

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

Benchmark: USA

	Hwy 59 and FM 1485 - 1 mi Radius			Hwy 59 and FM 1485 - 3 mi Radius			Hwy 59 and FM 1485 - 5 mi Radius		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals									
Total retail trade including food and drink (NAICS 44, 45 and 722)	27,285,160	46,247,340	-18,962,180	311,813,949	363,660,886	-51,846,936	875,069,260	705,973,209	169,096,052
Total retail trade (NAICS 44 and 45)	24,304,554	39,632,809	-15,328,255	277,282,572	317,444,865	-40,162,293	776,968,373	617,117,693	159,850,680
Motor Vehicle and Parts Dealers									
Motor vehicle and parts dealers (NAICS 441)	6,378,229	9,319,558	-2,941,329	73,520,919	94,142,633	-20,621,714	206,211,608	193,719,018	12,492,589
Automobile dealers (NAICS 4411)	5,585,491	7,513,474	-1,927,984	64,277,661	76,466,620	-12,188,959	180,341,151	167,149,196	13,191,955
New car dealers (NAICS 44111)	4,982,171	5,164,013	-181,842	57,329,730	50,709,880	6,619,851	160,845,078	128,126,212	32,718,866
Used car dealers (NAICS 44112)	603,320	2,349,461	-1,746,142	6,947,931	25,756,741	-18,808,810	19,496,073	39,022,984	-19,526,910
Other motor vehicle dealers (NAICS 4412)	415,695	1,094,763	-679,069	4,974,202	11,976,074	-7,001,872	13,935,158	16,968,898	-3,033,740
Recreational vehicle dealers (NAICS 44121)	120,859	430,345	-309,486	1,476,049	5,169,253	-3,693,204	4,129,005	5,778,967	-1,649,962
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	294,836	664,418	-369,583	3,498,153	6,806,821	-3,308,669	9,806,153	11,189,932	-1,383,778
Boat dealers (NAICS 441222)	90,119	0	90,119	1,098,664	0	1,098,664	3,075,535	0	3,075,535
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	204,717	664,418	-459,702	2,399,488	6,806,821	-4,407,333	6,730,618	11,189,932	-4,459,313
Automotive parts, accessories, and tire stores (NAICS 4413)	377,044	711,320	-334,277	4,269,056	5,699,939	-1,430,883	11,935,298	9,600,924	2,334,374
Automotive parts and accessories stores (NAICS 44131)	222,947	428,439	-205,492	2,624,762	3,421,155	-896,393	7,058,529	4,334,209	2,724,319
Tire dealers (NAICS 44132)	154,097	282,881	-128,784	1,744,294	2,278,783	-534,490	4,876,770	5,266,715	-389,945
Furniture and Home Furnishings Stores									
Furniture and home furnishings stores (NAICS 442)	415,762	186,350	229,411	4,895,619	1,092,637	3,802,982	13,876,779	1,424,322	12,452,457
Furniture stores (NAICS 4421)	250,938	0	250,938	2,967,712	0	2,967,712	8,429,996	10,490	8,419,506
Home furnishings stores (NAICS 4422)	164,824	186,350	-21,527	1,927,907	1,092,637	835,270	5,446,783	1,413,832	4,032,951
Floor covering stores (NAICS 44221)	24,805	0	24,805	292,517	0	292,517	831,100	0	831,100
Other home furnishings stores (NAICS 44229)	140,019	186,350	-46,331	1,635,390	1,092,637	542,753	4,615,683	1,413,832	3,201,851
Window treatment stores (NAICS 442291)	16,448	0	16,448	189,711	0	189,711	530,021	1	530,020
All other home furnishings stores (NAICS 442299)	123,571	186,350	-62,779	1,445,679	1,092,637	353,042	4,085,662	1,413,831	2,671,831
Electronics and Appliance Stores									
Electronics and appliance stores (NAICS 443)	384,032	0	384,032	4,407,931	0	4,407,931	12,411,800	11,763	12,400,037
Household appliance stores (NAICS 443141)	66,229	0	66,229	761,260	0	761,260	2,130,427	0	2,130,427
