

Retail Market Power® | Opportunity Gap by Merchandise Line Items



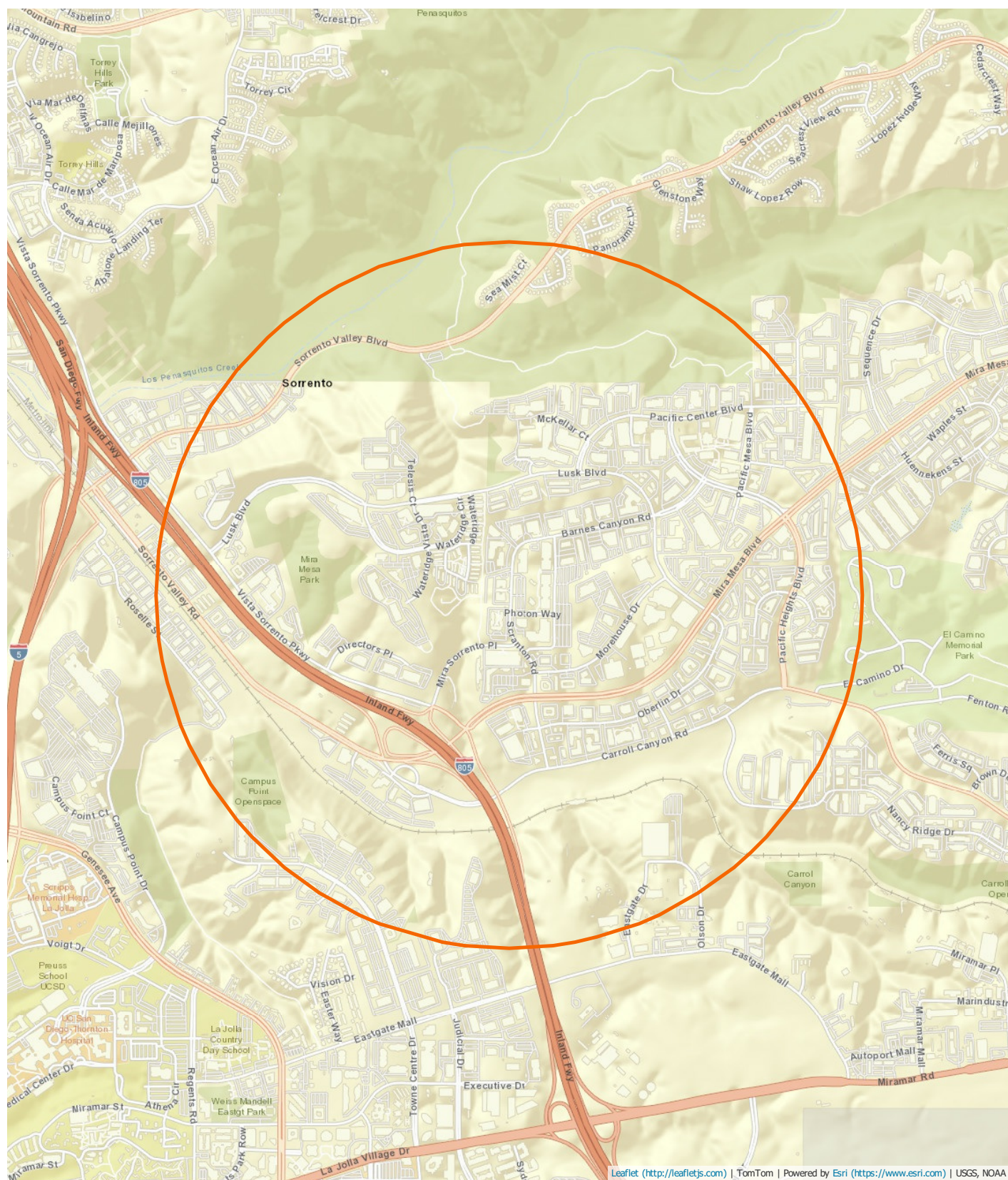
Trade Area: 9710 Scranton Rd - 1 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	35,069,474	82,710,274	-47,640,800
Groceries and other food items for human consumption off the premises	4,828,196	7,351,632	-2,523,436
Outside meals, snacks and catering	4,326,554	11,974,049	-7,647,495
Alcoholic beverages served for immediate consumption	650,662	240,627	410,034
Packaged liquor, wine, and beer	847,746	2,302,455	-1,454,709
Cigars, cigarettes, and tobacco and smokers' accessories	190,748	453,781	-263,033
Drugs, health aids and beauty aids, including cosmetics	3,792,733	11,196,119	-7,403,385
Household soaps, detergents, cleaners, and cleaning supplies	243,312	399,881	-156,570
Paper and related products	257,326	394,273	-136,947
Men's wear, including accessories	563,698	1,003,158	-439,459
Women's, juniors', and misses' wear, including accessories	1,109,312	2,942,281	-1,832,970
Children's wear	223,361	294,168	-70,807
Costumes and unisex clothing	51,673	112,172	-60,500
Footwear, including accessories	468,464	781,017	-312,553
Sewing, knitting, and needlework goods	44,151	61,151	-17,000
Curtains, draperies, blinds, slipcovers, bed and table coverings	248,591	691,274	-442,683
Major household appliances	227,279	1,508,915	-1,281,636
Small household and personal appliances including hardware and software	1,233,533	5,577,020	-4,343,487
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	467,175	2,814,909	-2,347,734
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	1,312,245	4,474,691	-3,162,446
Flooring and floor coverings	249,390	1,337,220	-1,087,831
Jewelry	495,364	517,972	-22,607
Books, including eBooks	158,815	358,847	-200,031
Photographic equipment and supplies	110,718	440,795	-330,077
Toys, hobby goods and games	294,330	511,419	-217,088
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	93,191	93,909	-718
Sporting goods and recreational equipment	611,809	1,544,157	-932,348
Recreational vehicles, parts and accessories	438,852	95,690	343,162
Hardware, Tools, & Plumbing & Electrical supplies	806,942	2,162,502	-1,355,560
Lawn, Garden, & Farm Equipment & Supplies (!)	663,139	674,697	-11,559
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	914,079	2,377,887	-1,463,808
Paint & Sundries (!)	145,868	278,537	-132,669
Cars, trucks, motorcycles, and other powered transportation vehicles	5,268,312	15,254,937	-9,986,625
Automotive fuels	2,304,103	530,768	1,773,335
Automotive maintenance and parts	1,001,799	1,538,679	-536,880
Household fuels, including oil, liquefied petroleum gas, wood, coal	115,027	19,022	96,005
Pets, pet foods, and pet supplies	310,978	399,663	-88,684

