

# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 1 mi Radius

Consumer Units: 362 | Households: 362 | Dorm Pop: 0

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
<b>Total Specified Consumer Expenditures</b>	47,368,647	100.00	54,547,020	100.00	130,852.62	144,687.06	2.86	187
<b>Personal Care Products and Services</b>								
Personal care products and services	683,642	100.00	813,305	100.00	1,888.52	2,157.31	3.53	198
Personal care products	427,597	62.55	507,619	62.41	1,181.21	1,346.47	3.49	199
Wigs and hairpieces	2,190	0.32	2,685	0.33	6.05	7.12	4.16	135
Hair care products	76,394	11.17	90,958	11.18	211.03	241.27	3.55	195
Nonelectric articles for the hair	12,904	1.89	15,107	1.86	35.65	40.07	3.20	204
Oral hygiene products, articles	39,639	5.80	47,039	5.78	109.50	124.77	3.48	184
Shaving needs	24,256	3.55	28,417	3.49	67.01	75.38	3.22	210
Cosmetics, perfume, bath preparations	213,407	31.22	254,315	31.27	589.52	674.57	3.57	208
Deodorants, feminine hygiene, misc.	44,525	6.51	52,193	6.42	123.00	138.44	3.23	179
Electric personal care appliances	14,284	2.09	16,905	2.08	39.46	44.84	3.43	191
Personal care services and repairs	256,045	37.45	305,686	37.59	707.31	810.84	3.61	197

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: 42,820 | Households: 33,637 | Dorm Pop: 9,183

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
<b>Total Specified Consumer Expenditures</b>	3,168,533,290	100.00	3,762,654,071	100.00	73,996.57	85,610.20	3.50	106
<b>Personal Care Products and Services</b>								
Personal care products and services	44,180,970	100.00	54,360,472	100.00	1,031.78	1,236.84	4.23	108
Personal care products	27,753,231	62.82	34,096,165	62.72	648.14	775.78	4.20	109
Wigs and hairpieces	189,431	0.43	226,752	0.42	4.42	5.16	3.66	99
Hair care products	4,951,192	11.21	6,104,053	11.23	115.63	138.88	4.28	107
Nonelectric articles for the hair	851,210	1.93	1,047,528	1.93	19.88	23.83	4.24	114
Oral hygiene products, articles	2,576,036	5.83	3,166,840	5.83	60.16	72.05	4.22	101
Shaving needs	1,529,122	3.46	1,876,707	3.45	35.71	42.70	4.18	112
Cosmetics, perfume, bath preparations	13,659,352	30.92	16,817,662	30.94	318.99	382.65	4.25	113
Deodorants, feminine hygiene, misc.	3,030,083	6.86	3,673,435	6.76	70.76	83.58	3.93	103
Electric personal care appliances	966,805	2.19	1,183,188	2.18	22.58	26.92	4.12	109
Personal care services and repairs	16,427,739	37.18	20,264,307	37.28	383.65	461.07	4.29	107

