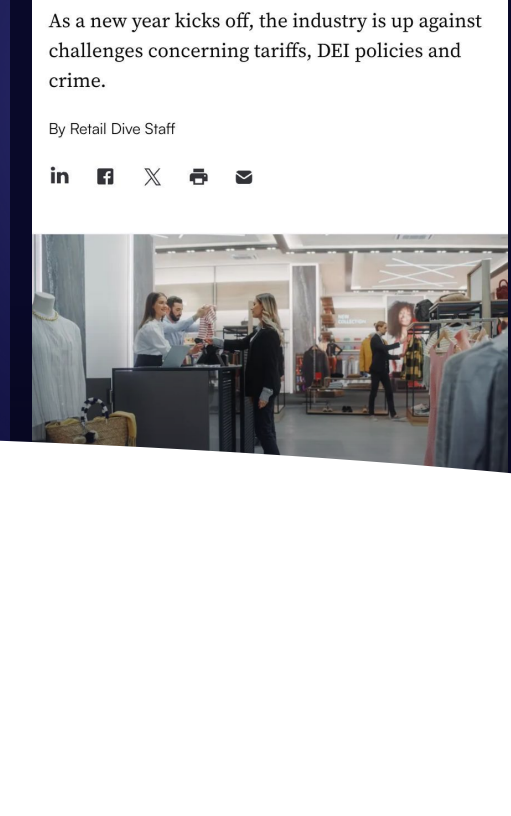


Snapshot 2025

AUDIENCE INSIGHTS FOR CONTENT MARKETERS

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Retail Dive is a news publication designed specifically for retail leaders overseeing the business operation of big-box brands, large retail, and consumer-oriented e-commerce. From the future of brick-and-mortar and in-store operations, to payment technology and the omnichannel shopper journey, our journalists cover the issues that impact the business of retail.

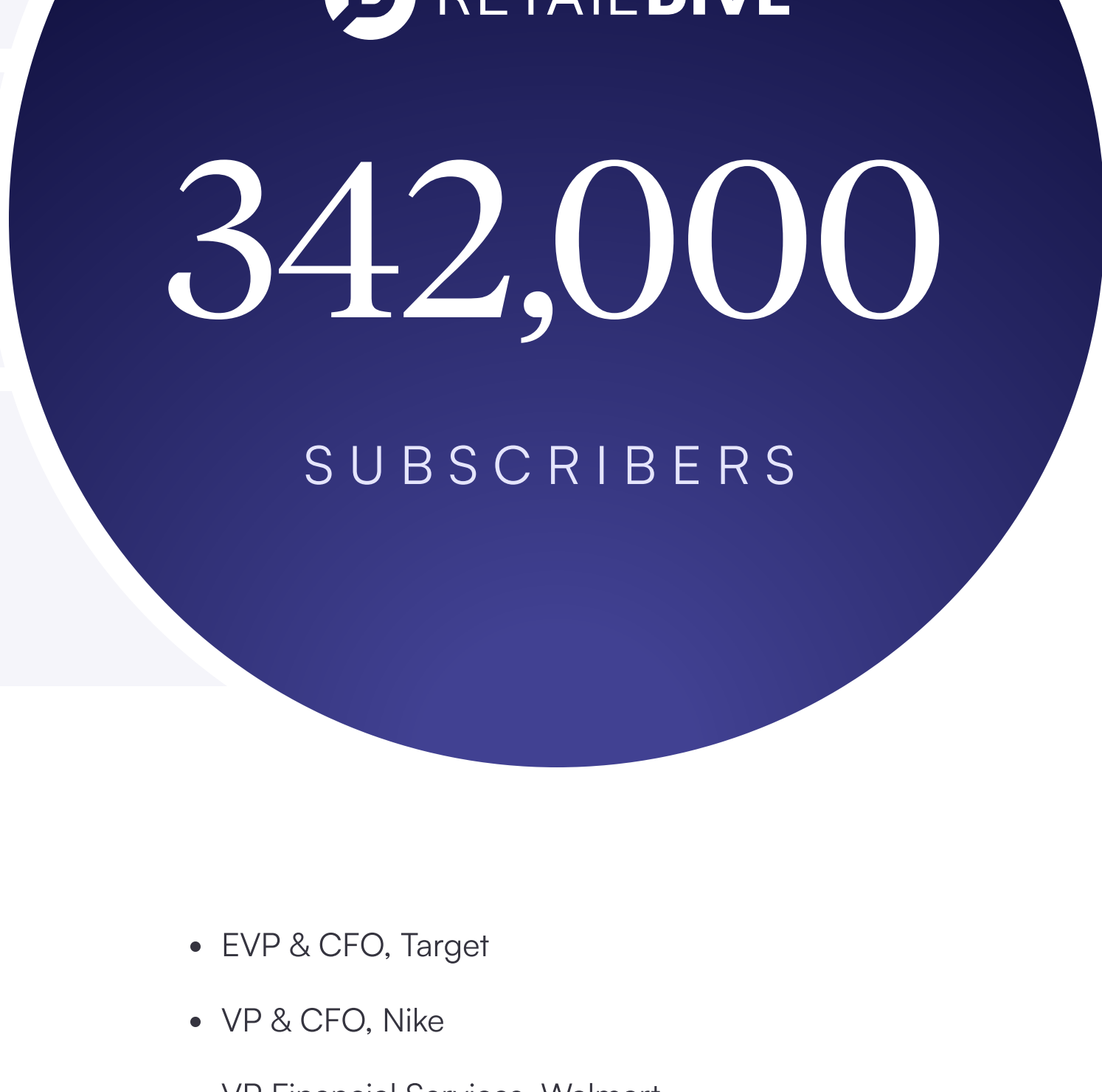


01 Audience

480K
unique monthly visitors

80%
of subscribers are manager-level or above

100%
of Fortune 100 retailers read Retail Dive



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

- EVP & CFO, Target
- VP & CFO, Nike
- VP Financial Services, Walmart
- CFO, Urban Outfitters
- Head of Marketing, Amazon Pay US
- SVP Business Technology, Starbucks
- CMO, Staples
- Co-Founder and CEO, Casper
- Head of Industry, Retail, Google
- CFO, Gucci

