



New York by the Numbers

Economic snapshots of the five boroughs

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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.

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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 accompanying drop in consumer spending. Circuit City, Burlington, J.C. Penney, 1-800-Mattress and KB have one among a handful of large stores that have declared bankruptcy in the last year, while Kwik-Aid, Blingie, A&J 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 new analysis also includes a surprising finding: dozens of chain stores actually have expanded their footprint in the five boroughs over the past year. Over 20 percent of the retailers from last year's report have opened more stores in the city in the past twelve months, and an equal share has held firm with the same number of stores as in 2008.

The chains with the largest presence in New York City as of July 2008, when we published our first list of national retailers in the five boroughs, retained that preeminence a year later. The top ten chains in 2009 are unchanged from 2008, though the order has shifted slightly. Dunkin' Donuts, once again the most prevalent national retailer in New York, now has an incredible 429 stores across the five boroughs—68 more than second place Subway, with 361 outlets. McDonald's and Starbucks tied for third place with 258 stores each. All four were among the national chains that added stores in the city. Dunkin' Donuts has 88 more stores in the city now than it did a year ago—and that's after 12 of its stores were converted into Tan Hunter's franchises. The other biggest gainers over the last year have been Starbucks, which has a net of 27 more stores despite closing a handful of locations, Subway (which added 25 stores), Walgreens (14) and 1-Mile (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 locations in the city, while 31 have 50 or more locations and 85 have 20 or more. Not surprisingly Manhattan has more national retail stores than any other borough (2,532), followed by Queens (1,448), Brooklyn (1,256), the Bronx (701) and Staten Island (398). Although Starbucks has the most locations in Manhattan of any national retailer with 192, Dunkin' Donuts comes in first in every other borough, with 122 outlets in Queens, 101 in Brooklyn, 60 in the Bronx and 37 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 10314 zip code, in New Springfield, has 186 national retail stores. That's considerably more than the other top zip codes on our list, all in Manhattan: 10031 (West Midtown) with 160, 10023 (Lincoln Square/Four Village) with 151, and 10019 (West Midtown/Columbus Circle) with 148. Clearly one reason for the large concentration of retail outlets in Staten Island's 10314 zip code is the presence of the Staten Island Mall, but this zip code is also more than 18 times larger in area 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 Shavitz

[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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