

Retail Market Power® | Opportunity Gap by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 1 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	34,615,438	78,754,262	-44,138,824
Groceries and other food items for human consumption off the premises	4,485,467	6,026,296	-1,540,829
Outside meals, snacks and catering	3,755,348	8,888,200	-5,132,852
Alcoholic beverages served for immediate consumption	554,089	1,470,094	-916,005
Packaged liquor, wine, and beer	806,306	2,226,856	-1,420,550
Cigars, cigarettes, and tobacco and smokers' accessories	174,414	462,516	-288,102
Drugs, health aids and beauty aids, including cosmetics	3,911,910	8,621,342	-4,709,432
Household soaps, detergents, cleaners, and cleaning supplies	234,527	395,983	-161,456
Paper and related products	243,399	378,472	-135,073
Men's wear, including accessories	614,269	1,198,119	-583,850
Women's, juniors', and misses' wear, including accessories	1,089,925	2,056,088	-966,162
Children's wear	203,832	306,763	-102,931
Costumes and unisex clothing	52,134	97,709	-45,575
Footwear, including accessories	474,017	898,156	-424,139
Sewing, knitting, and needlework goods	39,022	285,569	-246,547
Curtains, draperies, blinds, slipcovers, bed and table coverings	241,190	558,753	-317,563
Major household appliances	244,577	1,631,628	-1,387,051
Small household and personal appliances including hardware and software	1,246,308	3,716,759	-2,470,451
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	476,844	2,639,184	-2,162,340
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	1,374,394	4,387,624	-3,013,229
Flooring and floor coverings	308,450	1,146,838	-838,388
Jewelry	499,927	425,367	74,559
Books, including eBooks	185,732	422,678	-236,947
Photographic equipment and supplies	105,122	354,339	-249,217
Toys, hobby goods and games	305,111	542,827	-237,717
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	89,106	57,996	31,110
Sporting goods and recreational equipment	641,151	968,234	-327,083
Recreational vehicles, parts and accessories	609,055	171,991	437,064
Hardware, Tools, & Plumbing & Electrical supplies	838,562	2,148,086	-1,309,523
Lawn, Garden, & Farm Equipment & Supplies (!)	698,967	775,364	-76,397
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	920,846	2,856,297	-1,935,451
Paint & Sundries (!)	151,247	322,238	-170,991
Cars, trucks, motorcycles, and other powered transportation vehicles	5,617,989	17,364,971	-11,746,982
Automotive fuels	2,030,303	1,601,622	428,681
Automotive maintenance and parts	965,147	2,327,630	-1,362,483
Household fuels, including oil, liquefied petroleum gas, wood, coal	103,744	428,553	-324,809
Pets, pet foods, and pet supplies	323,007	593,117	-270,110

