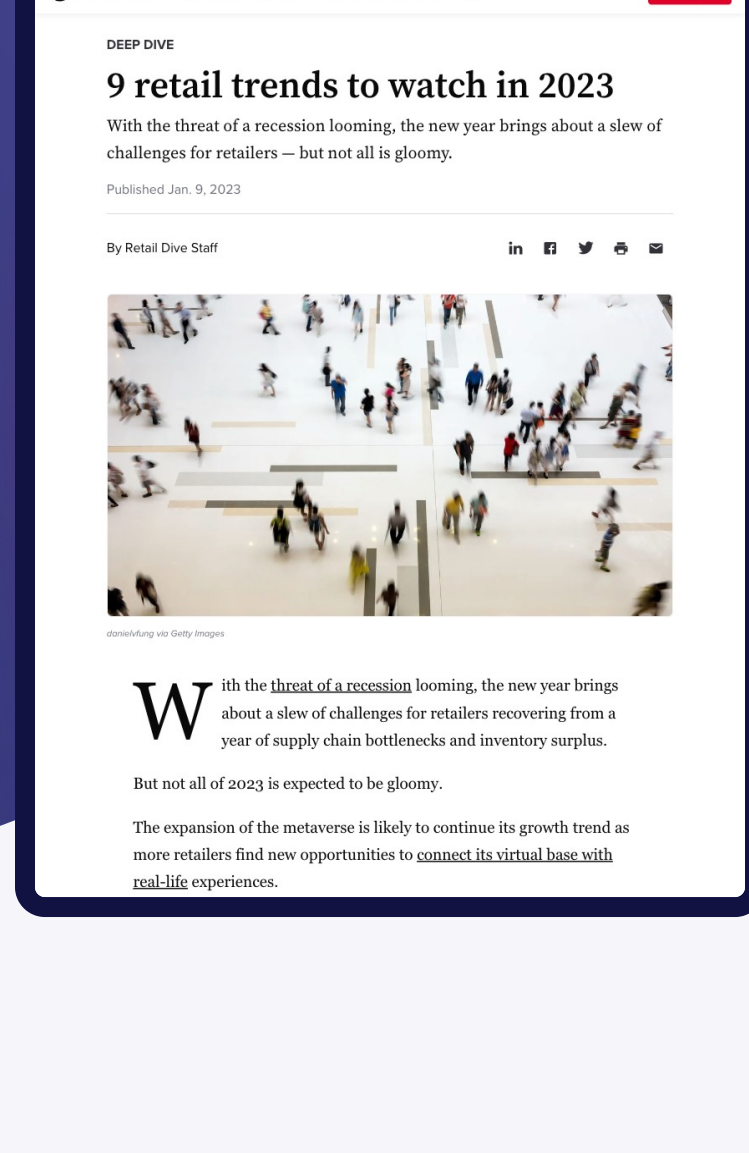


Snapshot

AUDIENCE INSIGHTS FOR 2023



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01 AUDIENCE

345K

unique monthly visitors

80%

of subscribers are manager-level or above

100%

of Fortune 100 retailers read Retail Dive

RETAIL DIVE

178,700

SUBSCRIBERS

You'll find Retail Dive's news and insights in the inbox of notable subscribers, like:

- EVP & CFO, Target
- VP App Development, Sears
- Head of Marketing, Amazon Pay US
- Head of Industry, Retail, Google
- VP & CFO, Nike
- VP Financial Services, Walmart
- CEO, Michaels
- EVP Operations, Sam's Club
- CFO, Gucci
- CMO, Staples

02 TOP-PERFORMING CONTENT

Just as consumers' pandemic worries began to let up, economic woes began to settle in. Consumers have gone from staying home to remain healthy, to staying home to save money, leaving today's retailers in a precarious position. Between market volatility and shifting consumer behavior, retail leaders are in a daily battle to stay ahead of the curve as the landscape becomes increasingly unpredictable. As the retail industry braces for continued economic headwinds, let's take a look at what our readers have been focused on.