Electronics stores (NAICS 443142)	317,804	0	317,804	3,646,670	0	3,646,670	10,281,373	11,763	10,269,610
Building Material and Garden Equipment and Supplies Dealers									
Building material and garden equipment and supplies dealers (NAICS 444)	1,617,689	1,776,073	-158,384	18,925,793	15,929,934	2,995,859	52,728,034	41,463,046	11,264,988
Building material and supplies dealers (NAICS 4441)	1,422,956	1,563,350	-140,394	16,653,516	13,923,439	2,730,077	46,398,186	39,035,780	7,362,406
Home centers (NAICS 44411)	791,756	731,920	59,837	9,261,338	7,977,463	1,283,875	25,810,517	29,655,868	-3,845,351
Paint and wallpaper stores (NAICS 44412)	52,675	0	52,675	616,358	0	616,358	1,717,649	0	1,717,649
Hardware stores (NAICS 44413)	120,568	303,513	-182,945	1,408,990	1,956,104	-547,114	3,926,525	2,133,772	1,792,753
Other building material dealers (NAICS 44419)	457,957	527,917	-69,960	5,366,830	3,989,872	1,376,958	14,943,496	7,246,140	7,697,356
Lawn and garden equipment and supplies stores (NAICS 4442)	194,733	212,724	-17,990	2,272,277	2,006,495	265,782	6,329,848	2,427,266	3,902,582
Outdoor power equipment stores (NAICS 44421)	28,863	212,724	-183,861	338,420	1,304,326	-965,906	942,234	1,304,326	-362,092
Nursery, garden center, and farm supply stores (NAICS 44422)	165,871	0	165,871	1,933,858	702,170	1,231,688	5,387,614	1,122,940	4,264,674
Food and Beverage Stores									
Food and beverage stores (NAICS 445)	3,260,655	7,718,102	-4,457,447	36,634,393	59,371,657	-22,737,264	102,427,983	126,848,806	-24,420,823
Grocery stores (NAICS 4451)	2,945,419	7,718,102	-4,772,683	32,994,676	59,021,126	-26,026,450	92,207,353	124,216,689	-32,009,336
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	2,825,485	7,718,102	-4,892,617	31,662,573	58,522,836	-26,860,263	88,499,302	120,062,506	-31,563,204
Convenience stores (NAICS 44512)	119,934	0	119,934	1,332,102	498,290	833,812	3,708,052	4,154,183	-446,131
Specialty food stores (NAICS 4452)	105,356	0	105,356	1,174,494	188,968	985,526	3,284,531	1,418,952	1,865,579
Meat markets (NAICS 44521)	34,799	0	34,799	387,733	48,450	339,283	1,084,195	363,805	720,390
Fish and seafood markets (NAICS 44522)	12,634	0	12,634	140,794	54,967	85,826	393,762	412,745	-18,984
Fruit and vegetable markets (NAICS 44523)	21,458	0	21,458	239,440	19,110	220,330	669,453	143,497	525,956
Other specialty food stores (NAICS 44529)	36,466	0	36,466	406,528	66,441	340,086	1,137,122	498,905	638,217
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	19,902	0	19,902	221,775	28,698	193,077	620,277	215,494	404,783
All other specialty food stores (NAICS 445299)	16,564	0	16,564	184,753	37,743	147,010	516,845	283,411	233,434
Beer, wine, and liquor stores (NAICS 4453)	209,880	0	209,880	2,465,223	161,563	2,303,660	6,936,099	1,213,165	5,722,934
Health and Personal Care Stores									
Health and personal care stores (NAICS 446)	1,507,758	2,722,794	-1,215,036	17,300,189	17,672,518	-372,328	48,127,242	24,429,796	23,697,447
Pharmacies and drug stores (NAICS 44611)	1,252,489	2,722,794	-1,470,305	14,348,217	17,672,518	-3,324,300	39,899,238	24,429,796	15,469,442
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	94,915	0	94,915	1,091,661	0	1,091,661	3,035,984	0	3,035,984
Optical goods stores (NAICS 44613)	54,464	0	54,464	644,373	0	644,373	1,809,430	0	1,809,430
