

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	35,069,474	82,710,274	-47,640,800
Total retail trade (NAICS 44 and 45)	30,323,460	70,691,916	-40,368,456
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	6,441,132	16,269,567	-9,828,435
Automobile dealers (NAICS 4411)	5,434,864	16,175,029	-10,740,166
New car dealers (NAICS 44111)	4,874,605	15,150,656	-10,276,052
Used car dealers (NAICS 44112)	560,259	1,024,373	-464,114
Other motor vehicle dealers (NAICS 4412)	521,629	31,320	490,309
Recreational vehicle dealers (NAICS 44121)	198,485	0	198,485
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	323,144	31,320	291,823
Boat dealers (NAICS 441222)	119,184	0	119,184
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	203,960	31,320	172,640
Automotive parts, accessories, and tire stores (NAICS 4413)	484,639	63,217	421,422
Automotive parts and accessories stores (NAICS 44131)	306,728	63,217	243,511
Tire dealers (NAICS 44132)	177,911	0	177,911
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	692,667	4,644,518	-3,951,851
Furniture stores (NAICS 4421)	378,555	2,286,128	-1,907,572
Home furnishings stores (NAICS 4422)	314,112	2,358,390	-2,044,278
Floor covering stores (NAICS 44221)	128,411	1,085,955	-957,544
Other home furnishings stores (NAICS 44229)	185,701	1,272,435	-1,086,734
Window treatment stores (NAICS 442291)	9,542	79,294	-69,751
All other home furnishings stores (NAICS 442299)	176,159	1,193,141	-1,016,983
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	460,344	6,167,654	-5,707,311
Household appliance stores (NAICS 443141)	84,148	1,313,469	-1,229,320
Electronics stores (NAICS 443142)	376,195	4,854,186	-4,477,991
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	2,291,992	5,186,360	-2,894,368
Building material and supplies dealers (NAICS 4441)	1,999,526	5,186,360	-3,186,834
Home centers (NAICS 44411)	1,101,562	1,390,849	-289,288
Paint and wallpaper stores (NAICS 44412)	71,191	0	71,191
Hardware stores (NAICS 44413)	178,665	1,326,690	-1,148,025
Other building material dealers (NAICS 44419)	648,109	2,468,821	-1,820,713
Lawn and garden equipment and supplies stores (NAICS 4442)	292,466	0	292,466
Outdoor power equipment stores (NAICS 44421)	59,932	0	59,932
Nursery, garden center, and farm supply stores (NAICS 44422)	232,534	0	232,534
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	4,590,457	8,120,237	-3,529,780
Grocery stores (NAICS 4451)	4,053,018	5,968,074	-1,915,056
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	3,890,083	5,968,074	-2,077,990
Convenience stores (NAICS 44512)	162,935	0	162,935
Specialty food stores (NAICS 4452)	112,506	120,615	-8,109
Meat markets (NAICS 44521)	34,088	14,075	20,013
Fish and seafood markets (NAICS 44522)	13,365	22,519	-9,153
Fruit and vegetable markets (NAICS 44523)	23,401	29,643	-6,242
Other specialty food stores (NAICS 44529)	41,651	54,378	-12,726
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	22,062	19,505	2,557
All other specialty food stores (NAICS 445299)	19,589	34,873	-15,284
Beer, wine, and liquor stores (NAICS 4453)	424,933	2,031,549	-1,606,616
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	1,754,820	6,412,993	-4,658,173
Pharmacies and drug stores (NAICS 44611)	1,496,181	6,395,646	-4,899,465
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	113,992	17,347	96,645
Optical goods stores (NAICS 44613)	54,229	0	54,229
Other health and personal care stores (NAICS 44619)	90,419	0	90,419
Food (health) supplement stores (NAICS 446191)	32,134	0	32,134
All other health and personal care stores (NAICS 446199)	58,285	0	58,285
Gasoline Stations			
Gasoline stations (NAICS 447)	2,459,971	123,403	2,336,568

