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Newsletter Archives

Brown's Rants

Week Ending November 27th, 2021

Black Friday Continuing to Diminish in Importance

Another Black Friday weekend is in the books; initial data on foot traffic from Sensormatic Solutions indicates that store traffic was up 48% from 2020's levels, but that it still trailed 2019 totals by about 28%. This is more likely due to consumers shopping earlier in the season than to the lingering impacts of the pandemic. For example, our own internal study of foot traffic at Macy's stores in October found foot traffic was up 51.3% over 2020 levels—not a surprise. But, more importantly, they increased 7.2% over 2019 levels. We found the same basic pattern across both mall and outdoor shopping center tenants for October. Comparisons for November 2021 against both last year and 2019's pre-pandemic numbers will be available shortly, but are likely to show similar patterns, especially earlier in the month.

Remember, this is just foot traffic—actual retail sales totals will not be available for weeks. But we expect them to be strong, especially in the context of the entire month. All indicators are that Americans are in a better financial position this year than they were before the pandemic (though they are deeply concerned about inflation). [But consumer polling has consistently](#) shown that Americans are planning to spend more this year per person.

The reality is that Black Friday, while still the seminal shopping day in the United States, has been fading in its importance for years. According to PwC, 59% of American shoppers planned to shop on Black Friday as recently as 2015. By 2017, it had fallen to 35% and stayed there (last year it was 37%). The rise of online sales and earlier promotions were both factors here.

Nothing has diminished Black Friday's importance more than the rise of eCommerce and the ability of consumers to shop 24/7. Adobe Digital Insights reported that Black Friday online sales fell 1.2% to \$8.9 billion from last year's \$9.0 billion. This could be due to October's surge of early shoppers. According to Adobe, \$72.4 billion was spent online in October, an 8.0% increase over last year's robust eCommerce sales. Cyber Monday figures will be available by next week's edition. It will be interesting to see if a new record is set, or if the numbers are flat due to that same October surge.

But back to the issue of physical shopping on Black Friday...

We have a short memory as consumers, but Black Friday deep discounting was part of the appeal of the United States' unofficial retail holiday at least since the early 1960s. But over the last two decades, the sales increasingly extended both earlier and later in the season. The net effect has been that Black Friday deals have become less of a motivating factor for consumers to fight the crowds. For years, race-to-the-bottom discounting hasn't just eroded margins for retailers, but it's become increasingly less effective in enticing shoppers. The constant dopamine hit of doorbusters eventually has a considerable downside.

The thing that is interesting about 2021 is that this is the year in which supply chain issues may replace discounting as the leading Black Friday disruptor. ICSC's Annual Holiday Shopping Intentions Survey found that 75% of shoppers said they expected to shop earlier this year than normally would. Their reasons were to ensure product availability (48%), early deals (42%) and to ensure on-time delivery (42%).

Ironically, those very same supply chain issues will ensure that there will be fewer doorbusters and deep discounts this year. Whether they permanently alter the landscape is doubtful. But this year supply and demand issues will conspire to mitigate the cycle of discounting and potentially preserve retailer margins.

See you next week,

Garrick



Top 10

Stories of the Week

[Winners and Losers of Black Friday 2021](#)

Retail Dive 11/27

[These Major Chains Boomed During the Pandemic While Small Retailers Had to Close Up Shop](#)

CNN 11/27

[The Holiday Shopping Season is Here, But is it Back?](#)

New York Times 11/26

[Black Friday Off to Slow Start in-Store, Momentum Gaining Online](#)

TotalRetail 11/26

[Shoppers Store Visits Rose 48% From 2020 Black Friday](#)

Bloomberg 11/25

[eCommerce Need Real Store Locations Now More Than Ever](#)

Wall Street Journal 11/25

[California Leaders Vow to Crack Down After High Profile Burglaries](#)

New York Times 11/24

[Holiday Shopping Could Drop as Shoppers Fear Wave of Mass Looting at Luxury Stores](#)