Benchmark: USA

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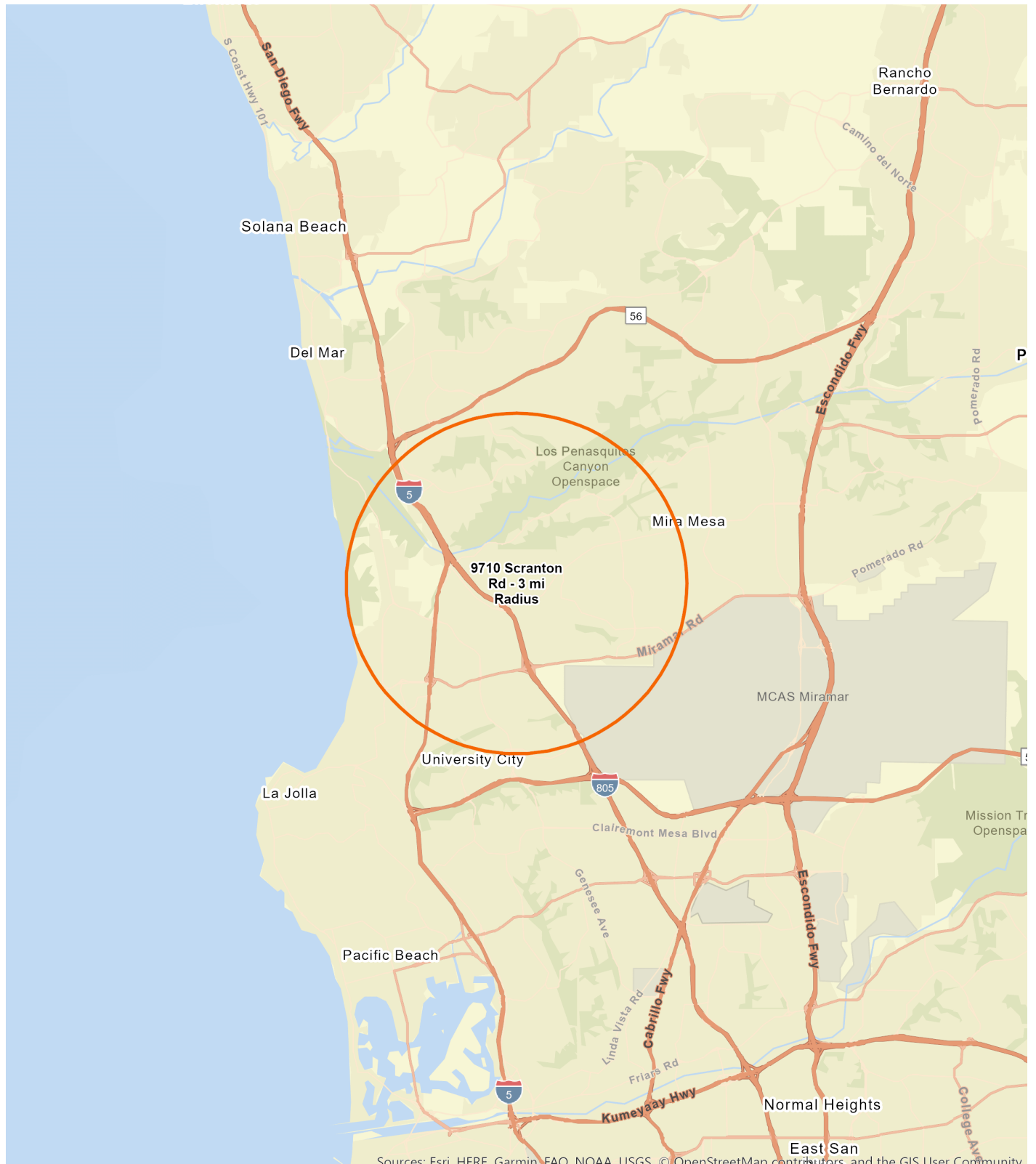
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,820 | Households: 33,637 | Dorm Pop: 9,183



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, ©OpenStreetMap contributors, and the GIS User Community ©2006-2021 TomTom

# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,910 | Households: 87,727 | Dorm Pop: 9,183

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
<b>Total Specified Consumer Expenditures</b>	8,893,955,785	100.00	10,441,712,153	100.00	91,775.42	105,392.00	3.26	131
<b>Personal Care Products and Services</b>								
Personal care products and services	125,049,285	100.00	152,283,299	100.00	1,290.37	1,537.05	4.02	135
Personal care products	78,166,372	62.51	95,181,339	62.50	806.59	960.70	4.02	136
Wigs and hairpieces	514,075	0.41	617,384	0.41	5.30	6.23	3.73	118
Hair care products	14,130,892	11.30	17,185,975	11.29	145.81	173.46	3.99	135
Nonelectric articles for the hair	2,360,845	1.89	2,870,439	1.88	24.36	28.97	3.99	140
Oral hygiene products, articles	7,421,442	5.93	8,976,562	5.89	76.58	90.60	3.88	129
Shaving needs	4,259,850	3.41	5,169,055	3.39	43.96	52.17	3.94	138
Cosmetics, perfume, bath preparations	38,358,849	30.68	46,999,180	30.86	395.82	474.38	4.15	140
Deodorants, feminine hygiene, misc.	8,443,638	6.75	10,132,959	6.65	87.13	102.28	3.71	127
Electric personal care appliances	2,676,782	2.14	3,229,786	2.12	27.62	32.60	3.83	134
Personal care services and repairs	46,882,913	37.49	57,101,960	37.50	483.78	576.35	4.02	135

