

Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 242

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures	25,365,491	100.00	27,359,636	100.00	104,816.08	113,525.46	1.53	142
Personal Care Products and Services								
Personal care products and services	340,415	100.00	374,171	100.00	1,406.67	1,552.58	1.91	138
Personal care products	199,807	58.70	219,782	58.74	825.65	911.96	1.92	137
Products for the hair	33,853	9.94	36,617	9.79	139.89	151.94	1.58	134
Wigs and hairpieces	3,300	0.97	3,704	0.99	13.63	15.37	2.34	138
Nonelectric dental and shaving products	25,254	7.42	27,452	7.34	104.35	113.91	1.68	137
Cosmetics, perfume, bath preparations	96,906	28.47	108,572	29.02	400.44	450.51	2.30	134
Deodorants, feminine hygiene, misc.	30,071	8.83	32,017	8.56	124.26	132.85	1.26	150
Electric personal care appliances	10,424	3.06	11,420	3.05	43.07	47.39	1.84	132
Personal care services and repairs	140,608	41.30	154,389	41.26	581.02	640.62	1.89	140

Benchmark: USA

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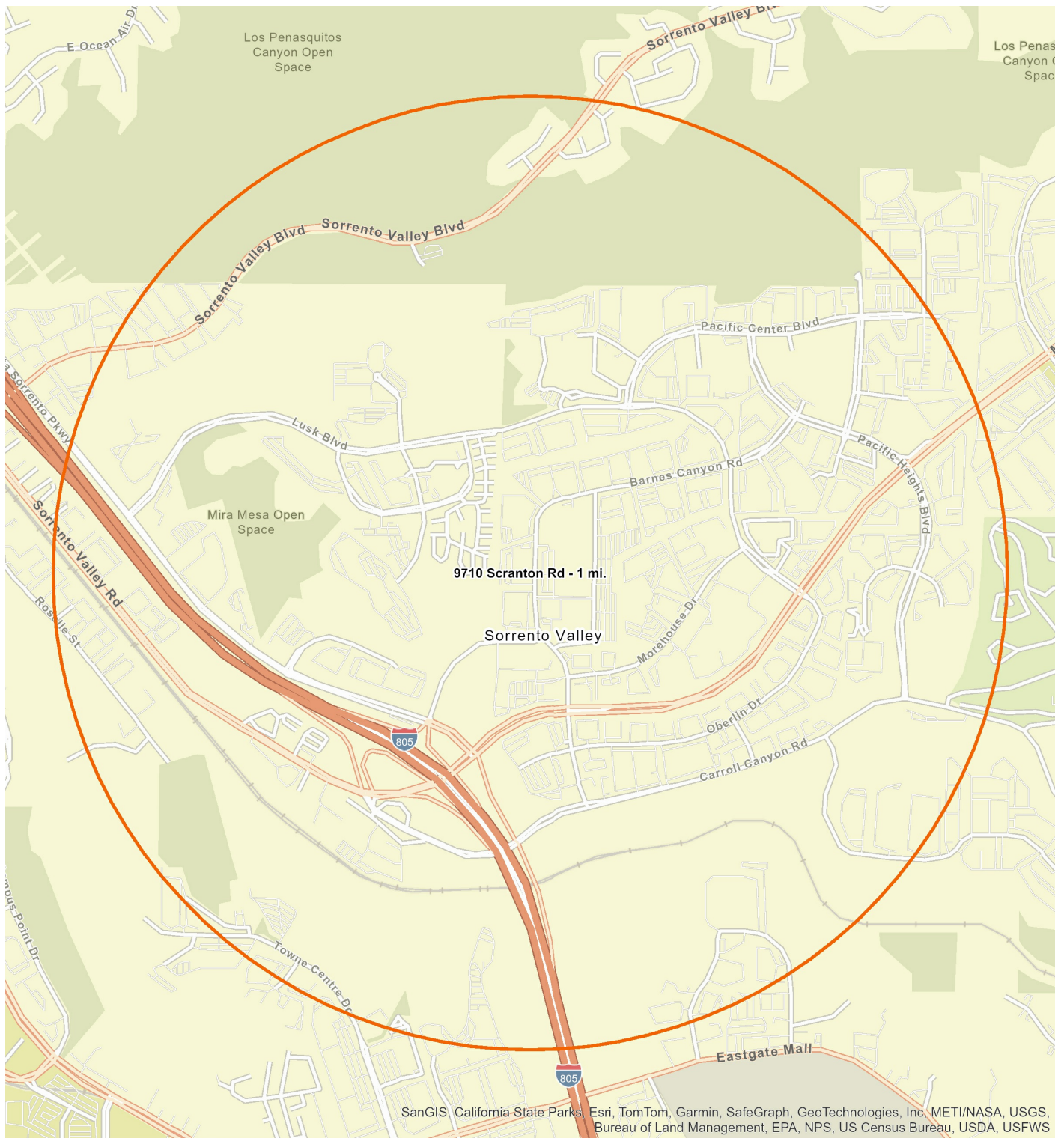
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 0



