



## New York by the Numbers

Economic snapshots of the five boroughs

Center for an  
Urban  
Future  
www.nyu-future.orgDecember 2010  
Volume 3 • Issue 1

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

20 Zip Codes for the

Largest Retailers

## Borough Rankings:

Top 10 and Bottom

20 Zip Codes for

Largest Retailers

Brooklyn

Manhattan

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. In fact, 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 1,205 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 306 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 1-800-FLOWERS, 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 Duane Reade (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 13 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 climbed up one notch, to fourth place, while McDonald's has fallen to fifth 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 \(PDF\).](#)

---

## RELATED PRESS

[Study: Brooklyn leads the 'chain' gang](#)[The Brooklyn Paper](#), by Alex Rush, December 22, 2010[Dunkin Donuts dominates outer boroughs](#)[FiOS 1](#), by Jessica Frago, February 14, 2011[Frozen yogurt meltdown](#)[Crain's New York Business](#), by Adrianne Pasquarelli, January 09, 2011[New York Small Businesses Fight For Survival Against Chain Stores](#)[Huffington Post](#), by Janean Chun, August 17, 2011[7-Eleven invades Manhattan; joins the party](#)

*Crain's New York Business*, by Greg David, January 10, 2011

Dunkin' Donuts outruns other NYC chains

*Crain's New York Business*, by Daniel Massey, December 21, 2010

Columbus Square Makes Room For Mom and Pop Amid Big-Box Stores

*DNAinfo*, by Leslie Albrecht, January 11, 2011

Staten Island trails the other boroughs in chain-store growth

*Staten Island Advance*, by Peter N. Spencer, December 21, 2010

Walmart will wound New York neighborhoods: Business leader says keep megastore out of city

*New York Daily News*, by John Catsimatidis, January 12, 2011

Dunkin' Donuts store count tops NYC list

*The Real Deal*, December 21, 2010

Chain Stores on the Rise

*Brooklyn Independent Television*, January 21, 2011

Dunkin' Donuts Tops Chain Store Survey

*WNYC*, by Ilya Marritz, December 21, 2010

Ruminations on Duane Reade

*The Brooklyn Rail*, by Williams Cole, February 01, 2011

Dunkin' Donuts Will Soon Outnumber Subway Stops in NYC

*Gothamist*, by Garth Johnston, December 22, 2010

Dunkin' Donuts leads local retail expansion

*Crain's New York Business*, by Adrianne Pasquarelli, February 13, 2011



CENTER FOR AN URBAN FUTURE

120 Wall Street, 20th Floor, New York, NY 10005

[cuf@nycfuture.org](mailto:cuf@nycfuture.org) © All Rights Reserved.