



New York by the Numbers

Economic snapshots of the five boroughs

December 2010
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The Center for an Urban Future is New York City's home for independent research and voices free thinking about the issues affecting the five boroughs.

Borough

Citywide Rankings:

Top 30 and Bottom 30 Zip Codes for the

Borough Rankings:

Top 10 and Bottom 10

Zip codes for:

Manhattan

Brooklyn

Queens

Bronx

Staten Island

Citywide Data:

Full list of Zip Codes

with Number of Chain

Stores

In this issue:

A Chain Reaction: This year's borough-by-borough analysis of New York City's largest retailers

Our third annual ranking of national retail chains in New York City reveals that despite the sluggish economy over the past year, more national retailers have expanded their presence in the five boroughs than those that have reduced their number of stores here. This report also shows that every borough registered a net increase in national chain stores during the past year. Interestingly, Brooklyn had the greatest percentage change of any borough during this period. And for the third year running, Dunkin' Donuts comes in as the national retailer with the most stores in the city to boot, it wasn't even close. Dunkin' Donuts now has 77 more stores in the five boroughs than Subway, the retailer that came in second on our list, and 210 more stores than Starbucks, the third place finisher.

Overall, the 280 national retailers listed in our 2009 report now have four percent more stores in the five boroughs than a year ago—increasing from 6,335 stores in 2009 to 6,595 in 2010. Thirty nine percent of those retailers have expanded their footprint in the city during that time, while 20 percent now have fewer stores and 41 percent have the same number of locations. Only one of the chains on last year's list closed all of their New York City locations this past year, compared to four that shut down between our 2008 and 2009 reports.

Brooklyn had the largest percentage gain of any borough over the past year. The retailers counted in our 2009 report now have 1,255 stores in Brooklyn, up from 1,258 last year—a 5.3 percent gain. Manhattan had the next largest percentage gain (5.1 percent), followed by the Bronx (4.7 percent), Queens (3.9 percent) and Staten Island (3.5 percent).

To make our annual ranking of national retailers as accurate as possible, we add new retailers to our list every year. Some have entered the New York market in the past year and others we inadvertently left off the year before. This year's report includes 28 new national retailers, from Red Mango (14 stores in the city) and Gildan (8 stores) to Lego (2 stores). Overall, this year's report includes 356 retailers, which have a total of 6,593 stores in the city.

This year, there are 13 retailers with at least 100 stores in the five boroughs—up from 12 in both 2009 and 2008. The new entry is 1.Mobility, which now has 117 stores in the city, up from 96 in 2009 and 62 in 2008.

Dunkin' Donuts is still far and away the largest national retailer in New York. It now has 466 stores in the city, up from 429 last year and 341 in 2008. Though Dunkin' Donuts is only the fourth largest national retail chain in Manhattan—with 115 stores in the borough, it trails Starbucks (194), Subway (183) and Deora Reads (161)—it has the most locations in each of the other four boroughs.

Despite its 2009 announcement that it would close some of its New York City locations, Starbucks actually has 11 more stores in the five boroughs this year. It moved up to third place in the rankings, from fourth in 2008 and 2009. Deora Reads climbed up one notch, to fourth place, while McDonald's has fallen to 8th from its number three ranking in 2008 and 2009, the burger chain has 17 fewer chains than last year (from 238 to 241 stores).

Report - December 2010

A Chain Reaction

Our third annual ranking of national retailers in NYC finds that despite the sluggish economy, the 280 national retailers listed in our 2009 report now have 4.1 percent more stores in the city than a year ago, with every borough registering a net increase in this period. Brooklyn had the largest net gain of any borough. And, for the third year running, Dunkin' Donuts comes in as the national retailer with the most stores in the city.

by Tanya Fonseca

[Click here to read the full report \(PDF\).](#)

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