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



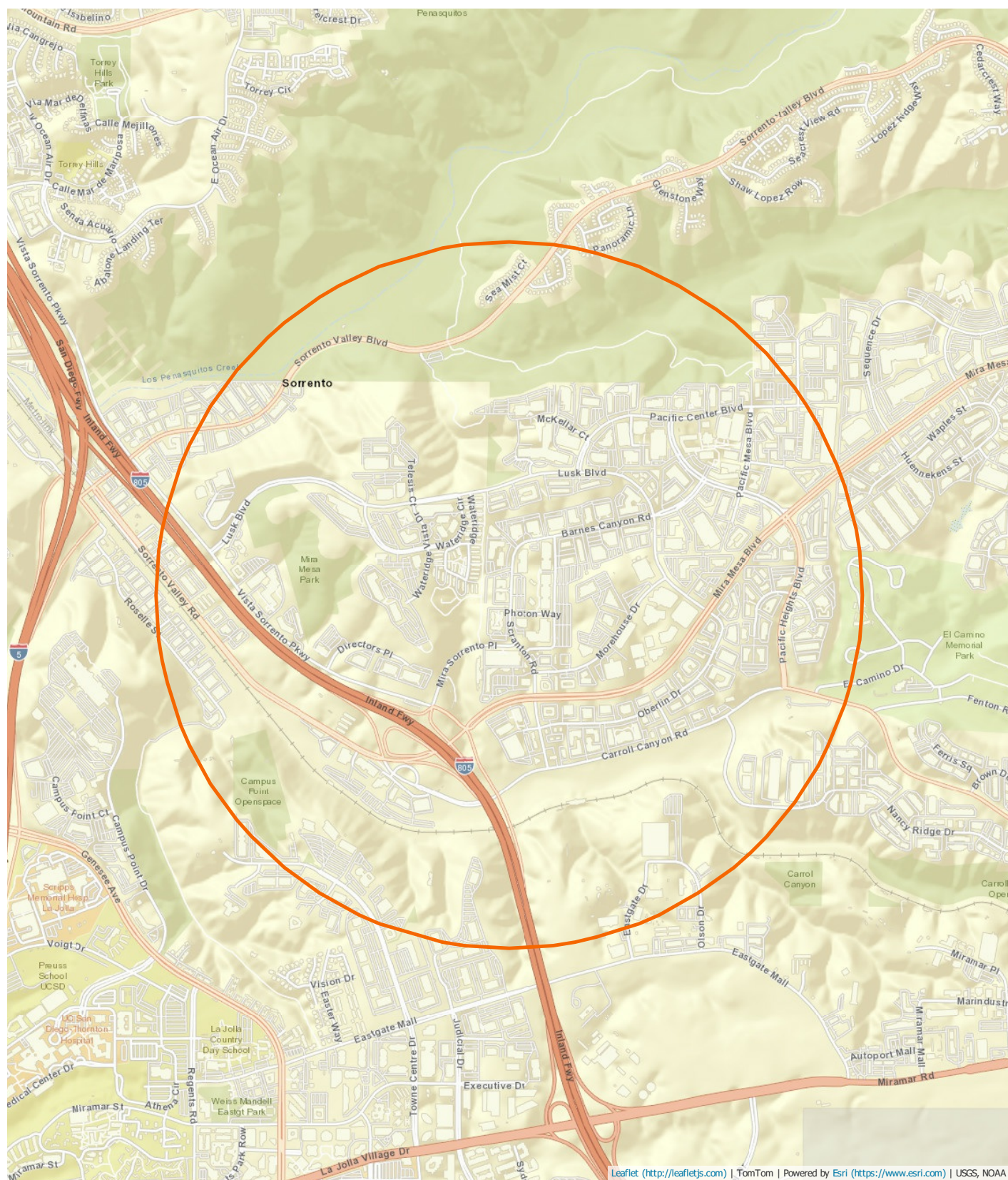
Trade Area: 9710 Scranton Rd - 1 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	1,366,642	2,657,289	-1,290,647
Clothing stores (NAICS 4481)	960,251	2,106,433	-1,146,183
Men's clothing stores (NAICS 44811)	40,922	0	40,922
Women's clothing stores (NAICS 44812)	191,541	591,739	-400,198
Children's and infants' clothing stores (NAICS 44813)	26,476	24,688	1,788
Family clothing stores (NAICS 44814)	580,768	130,282	450,486
Clothing accessories stores (NAICS 44815)	40,708	27,770	12,938
Other clothing stores (NAICS 44819)	79,835	1,331,955	-1,252,120
Shoe stores (NAICS 4482)	202,688	0	202,688
Jewelry, luggage, and leather goods stores (NAICS 4483)	203,704	550,856	-347,152
Jewelry stores (NAICS 44831)	183,452	27,355	156,097
Luggage and leather goods stores (NAICS 44832)	20,252	523,500	-503,248
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	486,466	1,613,075	-1,126,609
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	448,528	1,613,075	-1,164,548
Sporting goods stores (NAICS 45111)	330,565	1,563,988	-1,233,423
Hobby, toy, and game stores (NAICS 45112)	80,990	15,928	65,062
Sewing, needlework, and piece goods stores (NAICS 45113)	18,374	0	18,374
Musical instrument and supplies stores (NAICS 45114)	18,599	33,159	-14,560
Book stores and news dealers (NAICS 4512)	37,938	0	37,938
Book stores (NAICS 45121)	35,964	0	35,964
News dealers and newsstands (NAICS 451212)	1,975	0	1,975
General Merchandise Stores			
General merchandise stores (NAICS 452)	4,075,917	5,835,200	-1,759,283
Department stores (NAICS 4522)	316,877	0	316,877
Other general merchandise stores (NAICS 4523)	3,759,040	5,835,200	-2,076,160
Warehouse clubs and supercenters (NAICS 452311)	3,353,502	5,835,200	-2,481,698
All other general merchandise stores (NAICS 452319)	405,538	0	405,538
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	679,419	1,877,670	-1,198,251
Florists (NAICS 4531)	33,195	0	33,195
Office supplies, stationery, and gift stores (NAICS 4532)	161,444	1,156,569	-995,125
Office supplies and stationery stores (NAICS 45321)	65,241	1,131,323	-1,066,082
Gift, novelty, and souvenir stores (NAICS 45322)	96,203	25,246	70,957
Used merchandise stores (NAICS 4533)	103,269	600,832	-497,564
Other miscellaneous store retailers (NAICS 4539)	381,511	120,268	261,243
Pet and pet supplies stores (NAICS 45391)	105,877	10,575	95,302
Art dealers (NAICS 45392)	74,143	0	74,143
Manufactured (mobile) home dealers (NAICS 45393)	36,869	0	36,869
All other miscellaneous store retailers (NAICS 45399)	164,621	109,693	54,928
Tobacco stores (NAICS 453991)	30,381	0	30,381
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	134,240	109,693	24,547
Non-store Retailers			
Non-store retailers (NAICS 454)	5,023,633	11,783,950	-6,760,317
Electronic shopping and mail-order houses (NAICS 4541)	4,721,488	11,783,950	-7,062,462
Vending machine operators (NAICS 4542)	40,679	0	40,679
Direct selling establishments (NAICS 4543)	261,467	0	261,467
Fuel dealers (NAICS 45431)	121,967	0	121,967
Other direct selling establishments (NAICS 45439)	139,499	0	139,499
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	4,746,014	12,018,358	-7,272,344
Special food services (NAICS 7223)	324,027	1,132,195	-808,168
Food service contractors (NAICS 72231)	256,607	50,154	206,453
Caterers (NAICS 72232)	60,937	1,082,041	-1,021,104
Mobile food services (NAICS 72233)	6,482	0	6,482
Drinking places (alcoholic beverages) (NAICS 7224)	199,122	0	199,122
Restaurants and other eating places (NAICS 7225)	4,222,866	10,886,163	-6,663,297
Full-service restaurants (NAICS 722511)	2,115,444	857,008	1,258,437
Limited-service restaurants (NAICS 722513)	1,789,420	10,029,155	-8,239,735
Cafeterias, grill buffets, and buffets (NAICS 722514)	45,581	0	45,581
Snack and non-alcoholic beverage bars (NAICS 722515)	272,421	0	272,421

