

# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 1 mi Radius

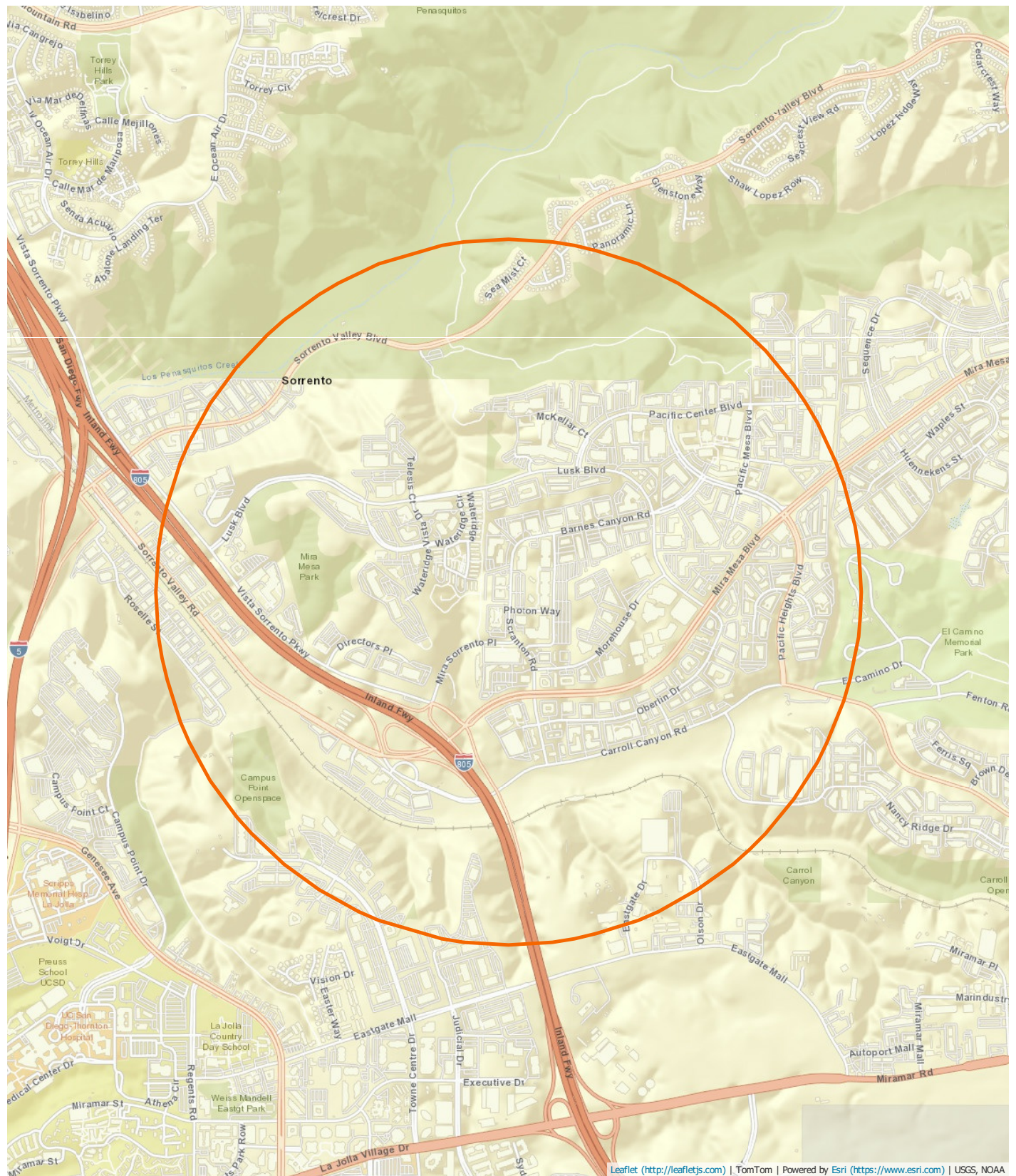
Consumer Units: 364 | Households: 364 | Dorm Pop: 0

