

Macy's Sales Slip in Challenging Economy



Revenue at Macy's fell 4.6% in the fourth fiscal quarter amid inflation and an unfavorable comparison with last year's stimulus-fueled holiday season.

Sales came to \$8.26 billion for the three months ending January 28, the company said last week. Comparable-store sales — at owned and licensed shops open for at least a year — decreased 3.3%.

“Performance year-over-year primarily reflects the impacts of macroeconomic pressures on the consumer in conjunction with a lack of government stimulus benefits and a heightened competitive retail environment driven by industry-wide inventory surpluses,” the retailer explained.

Macy's noted strong growth in its Pandora store-in-store boutiques, which the company debuted at five locations in November 2021.

The Pandora initiative “has immediately energized our entire jewelry floor at big productivity-level increases from what we had previously,” Macy’s CEO Jeff Gennette said Thursday in an [earnings call](#) transcribed by The Motley Fool. “We’re going to be expanding that.”

Group sales for the full year slipped 1% to \$24.44 billion, while profit declined 18% to \$1.18 billion.

Image: The Macy’s flagship store on Herald Square, New York. (Shutterstock)