Benchmark: USA

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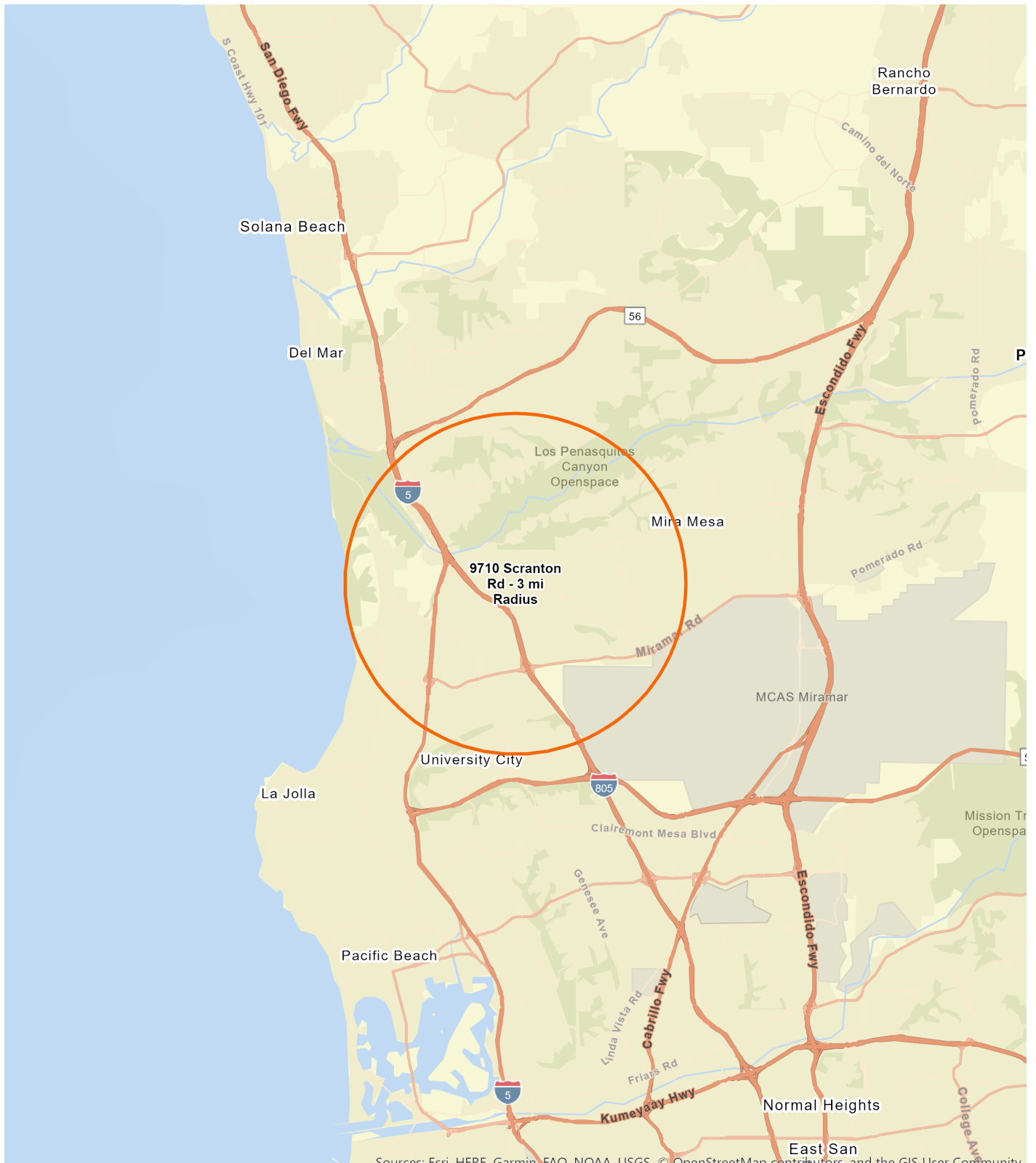
Trade Area: 9710 Scranton Rd - 3 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,221,036,219	3,375,635,887	-1,154,599,668
Groceries and other food items for human consumption off the premises	298,200,445	287,792,681	10,407,764
Outside meals, snacks and catering	245,737,190	324,802,685	-79,065,495
Alcoholic beverages served for immediate consumption	34,321,741	46,234,518	-11,912,777
Packaged liquor, wine, and beer	50,084,129	58,502,640	-8,418,511
Cigars, cigarettes, and tobacco and smokers' accessories	16,988,449	21,480,994	-4,492,545
Drugs, health aids and beauty aids, including cosmetics	248,441,953	391,889,499	-143,447,546
Household soaps, detergents, cleaners, and cleaning supplies	15,361,966	17,003,655	-1,641,689
Paper and related products	15,515,451	16,960,148	-1,444,696
Men's wear, including accessories	40,133,084	66,720,409	-26,587,326
Women's, juniors', and misses' wear, including accessories	69,460,204	116,629,893	-47,169,689
Children's wear	12,982,041	30,096,467	-17,114,426
Costumes and unisex clothing	3,299,891	3,150,907	148,983
Footwear, including accessories	31,216,333	55,658,138	-24,441,805
Sewing, knitting, and needlework goods	2,452,744	3,774,715	-1,321,971
Curtains, draperies, blinds, slipcovers, bed and table coverings	15,388,713	33,677,824	-18,289,111
Major household appliances	15,115,373	33,800,316	-18,684,943
Small household and personal appliances including hardware and software	77,244,620	114,849,126	-37,604,506
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	32,865,472	61,883,153	-29,017,680
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	82,132,965	193,133,715	-111,000,750
Flooring and floor coverings	18,439,987	48,592,615	-30,152,628
Jewelry	30,918,696	42,460,866	-11,542,170
Books, including eBooks	12,110,368	14,483,302	-2,372,934
Photographic equipment and supplies	6,577,570	8,063,655	-1,486,086
Toys, hobby goods and games	19,615,271	24,093,641	-4,478,370
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	5,403,011	13,377,839	-7,974,828
Sporting goods and recreational equipment	40,066,372	38,784,232	1,282,140
Recreational vehicles, parts and accessories	34,799,457	14,228,191	20,571,266
Hardware, Tools, & Plumbing & Electrical supplies	49,947,201	91,417,240	-41,470,039
Lawn, Garden, & Farm Equipment & Supplies (!)	41,027,717	34,844,944	6,182,773
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	51,637,849	137,748,271	-86,110,422
Paint & Sundries (!)	8,382,658	16,721,872	-8,339,214
Cars, trucks, motorcycles, and other powered transportation vehicles	363,774,784	840,768,026	-476,993,242
Automotive fuels	141,127,020	71,257,492	69,869,528
Automotive maintenance and parts	62,241,837	71,284,971	-9,043,134
Household fuels, including oil, liquefied petroleum gas, wood, coal	6,710,272	2,454,177	4,256,095
Pets, pet foods, and pet supplies	21,313,387	27,013,070	-5,699,683