California News Times 11/24

[Red Brands and Blue Brands; is Hyper Partisanship Coming for Corporate America?](#)

New York Times 11/23

[Dollar Tree Raises Most Prices to \\$1.25 as Inflation Sweeps Retail Sector](#)

Financial Times 11/23

Economic Headlines

Stories of the Week

[Omicron: CoVid Vaccine Developer Says Jab Could be Tweaked in 100 Days if New Variant Evades Immunity](#)

Independent 11/27

[How Under-Staffed Are Stores? Smaller Retailers Feel the Holiday Strain](#)

NPR 11/27

[Black Friday Foot Traffic in Stores Down 28% From Pre-Pandemic Levels](#)

CNBC 11/27

[Black Friday Shoppers Are Back, but the Doorbusters Aren't](#)

Wall Street Journal 11/27

[Retail Sales Surged This Black Friday But Day's Impact is Diluted](#)

NPR 11/26

[Markets Tumble as New Coronavirus Variant Brings Travel Restrictions](#)

New York Times 11/26

[US Online Spending Surges 20% in November in Sign Holiday Shopping Has Started Early](#)

Crain's Cleveland Business 11/24

[PNC Economic Outlook Has Good Retail News As Strong October Fuels Rebound](#)

Pittsburgh Business Times 11/24

[Jury Says CVS, Walgreens and Walmart Bear Responsibility for Opioid Epidemic](#)

Retail Wire 11/24

[Is the Four Day Workweek Finally Within our Grasp?](#)

New York Times 11/23

[As Holidays Near, Smash and Grab Robbers Hit America](#)

Reuters 11/23

[Every Step of the Supply Chain is Going Wrong—All at Once](#)

Bloomberg 11/22

[Report: More Than Half of US Consumers to Shop Online Cyber Weekend](#)

TotalRetail 11/22



Property Trends

Stories of the Week

[Florida Mall, Once the Place to Be, Fades Into Oblivion](#)

Tampa Bay Times 11/27

[How 900 Michigan Shops on Chicago's Magnificent Mile Work to Fill Storefront Vacancies](#)

ABC 7 Chicago 11/25

[80 Years of Holiday Shopping in New York](#)

New York Times 11/25

['Faneuil Hall is a Mess;' As Holidays Approach, Stores Struggle With Vacancies, Fight with Landlord](#)

Boston Globe 11/25

[Fremont East Endures; After Year of Lockdowns and Grief, Downtown Las Vegas District Regains Footing](#)

Las Vegas Weekly 11/24

[Long Island Malls Innovate to Thrive in New Era](#)

Long Island Press 11/23

[Montgomery Mall \(North Wales, PA\) Has Been Sold; Here is What You Need to Know About Their New Owner](#)

Courier Times 11/23

[Take a Look at How These Five Former Kmart Sites Have Transformed Over the Years](#)

Penn Live 11/23

[This DC Neighborhood Used to Be Synonymous W/High End Retail](#)

Retail Dive 11/22

[Tenants are Knocking Down Doors in Nashville](#)

ICSC 11/22

[From Katz Deli to Broadway, International Tourists Trickle Back to NYC](#)

New York Times 11/22

Retail Headlines

Stories of the Week

[Tecovas Brings its National Brand to Downtown Waco](#)

Waco Tribune 11/27

[84 Lumber Opens First Idaho Location in Boise Suburbs](#)

LBM 11/24

[Goodwill Expands in Pittsburgh Suburbs](#)

Pittsburgh Business Times 11/24

[Glossier Puts the Experience First, Expecting Sales to Follow](#)

Retail Wire 11/24

[Best Buy Acquires Outdoor Furniture Chain Yardbird](#)

PYMNTS 11/24

[Will Fans Visit Nike in the Metaverse?](#)

Retail Wire 11/24

[WSS Leases Large Box Space in San Jose](#)

