

2009

24th Annual Survey Results

PRODUCT MIX

Categories	Stores Carrying
Balloons	69.6%
Stationery/Invitations	68.4%
Bridal Merchandise	67.1%
Partyware (decorations, novelties, confetti, favors, etc.)	60.1%
Paperware (plates, cups, napkins, etc.)	57.6%
Greeting cards	56.3%
Gifts	55.1%
Custom Creations (centerpieces, favors, etc.)	53.8%
Licensed products	53.8%
Halloween costumes	34.8%
Sexy costumes	25.9%

DOLLAR VOLUME

The total dollar volume amounted to more than \$9.5 billion this year.

VOLUME

VOLUME	Percent of stores
Less than \$250,000	47.6%
\$250,000-\$749,999	30%
\$750,000-\$1,500,000	11.2%
More than \$1,500,000	11.2%

TYPES OF STORES (Primary Business)

Party	45.5%	Costume/Halloween	8.2%
Card/Gift/Stationery	19.7%	Bridal	6.8%
Balloon Specialty	16.3%		

STORE DEMOGRAPHICS

Number of years in Business	13.6
Number of Stores	4.8
Average Square Footage	3,483
Full-Time Employees	2.7
Part-Time Employees	3.6
Sales per square foot	\$93.13
Average transaction per customer	\$25.41
Use the Internet for Business	95.7%
Have P.O.S.	38%
Have a Web site	69.7%

EXPANSION PLANS

	2009	2008	2007	2006
Plan to Expand	37.3%	49%	57%	69%
Plan to Relocate	20.6%	26%	29%	23%
Plan to Renovate	24.2%	40%	30%	26%

SPECIAL SERVICES

Invitation Books	61.3%	Party Rentals	41.3%
Party Planning	50.7%	Gift Wrapping	35.2%
Balloon Delivery	56.3%	Costume Rentals	14.3%
Imprinting in store	46.5%		

DO YOU DISCOUNT?

66.5% answered YES to this question

WHO IS YOUR MAJOR COMPETITOR?

Chain Retailer	35.2%	Franchise	9.9%
Online Store	24.1%	Other	4.9%
Independent	19.7%	Supermarket	3.1%

WHAT PERCENTAGE OF YOUR TOTAL SALES IS*:

Balloons	27.6%	Halloween	12.7%
Kids' Birthday	17.6%	Costumes	10.8%
Theme Parties	16.4%	Graduation	8.7%
Adult Birthday	12.7%	New Year's	5.9%

*Note: Some respondents may have included one category with another, which results in a total of more than 100%

Need More Information?

Get a complete look at the past 24 years in the party industry. Call 800-825-0900 to order your copy of Party & Paper Retailer's survey results from the last 24 years, compiled in one convenient book — available for only \$19.95.