

# Retail Analysis & Trends

## holiday 2001

Nearly 200 shopping centers and 9,000 retail locations promoted merchandise during Holiday 2001 with the Mallfinder Network online shopping guide. Consumers were able to search for and find gift ideas suggested by retailers at their local shopping centers.

When using the Mallfinder online shopping guide, over half of all searches (51.9%) were by Store Name, followed by Store Category (24.9%) and Keyword (23.2%).

Within categorical searches, shoppers preferred Store Type ie. Jewelry (37.8%), followed by Recipient ie. Significant Him (25.7%), Lifestyle ie. Young Teens (25.1%) and Price (11.4%).

Within keyword searches, the majority of consumers searched by product type such as shoes, jewelry and gift certificates. Interestingly, when using keywords, more shoppers are searching for brand names such as Nike, which suggests a continuing trend in customer loyalty to retailer brand names.

### Top Retailers with Gifts

Bath & Body Works  
EBX/Electronics Boutique  
Brookstone  
Select Comfort  
Pacific Sunwear  
The Limited  
Piercing Pagoda  
KB Toys  
Helzberg Diamonds  
Williams-Sonoma  
Day by Day Calendar  
Crabtree & Evelyn  
Godiva  
Claire's  
Journeys

### Most Popular Brands

Nike  
Timberland  
Coach  
Express  
Polo  
Fossil  
Brookstone  
MAC Cosmetics

### Most Popular Products

Shoes  
Gift Certificates  
Jewelry  
Watches  
Candles  
Dresses  
Hats  
Leather  
Books  
Clothes

### Most Popular Categories

Significant Him  
Significant Her  
Jewelry  
Young Teens 14-16  
College Teens 17-19  
\$11-\$25  
Apparel/Men & Women  
Parents  
\$26-\$50  
Specialty

### Most Popular Retailers

Bath & Body Works  
Eddie Bauer  
Brookstone  
The Disney Store  
Sears  
Pacific Sunwear  
Foot Locker  
Express  
JCPenney  
Things Remembered  
Limited Too  
Discovery Channel  
Store  
Children's Place  
Spencer Gifts  
Electronics Boutique  
Lady Foot Locker  
Ann Taylor  
Gap  
Claire's



**MallfinderNetwork**  
Places You Want To Be