

Disney to shut down 60 North American stores in 2021

A Monitor Report

Date: 16 March, 2021



Los Angeles : Disney on March 3 announced it will shut down at least 60 of its North American stores this year in an attempt to focus on its online sales activities.

The closures are only a first step, with the world's number one entertainment company stating in a statement that it intends to "significantly reduce its brick-and-mortar footprint" with an aim of focusing on e-commerce.

"While consumer behaviour has shifted toward online shopping, the global pandemic has changed what consumers expect from a retailer," said Stephanie Young, Head of Consumer Products, Games and Publishing, Disney, in a statement.

Disney plans to develop its "shopDisney" sales platform next year, and expand its integration with mobile apps dedicated to its theme parks and with its social media presence.

The changes will be accompanied by the creation of new products of different Disney-owned brands, such as adult clothing, "streetwear," home goods and collectible items, the statement said.

Disney did not specify which store locations will close, nor how many jobs will be cut due to the closures.

There are about 300 Disney stores worldwide.

