

Retail Market Power® | Opportunity Gap by Merchandise Line Items

Trade Area: SPOTLIGHT - 3 mi Radius

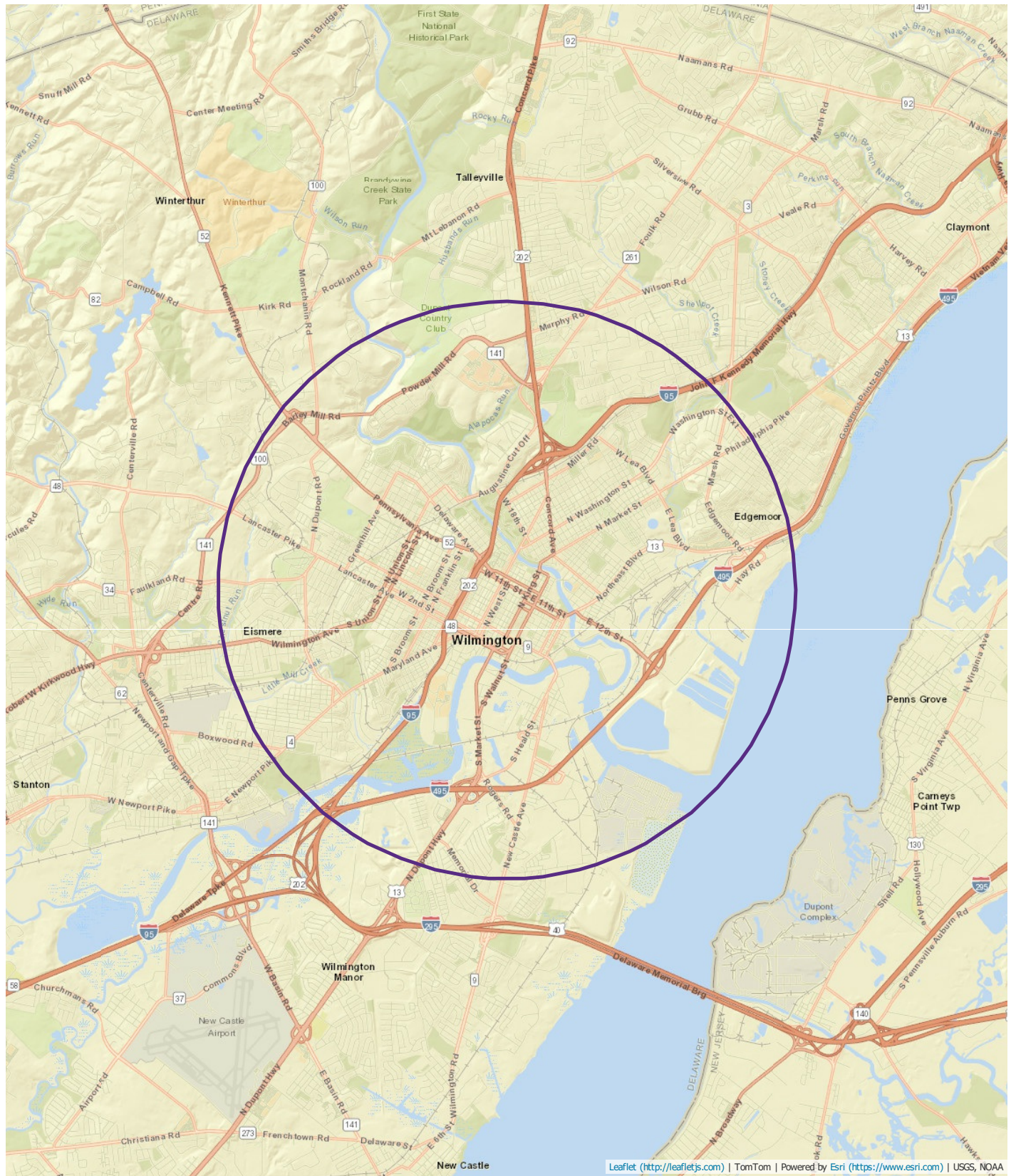
Demand By Merchandise Line	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,902,878,380	2,926,122,818	-1,023,244,437
Groceries and other food items for human consumption off the premises	243,122,381	376,324,920	-133,202,539
Outside meals, snacks and catering	213,317,488	331,129,264	-117,811,776
Alcoholic beverages served for immediate consumption	22,493,745	39,546,941	-17,053,196
Packaged liquor, wine, and beer	31,043,893	135,279,731	-104,235,838
Cigars, cigarettes, and tobacco and smokers' accessories	28,982,197	32,210,868	-3,228,671
Drugs, health aids and beauty aids, including cosmetics	222,267,801	316,777,553	-94,509,752
Household soaps, detergents, cleaners, and cleaning supplies	14,979,611	23,852,021	-8,872,410
Paper and related products	13,311,178	22,631,886	-9,320,708
Men's wear, including accessories	28,809,494	30,993,454	-2,183,960
Women's, juniors', and misses' wear, including accessories	59,882,908	70,170,041	-10,287,133
Children's wear	13,161,841	16,572,344	-3,410,503
Costumes and unisex clothing	1,745,193	1,928,451	-183,258
Footwear, including accessories	25,971,462	21,361,433	4,610,029
Sewing, knitting, and needlework goods	2,119,305	2,460,729	-341,424
Curtains, draperies, blinds, slipcovers, bed and table coverings	14,955,921	15,952,059	-996,138
Major household appliances	12,874,768	20,139,880	-7,265,112
Small household and personal appliances including hardware and software	50,062,268	78,419,986	-28,357,718
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	36,131,776	44,235,518	-8,103,742
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	59,012,261	72,559,214	-13,546,952
Flooring and floor coverings	3,230,970	15,543,406	-12,312,435
Jewelry	26,870,840	31,057,121	-4,186,281
Books, including eBooks	7,857,470	10,199,399	-2,341,929
Photographic equipment and supplies	3,301,461	5,417,143	-2,115,681
Toys, hobby goods and games	14,478,049	17,862,927	-3,384,877
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	6,251,902	4,831,004	1,420,898
Sporting goods and recreational equipment	17,080,745	21,626,616	-4,545,871
Recreational vehicles, parts and accessories	18,436,936	6,425,853	12,011,083
Hardware, dimensional lumber and property improvement and maintenance	132,771,203	203,649,549	-70,878,346
Cars, trucks, motorcycles, and other powered transportation vehicles	353,426,739	732,584,312	-379,157,573
Automotive fuels	147,541,333	117,529,483	30,011,850
Automotive maintenance and parts	56,047,119	77,503,140	-21,456,021
Household fuels, including oil, liquefied petroleum gas, wood, coal	5,092,784	7,937,141	-2,844,357
Pets, pet foods, and pet supplies	16,245,337	21,409,432	-5,164,095

Benchmark: USA

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(<https://beta.environicsanalytics.ca/Spotlight/About/3/2020>)

Retail Market Power® | Map

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Report Details

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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
Retail Market Power® - 2020 Estimates and 2025 Projections	Environics Analytics U.S. Census Bureau U.S. Bureau of Labour Statistics InfoUSA	©2019 Environics Analytics (https://beta.environicsanalytics.ca/Spotlight/At)