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi Radius



Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,167,854,386	3,028,543,273	-860,688,887
Total retail trade (NAICS 44 and 45)	1,877,614,133	2,647,837,992	-770,223,858
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	409,370,458	664,647,514	-255,277,055
Automobile dealers (NAICS 4411)	346,411,056	638,836,598	-292,425,542
New car dealers (NAICS 44111)	310,724,407	446,200,329	-135,475,923
Used car dealers (NAICS 44112)	35,686,649	192,636,268	-156,949,619
Other motor vehicle dealers (NAICS 4412)	31,740,694	15,228,203	16,512,492
Recreational vehicle dealers (NAICS 44121)	11,900,593	4,889,358	7,011,234
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	19,840,102	10,338,844	9,501,257
Boat dealers (NAICS 441222)	7,141,384	0	7,141,384
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	12,698,718	10,338,844	2,359,873
Automotive parts, accessories, and tire stores (NAICS 4413)	31,218,708	10,582,713	20,635,995
Automotive parts and accessories stores (NAICS 44131)	19,742,720	10,582,713	9,160,007
Tire dealers (NAICS 44132)	11,475,988	0	11,475,988
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	38,532,025	191,868,947	-153,336,922
Furniture stores (NAICS 4421)	21,017,885	104,527,810	-83,509,925
Home furnishings stores (NAICS 4422)	17,514,140	87,341,137	-69,826,998
Floor covering stores (NAICS 44221)	6,982,492	31,521,141	-24,538,649
Other home furnishings stores (NAICS 44229)	10,531,648	55,819,997	-45,288,349
Window treatment stores (NAICS 442291)	554,635	13,273,918	-12,719,282
All other home furnishings stores (NAICS 442299)	9,977,013	42,546,079	-32,569,067
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	27,603,726	95,248,499	-67,644,773
Household appliance stores (NAICS 443141)	5,053,670	16,957,177	-11,903,507
Electronics stores (NAICS 443142)	22,550,056	78,291,322	-55,741,266
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	123,525,815	226,571,904	-103,046,089
Building material and supplies dealers (NAICS 4441)	107,245,267	226,571,904	-119,326,637
Home centers (NAICS 44411)	59,298,618	190,995,461	-131,696,842
Paint and wallpaper stores (NAICS 44412)	3,826,287	0	3,826,287
Hardware stores (NAICS 44413)	9,815,582	4,576,584	5,238,998
Other building material dealers (NAICS 44419)	34,304,780	30,999,859	3,304,921
Lawn and garden equipment and supplies stores (NAICS 4442)	16,280,548	0	16,280,548
Outdoor power equipment stores (NAICS 44421)	3,297,336	0	3,297,336
Nursery, garden center, and farm supply stores (NAICS 44422)	12,983,212	0	12,983,212
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	290,115,624	277,160,418	12,955,207
Grocery stores (NAICS 4451)	258,426,880	211,900,826	46,526,054
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	247,791,725	211,900,826	35,890,899
Convenience stores (NAICS 44512)	10,635,154	0	10,635,154
Specialty food stores (NAICS 4452)	7,268,442	32,348,787	-25,080,345
Meat markets (NAICS 44521)	2,205,985	3,846,535	-1,640,551
Fish and seafood markets (NAICS 44522)	864,829	3,769,662	-2,904,833
Fruit and vegetable markets (NAICS 44523)	1,506,200	8,720,120	-7,213,920
Other specialty food stores (NAICS 44529)	2,691,429	16,012,469	-13,321,041
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	1,426,624	7,317,621	-5,890,997
All other specialty food stores (NAICS 445299)	1,264,804	8,694,849	-7,430,044
Beer, wine, and liquor stores (NAICS 4453)	24,420,303	32,910,805	-8,490,502
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	107,024,453	215,543,719	-108,519,266
Pharmacies and drug stores (NAICS 44611)	91,542,507	147,663,113	-56,120,607
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	6,919,196	29,168,618	-22,249,422
Optical goods stores (NAICS 44613)	3,053,518	15,560,395	-12,506,877
Other health and personal care stores (NAICS 44619)	5,509,232	23,151,593	-17,642,361
Food (health) supplement stores (NAICS 446191)	1,969,609	10,794,468	-8,824,859
All other health and personal care stores (NAICS 446199)	3,539,623	12,357,125	-8,817,502
Gasoline Stations			
Gasoline stations (NAICS 447)	169,396,727	64,328,371	105,068,356

