

Bricks-and-Mortar Stores Are More Essential Than Ever for Retailers, Analyst Dana Telsey Says. These Stocks Are Well-Positioned.

By
Connor Smith
Sept. 2, 2021 12:17 pm ET

You're seeing retailers not only survive but thrive. We're seeing the physical footprint, not only be a nice-to-have, but be a must-have. You're seeing the ability to get closer to the customer with seamless options—whether it's buy online, pick up in store, whether it is virtual appointments, whether it's shipped from store—the physical footprint is more essential than it's ever been. And it also gives retailers and brands data on their customers to be able to assort and merchandise smarter.

I think that innovation, speed, and data have only become more relevant.

I think open air has taken on new engagement. And it's become more productive lately, whether it's grocery-anchored, or whether it's lifestyle-oriented. And you're seeing concepts being able to adjust their footprints, both for in the mall and outside of the mall. And you're seeing the ability to have more multi-channel spending, leading to a more productive consumer, both for the retailer, and also it helps the landlord.