

# Retail Market Power® 2020 | Retail Stores Opportunity Gap (1)

Benchmark: USA

	Hwy 59 and FM 1314 - 1 mi Radius			Hwy 59 and FM 1314 - 3 mi Radius			Hwy 59 and FM 1314 - 5 mi Radius		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>									
Total retail trade including food and drink (NAICS 44, 45 and 722)	41,451,502	56,103,422	-14,651,921	882,163,877	670,672,430	211,491,447	2,318,078,323	1,504,389,935	813,688,388
Total retail trade (NAICS 44 and 45)	36,657,982	49,384,052	-12,726,071	777,231,455	570,534,870	206,696,585	2,044,661,571	1,289,049,517	755,612,054
<b>Motor Vehicle and Parts Dealers</b>									
Motor vehicle and parts dealers (NAICS 441)	9,564,052	17,121,062	-7,557,010	206,547,266	161,950,649	44,596,616	542,319,136	358,274,579	184,044,557
Automobile dealers (NAICS 4411)	8,376,994	16,153,280	-7,776,286	180,423,307	145,163,909	35,259,398	473,826,227	316,029,962	157,796,246
New car dealers (NAICS 44111)	7,471,886	15,769,468	-8,297,582	160,907,988	131,512,181	29,395,807	422,602,512	276,061,119	146,541,393
Used car dealers (NAICS 44112)	905,108	383,812	521,296	19,515,319	13,651,728	5,863,591	51,223,716	39,968,852	11,254,863
Other motor vehicle dealers (NAICS 4412)	625,682	594,654	31,028	14,330,850	9,677,193	4,653,657	37,109,610	21,233,236	15,876,374
Recreational vehicle dealers (NAICS 44121)	181,790	0	181,790	4,296,490	367,108	3,929,382	11,054,275	3,569,822	7,484,453
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	443,892	594,654	-150,762	10,034,359	9,310,084	724,275	26,055,335	17,663,414	8,391,920
Boat dealers (NAICS 441222)	135,802	0	135,802	3,201,056	634,709	2,566,347	8,235,745	1,532,895	6,702,850
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	308,090	594,654	-286,564	6,833,303	8,675,375	-1,842,071	17,819,590	16,130,520	1,689,070
Automotive parts, accessories, and tire stores (NAICS 4413)	561,376	373,128	188,248	11,793,109	7,109,548	4,683,561	31,383,298	21,011,361	10,371,937
Automotive parts and accessories stores (NAICS 44131)	331,966	0	331,966	6,975,624	2,051,179	4,924,444	18,562,991	9,179,642	9,383,349
Tire dealers (NAICS 44132)	229,410	373,128	-143,719	4,817,485	5,058,368	-240,883	12,820,308	11,831,720	988,588
<b>Furniture and Home Furnishings Stores</b>									
Furniture and home furnishings stores (NAICS 442)	670,803	0	670,803	14,802,808	8,134,948	6,667,860	38,584,647	24,426,143	14,158,503
Furniture stores (NAICS 4421)	408,395	0	408,395	9,048,567	2,278,589	6,769,978	23,483,443	7,620,092	15,863,351
Home furnishings stores (NAICS 4422)	262,408	0	262,408	5,754,240	5,856,359	-102,118	15,101,204	16,806,052	-1,704,848
Floor covering stores (NAICS 44221)	40,228	0	40,228	916,165	3,477,729	-2,561,563	2,419,663	7,224,241	-4,804,578
Other home furnishings stores (NAICS 44229)	222,180	0	222,180	4,838,075	2,378,630	2,459,445	12,681,541	9,581,811	3,099,730
Window treatment stores (NAICS 442291)	25,376	0	25,376	540,550	1,299	539,251	1,437,509	921,090	516,419
All other home furnishings stores (NAICS 442299)	196,805	0	196,805	4,297,525	2,377,331	1,920,194	11,244,032	8,660,721	2,583,311