Benchmark: USA

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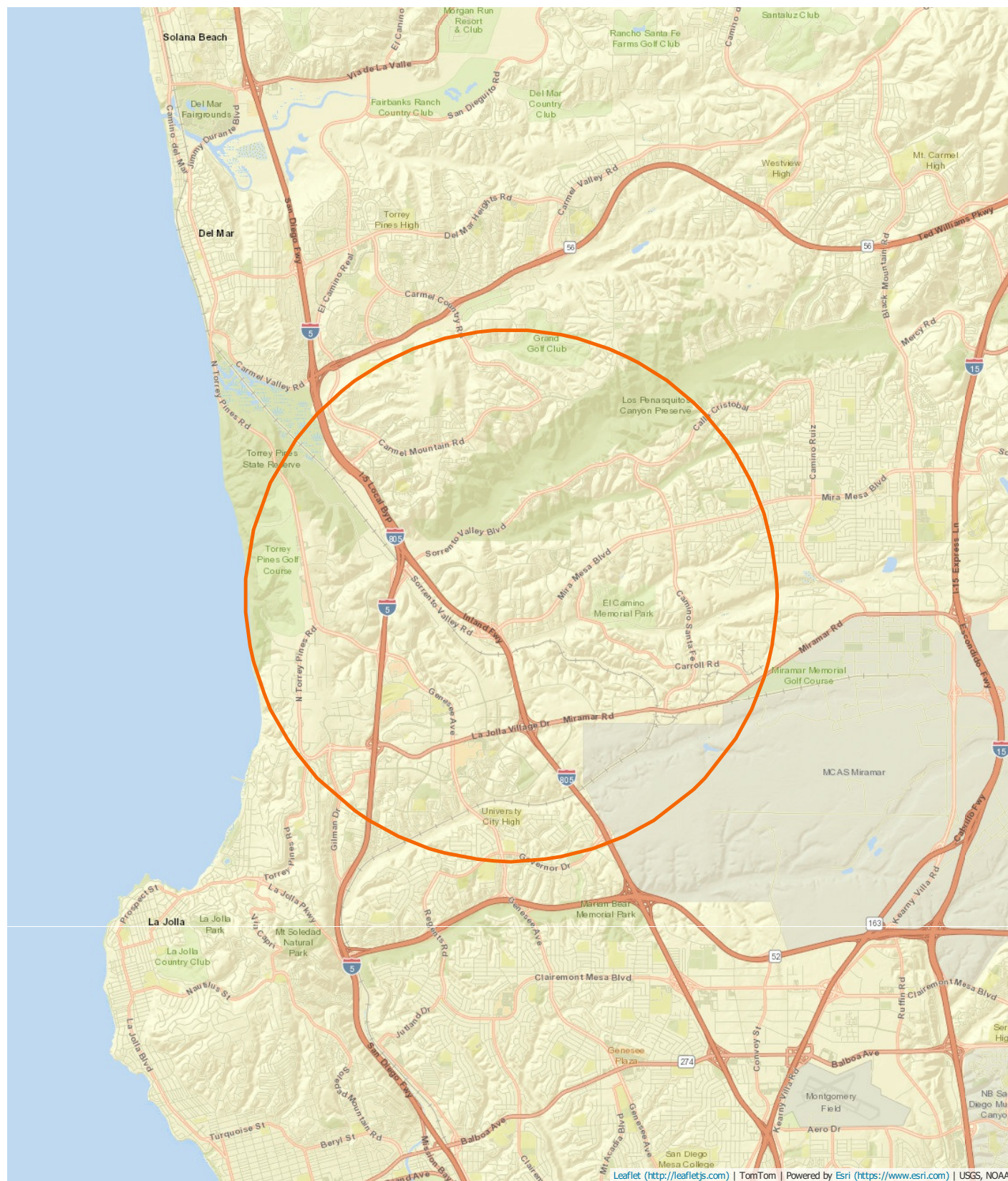
Trade Area: 9710 Scranton Rd - 3 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	85,017,339	220,340,432	-135,323,093
Clothing stores (NAICS 4481)	58,992,927	161,060,518	-102,067,591
Men's clothing stores (NAICS 44811)	2,584,104	0	2,584,104
Women's clothing stores (NAICS 44812)	11,745,043	13,372,054	-1,627,011
Children's and infants' clothing stores (NAICS 44813)	1,563,151	10,758,167	-9,195,017
Family clothing stores (NAICS 44814)	35,698,469	124,519,758	-88,821,289
Clothing accessories stores (NAICS 44815)	2,510,641	4,648,677	-2,138,035
Other clothing stores (NAICS 44819)	4,891,519	7,761,863	-2,870,344
Shoe stores (NAICS 4482)	13,445,163	31,629,348	-18,184,185
Jewelry, luggage, and leather goods stores (NAICS 4483)	12,579,248	27,650,566	-15,071,317
Jewelry stores (NAICS 44831)	11,291,419	20,976,602	-9,685,183
Luggage and leather goods stores (NAICS 44832)	1,287,830	6,673,964	-5,386,134
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	29,022,874	41,544,014	-12,521,140
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	26,468,992	32,968,999	-6,500,006
Sporting goods stores (NAICS 45111)	19,262,333	17,062,861	2,199,473
Hobby, toy, and game stores (NAICS 45112)	4,810,487	10,355,259	-5,544,772
Sewing, needlework, and piece goods stores (NAICS 45113)	1,128,520	0	1,128,520
Musical instrument and supplies stores (NAICS 45114)	1,267,653	5,550,879	-4,283,227
Book stores and news dealers (NAICS 4512)	2,553,881	8,575,015	-6,021,134
Book stores (NAICS 451211)	2,425,989	4,930,456	-2,504,467
News dealers and newsstands (NAICS 451212)	127,893	3,644,559	-3,516,667
General Merchandise Stores			
General merchandise stores (NAICS 452)	254,273,838	269,841,822	-15,567,984
Department stores (NAICS 4522)	19,286,661	16,078,473	3,208,189
Other general merchandise stores (NAICS 4523)	234,987,177	253,763,349	-18,776,172
Warehouse clubs and supercenters (NAICS 452311)	210,306,771	253,763,349	-43,456,579
All other general merchandise stores (NAICS 452319)	24,680,406	0	24,680,406
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	41,188,352	51,594,284	-10,405,932