SanGIS, California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS

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Benchmark: USA

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Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 45,267 | Dorm Pop: 45,267

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures	3,395,427,748	100.00	3,727,133,516	100.00	75,008.90	81,125.17	1.88	102
Personal Care Products and Services								
Personal care products and services	46,071,047	100.00	51,362,722	100.00	1,017.76	1,117.97	2.20	100
Personal care products	27,705,214	60.14	30,781,214	59.93	612.04	916.57	2.13	101
Products for the hair	4,626,998	10.04	5,081,592	9.89	102.22	110.61	1.89	98
Wigs and hairpieces	636,299	1.38	687,484	1.34	14.06	14.96	1.56	142
Nonelectric dental and shaving products	3,372,188	7.32	3,745,340	7.29	74.50	111.52	2.12	98
Cosmetics, perfume, bath preparations	13,726,613	29.79	15,394,697	29.97	303.24	335.08	2.32	102
Deodorants, feminine hygiene, misc.	3,972,541	8.62	4,342,515	8.45	87.76	94.52	1.80	106
Electric personal care appliances	1,370,576	2.97	1,529,586	2.98	30.28	45.55	2.22	93
Personal care services and repairs	18,365,833	39.86	20,581,508	40.07	405.72	447.98	2.30	98

Benchmark: USA

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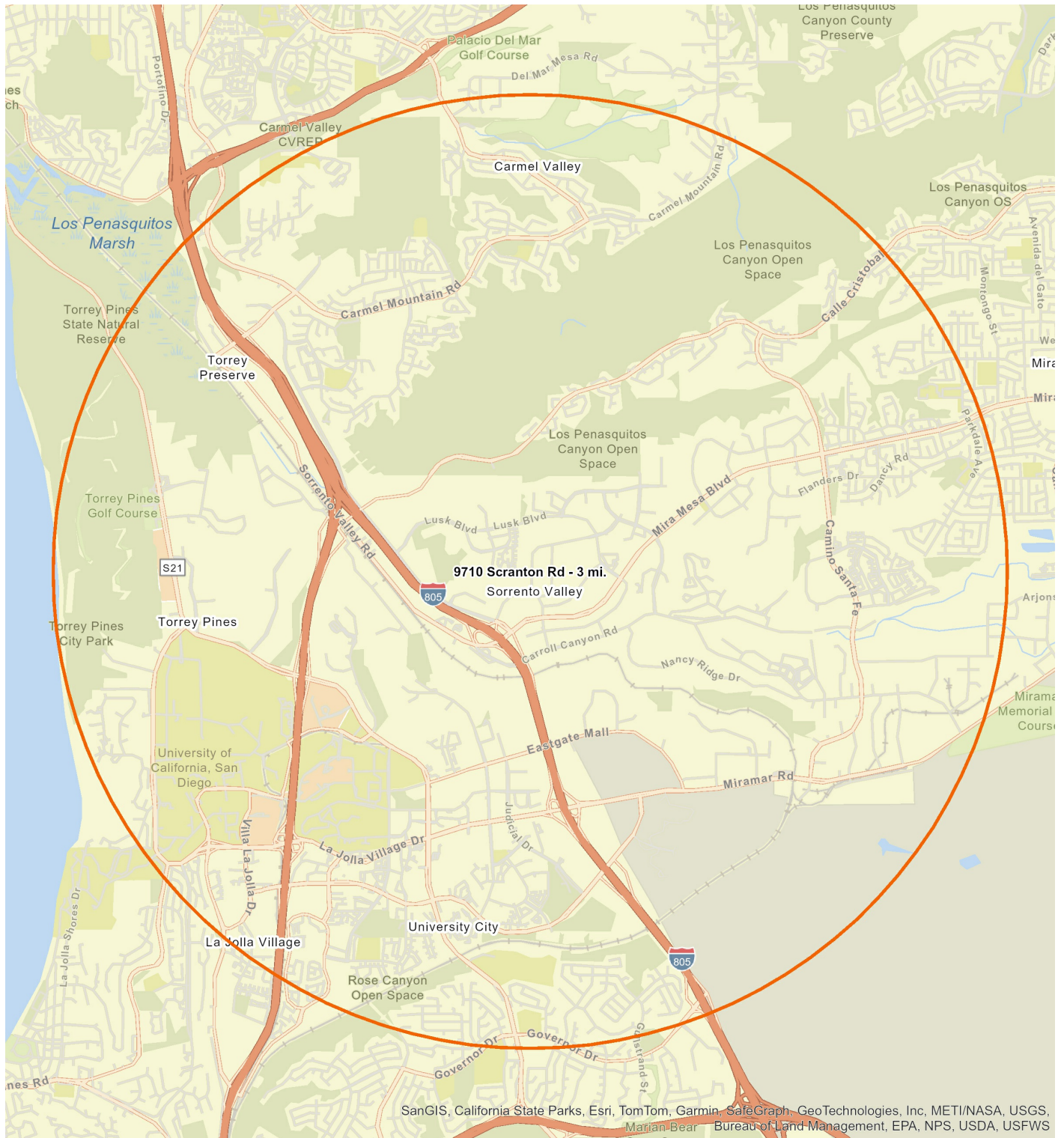
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 32,918 | Dorm Pop: 12,349



Benchmark: USA

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Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 97,858 | Households: 97,858 | Dorm Pop: 97,858