Benchmark: USA

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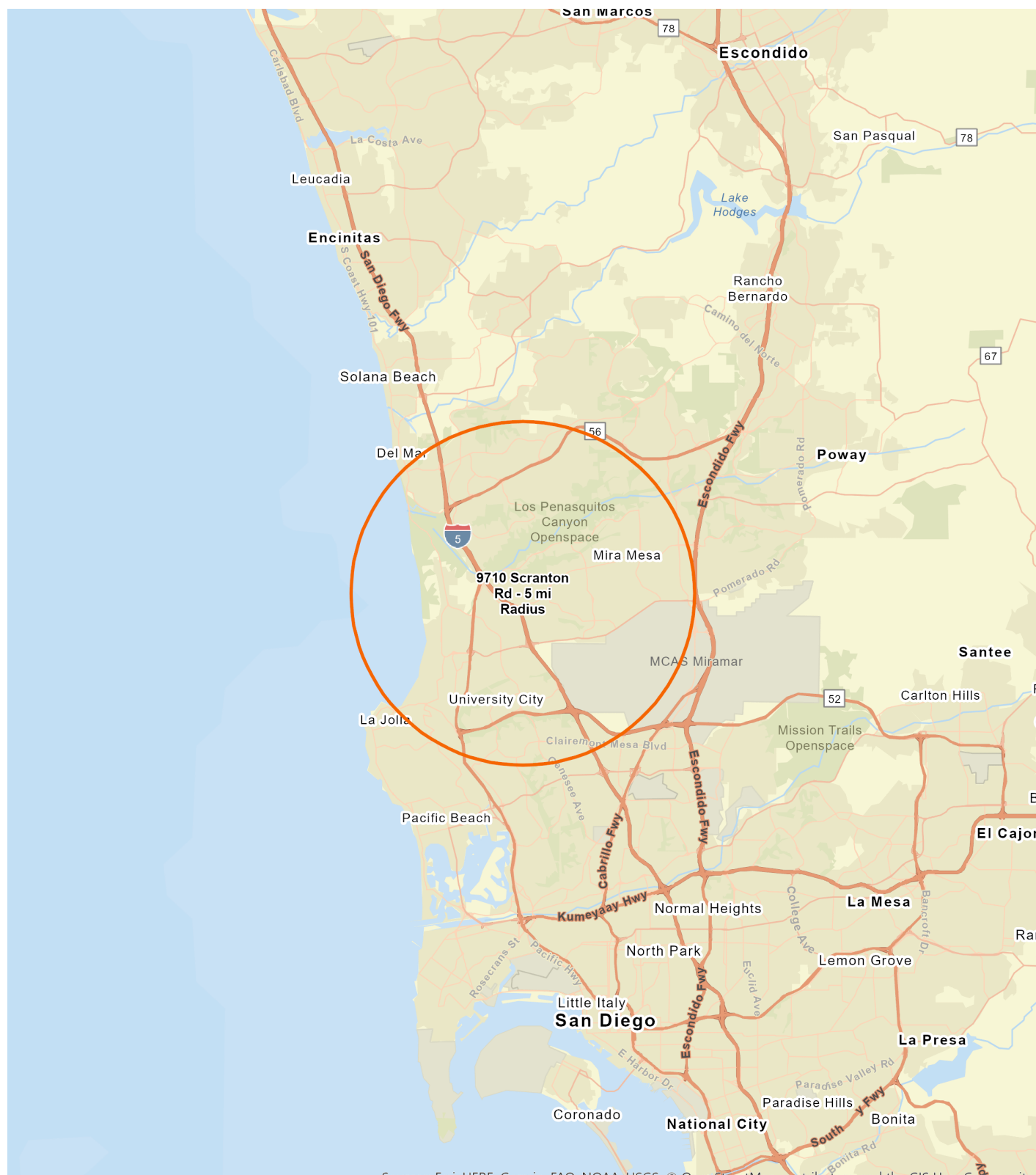
Trade Area: 9710 Scranton Rd - 5 mi Radius