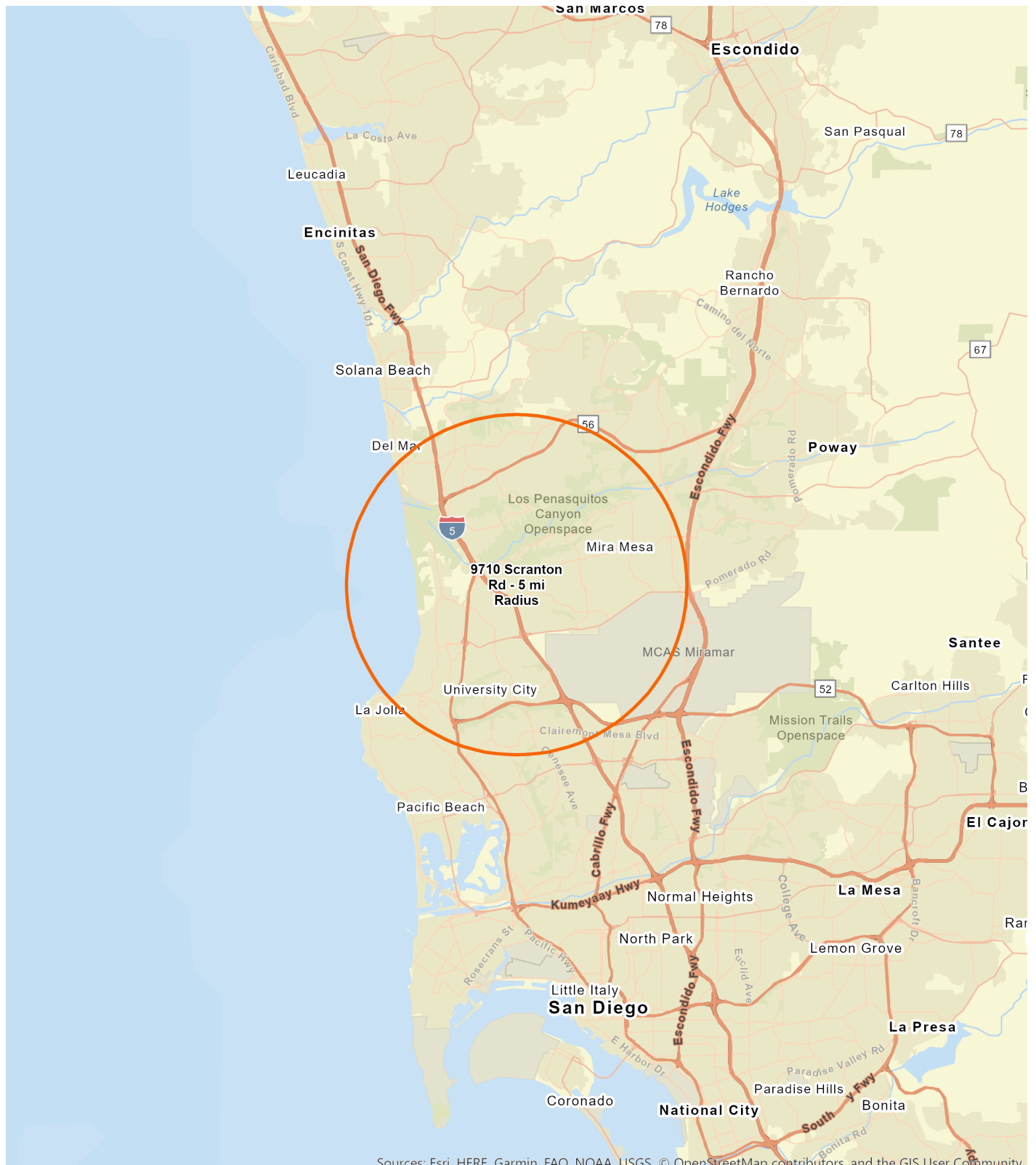
Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius

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# Report Details

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**Name:** Consumer Buying Power™ Personal Care Products and Services 2022  
**Date / Time:** 12/21/2021 1:51:59 PM  
**Workspace Vintage:** 2022

## Trade Area

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Name	Level	Geographies
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 1 mi Radius	1 mi Radius	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™ - 2022 Estimates and 2027 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> )

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