

# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 8044 Montgomery Rd - 1 mi.

Consumer Units: 4,573 | Households: 4,573 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
Total Specified Consumer Expenditures	477,193,283	100.00	526,161,333	100.00	104,350.16	115,386.26	1.97	131
<b>Personal Care Products and Services</b>								
Personal care products and services	6,738,957	100.00	7,518,159	100.00	1,473.64	1,648.72	2.21	130
Personal care products	3,961,503	58.79	4,397,361	58.49	866.28	964.33	2.11	129
Products for the hair	644,225	9.56	703,753	9.36	140.88	154.33	1.78	122
Wigs and hairpieces	63,602	0.94	66,819	0.89	13.91	14.65	0.99	127
Nonelectric dental and shaving products	485,689	7.21	555,654	7.39	106.21	121.85	2.73	125
Cosmetics, perfume, bath preparations	2,020,958	29.99	2,251,093	29.94	441.93	493.66	2.18	133
Deodorants, feminine hygiene, miscellaneous personal care	539,974	8.01	591,352	7.87	118.08	129.68	1.83	128
Electric personal care appliances	207,055	3.07	228,690	3.04	45.28	50.15	2.01	125
Personal care services and repairs	2,777,454	41.21	3,120,797	41.51	607.36	684.39	2.36	131

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 8044 Montgomery Rd - 1 mi.

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Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © Open StreetMap contributors, and the GIS User Community.

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# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units: 26,098 | Households: 26,098 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
Total Specified Consumer Expenditures	2,364,212,840	100.00	2,648,503,686	100.00	90,589.81	100,672.94	2.30	113
<b>Personal Care Products and Services</b>								
Personal care products and services	33,399,282	100.00	37,900,411	100.00	1,279.76	1,440.64	2.56	113
Personal care products	19,646,264	58.82	22,193,217	58.56	752.79	843.59	2.47	112
Products for the hair	3,292,978	9.86	3,664,753	9.67	126.18	139.30	2.16	109
Wigs and hairpieces	314,747	0.94	347,213	0.92	12.06	13.20	1.98	110
Nonelectric dental and shaving products	2,483,534	7.44	2,831,492	7.47	95.16	107.63	2.66	112
Cosmetics, perfume, bath preparations	9,835,160	29.45	11,192,236	29.53	376.85	425.43	2.62	114
Deodorants, feminine hygiene, miscellaneous personal care	2,685,008	8.04	2,987,406	7.88	102.88	113.56	2.16	112
Electric personal care appliances	1,034,836	3.10	1,170,117	3.09	39.65	44.48	2.49	110
Personal care services and repairs	13,753,018	41.18	15,707,195	41.44	526.98	597.05	2.69	114

Benchmark: USA

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Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units: 26,098 | Households: 26,098 | Dorm Pop: 0



# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units: 71,078 | Households: 71,078 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	5,946,167,283	100.00	6,656,120,196	100.00	83,656.93	92,595.30	2.28	105
<b>Personal Care Products and Services</b>								
Personal care products and services	83,737,041	100.00	94,989,211	100.00	1,178.10	1,321.42	2.55	104
Personal care products	49,419,546	59.02	55,797,157	58.74	695.29	776.21	2.46	103
Products for the hair	8,407,010	10.04	9,352,786	9.85	118.28	130.11	2.16	102
Wigs and hairpieces	801,565	0.96	894,700	0.94	11.28	12.45	2.22	103
Nonelectric dental and shaving products	6,315,622	7.54	7,125,567	7.50	88.85	99.13	2.44	104
Cosmetics, perfume, bath preparations	24,472,294	29.23	27,881,591	29.35	344.30	387.87	2.64	104
Deodorants, feminine hygiene, miscellaneous personal care	6,820,308	8.14	7,591,285	7.99	95.96	105.60	2.17	104
Electric personal care appliances	2,602,746	3.11	2,951,227	3.11	36.62	41.06	2.54	101
Personal care services and repairs	34,317,496	40.98	39,192,055	41.26	482.81	545.21	2.69	104