<b>Electronics and Appliance Stores</b>									
Electronics and appliance stores (NAICS 443)	589,958	0	589,958	12,597,048	2,356,256	10,240,792	33,205,111	16,222,578	16,982,533
Household appliance stores (NAICS 443141)	96,142	0	96,142	2,068,019	0	2,068,019	5,525,482	67	5,525,416
Electronics stores (NAICS 443142)	493,816	0	493,816	10,529,029	2,356,256	8,172,772	27,679,628	16,222,511	11,457,117
<b>Building Material and Garden Equipment and Supplies Dealers</b>									
Building material and garden equipment and supplies dealers (NAICS 444)	2,433,299	4,683,681	-2,250,381	53,742,533	35,846,228	17,896,306	144,205,516	81,112,392	63,093,124
Building material and supplies dealers (NAICS 4441)	2,140,953	4,676,911	-2,535,958	47,308,195	34,308,956	12,999,240	126,969,743	76,455,671	50,514,072
Home centers (NAICS 44411)	1,190,694	4,637,707	-3,447,013	26,288,342	29,120,630	-2,832,288	70,528,844	52,010,897	18,517,947
Paint and wallpaper stores (NAICS 44412)	79,227	0	79,227	1,750,102	61,907	1,688,195	4,696,366	1,797,644	2,898,721
Hardware stores (NAICS 44413)	181,472	0	181,472	3,999,369	460,774	3,538,595	10,722,130	1,973,559	8,748,571
Other building material dealers (NAICS 44419)	689,560	39,204	650,356	15,270,383	4,665,645	10,604,738	41,022,403	20,673,571	20,348,832
Lawn and garden equipment and supplies stores (NAICS 4442)	292,347	6,770	285,577	6,434,338	1,537,272	4,897,066	17,235,774	4,656,721	12,579,052
Outdoor power equipment stores (NAICS 44421)	43,417	0	43,417	962,067	490,769	471,298	2,582,169	1,304,326	1,277,844
Nursery, garden center, and farm supply stores (NAICS 44422)	248,929	6,770	242,159	5,472,271	1,046,503	4,425,768	14,653,604	3,352,396	11,301,209
<b>Food and Beverage Stores</b>									
Food and beverage stores (NAICS 445)	4,865,409	9,444,269	-4,578,859	100,456,347	121,517,958	-21,061,611	263,868,351	251,232,603	12,635,748
Grocery stores (NAICS 4451)	4,372,383	9,407,561	-5,035,177	89,737,523	115,952,531	-26,215,008	235,833,838	240,527,496	-4,693,658
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	4,194,731	9,264,522	-5,069,791	86,146,879	107,869,561	-21,722,682	226,489,694	229,457,388	-2,967,694
Convenience stores (NAICS 44512)	177,653	143,039	34,614	3,590,644	8,082,969	-4,492,326	9,344,143	11,070,108	-1,725,965
Specialty food stores (NAICS 4452)	155,681	19,789	135,892	3,167,496	2,706,759	460,737	8,315,280	4,963,615	3,351,665
Meat markets (NAICS 44521)	51,390	5,074	46,317	1,044,692	1,765,753	-721,061	2,742,321	3,720,910	-978,589
Fish and seafood markets (NAICS 44522)	18,667	5,756	12,911	379,639	296,072	83,566	996,511	412,745	583,765
Fruit and vegetable markets (NAICS 44523)	31,707	2,001	29,706	646,204	287,044	359,160	1,697,510	331,042	1,366,468
Other specialty food stores (NAICS 44529)	53,917	6,958	46,959	1,096,961	357,889	739,072	2,878,939	498,918	2,380,021
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	29,401	3,005	26,395	597,644	154,579	443,065	1,568,565	215,494	1,353,071
All other specialty food stores (NAICS 445299)	24,516	3,952	20,563	499,317	203,310	296,007	1,310,374	283,424	1,026,950