Top 5 topics

1. Consumer behavior
2. Apparel
3. Distressed retail
4. Brick-and-mortar
5. Social responsibility

Top 10 Retail Dive stories

Macy's to shutter 4 full-line stores



11 digitally native retailers at risk of bankruptcy



Macy's CEO: 'We are in the final stretch' of closing stores



Best Buy to close as many as 30 stores this year



Glossier reformulates iconic product, leaving customers wondering why



9 retail trends to watch in 2023



Bath & Body Works chases sales and profits by slashing costs, leaving the mall



American Dream misses another \$8.8M loan payment



9 emerging DTC brands to watch in 2023



Morphe parent company files for Chapter 11 bankruptcy



03 TRENDS

Economic uncertainty

- C-suite shakeups
- Off-price retail
- Cost-cutting measures

Shifting consumer behavior

- Inflation and decrease in consumers' discretionary spending/disposable income
- Generational differences; the rise of Gen Z and the TikTok effect
- Increased consumer demand for experiential retail

Brick-and-mortar peril

- Wholesale and DTC store closures
- Increased consumer preference for online shopping
- Bankruptcies

Social responsibility

- The role of retail brands in celebrity "cancellations"
- Environmental responsibility/pledges; consumer backlash against fast fashion
- Increased consumer demand for ethical practices

Our readers spent nearly 2x as long on these stories than the average story:

- [The running list of major retail bankruptcies](#)
- [Why is Family Dollar hacking at its prices amid inflation?](#)

Economic woes

The murky outlook of the economy has retailers scrambling to cut costs and maximize profit. As they seek to weed out inefficiencies at every turn, many retail industry leaders are restructuring their orgs in addition to leaning on the latest technology to modernize everything from marketing operations, to return policies, to operations with supply chain partners.

Factors like big-brand brick-and-mortar closures and bankruptcies, massive tech layoffs, and shifting consumer sentiment to off-price retail are all contributing to an increased sense of urgency to make retail operations as lean as possible.

Shifting shopper sentiment and consumer behavior

As inflation continues to spike and a recession looms, consumers' disposable income is dwindling. As consumers' keep a closer eye on their wallets, they're funneling money towards 'must-haves' rather than 'nice-to-haves,' hurting many retailer's profits.

Consumer expectation for brands to be ethical, sustainable, and all-around socially responsible has reached a new height in 2023. With the buying power of — and scrutiny of poor business practices by — Gen Z only increasing, the retail landscape is being forced to become more scrupulous in every avenue from manufacturing to marketing. Consumers' expectations have also heightened around the shopping experience at large, as they demand more memorable experiential retail.

Tug of war turned truce between DTC and traditional retail

The landscape of DTC and traditional retail is constantly in flux, and the two camps, seemingly at odds. But it's not as adversarial as one might think. As both sides lean into omnichannel retail and take note of one another's respective successes, more DTC brands are partnering with traditional retailers to reach a wider audience.

In 2022, we saw more DTC brands open brick-and-mortar stores than ever, while some entered wholesale. And on the other side, traditional retailers are recognizing DTC value, establishing partnerships to differentiate from competitors and get a piece of the demand.

04 MARKETING INSIGHTS

Check out how to resonate with this audience by reflecting the content preferences of over 178,700 Retail Dive subscribers in your strategy:

Content Characteristics

- Solution-oriented
- Convenient
- Culturally relevant
- Timely
- Applicable

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Play the comparison game

Retail decision-makers need to have their finger on the pulse of the industry. Give them a well-rounded view with coverage on the latest happenings from direct competitors, legacy brands, and up-and-comers. Don't be afraid to name-drop big brands within your content — retail leaders are captivated by both the successes and failures of those at the top of the chain.

Be mindful of the market

The recession hasn't even arrived yet, and it's already having major impacts on the retail industry. Help retail leaders navigate the murky economic outlook by keeping them tuned into how other retailers are cutting costs and restructuring. Additionally, be sure to help them keep track of the latest consumer sentiments and spending patterns so they can make sound projections and swift decisions in a tough economy.

Help them modernize

Today's retailers are under more scrutiny than ever before. If they fail to meet consumers' heightened demands and expectations, they'll be left in the dust. Help them adopt more ethical and sustainable practices by providing them with the latest trend pieces and stories of modernization from other respected retailers. Help them deliver game-changing experiential retail and top notch loyalty programs that will keep consumers coming back for more.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

