

Consumer Buying Power™ | Personal Care Products and Services



Trade Area: SPOTLIGHT - 3 mi Radius

Consumer Units: 44,711 | Households: 44,711 | Dorm Pop: 0

	2020 Aggregate Expenditure Estimate	%	2025 Aggregate Expenditure Estimate	%	2020 Annual Avg per Consumer Unit	2025 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2020 Market Index
Total Specified Consumer Expenditures	2,443,650,325	100.00	2,698,778,610	100.00	54,654.34	59,015.50	2.01	85
Personal Care Products and Services								
Personal care products and services	33,896,120	100.00	37,690,626	100.00	758.12	824.20	2.14	83
Personal care products	21,634,010	63.82	24,062,775	63.84	483.86	526.19	2.15	83
Wigs and hairpieces	363,867	1.07	404,683	1.07	8.14	8.85	2.15	154
Hair care products	4,369,072	12.89	4,836,351	12.83	97.72	105.76	2.05	77
Nonelectric articles for the hair	522,567	1.54	575,559	1.53	11.69	12.59	1.95	76
Oral hygiene products, articles	2,441,806	7.20	2,715,364	7.20	54.61	59.38	2.15	85
Shaving needs	976,899	2.88	1,070,485	2.84	21.85	23.41	1.85	78
Cosmetics, perfume, bath preparations	9,285,254	27.39	10,379,075	27.54	207.67	226.96	2.25	82
Deodorants, feminine hygiene, misc.	3,039,676	8.97	3,377,334	8.96	67.98	73.85	2.13	91
Electric personal care appliances	634,869	1.87	703,924	1.87	14.20	15.39	2.09	78
Personal care services and repairs	12,262,110	36.18	13,627,851	36.16	274.25	298.01	2.13	84

Benchmark: USA

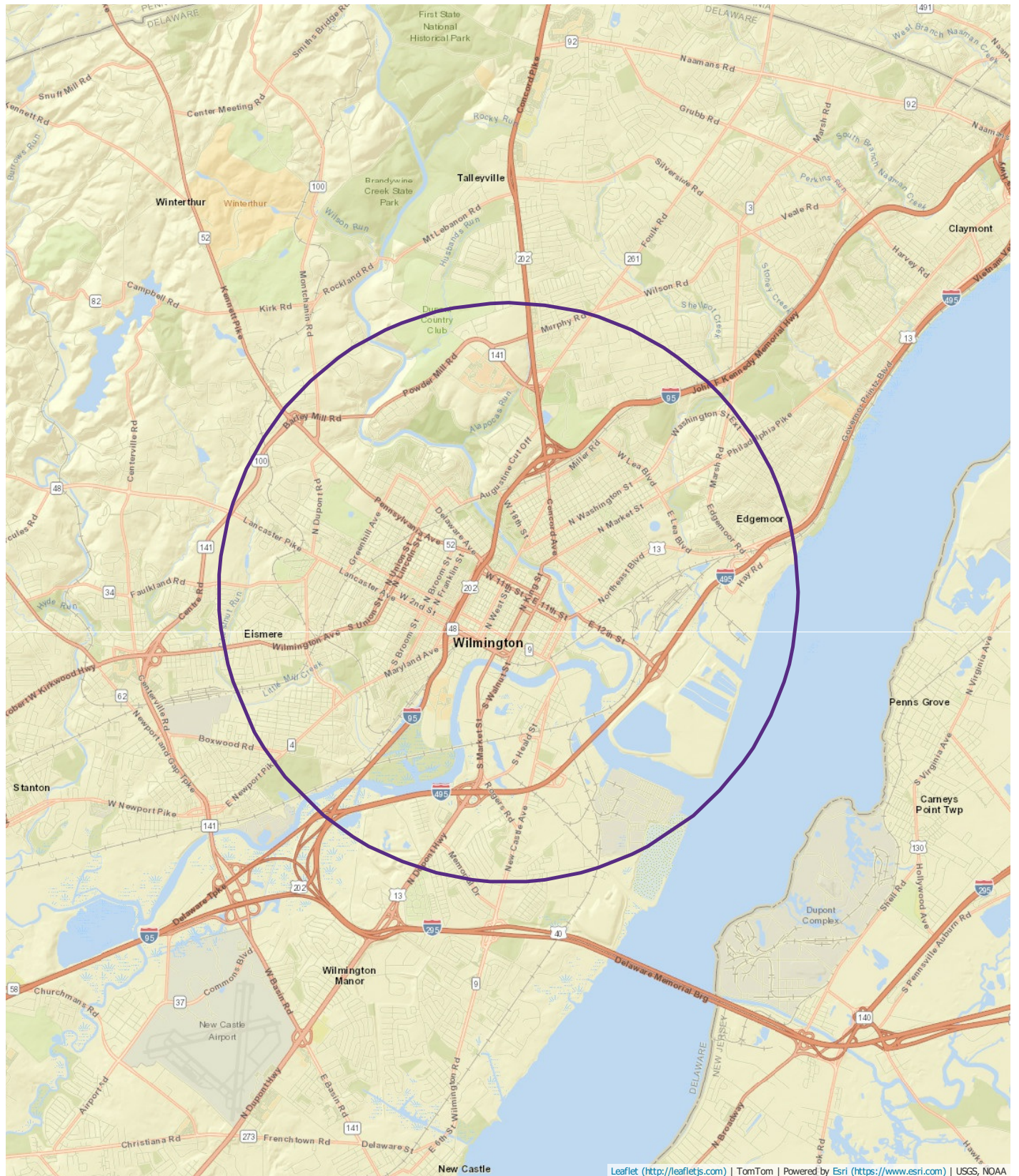
Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics. (<https://beta.environicsanalytics.ca/Spotlight/About/3/2020>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map

Trade Area: SPOTLIGHT - 3 mi Radius

Consumer Units: 44,711 | Households: 44,711 | Dorm Pop: 0



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Report Details

Name: Consumer Buying Power™ Personal Care Products and Services 2020
Date / Time: 12/2/2019 12:30:45 PM
Workspace Vintage: 2020

Trade Area

Name	Level	Geographies
SPOTLIGHT - 3 mi Radius	3 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2020 Estimates and 2025 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2019 Environics Analytics (https://beta.environicsanalytics.ca/Spotlight/At)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2019 Environics Analytics