Beer, wine, and liquor stores (NAICS 4453)	337,345	16,919	320,426	7,551,328	2,858,668	4,692,660	19,719,233	5,741,492	13,977,741
<b>Health and Personal Care Stores</b>									
Health and personal care stores (NAICS 446)	2,275,355	2,422,378	-147,023	48,264,403	28,904,056	19,360,347	129,001,449	77,440,871	51,560,578
Pharmacies and drug stores (NAICS 44611)	1,887,161	2,422,378	-535,217	39,933,683	26,589,357	13,344,326	106,624,760	67,736,260	38,888,499
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	143,423	0	143,423	3,053,326	500,344	2,552,982	8,175,984	1,168,835	7,007,148
Optical goods stores (NAICS 44613)	84,950	0	84,950	1,882,615	564,411	1,318,203	5,118,253	1,136,348	3,981,905
Other health and personal care stores (NAICS 44619)	159,821	0	159,821	3,394,779	1,249,943	2,144,836	9,082,453	7,399,427	1,683,026
Food (health) supplement stores (NAICS 446191)	56,847	0	56,847	1,203,306	734,843	468,463	3,214,327	1,479,492	1,734,834
All other health and personal care stores (NAICS 446199)	102,974	0	102,974	2,191,473	515,101	1,676,372	5,868,126	5,919,934	-51,809
<b>Gasoline Stations</b>									
Gasoline stations (NAICS 447)	3,554,215	2,858,366	695,849	71,264,274	70,150,217	1,114,057	184,625,647	141,964,123	42,661,524

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	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>									
Clothing and clothing accessories stores (NAICS 448)	1,821,936	36,706	1,785,230	38,997,291	16,527,234	22,470,057	101,658,386	56,733,445	44,924,941
Clothing stores (NAICS 4481)	1,258,724	18,365	1,240,359	27,041,724	10,735,780	16,305,944	71,420,412	41,387,231	30,033,181
Men's clothing stores (NAICS 44811)	63,318	0	63,318	1,375,844	920,387	455,457	3,619,206	2,916,556	702,650
Women's clothing stores (NAICS 44812)	245,958	15,805	230,152	5,364,289	1,500,661	3,863,628	14,463,751	9,196,953	5,266,798
Children's and infants' clothing stores (NAICS 44813)	76,476	0	76,476	1,518,333	1,182,306	336,027	3,736,890	2,163,394	1,573,496
Family clothing stores (NAICS 44814)	733,406	1,971	731,435	15,730,228	6,715,993	9,014,235	41,453,541	20,395,498	21,058,043
Clothing accessories stores (NAICS 44815)	54,070	0	54,070	1,184,798	295,847	888,951	3,112,378	3,392,107	-279,730
Other clothing stores (NAICS 44819)	85,497	589	84,908	1,868,231	120,586	1,747,644	5,034,646	3,322,722	1,711,923
Shoe stores (NAICS 4482)	281,712	10,902	270,810	5,762,321	780,045	4,982,275	14,767,178	3,576,613	11,190,566
Jewelry, luggage, and leather goods stores (NAICS 4483)	281,500	7,439	274,061	6,193,247	5,011,409	1,181,838	15,470,795	11,769,601	3,701,194
Jewelry stores (NAICS 44831)	254,810	7,439	247,371	5,624,437	4,658,012	966,425	13,972,166	10,093,393	3,878,772
Luggage and leather goods stores (NAICS 44832)	26,690	0	26,690	568,810	353,396	215,414	1,498,630	1,676,208	-177,578
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	458,181	116,607	341,574	9,871,300	8,614,129	1,257,171	25,915,046	20,604,986	5,310,061