Benchmark: USA

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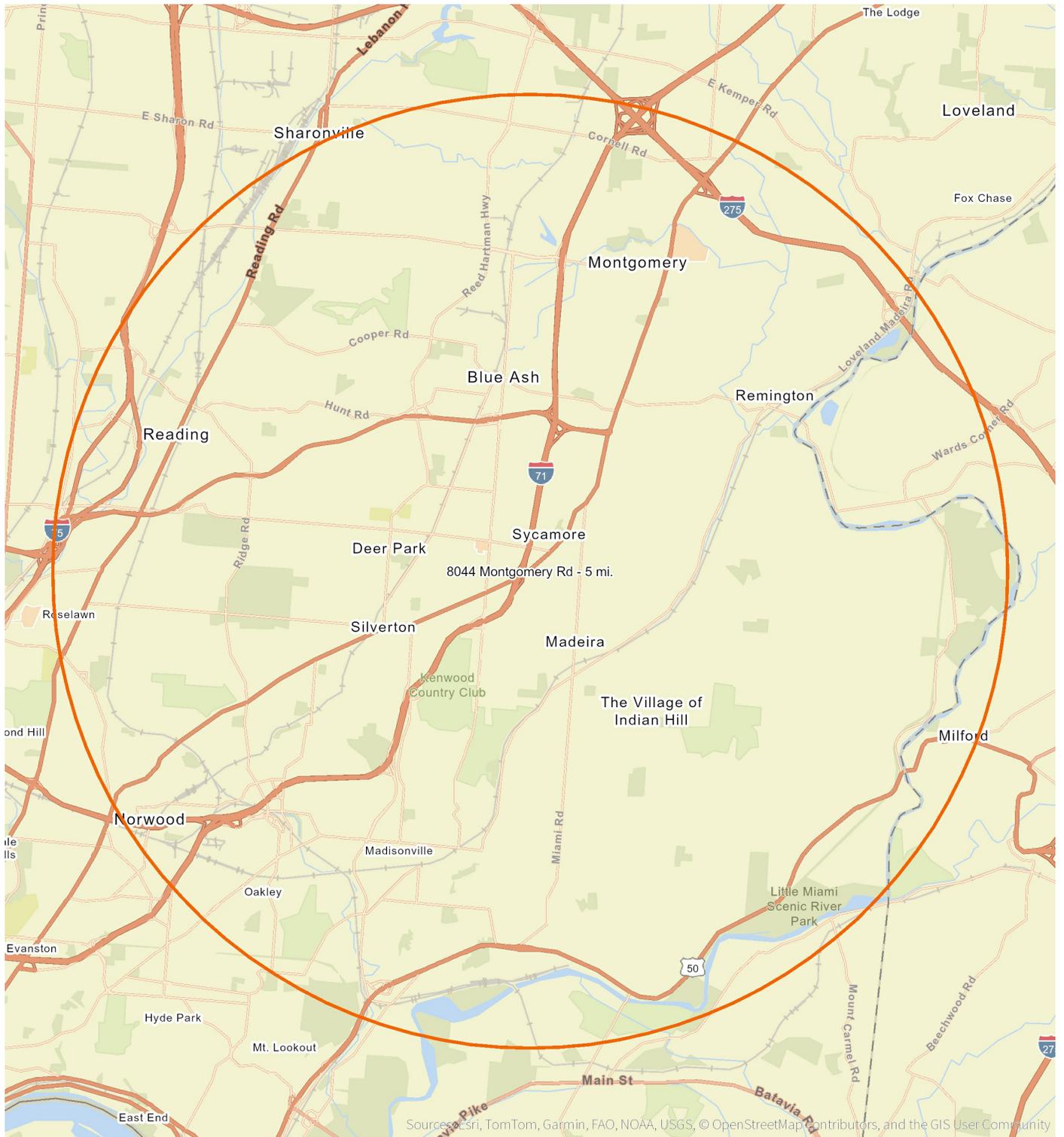
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units: 71,078 | Households: 71,078 | Dorm Pop: 0



Source: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Benchmark: USA

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# Report Details

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**Name:** Consumer Buying Power™ Personal Care Products and Services 2026  
**Date / Time:** 3/5/2026 10:51:12 AM  
**Workspace Vintage:** 2026

## Trade Area

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Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2026 Estimates and 2031 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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