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
<b>Personal Care Products and Services</b>								
Personal care products and services	630,792	100.00	839,948	100.00	1,732.95	2,193.08	5.89	213
Personal care products	386,749	61.31	515,142	61.33	1,062.50	1,345.02	5.90	212
Wigs and hairpieces	2,161	0.34	3,014	0.36	5.94	7.87	6.88	138
Hair care products	86,026	13.64	116,143	13.83	236.33	303.25	6.19	217
Nonelectric articles for the hair	13,180	2.09	17,376	2.07	36.21	45.37	5.68	219
Oral hygiene products, articles	39,035	6.19	51,902	6.18	107.24	135.52	5.86	199
Shaving needs	26,042	4.13	33,816	4.03	71.54	88.29	5.36	232
Cosmetics, perfume, bath preparations	163,669	25.95	218,352	26.00	449.64	570.11	5.93	216
Deodorants, feminine hygiene, misc.	44,201	7.01	58,160	6.92	121.43	151.85	5.64	198
Electric personal care appliances	12,434	1.97	16,379	1.95	34.16	42.77	5.67	210
Personal care services and repairs	244,043	38.69	324,806	38.67	670.45	848.06	5.88	214

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,538 | Households: 33,658 | Dorm Pop: 8,880

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
<b>Personal Care Products and Services</b>								
Personal care products and services	38,699,613	100.00	51,732,428	100.00	909.77	1,177.85	5.98	112
Personal care products	23,871,346	61.68	31,870,180	61.61	561.18	725.63	5.95	112
Wigs and hairpieces	173,244	0.45	230,341	0.45	4.07	5.24	5.86	94
Hair care products	5,217,168	13.48	7,034,326	13.60	122.65	160.16	6.16	113
Nonelectric articles for the hair	808,705	2.09	1,074,270	2.08	19.01	24.46	5.84	115
Oral hygiene products, articles	2,402,905	6.21	3,217,506	6.22	56.49	73.26	6.01	105
Shaving needs	1,564,080	4.04	2,079,487	4.02	36.77	47.35	5.86	119
Cosmetics, perfume, bath preparations	10,070,088	26.02	13,404,580	25.91	236.73	305.20	5.89	114
Deodorants, feminine hygiene, misc.	2,827,836	7.31	3,754,966	7.26	66.48	85.49	5.84	109
Electric personal care appliances	807,320	2.09	1,074,705	2.08	18.98	24.47	5.89	117
Personal care services and repairs	14,828,268	38.32	19,862,248	38.39	348.59	452.23	6.02	111