Other health and personal care stores (NAICS 44619)	105,890	0	105,890	1,215,938	0	1,215,938	3,382,591	0	3,382,591
Food (health) supplement stores (NAICS 446191)	37,724	0	37,724	432,072	0	432,072	1,202,722	0	1,202,722
All other health and personal care stores (NAICS 446199)	68,166	0	68,166	783,866	0	783,866	2,179,869	0	2,179,869
Gasoline Stations									
Gasoline stations (NAICS 447)	2,465,199	5,177,943	-2,712,744	27,019,064	40,215,760	-13,196,697	75,297,400	66,251,826	9,045,574

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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 (\$)
Clothing and Clothing Accessories Stores									
Clothing and clothing accessories stores (NAICS 448)	1,152,074	627,101	524,973	13,212,591	4,090,070	9,122,520	37,438,013	7,049,778	30,388,234
Clothing stores (NAICS 4481)	801,644	323,338	478,306	9,219,032	2,157,939	7,061,093	26,068,312	4,321,133	21,747,179
Men's clothing stores (NAICS 44811)	39,925	120,661	-80,736	461,041	739,842	-278,802	1,305,383	739,852	565,531
Women's clothing stores (NAICS 44812)	157,516	0	157,516	1,829,606	150,930	1,678,676	5,139,351	2,029,005	3,110,346
Children's and infants' clothing stores (NAICS 44813)	48,741	0	48,741	533,647	0	533,647	1,545,710	0	1,545,710
Family clothing stores (NAICS 44814)	466,948	202,677	264,271	5,366,263	1,261,547	4,104,716	15,178,397	1,498,336	13,680,061
Clothing accessories stores (NAICS 44815)	33,842	0	33,842	393,335	0	393,335	1,112,550	1	1,112,549
Other clothing stores (NAICS 44819)	54,672	0	54,672	635,140	5,620	629,520	1,786,921	53,939	1,732,981
Shoe stores (NAICS 4482)	181,364	30,934	150,430	2,028,650	291,092	1,737,557	5,746,230	968,717	4,777,513
Jewelry, luggage, and leather goods stores (NAICS 4483)	169,066	272,829	-103,763	1,964,909	1,641,039	323,870	5,623,471	1,759,928	3,863,543
Jewelry stores (NAICS 44831)	152,006	272,829	-120,822	1,769,686	1,641,039	128,647	5,072,387	1,759,928	3,312,460
Luggage and leather goods stores (NAICS 44832)	17,060	0	17,060	195,223	0	195,223	551,084	0	551,084
Sporting Goods, Hobby, Musical Instrument, and Book Stores									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	290,626	249,424	41,202	3,348,671	1,663,060	1,685,611	9,528,589	3,902,298	5,626,291
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	253,690	249,424	4,267	2,924,397	1,663,060	1,261,337	8,317,397	3,902,298	4,415,099
Sporting goods stores (NAICS 45111)	154,377	221,330	-66,953	1,789,552	1,354,818	434,734	5,106,201	2,693,042	2,413,159
Hobby, toy, and game stores (NAICS 45112)	61,395	28,093	33,301	706,684	248,897	457,787	2,012,199	763,635	1,248,564
Sewing, needlework, and piece goods stores (NAICS 45113)	15,490	0	15,490	179,151	0	179,151	505,578	0	505,578
Musical instrument and supplies stores (NAICS 45114)	22,429	0	22,429	249,010	59,345	189,665	693,420	445,621	247,799
Book stores and news dealers (NAICS 4512)	36,935	0	36,935	424,274	0	424,274	1,211,191	0	1,211,191
Book stores (NAICS 45121)	32,567	0	32,567	375,044	0	375,044	1,072,898	0	1,072,898
News dealers and newsstands (NAICS 451212)	4,368	0	4,368	49,230	0	49,230	138,293	0	138,293
General Merchandise Stores									
General merchandise stores (NAICS 452)	3,096,724	11,001,597	-7,904,872	35,061,004	78,059,630	-42,998,627	98,274,237	145,750,877	-47,476,639