East Bay Times 11/23

[Avocado Green Mattress Opens First DC Area Store](#)

Washington Business Journal 11/23

[Why the New Midtown St Louis Target is a Game Changer](#)

St Louis Business Journal 11/23

[New Type of Dollar General Store Opens Second NY State Location in Syracuse](#)

Syracuse.com 11/22

[Authentic Brands Group Shelves IPO; to Sell Stake in Deal Valued at \\$12.7 Billion](#)

CNBC 11/21



Grocery Headlines

Stories of the Week

[Shoppers Are Getting Ruder and Grocery Workers Suffer the Mental Health Impact](#)

Philadelphia Inquirer 11/26

[How Will Meijer's Presence Impact Stark County?](#)

Canton Repository 11/26

[New Publix Sets Opening Date for New Retail Center in Gallatin \(TN\)](#)

MAB 11/24

[Sprouts Farmers Market to Open in Smyrna \(GA\)](#)

Atlanta Journal Constitution 11/23

[Southeastern Grocers Opens Doors to Fresco y Mas Stores in Tampa and Deltona, FL](#)

Winsight Grocery Business 11/23

[The Giant Company Deepens its Roots in Philadelphia with Three New Stores](#)

Grocery Dive 11/22

Restaurant News

Stories of the Week

[Restaurant Brands International Said to Have Been in Talks To Buy Subway That Failed Seeking Alpha 11/26](#)

[Bay Area Based Food Hall, Local Kitchens, Opening Roseville \(Sacramento Metro\) Location Sacramento Business Journal 11/24](#)

[Chick'nCone Seeks National Expansion Through One-of-a-Kind Franchising Opportunity Nation's Restaurant News 11/24](#)

[Dessert Franchise Chill-N Nitrogen Ice Cream Plans to Double in Size Next Year Nation's Restaurant News 11/24](#)

[NRN Discusses Fat Brands Acquisitions, MOD's Plans to go Public and RBI's Purchase of Firehouse Sub Nation's Restaurant News 11/24](#)

[Cracker Barrel Pushing Forward on Digital Brands Nation's Restaurant News 11/24](#)

[Fresh Off IPO, Sweetgreen Opens in Dallas Nation's Restaurant News 11/22](#)

[Raising Cane's Opens New Location in Davis, CA California News Times 11/22](#)

[12 Fast Food Chains That Have Opened Inside Walmart This Year Eat This Not That 11/22](#)

[Fat Brands to Acquire Native Grill & Wings for \\$20 Million Shopping Center Business 11/22](#)

[Warehouse Food Hall Energizes Rural Craig, Colorado Restaurant Scene 5280.com 11/22](#)

[A Town Hall for Boise's Harris Ranch, Complete with Food Hall and Amphitheater? Idaho Statesman 11/22](#)

[Chick Fil-A Opens Two New Bay Area Restaurants SF Gate 11/21](#)

[Culver's, Other QSRs, Adding More Drive-Thrus Star Tribune 11/21](#)



REITs, Landlord & Development

Stories of the Week

[Developers Eye Revamp of Buena Park Mall by Adding Residents to Retail](#)

Los Angeles Times 11/24

[Will Cary's \(NC\) South Hills Mall Become a Giant Sports Complex? It has New Owners](#)

Charlotte News & Observer 11/24

[Former Calico Mall \(Hattiesburg, MS\) to be Transformed to Mixed-Use](#)

Pine Belt News 11/24

[Two Retail REITs that Crushed Third Quarter Expectations](#)

Motley Fool 11/24

[Here's Why You Should Retain Kimco Stock Now](#)

Nasdaq 11/24

[Residential Development Emerges as Lifeline for Seattle Area Malls](#)

Puget Sound Business Journal 11/21



eCommerce / Omnichannel / Retail Tech

Stories of the Week

[Thanksgiving Day Online Sales Top \\$5 Billion](#)

