



## New York by the Numbers

Economic snapshots of the five boroughs

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The Center for Urban Future is New York City's home for original research and innovative thinking about key issues affecting the five boroughs.

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Return of the Chains: This year's borough-by-borough analysis of New York City's largest retailers

Our second annual ranking of national retailers in New York City finds that some of the highest-profile chains from last year's study have been hit hard by the deep economic downturn and decreasing drop in consumer spending. In fact, 11 of the 277 national retailers tracked in our report are closing a handful of large stores that have declined significantly in the last year, while Rite Aid, Biltmore ATM, Wireless and several others have considerably reduced their presence in the five boroughs over the same period.

These results are hardly shocking given the sour economic climate. But our analysis also includes surprising findings that some of the nation's largest and most recognizable chains have expanded their locations in the five boroughs over the last year. Over 30 percent of the retailers from last year's report have opened more stores in the city in the past twelve months, and on equal share have held firm with the same number of stores as in 2008.

These chains will be familiar to anyone in New York City as of late 2008, when the economy turned sour. For example, Dunkin' Donuts, which had been declining, returned that pre-eminence a year later. The top ten chains in 2009 are unchanged from 2008, though the order has shifted slightly. Dunkin' Donuts, which again has the greatest number of stores in New York, now has 429, exceeding 429 stores across the five boroughs—48 more than the second place, Subway, with 361 outlets. McDonald's and Starbucks tied for third place, with 254 stores each. All four were among the national chains that expanded in 2008, and three of them have added more stores since the now-thin if still a year ago—and that's after 12 of its stores were converted into Tim Horton's franchises. The other two national growers over the last year have been Baskin-Robbins, with 247 stores, and Subway, which has added a handful of locations. Subway (which added 25 stores), Walgreens (54) and T-Mobile (14).

Overall, we found 277 national retailers with two or more outlets in New York City, up from 167 in our initial study. Twelve of these retailers have 100 or more stores in the city, while 31 have 50 or more locations, and 85 have 20 or more outlets. The top 10 zip codes in New York City have 1,500 retail stores, 20 more than any other borough (27,532), followed by Queens (1,448), Brooklyn (1,256), the Bronx (1,025) and Staten Island (279). Although Duane Reade has the largest concentration of outlets in Manhattan (with 193), Dunkin' Donuts comes in first in every other borough, with 132 outlets in Queens, 101 in Brooklyn, 60 in the Bronx and 21 in Staten Island.

Staten Island may have the smallest collection of national retailers in the city, but New York's least populous borough is also home to the zip code with the largest number of outlets. The borough's 10321 zip code, in New Dorp, has 189 outlets, nearly twice as many as the next closest zip code, among the other top 100 outlets on our list, all in Manhattan: 10001 (West Mall), listed with 160, 10003 (Kleen Supreme/Fair Village) with 151; and 10019 (Pineapple Park) with 145. Manhattan's 10001 zip code is the only one with a large concentration of retail outlets in Staten Island's 10321 zip code is the presence of the Staten Island Mall, but this zip code is also more than 10 times larger in size than the Manhattan zip code with the second largest concentration (10001).

Report - August 2009

## Return of the Chains

Our second annual ranking of national retailers in New York City finds that over 30 percent of the retailers from last year's report actually expanded their presence in the city in the past year, despite the sour economy. Dunkin' Donuts tops our list for the second straight year, with a staggering 429 stores. The list includes a breakdown of 277 national retailers that have two or more stores in NYC, broken down by every borough and zip code.

by Jonathan Bowles, Joshua Rinaldi and Marc Shavit

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

### The top 10 in 2009:

Dunkin' Donuts: 429

Subway: 361

McDonald's: 258

Starbucks: 258

Duane Reade: 229

Baskin-Robbins: 207

Rite Aid: 195

Radio Shack: 115

GNC: 110

Sleepy's: 108

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