Benchmark: USA

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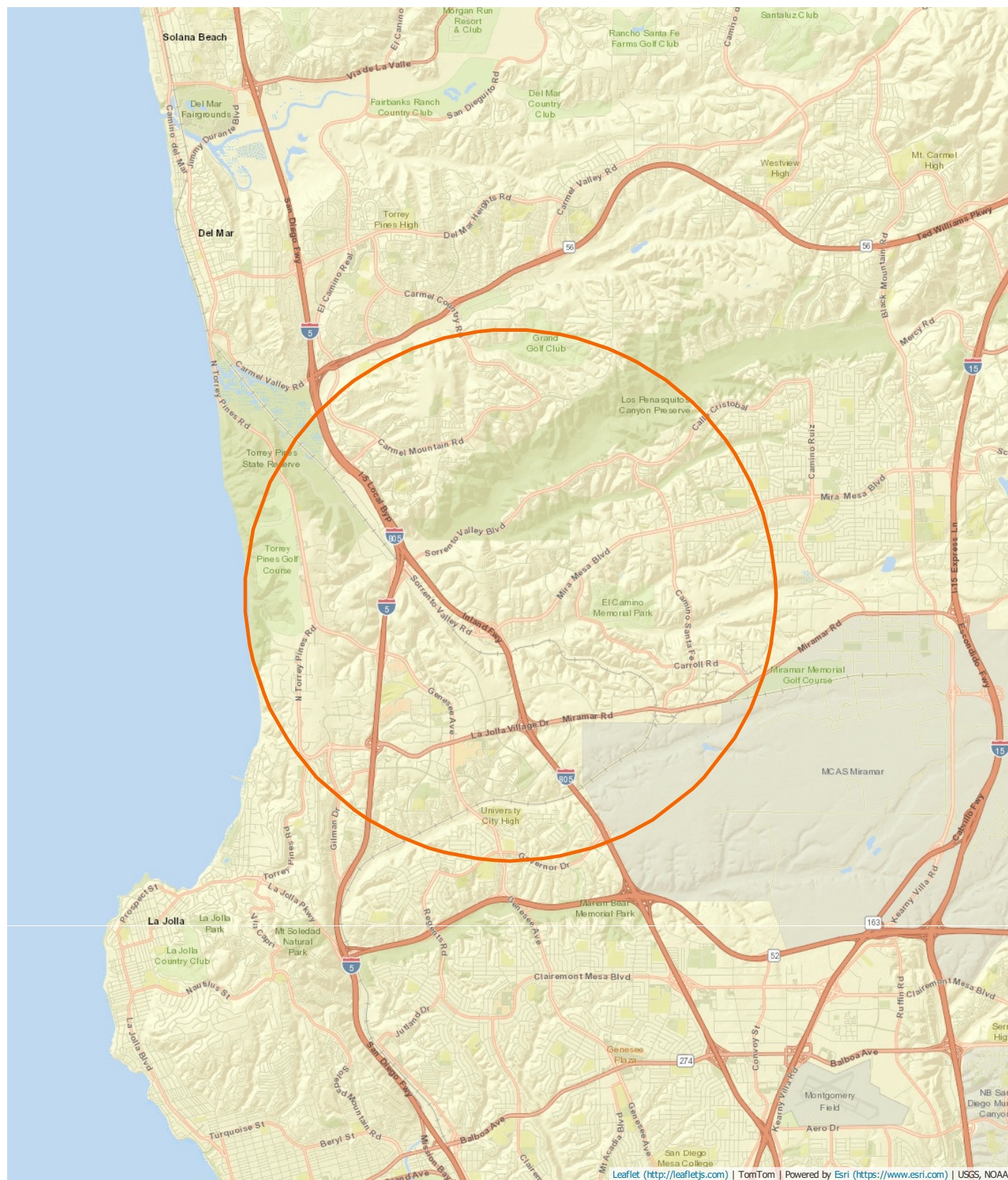
Trade Area: 9710 Scranton Rd - 3 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,167,854,386	3,028,543,273	-860,688,887
Groceries and other food items for human consumption off the premises	313,173,727	308,140,468	5,033,259
Outside meals, snacks and catering	267,975,227	359,166,583	-91,191,355
Alcoholic beverages served for immediate consumption	36,529,383	29,817,727	6,711,656
Packaged liquor, wine, and beer	47,998,916	47,593,999	404,918
Cigars, cigarettes, and tobacco and smokers' accessories	18,561,533	18,155,252	406,281
Drugs, health aids and beauty aids, including cosmetics	230,231,730	358,922,926	-128,691,196
Household soaps, detergents, cleaners, and cleaning supplies	15,326,975	17,161,692	-1,834,717
Paper and related products	15,586,296	17,047,644	-1,461,348
Men's wear, including accessories	35,630,285	55,855,359	-20,225,074
Women's, juniors', and misses' wear, including accessories	67,697,287	111,209,569	-43,512,282
Children's wear	13,088,712	28,688,219	-15,599,506
Costumes and unisex clothing	3,151,768	2,957,874	193,894
Footwear, including accessories	31,301,820	57,497,921	-26,196,101
Sewing, knitting, and needlework goods	2,720,252	3,015,004	-294,752
Curtains, draperies, blinds, slipcovers, bed and table coverings	14,487,629	36,232,664	-21,745,035
Major household appliances	13,468,139	33,709,146	-20,241,007
