US and UK dominate most popular department stores ranking

By Sandra Halliday  -  October 28, 2021

New analysis of online search and social media activity has come up with the world’s most popular department stores, and the top 10 is dominated by American and British names. And on top of that, New York and London also seem to be the key destinations.

Property specialist Stokemont.com looked at a list of 47 of the world’s most famous stores and the number of Instagram hashtags, TikTok views and average global search trend data, to assign an overall popularity score.

Top of the list was Macy’s in New York with a combined search/hashtag/views score of 9.65 out of 10, which just beat second-placed Nordstrom in Seattle (9.58). But in third and fourth place came London’s Selfridges (8.96) and Harrods (8.89). Next was Bloomingdale’s in New York (8.68), then NYC’s Saks Fifth Avenue (8.61).

Other global cites got a look-in after that with Galeries Lafayette on Boulevard Haussmann in Paris in seventh spot (8.47), ahead of David Jones in Melbourne, Australia (8.33), and El Corte Inglés in Barcelona, Madrid and Lisbon (Spain and Portugal, scoring 8.26). Finally, rounding out the top 10, was Istanbul’s Beymen (7.64).

The company said that Macy’s had as many 118.3 million TikTok views (making it first in that category) and 14.2 million average monthly searches globally (again, first in the category). However, its 1.231 million Instagram hashtags only put it in third spot here.

When reviewing the entire data set, the US and the UK had six department stores respectively, followed by Germany and Italy with five each.

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