Who are retailers? The NRF posts an annual list of the top one hundred retailer by retail Sale.

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| Rank | Retailer | U.s Headquarter | 2014 Retail Sales |
| 1 | Walmart stores | Bentonville, Arkansas | S343,624,000 |
| 2 | The Kroger co | Cincinnati, Ohio | S103,033,000 |
| 3 | Costco | Issaquah, Washington | S79,694,000 |
| 4 | The Home depot | Atlanta, Georgia | S74,203,000 |
| 5 | Walgreen | Deerfield, Illinois | S72,671,000 |
| 6 | Target | Minneapolis,  Minnesota | S72,618,000 |
| 7 | CVS Caremark | Woonsocket, Rhode  Island | S67,974,000 |
| 8 | Lowes Companies | Mooresville, North  Carolina | S54,805,000 |
| 9 | Amazon.com | Seattle, Washington | S94,353,000 |
| 10 | Safeway | Pleasanton, California | S36,330,000 |

The top ten are listed in the below.