

Retail Market Power® | Opportunity Gap by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 1 mi.

Demand By Merchandise Line	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	22,438,984	578,305,858	-555,866,875
Groceries and other food items for human consumption off the premises	3,090,339	107,257,943	-104,167,604
Outside meals, snacks and catering	3,091,432	29,624,068	-26,532,637
Alcoholic beverages served for immediate consumption	386,465	11,810,288	-11,423,822
Cigars, cigarettes, and tobacco and smokers' accessories	261,167	6,584,511	-6,323,344
Drugs, health aids and beauty aids, including cosmetics	2,101,942	149,929,442	-147,827,500
Household soaps, detergents, cleaners, and cleaning supplies	89,393	6,437,579	-6,348,187
Paper and related products	427,023	27,151,872	-26,724,849
Men's wear, including accessories	445,501	12,471,813	-12,026,313
Women's, juniors', and misses' wear, including accessories	630,664	17,423,449	-16,792,785
Children's wear	123,530	4,814,382	-4,690,853
Costumes and unisex clothing	7,158	94,242	-87,084
Footwear, including accessories	303,734	5,565,704	-5,261,970
Sewing, knitting, and needlework goods	12,277	553,785	-541,508
Curtains, draperies, blinds, slipcovers, bed and table coverings	114,399	3,270,225	-3,155,826
Major household appliances	265,677	5,105,490	-4,839,813
Small household and personal appliances including hardware and software	768,871	26,646,933	-25,878,062
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	609,118	30,751,338	-30,142,220
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	691,476	17,429,815	-16,738,339
Flooring and floor coverings	97,912	420,142	-322,230
Jewelry	406,756	10,111,999	-9,705,244
Books, including eBooks	50,950	1,047,455	-996,505
Photographic equipment and supplies	22,281	904,570	-882,289
Toys, hobby goods and games	195,325	8,588,530	-8,393,205
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	53,550	1,339,890	-1,286,339
Sporting goods and recreational equipment	274,530	4,990,019	-4,715,488
Recreational vehicles, parts and accessories	236,612	1,614,233	-1,377,621
Hardware, Tools, & Plumbing & Electrical supplies	431,655	8,985,774	-8,554,118
Lawn, Garden, & Farm Equipment & Supplies (!)	504,637	10,778,241	-10,273,604
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	393,193	8,685,327	-8,292,134
Paint & Sundries (!)	63,105	939,410	-876,305
Cars, trucks, motorcycles, and other powered transportation vehicles	3,201,974	8,325,303	-5,123,329
Automotive fuels	1,402,393	10,685,182	-9,282,789
Automotive maintenance and parts	1,019,905	21,356,082	-20,336,176
Household fuels, including oil, liquefied petroleum gas, wood, coal	85,189	363,714	-278,525
Pets, pet foods, and pet supplies	255,748	6,966,853	-6,711,104

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Demand By Merchandise Line	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,989,435,143	3,950,257,883	-960,822,740
Groceries and other food items for human consumption off the premises	420,546,811	417,737,219	2,809,592
Outside meals, snacks and catering	414,578,442	451,851,255	-37,272,813
Alcoholic beverages served for immediate consumption	49,668,605	70,045,352	-20,376,747
Cigars, cigarettes, and tobacco and smokers' accessories	34,405,588	45,185,290	-10,779,702
Drugs, health aids and beauty aids, including cosmetics	291,430,556	581,488,515	-290,057,959
Household soaps, detergents, cleaners, and cleaning supplies	11,934,117	14,825,545	-2,891,428
Paper and related products	56,189,747	93,223,119	-37,033,372
Men's wear, including accessories	58,881,747	143,475,037	-84,593,290
Women's, juniors', and misses' wear, including accessories	85,838,047	223,937,880	-138,099,834
Children's wear	15,737,711	67,727,429	-51,989,719
Costumes and unisex clothing	928,415	1,538,331	-609,916
Footwear, including accessories	39,928,192	99,995,774	-60,067,581
Sewing, knitting, and needlework goods	1,603,395	1,495,464	107,931
Curtains, draperies, blinds, slipcovers, bed and table coverings	14,959,259	23,233,577	-8,274,318
Major household appliances	34,725,690	34,283,342	442,348
Small household and personal appliances including hardware and software	100,349,899	145,458,321	-45,108,422
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	82,709,320	156,630,289	-73,920,969
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	87,428,450	282,921,396	-195,492,945
Flooring and floor coverings	12,685,842	92,387,636	-79,701,793
Jewelry	50,300,353	72,865,382	-22,565,028
Books, including eBooks	6,499,216	16,520,932	-10,021,716
Photographic equipment and supplies	2,843,361	3,917,566	-1,074,205
Toys, hobby goods and games	25,111,726	28,412,917	-3,301,192
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	7,138,345	14,407,834	-7,269,490
Sporting goods and recreational equipment	34,216,692	27,552,542	6,664,150
Recreational vehicles, parts and accessories	29,815,275	31,384,177	-1,568,902
Hardware, Tools, & Plumbing & Electrical supplies	56,499,078	94,906,598	-38,407,520
Lawn, Garden, & Farm Equipment & Supplies (!)	66,257,431	89,036,715	-22,779,284
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	51,212,493	91,014,806	-39,802,313
Paint & Sundries (!)	8,245,214	38,873,725	-30,628,511
Cars, trucks, motorcycles, and other powered transportation vehicles	430,378,958	175,819,072	254,559,886
Automotive fuels	183,904,408	110,988,102	72,916,306
Automotive maintenance and parts	135,429,875	121,255,904	14,173,972
Household fuels, including oil, liquefied petroleum gas, wood, coal	11,237,132	2,842,887	8,394,245
Pets, pet foods, and pet supplies	33,201,936	37,203,068	-4,001,132

