,825	-8.2%
Consignment Jewelry	15,910,608	9,100,524	25,011,132	1.7%
Consumer Electronics	34,465,491	14,977,718	49,443,209	-5.0%
Cosmetics/Fragrances	39,057,594	16,353,854	55,411,449	-6.1%
Digital Fitness	3,515,184	1,593,070	5,108,255	+11.6%
Domestics	11,326,493	8,073,471	19,399,964	-7.3%
Food	40,692,580	38,472,090	79,164,670	2.1%
Furniture	24,885,237	25,136,119	50,021,356	-4.6%
Garden	16,105,463	10,589,741	26,695,204	-12.3%
Girls	4,224,740	2,732,837	6,957,577	-22.6%
Greeting Cards	4,212,204	2,616,082	6,828,286	-6.3%
Handbags & Accessories	24,546,609	7,880,154	32,426,763	-6.7%
Hardware	6,822,554	5,727,630	12,550,184	-3.5%
Health Aids	28,007,374	14,355,457	42,362,831	-5.4%
Home Furnishings	5,109,663	8,392,470	13,502,133	-8.3%
Household Supplies	23,839,421	14,729,368	38,568,789	-5.7%
Housewares	13,938,586	9,153,420	23,092,006	-8.2%
Infants/Toddlers	7,393,926	5,411,619	12,805,545	-26.5%
Intimate Apparel & Hosiery	10,115,743	3,485,923	13,601,666	-11.7%
Jewelry	17,382,792	5,586,762	22,969,554	-9.8%
Ladies Outdoor/Outerwear	5,648,101	1,631,199	7,279,300	+8.2%
Luggage	8,637,882	4,682,602	13,320,484	-2.6%
Major Appliances	14,130,516	8,813,903	22,944,419	-8.8%
Men's Activewear	9,696,315	6,546,933	16,243,248	27.0%
Menswear	14,633,348	6,942,488	21,575,836	-11.3%
Men's Casual/Outerwear	11,583,387	5,104,193	16,687,580	-22.2%
Men's Collection	11,689,333	8,330,649	20,019,982	0.3%
Missy Dresses/Active/Seasonal	7,487,338	5,372,641	12,859,979	-16.5%
Missy/Special Size Collections	7,627,314	2,901,760	10,529,074	-21.0%
Missy/Special Size Separates	13,953,492	5,283,854	19,237,347	-12.2%
Mobile Electronics	23,169,261	10,189,202	33,358,463	89.1%
Navy Pride	13,909,089	2,342,536	16,251,625	+10.7%
Opportunity Buys <sup>1</sup>	2,808,477	747,633	3,556,110	-7.1%
Personal Care	27,453,772	13,336,557	40,790,329	-4.6%
Pets	14,570,606	7,299,669	21,870,275	-5.4%
Shoes, Athletic	16,486,484	7,118,341	23,604,826	-19.1%
Shoes, Children's	3,789,118	1,818,912	5,608,030	10.8%
Shoes, Ladies' Dress/Casual	13,106,207	4,256,972	17,363,179	-19.0%
Shoes, Men's Dress/Casual; Children's	6,873,388	3,798,086	10,671,474	-23.9%
Shoes, Women's Athletic	5,641,007	1,970,491	7,611,498	21.6%
Small Electrics	27,292,407	12,027,591	39,319,999	-6.4%
Smart Home	5,565,219	2,450,904	8,016,122	-6.1%
Spirits	103,308,387	18,151,659	121,460,046	3.2%
Sporting Goods	17,012,153	14,833,288	31,845,440	-14.6%
Sports Nutrition	14,153,499	14,020,844	28,174,343	-6.2%
Stationery	7,811,508	5,946,711	13,758,219	-2.7%
Tobacco	72,462,448	26,377,254	98,839,703	-4.5%
Toys	6,660,810	5,319,931	11,980,740	-19.5%
Uniform Accessories & Insignia	47,715,958	7,245,662	54,961,620	18.3%
Uniform Clothing	26,861,933	2,092,955	28,954,888	-12.5%
Video Games	27,059,275	14,981,147	42,040,422	17.6%
Vitamins/Nutrition	4,132,178	2,903,983	7,036,161	66.1%
Watches/Sunglasses (Consignment)	1,492,492	659,371	2,151,863	14.5%
Watches/Sunglasses/Costume Jewelry	17,669,098	9,646,081	27,315,179	-13.1%
Wine	28,634,478	11,611,608	40,246,086	-0.3%
Young Men's/Active	10,210,881	6,919,484	17,130,365	-12.7%