TotalRetail 11/26

[Will Livestream Shopping Be eCommerce's Next Hot Trend?](#)

Gulf News 11/25

[Where the Virtual Restaurant Trend May be Heading](#)

Nation's Restaurant News 11/24

[Walgreens to Open \\$30M MFC \(Micro Fulfillment Center\) in Kansas City Region](#)

Grocery Dive 11/24

[Massive Reno Industrial eCommerce Building Goes Vertical](#)

Northern Nevada Business Journal 11/23

[Albertsons is Testing a Smart Cart](#)

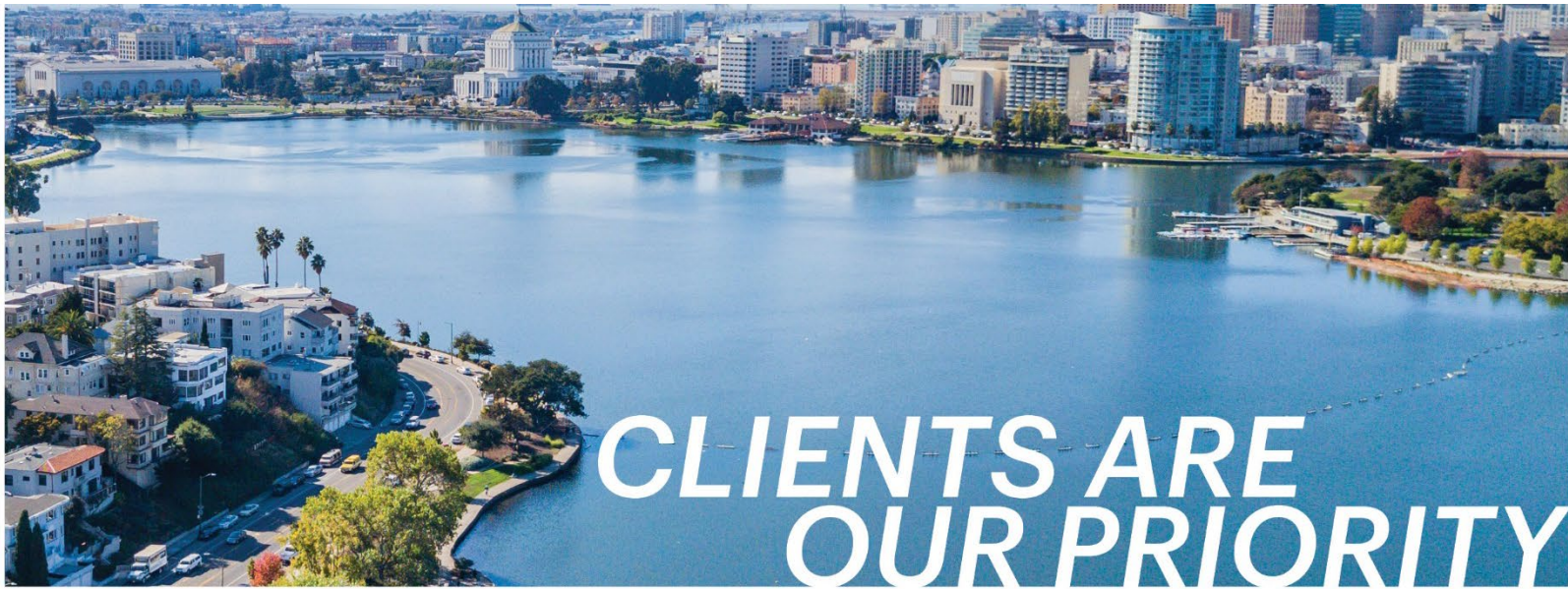
Grocery Dive 11/22

[Should Macy's De-Omnify?](#)

RetailWire 11/22

[Drone Delivery Unicorn Zipline Formalizes Partnership with Walmart](#)

Emerging Tech Brew 11/20



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