Benchmark: USA

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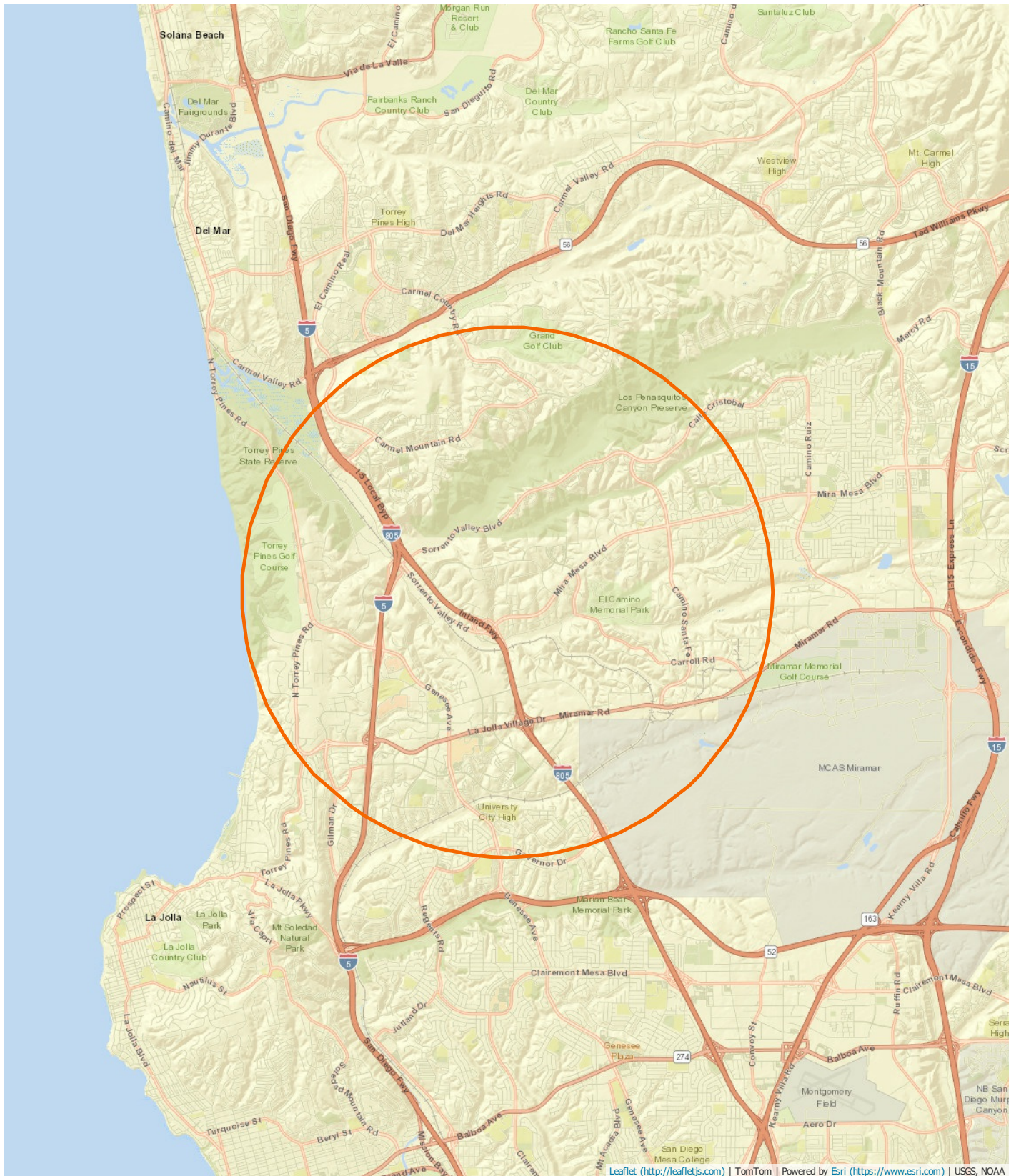


# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,538 | Households: 33,658 | Dorm Pop: 8,880



Benchmark: USA

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# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,544 | Households: 87,664 | Dorm Pop: 8,880

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
<b>Personal Care Products and Services</b>								
Personal care products and services	105,717,506	100.00	140,134,762	100.00	1,095.02	1,411.68	5.80	135
Personal care products	64,954,688	61.44	86,067,573	61.42	672.80	867.02	5.79	135
Wigs and hairpieces	485,869	0.46	642,875	0.46	5.03	6.48	5.76	117
Hair care products	14,378,379	13.60	19,106,469	13.63	148.93	192.47	5.85	137
Nonelectric articles for the hair	2,183,115	2.06	2,884,021	2.06	22.61	29.05	5.73	137
Oral hygiene products, articles	6,664,055	6.30	8,786,515	6.27	69.03	88.51	5.69	128
Shaving needs	4,130,430	3.91	5,445,398	3.89	42.78	54.86	5.68	139
Cosmetics, perfume, bath preparations	27,358,417	25.88	36,367,499	25.95	283.38	366.36	5.86	136
Deodorants, feminine hygiene, misc.	7,634,210	7.22	10,039,021	7.16	79.07	101.13	5.63	129
Electric personal care appliances	2,120,214	2.01	2,795,775	2.00	21.96	28.16	5.69	135
Personal care services and repairs	40,762,819	38.56	54,067,189	38.58	422.22	544.66	5.81	135