Benchmark:USA

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Trade Area: 9710 Scranton Rd - 3 mi.



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Retail Market Power® | Opportunity Gap by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 5 mi.

Demand By Merchandise Line	2025 Demand (\$)	2025 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	8,432,127,856	10,430,203,386	-1,998,075,529
Groceries and other food items for human consumption off the premises	1,144,344,767	1,147,066,754	-2,721,988
Outside meals, snacks and catering	1,176,116,743	1,350,360,673	-174,243,929
Alcoholic beverages served for immediate consumption	143,816,041	166,726,851	-22,910,810
Cigars, cigarettes, and tobacco and smokers' accessories	85,236,208	104,186,561	-18,950,352
Drugs, health aids and beauty aids, including cosmetics	817,520,083	998,529,244	-181,009,161
Household soaps, detergents, cleaners, and cleaning supplies	32,824,925	34,667,092	-1,842,167
Paper and related products	157,829,767	186,089,752	-28,259,985
Men's wear, including accessories	160,283,755	229,267,437	-68,983,681
Women's, juniors', and misses' wear, including accessories	238,599,168	356,038,030	-117,438,862
Children's wear	46,683,298	94,281,875	-47,598,578
Costumes and unisex clothing	2,596,412	2,956,847	-360,435
Footwear, including accessories	108,872,482	162,783,470	-53,910,988
Sewing, knitting, and needlework goods	4,680,187	3,021,316	1,658,871
Curtains, draperies, blinds, slipcovers, bed and table coverings	41,982,544	44,299,753	-2,317,209
Major household appliances	100,336,060	74,911,669	25,424,391
Small household and personal appliances including hardware and software	283,656,768	268,182,648	15,474,120
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	226,914,436	263,634,791	-36,720,355
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	251,670,486	406,738,384	-155,067,898
Flooring and floor coverings	37,557,165	121,540,676	-83,983,511
Jewelry	143,837,151	134,396,516	9,440,635
Books, including eBooks	18,690,790	27,007,947	-8,317,157
Photographic equipment and supplies	8,204,804	6,673,378	1,531,426
Toys, hobby goods and games	71,404,776	58,650,120	12,754,656
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	20,816,189	22,170,204	-1,354,015
Sporting goods and recreational equipment	98,683,118	71,864,268	26,818,850
Recreational vehicles, parts and accessories	95,462,404	171,890,265	-76,427,860
Hardware, Tools, & Plumbing & Electrical supplies	165,347,527	162,216,603	3,130,923
Lawn, Garden, & Farm Equipment & Supplies (!)	198,246,414	165,087,789	33,158,626
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	148,960,716	155,440,278	-6,479,562
Paint & Sundries (!)	24,726,391	46,057,275	-21,330,884
Cars, trucks, motorcycles, and other powered transportation vehicles	1,231,181,733	2,268,701,542	-1,037,519,809
Automotive fuels	505,869,704	411,991,271	93,878,433
Automotive maintenance and parts	388,628,765	509,717,207	-121,088,442
Household fuels, including oil, liquefied petroleum gas, wood, coal	31,604,877	6,160,914	25,443,963
Pets, pet foods, and pet supplies	91,296,902	85,870,980	5,425,922

Benchmark: USA

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Report Details

Name: Retail Market Power® Opportunity Gap by Merchandise Line Items 2025
Date / Time: 12/16/2024 2:58:49 PM
Workspace Vintage: 2025

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

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