



New York by the Numbers

Economic snapshots of the five boroughs

Center for an
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The Center for an Urban Future is New York City's leading think tank for research and innovative thinking about key issues affecting the five boroughs.

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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收缩ed. Brooklyn had the largest net gain in national chain stores, while Staten Island registered a net increase in national chain stores during the past year. Interestingly, Brooklyn had the greatest percentage change of any borough, and the Bronx had the largest absolute increase in the number of stores for one in the national retailer with the most stores in the city. In fact, it wasn't even close. Dunkin' Donuts now has 27 more stores in the five boroughs than Subway, the retailer that comes in second on our list, and 210 more stores than Starbucks, the third ranked retailer.

Overall, the 280 national retailers listed in our 2009 report now have four more stores in the city than they did in 2008. The total number of national chain stores in 2009 is 8,593, up from 8,355 stores in 2008 (an 1.7 percent increase). Thirty-nine percent of those retailers have expanded their footprint in the city during that time, while 20 percent now have fewer stores in the city. The Bronx has the most national chain stores. 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 1,325 stores in Brooklyn, up from 1,200 stores in 2008 (a 10.4 percent increase). Brooklyn had the largest percentage gain (3.1 percent), followed by the Bronx (4.7 percent), Queens (3.9 percent) and Staten Island (2.5 percent).

To make our annual ranking of national retailers as accurate as possible, we add new retailers to our list every year. Since New entered the New York market in 2009, we added it to our list of national retailers for the first time. This year's report includes 280 new national retailers, from Red Mango (14 stores in the city) and Gymboree (8 stores) to Lululemon (2 stores). Overall, this year's report includes 2080 retailers, which have a total of 8,703 stores in the city.

This year, there are 13 retailers with at least 100 stores in the five boroughs—down 12 from 2009 and 2008. The new entry is Eddie Bauer, which now has 117 stores in the city (up from the 100 stores it had in 2008).

Dunkin' Donuts is still far and away the largest national retailer in New York City, with 2,479 stores in 2009, up from 2,429 in 2008 and 2,350 in 2007.

Through Dunkin' Donuts is only the fourth largest national retail chain in Manhattan—it has 115 stores in the borough, it trails Starbucks (194), Subway (152) and Duane Reade (161)—it has the most locations in each of the other four boroughs.

Dunkin' Donuts' announcement that it would close some of the New York City locations it owns 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. Duane Reade gave up one store, to fourth place, while McDonald's did a little more, to fifth place in number from not being in our list at all. The larger chains had 17 fewer stores than last year (from 258 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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