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures	9,437,493,347	100.00	10,289,089,958	100.00	96,440.69	104,051.07	1.74	131
Personal Care Products and Services								
Personal care products and services	129,143,602	100.00	142,788,085	100.00	1,319.70	1,443.98	2.03	130
Personal care products	76,679,583	59.38	84,477,154	59.16	783.58	976.33	1.96	130
Products for the hair	12,680,911	9.82	13,825,581	9.68	129.58	139.81	1.74	124
Wigs and hairpieces	1,440,936	1.12	1,552,896	1.09	14.72	15.70	1.51	149
Nonelectric dental and shaving products	9,573,452	7.41	10,598,959	7.42	97.83	122.50	2.06	128
Cosmetics, perfume, bath preparations	38,445,825	29.77	42,622,419	29.85	392.87	431.03	2.08	132
Deodorants, feminine hygiene, misc.	10,655,443	8.25	11,567,376	8.10	108.89	116.98	1.66	131
Electric personal care appliances	3,883,016	3.01	4,309,923	3.02	39.68	49.81	2.11	121
Personal care services and repairs	52,464,019	40.62	58,310,931	40.84	536.12	589.68	2.14	130

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 97,858 | Households: 85,509 | Dorm Pop: 12,349



SanGIS, California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, USFWS

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Benchmark: USA

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Report Details

Name: Consumer Buying Power™ Personal Care Products and Services 2025
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Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2025 Estimates and 2030 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2024 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2024 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)