



America's Best Retailers 2024

Methodology

Newsweek

statista 

Introduction – America's Best Retailers 2024

Background

Traditional retailers continue to hold significant importance in the retail industry despite the increasing trend of e-commerce sales. The rise of online commerce has seen internet sales rise from 0.64 percent of overall retail sales in 1999 to 15.9 percent in the first quarter of 2024⁽¹⁾. This trend could also be observed through our survey respondents. While many of them expressed concern about the future of brick-and-mortar retailers, believing they are declining, it appears the majority still prefer the in-store shopping experience. According to the America's Best Retailers 2024 survey results⁽²⁾, over 60% of respondents expressing a preference still prefer to shop in person.

Brick and mortar retail stores offer customers the unique opportunity to interact directly with products and services, without waiting time. This remains a significant advantage over online shopping. Additionally, elements such as hands-on customer service from welcoming salespeople and the overall atmosphere of the store can provide a unique shopping experience, shaping customers' perception of a brand.

The 2024 edition of the America's Best Retailers ranking provides valuable insights into the retail brands that have not only successfully made a comeback after the pandemic but also solidified their positions to thrive in this industry.



Methodology – America's Best Retailers 2024

Summary

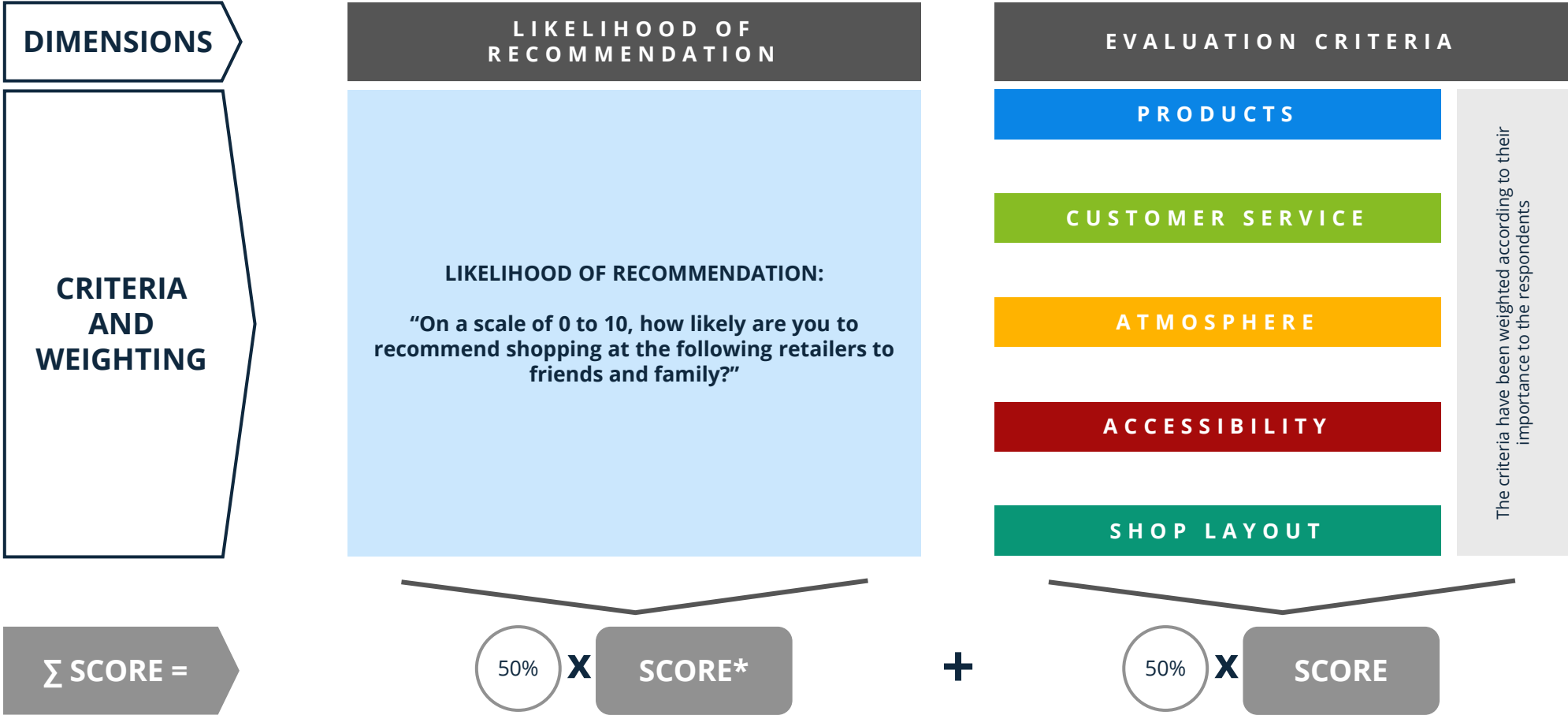
- The 2024 America's Best Retailers rankings were identified from the results of an independent survey of more than **7,000 U.S. customers** who have shopped at the retailers in-person in the past three years. In total, over **140,000 evaluations** were collected. The awarded retailers each received **on average 100 evaluations** from customers.
- The survey was conducted on retailers from **40 categories**, providing results for a broad-spectrum of customer experiences in traditional retail. For each category, only retailers present in at least two census regions have been included in the list (exceptions made for retailers with 600 or more locations).
- In total, the survey took an average of 9-11 minutes to complete, and the field period ran from February to March 2024.
- The final assessment and rankings were based on the **Likelihood of Recommendation** (50% of the final score) and five evaluation criteria (also 50% of the final score):
 1. **Products:** measures the quality, price, range and variety of products offered in-store.
 2. **Customer Service:** measures the friendliness, helpfulness, and availability of employees in-store.
 3. **Atmosphere:** measures the general atmosphere, lighting/illumination, music, cleanliness of stores.
 4. **Accessibility:** measures the parking availability, store hours, convenience of store location.
 5. **Shop Layout:** measures the order that products are displayed, aisle size, product-presentation, mannequins, store size.