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	399,707	116,607	283,101	8,596,883	7,153,420	1,443,463	22,504,525	17,507,351	4,997,174
Sporting goods stores (NAICS 45111)	246,659	102,110	144,549	5,367,570	4,183,996	1,183,574	14,092,880	11,818,835	2,274,044
Hobby, toy, and game stores (NAICS 45112)	96,103	8,281	87,822	2,041,873	2,428,345	-386,473	5,298,179	4,844,483	453,696
Sewing, needlework, and piece goods stores (NAICS 45113)	23,639	0	23,639	518,093	404,272	113,821	1,384,514	181,770	1,202,744
Musical instrument and supplies stores (NAICS 45114)	33,305	6,215	27,091	669,347	427,257	242,090	1,728,953	662,263	1,066,690
Book stores and news dealers (NAICS 4512)	58,474	0	58,474	1,274,417	1,460,709	-186,292	3,410,522	3,097,635	312,887
Book stores (NAICS 451211)	51,869	0	51,869	1,137,155	1,460,709	-323,554	3,049,245	3,097,635	-48,390
News dealers and newsstands (NAICS 451212)	6,605	0	6,605	137,262	0	137,262	361,277	0	361,277
<b>General Merchandise Stores</b>									
General merchandise stores (NAICS 452)	4,674,778	12,699,148	-8,024,370	97,633,274	106,176,907	-8,543,633	256,730,343	195,323,423	61,406,920
Department stores (NAICS 4522)	927,338	1,583,288	-655,930	19,721,057	24,448,032	-4,726,975	51,829,675	37,459,356	14,370,319
Other general merchandise stores (NAICS 4523)	3,747,440	11,115,860	-7,368,440	77,912,217	81,728,875	-3,816,658	204,900,668	157,864,067	47,036,601
Warehouse clubs and supercenters (NAICS 452311)	3,167,906	10,255,584	-7,087,678	86,723,449	73,848,040	12,875,409	172,806,033	149,496,387	23,309,646
All other general merchandise stores (NAICS 452319)	579,534	860,296	-280,762	12,188,768	7,880,835	4,307,933	32,094,635	8,367,680	23,726,955
<b>Miscellaneous Store Retailers</b>									
Miscellaneous store retailers (NAICS 453)	823,764	1,823	821,940	17,590,445	4,669,698	12,920,747	45,680,201	19,514,473	26,165,728
Florists (NAICS 4531)	44,238	0	44,238	978,643	122,519	856,124	2,625,277	302,176	2,323,101
Office supplies, stationery, and gift stores (NAICS 4532)	178,237	0	178,237	3,848,002	799,869	3,048,132	9,976,150	3,712,519	6,263,631
Office supplies and stationery stores (NAICS 45321)	64,386	0	64,386	1,414,838	300,809	1,114,029	3,732,572	818,752	2,913,821
Gift, novelty, and souvenir stores (NAICS 45322)	113,851	0	113,851	2,433,163	499,060	1,934,103	6,243,578	2,893,767	3,349,811
Used merchandise stores (NAICS 4533)	122,656	0	122,656	2,646,284	426,707	2,219,577	6,864,885	2,660,762	4,204,123
Other miscellaneous store retailers (NAICS 4539)	478,633	1,823	476,810	10,117,517	3,320,602	6,796,914	26,213,889	12,839,016	13,374,872
Pet and pet supplies stores (NAICS 45391)	124,810	1,823	122,986	2,701,946	1,666,789	1,035,157	7,139,665	6,492,354	647,311
Art dealers (NAICS 45392)	71,111	0	71,111	1,571,625	0	1,571,625	3,979,152	0	3,979,152
Manufactured (mobile) home dealers (NAICS 45393)	39,597	0	39,597	923,464	867,900	55,564	2,393,241	2,252,353	140,888
All other miscellaneous store retailers (NAICS 45399)	243,115	0	243,115	4,920,481	785,913	4,134,568	12,701,830	4,094,309	8,607,521
Tobacco stores (NAICS 453991)	95,794	0	95,794	1,724,969	135,337	1,589,632	4,340,036	928,987	3,411,049
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	147,321	0	147,321	3,195,512	650,576	2,544,936	8,361,794	3,165,322	5,196,472
<b>Non-store Retailers</b>									
Non-store retailers (NAICS 454)	4,926,230	12	4,926,218	105,464,465	5,686,590	99,777,875	278,867,739	46,199,902	232,667,837
Electronic shopping and mail-order houses (NAICS 4541)	4,498,950	0	4,498,950	96,522,484	4,764,012	91,758,472	255,260,021	41,524,708	213,735,313
Vending machine operators (NAICS 4542)	68,871	0	68,871	1,416,405	0	1,416,405	3,712,144	0	3,712,144
Direct selling establishments (NAICS 4543)	358,409	12	358,397	7,525,577	922,578	6,602,999	19,895,574	4,675,194	15,220,379
Fuel dealers (NAICS 45431)	116,301	0	116,301	2,395,722	54,525	2,341,197	6,384,181	141,110	6,243,071
Other direct selling establishments (NAICS 45439)	242,108	12	242,097	5,129,855	868,053	4,261,802	13,511,393	4,534,084	8,977,309
<b>Food Services and Drinking Places</b>									
Food services and drinking places (NAICS 722)	4,793,520	6,719,370	-1,925,850	104,932,422	100,137,560	4,794,863	273,416,752	215,340,418	58,076,334
Special food services (NAICS 7223)	396,738	65,607	331,132	8,655,624	4,046,418	4,609,206	22,552,829	8,788,649	13,764,180
Food service contractors (NAICS 72231)	323,723	37,169	286,554	7,069,778	1,616,677	5,453,101	18,420,996	4,108,589	14,312,407
Caterers (NAICS 72232)	67,133	28,438	38,695	1,458,416	2,429,741	-971,324	3,799,728	4,680,060	-880,332
Mobile food services (NAICS 72233)	5,883	0	5,883	127,430	0	127,430	332,105	0	332,105
Drinking places (alcoholic beverages) (NAICS 7224)	155,640	199,332	-43,691	3,678,335	3,072,267	606,068	9,593,023	7,714,980	1,878,043
Restaurants and other eating places (NAICS 7225)	4,241,141	6,454,432	-2,213,291	92,598,463	93,018,875	-420,412	241,270,900	198,836,789	42,434,111
Full-service restaurants (NAICS 722511)	1,996,593	1,662,879	333,714	43,934,663	51,131,574	-7,196,911	114,485,788	104,306,479	10,179,309
Limited-service restaurants (NAICS 722513)	1,865,279	4,692,181	-2,826,901	40,450,387	35,303,563	5,146,823	105,384,425	82,071,580	23,312,844
Cafeterias, grill buffets, and buffets (NAICS 722514)	67,620	11	67,609	1,466,604	833,873	632,731	3,820,880	1,708,049	2,112,830
Snack and non-alcoholic beverage bars (NAICS 722515)	311,649	99,362	212,287	6,746,810	5,749,864	996,945	17,579,807	10,750,680	6,829,127
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	47,515	14,262	33,253	1,029,647	1,032,630	-2,983	2,682,614	1,926,021	756,593
Doughnut shops (NAICS 7225153)	49,031	37,784	11,246	1,061,046	1,750,567	-689,521	2,764,730	2,247,434	517,295
Bagel shops (NAICS 7225154)	14,187	43	14,144	307,261	238,768	68,494	800,562	414,633	385,929
Coffee shops (NAICS 7225155)	133,291	22,592	110,699	2,883,650	1,860,360	1,023,291	7,514,315	4,860,051	2,654,264
Cookie shops (NAICS 7225156)	2,161	0	2,161	46,837	0	46,837	122,027	0	122,027
Other snack and non-alcoholic beverage bars (NAICS 7225157)	65,464	24,681	40,783	1,418,369	867,540	550,829	3,695,559	1,302,540	2,393,019