Florists (NAICS 4531)	1,824,925	0	1,824,925
Office supplies, stationery, and gift stores (NAICS 4532)	9,530,369	23,880,561	-14,350,192
Office supplies and stationery stores (NAICS 45321)	3,731,596	15,630,674	-11,899,078
Gift, novelty, and souvenir stores (NAICS 45322)	5,798,773	8,249,887	-2,451,114
Used merchandise stores (NAICS 4533)	6,319,822	2,072,647	4,247,175
Other miscellaneous store retailers (NAICS 4539)	23,513,236	25,641,076	-2,127,840
Pet and pet supplies stores (NAICS 45391)	6,431,646	7,278,205	-846,559
Art dealers (NAICS 45392)	4,456,816	0	4,456,816
Manufactured (mobile) home dealers (NAICS 45393)	2,191,227	0	2,191,227
All other miscellaneous store retailers (NAICS 45399)	10,433,547	18,362,871	-7,929,323
Tobacco stores (NAICS 453991)	2,643,700	0	2,643,700
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	7,789,848	18,362,871	-10,573,023
Non-store Retailers			
Non-store retailers (NAICS 454)	302,542,902	329,148,068	-26,605,166
Electronic shopping and mail-order houses (NAICS 4541)	283,748,156	329,148,068	-45,399,913
Vending machine operators (NAICS 4542)	2,611,307	0	2,611,307
Direct selling establishments (NAICS 4543)	16,183,440	0	16,183,440
Fuel dealers (NAICS 45431)	7,693,583	0	7,693,583
Other direct selling establishments (NAICS 45439)	8,489,856	0	8,489,856
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	290,240,253	380,705,282	-90,465,029
Special food services (NAICS 7223)	19,896,407	37,726,163	-17,829,757
Food service contractors (NAICS 72231)	15,732,785	21,757,257	-6,024,472
Caterers (NAICS 72232)	3,762,577	15,968,906	-12,206,329
Mobile food services (NAICS 72233)	401,044	0	401,044
Drinking places (alcoholic beverages) (NAICS 7224)	11,348,609	9,199,832	2,148,776
Restaurants and other eating places (NAICS 7225)	258,995,238	333,779,286	-74,784,048
Full-service restaurants (NAICS 722511)	128,514,800	111,124,178	17,390,623
Limited-service restaurants (NAICS 722513)	110,767,562	194,097,696	-83,330,134
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,821,223	0	2,821,223
Snack and non-alcoholic beverage bars (NAICS 722515)	16,891,652	28,557,412	-11,665,760