Small household and personal appliances including hardware and software	70,997,005	115,717,717	-44,720,713
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	31,845,289	64,958,166	-33,112,877
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	72,662,781	184,181,368	-111,518,586
Flooring and floor coverings	13,554,571	44,777,308	-31,222,737
Jewelry	30,513,371	38,803,167	-8,289,796
Books, including eBooks	10,910,164	13,455,085	-2,544,921
Photographic equipment and supplies	6,092,520	8,749,078	-2,656,558
Toys, hobby goods and games	17,758,703	25,089,117	-7,330,414
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	5,245,582	18,790,884	-13,545,302
Sporting goods and recreational equipment	34,377,278	28,882,003	5,495,275
Recreational vehicles, parts and accessories	26,299,493	10,392,826	15,906,667
Hardware, Tools, & Plumbing & Electrical supplies	44,421,906	75,847,944	-31,426,038
Lawn, Garden, & Farm Equipment & Supplies (!)	36,371,066	30,269,880	6,101,186
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	47,398,609	99,167,959	-51,769,350
Paint & Sundries (!)	7,430,384	18,985,225	-11,554,842
Cars, trucks, motorcycles, and other powered transportation vehicles	335,571,821	615,525,878	-279,954,057
Automotive fuels	158,746,535	69,863,318	88,883,217
Automotive maintenance and parts	64,627,827	57,517,205	7,110,621
Household fuels, including oil, liquefied petroleum gas, wood, coal	7,198,686	924,056	6,274,630
Pets, pet foods, and pet supplies	18,901,116	21,473,042	-2,571,926