	2022 Demand (\$)	2022 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	6,350,582,568	6,037,084,527	313,498,041
Groceries and other food items for human consumption off the premises	854,483,880	665,074,881	189,408,999
Outside meals, snacks and catering	674,288,926	744,898,491	-70,609,565
Alcoholic beverages served for immediate consumption	91,360,797	86,458,141	4,902,656
Packaged liquor, wine, and beer	139,312,423	89,819,186	49,493,237
Cigars, cigarettes, and tobacco and smokers' accessories	42,652,515	55,331,040	-12,678,525
Drugs, health aids and beauty aids, including cosmetics	732,904,449	653,981,753	78,922,696
Household soaps, detergents, cleaners, and cleaning supplies	44,400,449	37,185,867	7,214,581
Paper and related products	45,781,777	37,293,766	8,488,011
Men's wear, including accessories	109,687,709	108,269,025	1,418,683
Women's, juniors', and misses' wear, including accessories	197,515,080	193,378,367	4,136,714
Children's wear	39,226,104	51,481,532	-12,255,428
Costumes and unisex clothing	8,695,030	5,468,811	3,226,218
Footwear, including accessories	87,097,066	82,595,226	4,501,839
Sewing, knitting, and needlework goods	7,531,876	7,251,090	280,785
Curtains, draperies, blinds, slipcovers, bed and table coverings	43,762,112	52,406,217	-8,644,105
Major household appliances	45,182,989	49,481,848	-4,298,859
Small household and personal appliances including hardware and software	221,290,784	171,564,729	49,726,055
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	94,761,978	100,576,230	-5,814,252
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	237,106,958	277,801,792	-40,694,834
Flooring and floor coverings	52,595,219	72,167,887	-19,572,668
Jewelry	88,734,598	72,930,582	15,804,015
Books, including eBooks	33,429,914	21,729,592	11,700,322
Photographic equipment and supplies	18,318,613	12,709,872	5,608,741
Toys, hobby goods and games	55,806,363	44,758,600	11,047,763
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	16,450,026	18,887,397	-2,437,371
Sporting goods and recreational equipment	111,849,707	65,767,126	46,082,581
Recreational vehicles, parts and accessories	104,045,681	28,999,339	75,046,343
Hardware, Tools, & Plumbing & Electrical supplies	148,960,092	145,649,502	3,310,590
Lawn, Garden, & Farm Equipment & Supplies (!)	125,144,043	57,873,121	67,270,922
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	167,138,188	208,620,995	-41,482,807
Paint & Sundries (!)	26,437,310	24,290,793	2,146,518
Cars, trucks, motorcycles, and other powered transportation vehicles	1,028,725,002	1,366,867,296	-338,142,294
Automotive fuels	393,380,448	229,945,340	163,435,108
Automotive maintenance and parts	183,122,817	135,247,107	47,875,710
Household fuels, including oil, liquefied petroleum gas, wood, coal	19,792,827	5,644,659	14,148,168
Pets, pet foods, and pet supplies	59,608,819	54,677,326	4,931,494

Benchmark: USA

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Report Details

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Trade Area

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

Name	Level	Geographies
USA	Entire US	United States

DataSource

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