Benchmark: USA

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	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	5,934,146,601	5,464,622,958	469,523,643
Total retail trade (NAICS 44 and 45)	5,170,335,408	4,636,878,211	533,457,197
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	1,106,790,110	1,130,083,893	-23,293,784
Automobile dealers (NAICS 4411)	928,519,869	1,080,881,101	-152,361,233
New car dealers (NAICS 44111)	832,997,083	883,563,878	-50,566,795
Used car dealers (NAICS 44112)	95,522,785	197,317,223	-101,794,438
Other motor vehicle dealers (NAICS 4412)	91,853,097	23,393,862	68,459,234
Recreational vehicle dealers (NAICS 44121)	35,427,142	6,669,826	28,757,316
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	56,425,955	16,724,036	39,701,919
Boat dealers (NAICS 441222)	21,165,293	0	21,165,293
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	35,260,662	16,724,036	18,536,626
Automotive parts, accessories, and tire stores (NAICS 4413)	86,417,144	25,808,930	60,608,215
Automotive parts and accessories stores (NAICS 44131)	54,664,154	25,808,930	28,855,224
Tire dealers (NAICS 44132)	31,752,990	0	31,752,990
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	108,765,416	253,130,865	-144,365,448
Furniture stores (NAICS 4421)	59,028,950	133,196,635	-74,167,685
Home furnishings stores (NAICS 4422)	49,736,467	119,934,230	-70,197,763
Floor covering stores (NAICS 44221)	20,206,585	42,773,837	-22,567,252
Other home furnishings stores (NAICS 44229)	29,529,882	77,160,393	-47,630,511
Window treatment stores (NAICS 442291)	1,549,834	16,994,249	-15,444,416
All other home furnishings stores (NAICS 442299)	27,980,048	60,166,144	-32,186,096
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	77,065,871	138,520,668	-61,454,798
Household appliance stores (NAICS 443141)	14,243,166	26,152,805	-11,909,639
Electronics stores (NAICS 443142)	62,822,705	112,367,863	-49,545,158
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	371,847,460	349,670,865	22,176,595
Building material and supplies dealers (NAICS 4441)	323,402,335	347,955,979	-24,553,644
Home centers (NAICS 44411)	178,300,113	255,808,916	-77,508,803
Paint and wallpaper stores (NAICS 44412)	11,517,288	5,379,290	6,137,997
Hardware stores (NAICS 44413)	28,993,088	16,319,609	12,673,479
Other building material dealers (NAICS 44419)	104,591,846	70,448,164	34,143,682
Lawn and garden equipment and supplies stores (NAICS 4442)	48,445,125	1,714,886	46,730,239
Outdoor power equipment stores (NAICS 44421)	9,908,143	0	9,908,143
Nursery, garden center, and farm supply stores (NAICS 44422)	38,536,982	1,714,886	36,822,096
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	792,659,041	577,748,137	214,910,903
Grocery stores (NAICS 4451)	705,361,879	500,683,723	204,678,156
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	676,795,138	491,518,287	185,276,851
Convenience stores (NAICS 44512)	28,566,741	9,165,437	19,401,305
Specialty food stores (NAICS 4452)	19,703,550	35,321,418	-15,617,868
Meat markets (NAICS 44521)	5,976,414	3,867,721	2,108,692
Fish and seafood markets (NAICS 44522)	2,341,609	4,346,546	-2,004,938
Fruit and vegetable markets (NAICS 44523)	4,094,168	9,526,884	-5,432,716
Other specialty food stores (NAICS 44529)	7,291,359	17,580,266	-10,288,907
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	3,865,983	8,007,014	-4,141,032
All other specialty food stores (NAICS 445299)	3,425,376	9,573,252	-6,147,876
Beer, wine, and liquor stores (NAICS 4453)	67,593,612	41,742,997	25,850,615
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	305,546,665	351,430,614	-45,883,949
Pharmacies and drug stores (NAICS 44611)	260,546,934	260,229,223	317,710
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	19,813,215	43,333,934	-23,520,719
Optical goods stores (NAICS 44613)	9,459,488	17,430,032	-7,970,544
Other health and personal care stores (NAICS 44619)	15,727,029	30,437,425	-14,710,397
Food (health) supplement stores (NAICS 446191)	5,592,307	14,181,564	-8,589,257
All other health and personal care stores (NAICS 446199)	10,134,722	16,255,861	-6,121,140
Gasoline Stations			
Gasoline stations (NAICS 447)	446,487,350	225,140,354	221,346,996