The top 3-10 retailers based on category size receiving the highest scores in each category were awarded as America's Best Retailers 2024

Methodology –The six criteria to build the score

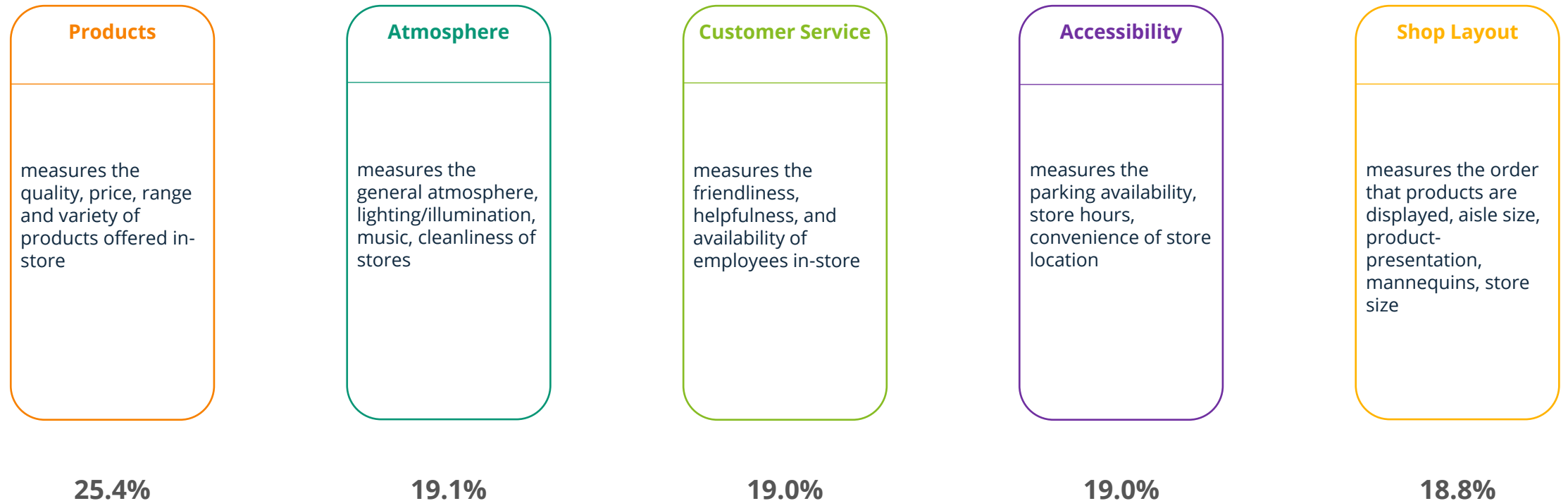
Overview



*If available, last year's score was also included with a smaller weight

Weighting of importance for 5 dimensions

Survey participants asked to rank each dimension of by importance

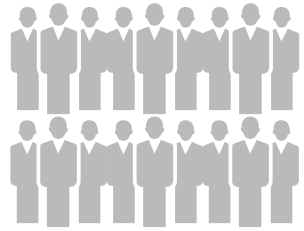


Weighting*

Analyses based on more than 140,000 evaluations

Basis

The survey was conducted using online access panels, providing a representative sample of more than 7,000 American retailer customers. Each gave an evaluation of several retailers: in total 140,000 evaluations have been collected.



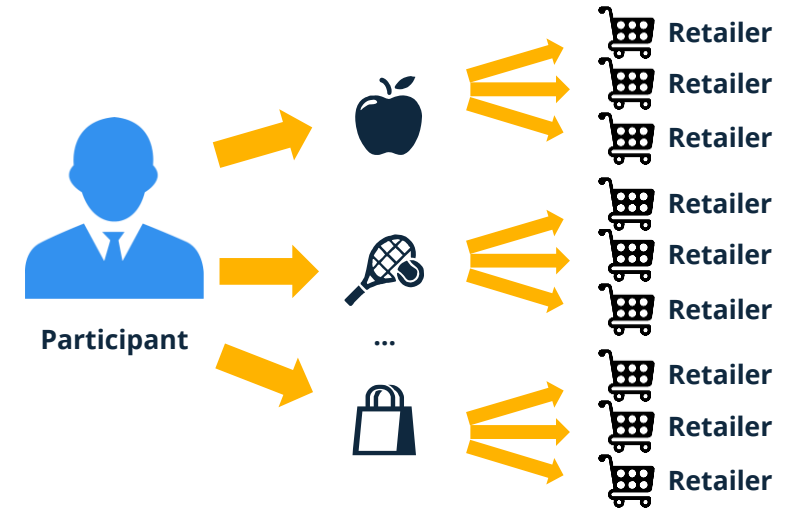
Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. Anyone can register and agree to take part in online surveys.



~7,000 participants

- ✓ Shopped in-store at the retailer in the last 3 years (i.e., 2021-Feb 2024)



Survey

- Ø The retailers awarded have each received **on average close to 100 evaluations** from customers

Categories (1/2)

Each brand grouped by category



Clothing

1. Apparel
2. Athletic Apparel
3. Baby and Children's Products
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear Retailers (Multi-Brand)
9. Footwear Retailers (Single-Brand)
10. Jewelry
11. Jewelry (High-End)
12. Lingerie & Underwear
13. Luxury Fashion & Accessories
14. Outdoor Apparel
15. Premium Apparel
16. Purses/Bags
17. Second-Hand Clothing & Products
18. Women's Apparel

Categories (2/2)

Each brand grouped by category



Food, Health and Beauty

1. Chocolate and Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Perfume and Cosmetics
7. Pharmacies and Drugstores
8. Supermarkets
9. Superstores and Warehouse Club Stores



Home Goods

1. Arts and Crafts
2. Auto Supplies
3. Bookstores
4. Camping & Outdoor Gear (Hunting, Fishing)
5. Discount Home Goods
6. Electronics
7. Furniture
8. Home Goods & Decor
9. Home Improvement Stores
10. Pet Care
11. Premium Furniture
12. Sporting Goods/Equipment (Team sports, Golf etc.)
13. Toys

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Disclaimers:

The rankings are comprised exclusively of retailers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last three calendar years. Furthermore, events following May 31, 2024, and/or pertaining to individual persons affiliated/associated to the retailers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about retailers or, if possible, accompanied by a visit to a retailer. The quality of retailers that are not included in the rankings is not disputed.