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02 Top-performing content

Retail is at a tipping point—though it's been teetering there for years. The pandemic accelerated changes in consumer behavior, and with online shopping on the rise, retailers must decide how to leverage their extensive physical footprints. Some household brands are struggling and edging toward bankruptcy, while looming tariffs only add to widespread economic uncertainty. Here's what retailers are focusing on in 2025.

Top 5 topics

- Distressed retail
- Brick-and-mortar
- Consumer behavior
- E-commerce
- Apparel

Top 10 Retail Dive stories

- | | |
|---|--|
| Amazon allowing sellers to ditch physical returns | The rise of the Stanley tumbler: How a 110-year-old brand achieved viral success |
| J.C. Penney closing 4 stores in coming months | Rodan and Fields announces new business model, cuts 100 jobs |
| Winners and losers of Black Friday 2024 | Macy's to cut 3.5% of its workforce, close 5 mall anchors |
| Tractor Supply may have thought it solved a big problem. Now it has a few more. | Gildan CEO and entire board resign ahead of annual meeting |
| 11 digitally native retailers that could file for bankruptcy in 2024 | The running list of major retail bankruptcies |

Keywords resonating right now

- store closures
- self-checkout
- corporate restructuring
- layoffs
- leadership changes
- retail bankruptcies
- rewards programs
- department stores

03 Trend analysis

For some retailers, the future is very uncertain

- In 2024, 20 retailers declared bankruptcy and this year has already brought more distress. That uncertainty can encourage dealmaking and private equity moves.
- Now, with the threat of tariffs looming, retailers on shaky financial ground feel additional strain.
- Changing consumer habits and ongoing economic volatility also pressure mid-size retailers lacking standout brands or products.

Consumers quake

- Consumer sentiment is plummeting, and long-term inflation worries are on the rise.
- With a new administration wielding tariffs internationally, uncertainty has intensified.
- Shoppers are pulling back on spending. Flat retail sales in February reflect how spooked consumers are feeling.

Retailer evolution and the real estate question

- Retailers are reassessing their footprints to decide how many stores they truly need as they straddle in-store and online business.
- Closures continue to outpace openings, but some brands are still considering physical expansion.
- Meanwhile, malls are moving away from traditional department store anchors, and some retail tenants are exiting their mall spaces.

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

- REI changes policy to stop serial returners
- Amazon allowing sellers to ditch physical returns

Still distressed

Some retailers are falling behind as the economy and its fluctuations test their financial resilience and longer-term strategies.

Studio tip

Retailers need efficiency. News of consolidations, bankruptcy, and layoffs rarely screams "sales opportunity," but it reminds us that retail and consumer brands are always in a cycle of optimizing or closing. Offering creative ways to help them better serve—or sell to—their core audiences remains a winning tactic, especially if tariffs and other economic pressures heighten the stakes over the next few quarters.

Retail sales future forecast: very cloudy

In response, retailers must roll out strategies to weather short-term turbulence as shoppers seek lower prices, working harder to court those still willing to spend.

Studio tip

Everyone in the retail chain is hyper-aware of the consumer confidence crisis. How do you deliver value when the industry is about to pass even more costs on to buyers? You refine the experience. Retailers will lean on quality to secure small wins, whether that's loyalty programs powered by enhanced CRMs, streamlined payment systems that make transactions easier, or improved SaaS to optimize shipping and returns.

Retail's physical footprint is in flux

Rather than abandoning their physical presence, retailers are sharpening in-store strategies and rethinking product assortments to draw shoppers. Some are even reimagining their entire fleet.

Studio tip

Which matters more to customers in the long run: the flashy new product or the memories it creates? That's the key to experiential retail and why the buzz hasn't subsided. Marketers who can help brick-and-mortar brands offer compelling experiences—be it more efficient staffing or streamlined dashboards that highlight quick optimizations—will have a strong pitch.

04 Marketing insights

Get this audience's buy-in by reflecting the content preferences of over 374,000 Retail Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

This is the year to go hard on ROI

Retailers have an even tougher road now, so bottom-line talk will be front and center.

Studio tip

If there was ever a time to highlight your data, it's this one. Developing a repeatable method to share tangible numbers about how you solve client challenges—whether it's social graphics, a newsletter, or a quarterly webinar—helps busy retail leaders quickly see you as a viable solution.

Show how you help make customers happy

Consumer confidence may be low, but people have to shop somewhere.

Studio tip

Many retailers are groaning about rising prices, not necessarily poor service. Showing retailers how you can boost their reputation in shoppers' eyes—even if costs are climbing—could become your new B2B advantage.

Show them you're bold (and they can be, too)

When crisis fatigue sets in, it can pay to change the conversation

Studio tip

Some retailers will see a down market as a time to protect what they have. Others—particularly the ambitious—will see it as a chance to grow their share. Assuming the economic outlook stays grim, you might capture their attention by creating more provocative content. While you shouldn't make unrealistic promises or overly optimistic claims, leading contrarian discussions can help marketers stand out when everyone else plays it safe.



How are you resonating with this audience?

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

[Contact us](#)