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



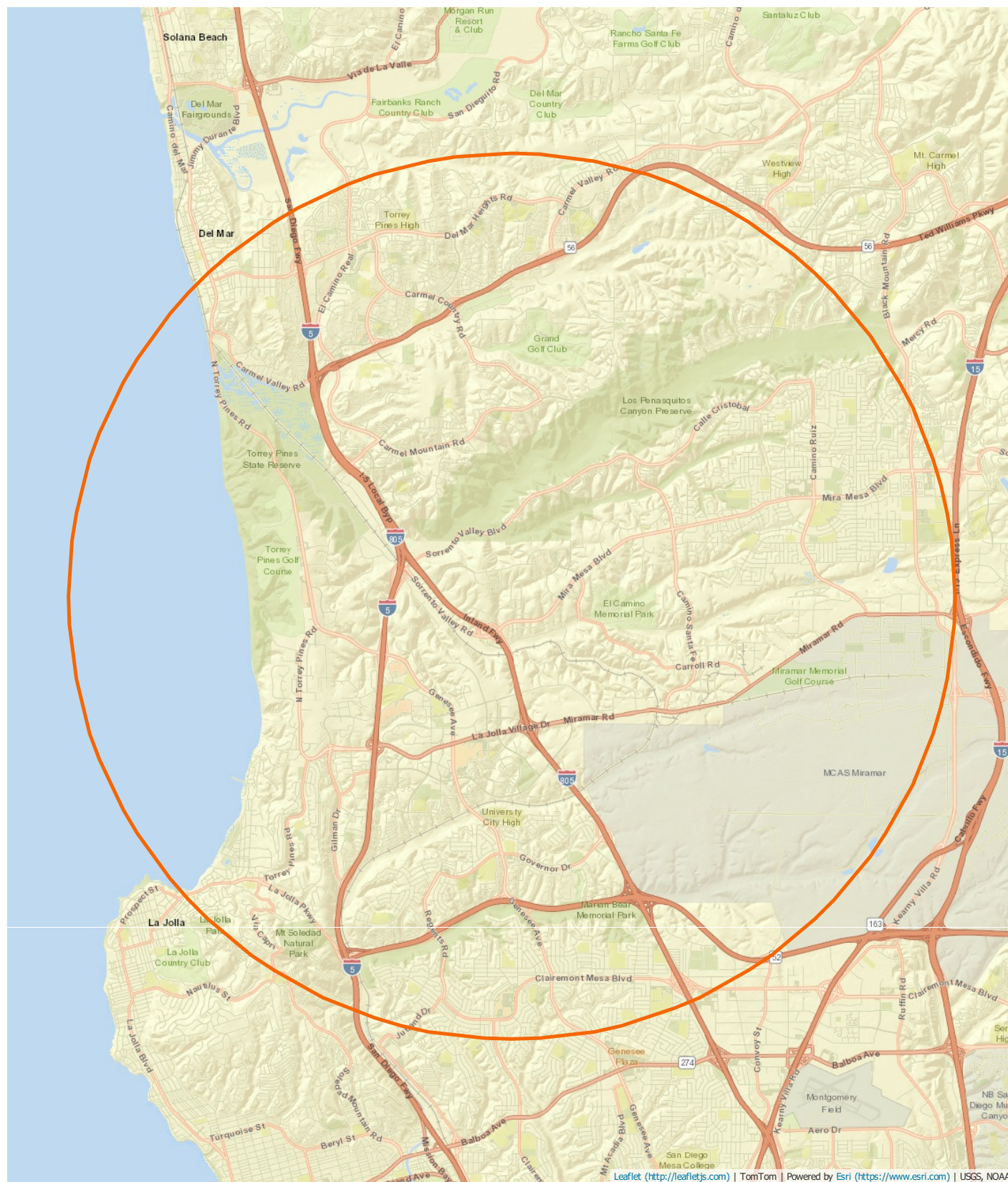
Trade Area: 9710 Scranton Rd - 5 mi Radius

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	226,874,046	326,620,265	-99,746,219
Clothing stores (NAICS 4481)	158,821,762	245,656,157	-86,834,395
Men's clothing stores (NAICS 44811)	6,889,864	641,024	6,248,840
Women's clothing stores (NAICS 44812)	31,760,909	24,151,434	7,609,475
Children's and infants' clothing stores (NAICS 44813)	4,154,682	13,190,547	-9,035,865
Family clothing stores (NAICS 44814)	96,090,575	182,545,954	-86,455,379
Clothing accessories stores (NAICS 44815)	6,737,541	9,266,209	-2,528,668
Other clothing stores (NAICS 44819)	13,188,191	15,860,989	-2,672,798
Shoe stores (NAICS 4482)	34,778,058	40,760,338	-5,982,280
Jewelry, luggage, and leather goods stores (NAICS 4483)	33,274,226	40,203,770	-6,929,544
Jewelry stores (NAICS 44831)	29,857,827	33,529,806	-3,671,979
Luggage and leather goods stores (NAICS 44832)	3,416,399	6,673,964	-3,257,565
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	78,495,900	74,007,543	4,488,357
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	71,795,785	64,408,953	7,386,831
Sporting goods stores (NAICS 45111)	51,889,765	37,703,259	14,186,506
Hobby, toy, and game stores (NAICS 45112)	13,175,901	17,989,312	-4,813,411
Sewing, needlework, and piece goods stores (NAICS 45113)	3,267,315	328,124	2,939,191
Musical instrument and supplies stores (NAICS 45114)	3,462,804	8,388,258	-4,925,454
Book stores and news dealers (NAICS 4512)	6,700,115	9,598,590	-2,898,475
Book stores (NAICS 451211)	6,355,953	5,954,031	401,923
News dealers and newsstands (NAICS 451212)	344,162	3,644,559	-3,300,397
General Merchandise Stores			
General merchandise stores (NAICS 452)	698,974,285	635,472,369	63,501,916
Department stores (NAICS 4522)	52,791,061	27,573,764	25,217,296
Other general merchandise stores (NAICS 4523)	646,183,224	607,898,605	38,284,620
Warehouse clubs and supercenters (NAICS 452311)	577,634,211	607,898,605	-30,264,393
All other general merchandise stores (NAICS 452319)	68,549,013	0	68,549,013
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	113,692,941	83,138,559	30,554,382
Florists (NAICS 4531)	5,471,518	0	5,471,518
Office supplies, stationery, and gift stores (NAICS 4532)	26,121,661	28,466,700	-2,345,039
Office supplies and stationery stores (NAICS 45321)	10,508,853	16,055,496	-5,546,643
Gift, novelty, and souvenir stores (NAICS 45322)	15,612,808	12,411,205	3,201,603
Used merchandise stores (NAICS 4533)	17,120,957	2,617,273	14,503,684
Other miscellaneous store retailers (NAICS 4539)	64,978,805	52,054,585	12,924,219
Pet and pet supplies stores (NAICS 45391)	18,064,837	16,402,027	1,662,810
Art dealers (NAICS 45392)	11,980,634	0	11,980,634
Manufactured (mobile) home dealers (NAICS 45393)	6,498,142	0	6,498,142
All other miscellaneous store retailers (NAICS 45399)	28,415,191	35,652,559	-7,237,367
Tobacco stores (NAICS 453991)	6,549,134	6,019,215	529,919
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	21,866,058	29,633,343	-7,767,286
Non-store Retailers			
Non-store retailers (NAICS 454)	843,136,324	491,914,079	351,222,245
Electronic shopping and mail-order houses (NAICS 4541)	791,094,604	469,065,992	322,028,613
Vending machine operators (NAICS 4542)	7,027,576	1,351,847	5,675,729
Direct selling establishments (NAICS 4543)	45,014,144	21,496,240	23,517,903
Fuel dealers (NAICS 45431)	21,511,859	1,988,102	19,523,757
Other direct selling establishments (NAICS 45439)	23,502,285	19,508,139	3,994,146
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	763,811,193	827,744,747	-63,933,554
Special food services (NAICS 7223)	52,348,158	65,157,099	-12,808,941
Food service contractors (NAICS 72231)	41,396,797	46,116,099	-4,719,302
Caterers (NAICS 72232)	9,895,497	19,041,000	-9,145,502
Mobile food services (NAICS 72233)	1,055,863	0	1,055,863
Drinking places (alcoholic beverages) (NAICS 7224)	30,017,708	20,863,303	9,154,405
Restaurants and other eating places (NAICS 7225)	681,445,327	741,724,345	-60,279,018
Full-service restaurants (NAICS 722511)	338,334,403	333,559,023	4,775,381
Limited-service restaurants (NAICS 722513)	291,245,982	315,756,011	-24,510,029
Cafeterias, grill buffets, and buffets (NAICS 722514)	7,417,657	11,791,041	-4,373,384
Snack and non-alcoholic beverage bars (NAICS 722515)	44,447,285	80,618,271	-36,170,986

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius



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Report Details

Name: Retail Market Power® Opportunity Gap by Retail Store Types 2021
Date / Time: 3/9/2021 9:57:54 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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