**Total Retail Sales<sup>2,3</sup>**      **\$1,215,898,542**    **\$603,715,541**    **\$1,819,614,084**    **-5.1%**

## SERVICES

	CONUS	Overseas	Worldwide	vs. '17
Auto Car Wash	\$299,903	\$174,236	\$474,140	-15.9%
Auto Service/Labor	5,913,251	3,088,961	9,002,213	-6.5%
Barber Shop	18,275,333	5,083,676	23,359,008	-1.1%
Barber Shop (Retail)	485,997	316,166	802,162	45.2%
Beauty Salon	1,781,459	2,171,235	3,952,695	-8.8%
Beauty Salon (Retail)	2,088,317	1,354,599	3,442,916	-1.4%
Custom Services	13,059,140	2,054,824	15,113,964	+3.3%
Embroidery	2,644,133	223,383	2,867,516	138.5%
Embroidery (Retail)	22,040	4,223	26,263	-38.9%
Financial Services	53,020	213,912	266,932	-16.9%
Flower Shop	1,473,672	1,428,764	2,902,436	-4.1%
Flower Shop (Retail)	776,341	581,279	1,357,620	-5.4%
Food Service (Fast Food)	6,636,354	2,944,384	9,580,739	-9.0%
Food Service (Internal/AAFES Brands)	249	2,260,192	2,260,441	4.6%
Food Service (Name Brand Franchises)	868	12,541,775	12,542,643	-8.1%
Gasoline	311,442,948	73,590,667	385,033,615	10.3%
Laundry/Dry Cleaning	4,935,314	1,019,063	5,954,378	-2.7%
Local Gift Food (Retail)	351,123	222,588	573,711	-
Mini-Mart Food Bar	2,005,861	484,982	3,490,843	-6.0%
OCONUS Residential Services	109	6,900,961	6,901,069	5.6%
Optical	4,110,654	1,284,343	5,394,996	-11.9%
Optical (Retail)	1,843,870	535,875	2,379,745	-13.9%
Rental Services	276,555	2,541,211	2,817,766	-1.3%
Repair & Installation Services	126,142	398,749	524,890	-9.2%
Souvenirs (Retail)	3,774,417	2,265,137	6,039,555	-9.5%
Student Meal	41	595,183	595,224	2.1%
Tailoring	5,238,820	784,133	6,022,953	-20.8%
Vending Fresh Food (Retail)	4,465,570	1,344,200	5,809,770	-3.1%
Vending Machine	34,252,103	10,246,506	44,498,609	16.8%
Miscellaneous Custom Services (Retail)	670,992	236,444	907,436	13.1%

**Total Services Sales<sup>2,4</sup>**      **\$428,005,759**    **\$136,897,760**    **\$564,903,519**    **7.3%**

**Total Retail Sales<sup>2,3</sup>**      **\$1,215,898,542**    **\$603,715,541**    **\$1,819,614,084**    **-5.1%**

**Total Retail and Services<sup>2</sup>**      **1,643,904,301**    **740,613,301**    **2,384,517,603**    **-2.4%**

**Total NEXmart Sales<sup>5</sup>**      -    **16,563,449**    **16,563,449**    **0.1%**

**Government Issue Uniforms (L-1)**      **43,224,130**    **6,795,999**    **50,020,129**    **40.7%**

**Total Exchange Direct Sales**      **\$1,687,128,431**    **\$763,972,749**    **\$2,451,101,180**    **-1.8%**

**Concession Sales**      **274,700,909**    **154,094,848**    **428,795,757**    **2.7%**

**NEXCOM Grand Total<sup>2</sup>**      **\$1,961,829,340**    **\$918,067,597**    **\$2,879,896,937**    **-1.1%**



NEXCOM spirits sales, including activity at NAS Oceana, Va., generated nearly \$121.5 million in worldwide sales volume during fiscal 2018, a 3.2-percent increase from the prior year.

NEXCOM PHOTO

1) NEXCOM's Below Deck program, which offers customers 75 percent off original retail price on family apparel, home décor, housewares, bed & bath and more, from national retailers such as Gap, Old Navy, Target and Banana Republic.

2) Totals may not agree with the sum of the individual segments due to rounding.

3) Retail total includes sales of Hardlines/Consumables not recorded by category (\$40,457), Tapes/CDs (\$12,022) and General Retail (\$297,074).

4) Services total includes gasoline sales. Also included are vended DVD/Game rentals (\$75) and gift card sales (\$7,196).

5) NEXMart food sales are also included in Defense Commissary Agency (DeCA) reports.