Benchmark: USA

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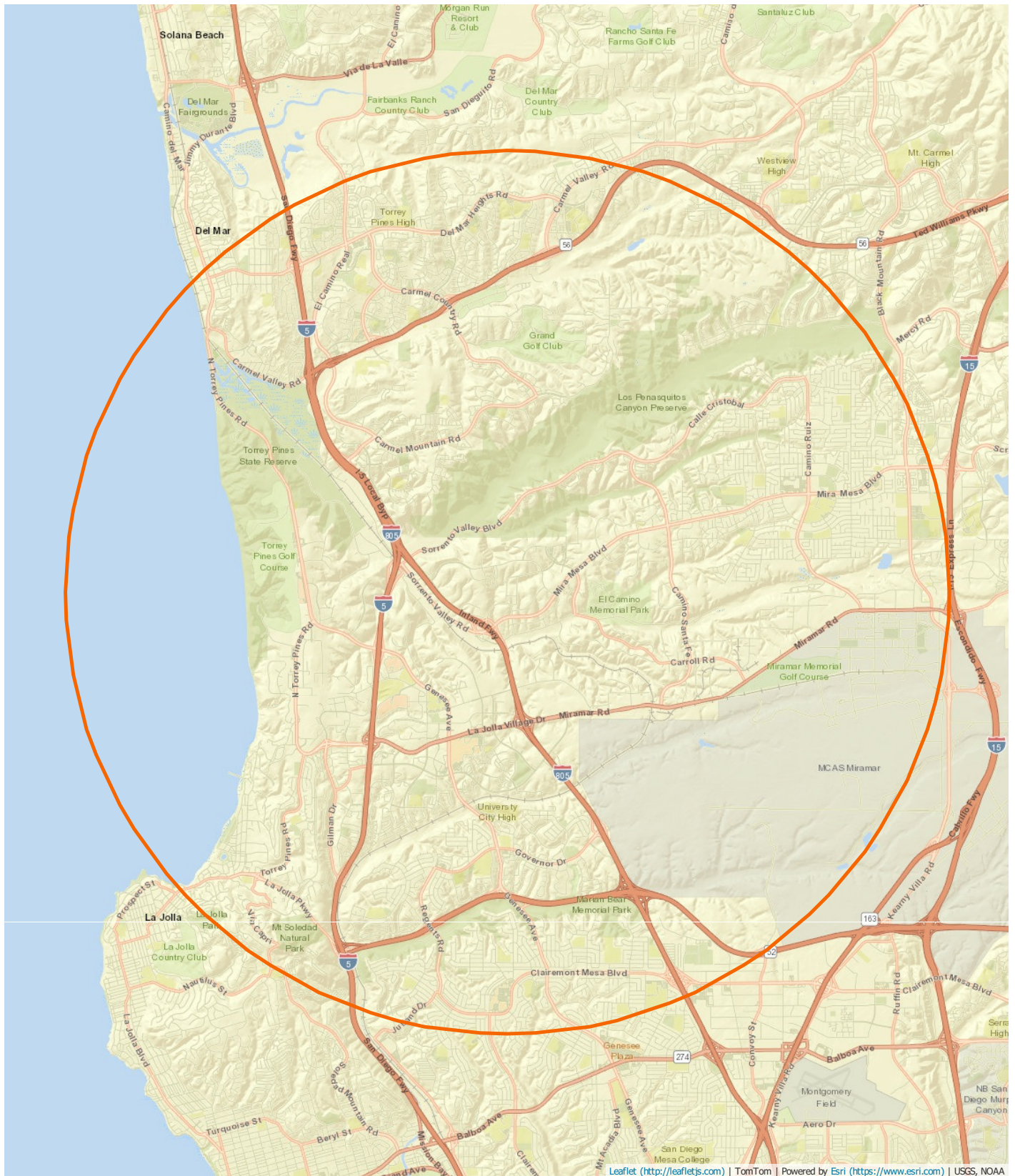


# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,544 | Households: 87,664 | Dorm Pop: 8,880



Benchmark: USA

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# Report Details

**Name:** Consumer Buying Power™ Personal Care Products and Services 2021  
**Date / Time:** 3/9/2021 9:51:10 AM  
**Workspace Vintage:** 2021

## Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi Radius	1 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A

## Benchmark

Name	Level	Geographies
USA	Entire US	United States

## DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2021 Estimates and 2026 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2021 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	©2021 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )