



BrandSensitize™ – Brand Research Desk

Retail Resilience: How Macy's Navigated Industry Challenges

Macy's turns every shopping trip into a memorable and magical experience that customers treasure. Macy's crafts a distinctive customer journey by combining iconic traditions with innovative solutions.

Keith Credendino is the current CIO/CTO at Macy's, leading digital transformation efforts. Sharon Otterman serves as Chief Marketing Officer, overseeing brand strategy and customer engagement.

Macy's net sales declined 3.5% to \$22.3 billion for FY2024, with net income of \$582M.

Macy's net sales in FY2023 dropped to \$23.1 billion, down from \$24.40 billion in FY2022—a decline.

During the second quarter of 2025, Macy's, Inc., reported net sales of \$4.8 billion, exceeding the forecast. Total sales, including the impact of store closures, declined by 2.5% YoY. However, comparable sales increased by 0.8% on an owned-merchandise basis and 1.9% when including O+L+M sales (owned, licensed, and marketplace).

As of February 1, 2025, Macy's employed about 94,189 full-time and part-time workers in the U.S.

Macy's performance underscores the benefits of being a multi-brand, multi-category, omni-channel retailer.

Trump's tariffs on Chinese imports have significantly hurt Macy's, as 20% of its products are sourced from China.

Macy's faces stiff competition from e-commerce giants like Amazon, fast-fashion retailers, and specialty online brands.

Consumer preferences have shifted toward convenient online shopping and specialized retailers, posing a challenge to traditional department stores.

At its core, Macy's brand philosophy focuses on creating "magic" through inclusive, aspirational shopping—combining heritage events like the Thanksgiving Day Parade with modern digital innovation.

Macy's customer-centric ethos—emphasizing wonder, accessibility, and personalization—drives focus on community impact, sustainability, and seamless experiences across stores, apps, and events.

Macy's enlists CFDA star Christian Siriano to lead its fall collection, blending the retailer's timeless glamour with runway-ready edge and reaffirming its role as an inclusive style authority.



Macy's customer approach emphasizes personalized guidance, with knowledgeable associates offering expert styling and in-store support.

Bold New Chapter: Macy's 2024-26 turnaround plan closes underperforming stores, reinvests in 350 "go-forward" locations, and targets low-single-digit sales growth.

Omnichannel strategies like buy-online-pick-up-in-store, same-day delivery, and a revamped app generate over 35% of sales through digital channels.

AI-Powered Personalization: Google Cloud, Microsoft, and Salesforce enable real-time offers, virtual fitting rooms, and predictive inventory management.

Star Rewards Loyalty: Over 30 million members receive tiered perks, boosting higher spending and retention.

Iconic Events: The Thanksgiving Day Parade and the new "100 Days to Christmas" gift and Santa tour solidify Macy's as the go-to destination for the holiday season.

Designer Collaborations: CFDA winner Christian Siriano curates the fall collection, ensuring the brand remains fashion-relevant.

Luxury Lift: Bloomingdale's and Bluemercury expansions will add 45 stores by 2026, targeting premium margins.

Macy's is also implementing its "Bold New Chapter" strategy, planning to close 150 underperforming stores by 2026. This significant restructuring faces operational challenges, including workforce changes, supply chain issues, and efforts to maintain customer loyalty during the transition.

BrandSensitize™ research and publicly available data indicate that a proven tech ecosystem supports Macy's customer experience.

On the business side, partnerships like Adobe assist with digital marketing and content management. These collaborations enhance personalization speed, inventory accuracy, and smooth customer experiences.

Macy's tech team traveled to Bangalore and Chennai, India, to connect with key partners like Accenture, Deloitte, Infosys, Zensar, and Cognizant.

What has your experience been with Macy's, and which aspect do you find most impressive—the magic of their events, personalized styling, or seamless digital support?