Benchmark: USA

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Benchmark: USA

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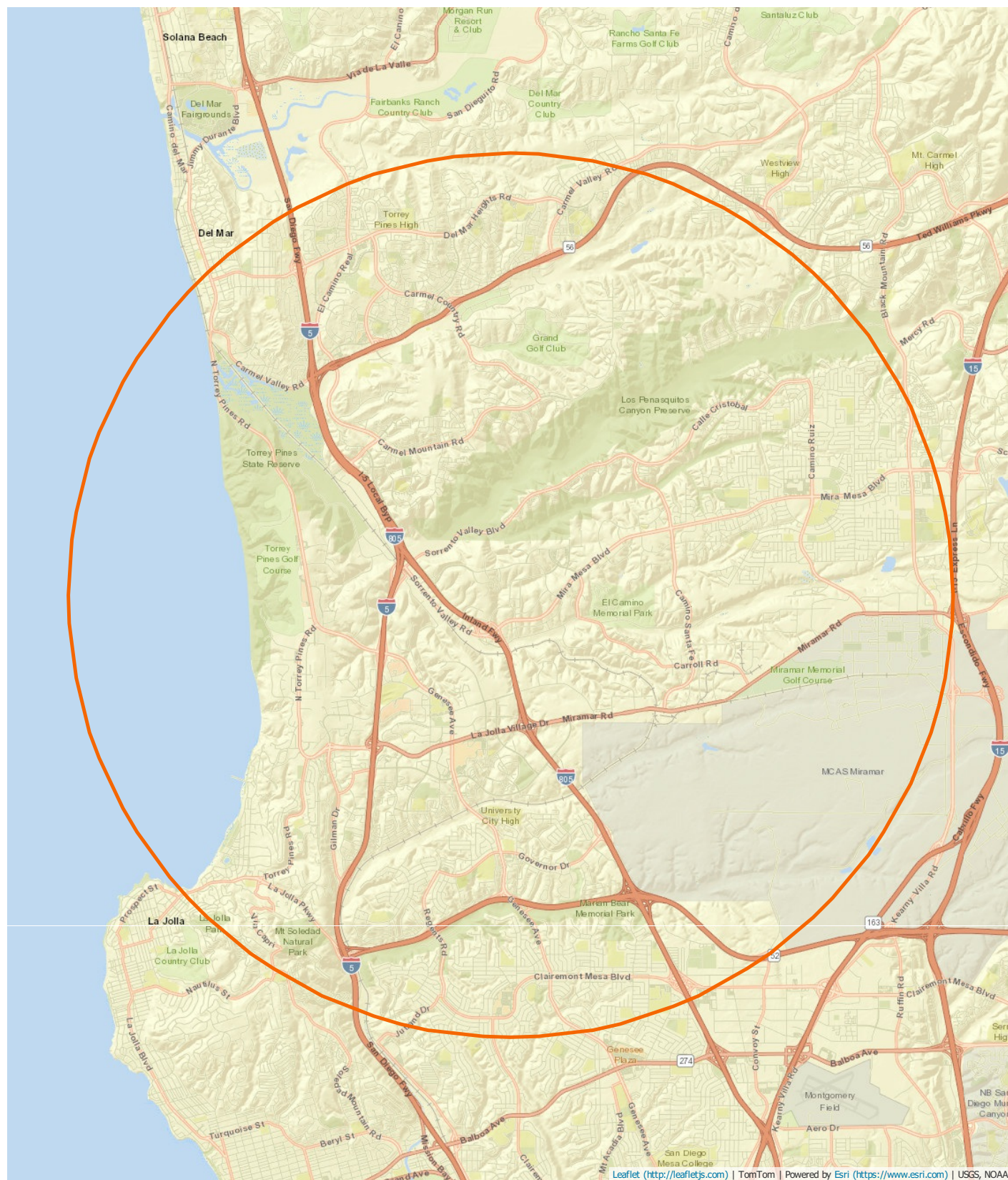
Trade Area: 9710 Scranton Rd - 5 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	5,934,146,601	5,464,622,958	469,523,643
Groceries and other food items for human consumption off the premises	848,657,725	683,611,383	165,046,342
Outside meals, snacks and catering	704,535,325	768,468,756	-63,933,431
Alcoholic beverages served for immediate consumption	96,678,870	79,862,947	16,815,923
Packaged liquor, wine, and beer	133,427,848	80,467,048	52,960,800
Cigars, cigarettes, and tobacco and smokers' accessories	44,801,078	50,441,988	-5,640,910
Drugs, health aids and beauty aids, including cosmetics	659,570,438	610,310,548	49,259,891
Household soaps, detergents, cleaners, and cleaning supplies	42,521,582	36,673,321	5,848,261
Paper and related products	44,962,461	37,080,618	7,881,842
Men's wear, including accessories	95,066,390	88,652,025	6,414,365
Women's, juniors', and misses' wear, including accessories	183,641,160	177,720,437	5,920,723
Children's wear	34,624,889	43,726,204	-9,101,305
Costumes and unisex clothing	7,694,408	4,911,744	2,782,664
Footwear, including accessories	80,667,799	81,622,417	-954,619
Sewing, knitting, and needlework goods	7,958,735	5,667,913	2,290,821
Curtains, draperies, blinds, slipcovers, bed and table coverings	40,301,239	56,072,896	-15,771,657
Major household appliances	38,135,516	50,670,283	-12,534,767
Small household and personal appliances including hardware and software	200,587,250	168,826,328	31,760,922
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	86,992,038	103,964,983	-16,972,945
