

METHODOLOGY

America's Best Retailers 2025

in collaboration with

Newsweek

statista 

June 2025



For the fourth time, Newsweek and Statista have awarded brands in America's Best Retailers ranking

Ranking's cornerstones



Relevance of Ranking

- **The America's Best Retailers 2025** ranking was determined through an independent survey, and the results are based on over **140,000 customer evaluations** across a wide range of brands **in the United States**. Participants included individuals who have shopped at the retailers in person within the past three years.
- The top 3 to 10 brands in each category—depending on category size—with the highest scores were recognized as America's Best Retailers 2025.
- The field period ran from **January to February 2025**. In total the survey took an average of around 10 minutes to complete.



Executive Summary

- **Title of ranking:** America's Best Retailers 2025
- **Media partner:** Newsweek
- **Edition:** 4th
- **Number of awardees:** 210
- **Methodology:** *An independent survey was conducted via a panel survey of American customers*
- **Criteria used for determining rank:** Final rankings were determined by two components: **Likelihood of Recommendation** (50% of the final score) and **five evaluation criteria** (50%): Products, Customer Service, Atmosphere, Accessibility, and Shop Layout. Retailers from 43 categories provide results for a broad-spectrum of customer experiences in traditional retail. For each category, only retailers present in at least two U.S. census regions have been included in the list (exceptions made for retailers with 600 or more locations).

The analysis of the best retailer is based on more than **140,000 customer evaluations**

Data collection through online access panels



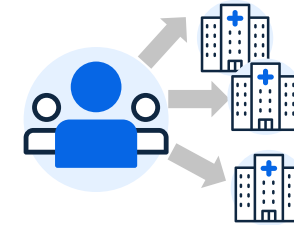
Online Access Panel

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



Participants

Individuals who shopped in-store at the retailer in the last 3 years (i.e., 2022- February 2025)



Survey

The brands awarded have each received **on average 100 evaluations** from customers. The surveys were conducted from **January to February 2025**. In total the survey took an average of **10 minutes** to complete.

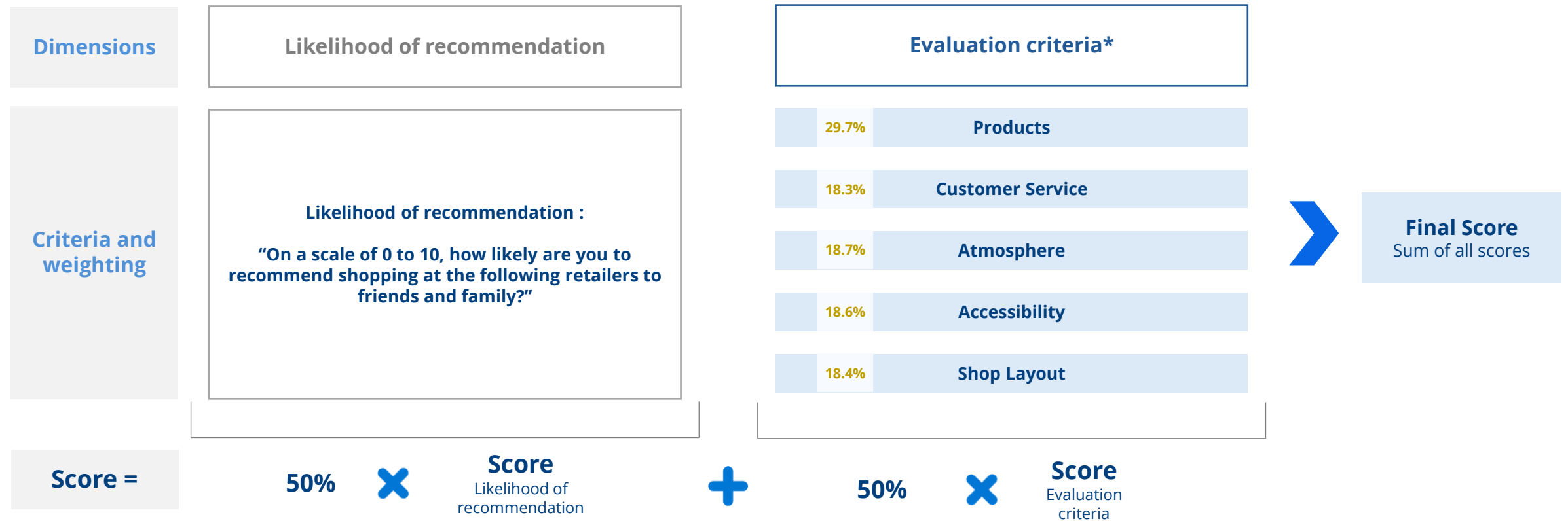
The survey was conducted using online access panels, providing a representative sample **in the United States**, with different demographic profiles. Each of them gave an evaluation of several brands: **in total 140,000** evaluations have been collected.

The survey considers the **likelihood of recommendation** and **five evaluation criteria** to identify the Best Retailers.



The scoring model is founded on two key dimensions: The Likelihood of recommendation and Five Evaluation Criteria

Overview



Categories

Each brand grouped by category



Clothing

1. Apparel
2. Athletic Apparel
3. Baby/Children's Clothing
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



Home Goods

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



Food Health and Beauty

1. Chocolate & Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Specialty/Natural/Ethnic Grocers
7. Perfume & Cosmetics
8. Pharmacies & Drugstores
9. Supermarkets
10. Superstores & Warehouse Club Stores

Legal disclaimer for the ranking America's Best Retailers 2025

Disclaimer

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, 2025, 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.