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	203,969,717	257,379,134	-53,409,417
Flooring and floor coverings	39,208,979	63,007,710	-23,798,731
Jewelry	80,649,363	62,394,001	18,255,362
Books, including eBooks	28,297,678	19,398,081	8,899,597
Photographic equipment and supplies	16,348,437	13,525,762	2,822,675
Toys, hobby goods and games	48,123,537	44,130,787	3,992,749
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	16,256,802	23,878,680	-7,621,878
Sporting goods and recreational equipment	93,082,020	54,935,320	38,146,700
Recreational vehicles, parts and accessories	78,402,983	15,497,519	62,905,464
Hardware, Tools, & Plumbing & Electrical supplies	130,466,219	122,667,262	7,798,957
Lawn, Garden, & Farm Equipment & Supplies (!)	109,474,553	52,592,730	56,881,823
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	147,623,818	155,990,765	-8,366,947
Paint & Sundries (!)	23,233,970	27,844,564	-4,610,594
Cars, trucks, motorcycles, and other powered transportation vehicles	897,734,694	1,034,275,622	-136,540,928
Automotive fuels	418,235,780	225,066,057	193,169,723
Automotive maintenance and parts	178,815,638	113,812,269	65,003,369
Household fuels, including oil, liquefied petroleum gas, wood, coal	20,270,228	4,104,004	16,166,224
Pets, pet foods, and pet supplies	53,127,425	45,370,853	7,756,572

Benchmark: USA

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Benchmark: USA

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Report Details

Name: Retail Market Power® Opportunity Gap by Merchandise Line Items 2021
Date / Time: 3/9/2021 9:56:13 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
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