Department stores (NAICS 4522)	599,541	5,385,201	-4,785,660	6,863,625	33,080,585	-26,216,961	19,344,927	37,391,742	-18,046,815
Other general merchandise stores (NAICS 4523)	2,497,183	5,616,395	-3,119,212	28,197,379	44,979,045	-16,781,666	78,929,311	108,359,135	-29,429,825
Warehouse clubs and supercenters (NAICS 452311)	2,114,147	5,560,904	-3,446,757	23,839,604	44,797,403	-20,957,799	66,712,983	102,906,410	-36,193,427
All other general merchandise stores (NAICS 452319)	383,037	55,492	327,545	4,357,775	181,642	4,176,133	12,216,327	5,452,725	6,763,602
Miscellaneous Store Retailers									
Miscellaneous store retailers (NAICS 453)	536,570	337,391	199,179	6,150,914	2,081,531	4,069,383	17,284,707	2,264,878	15,019,829
Florists (NAICS 4531)	29,320	0	29,320	343,536	0	343,536	957,078	0	957,078
Office supplies, stationery, and gift stores (NAICS 4532)	111,903	0	111,903	1,292,240	0	1,292,240	3,675,273	34,506	3,640,767
Office supplies and stationery stores (NAICS 45321)	40,090	0	40,090	469,449	0	469,449	1,332,367	2	1,332,365
Gift, novelty, and souvenir stores (NAICS 45322)	71,813	0	71,813	822,791	0	822,791	2,342,907	34,505	2,308,402
Used merchandise stores (NAICS 4533)	77,266	0	77,266	891,004	0	891,004	2,528,790	0	2,528,790
Other miscellaneous store retailers (NAICS 4539)	318,081	337,391	-19,310	3,624,133	2,081,531	1,542,603	10,123,566	2,230,372	7,893,194
Pet and pet supplies stores (NAICS 45391)	85,935	53,040	32,895	988,378	338,019	650,360	2,748,630	461,781	2,286,850
Art dealers (NAICS 45392)	42,931	0	42,931	501,887	0	501,887	1,435,028	0	1,435,028
Manufactured (mobile) home dealers (NAICS 45393)	26,467	284,351	-257,884	320,321	1,743,512	-1,423,190	895,937	1,743,512	-847,575
All other miscellaneous store retailers (NAICS 45399)	162,748	0	162,748	1,813,546	0	1,813,546	5,043,971	25,080	5,018,891
Tobacco stores (NAICS 453991)	68,744	0	68,744	723,452	0	723,452	1,966,278	7	1,966,271
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	94,003	0	94,003	1,090,095	0	1,090,095	3,077,693	25,073	3,052,620
Non-store Retailers									
Non-store retailers (NAICS 454)	3,199,236	516,476	2,682,760	36,805,486	3,125,434	33,680,052	103,361,981	4,001,284	99,360,696
Electronic shopping and mail-order houses (NAICS 4541)	2,910,778	250,878	2,659,900	33,542,689	1,525,852	32,016,837	94,244,734	1,815,400	92,429,334
Vending machine operators (NAICS 4542)	45,989	0	45,989	515,429	0	515,429	1,445,257	0	1,445,257
Direct selling establishments (NAICS 4543)	242,469	265,597	-23,129	2,747,368	1,599,582	1,147,786	7,671,989	2,185,885	5,486,105
Fuel dealers (NAICS 45431)	83,891	21,076	62,815	935,581	129,230	806,351	2,588,048	129,230	2,458,818
Other direct selling establishments (NAICS 45439)	158,577	244,521	-85,944	1,811,787	1,470,353	341,434	5,083,942	2,056,655	3,027,287
Food Services and Drinking Places									
Food services and drinking places (NAICS 722)	2,980,607	6,614,531	-3,633,925	34,531,377	46,216,021	-11,684,644	98,100,887	88,855,516	9,245,371
Special food services (NAICS 7223)	247,251	157,107	90,143	2,860,284	1,059,816	1,800,468	8,124,049	1,875,264	6,248,785
Food service contractors (NAICS 72231)	201,616	97,769	103,847	2,333,364	656,625	1,676,739	6,827,919	1,151,139	5,676,800
Caterers (NAICS 72232)	41,945	59,338	-17,393	484,389	403,191	81,197	1,375,535	724,125	651,409
Mobile food services (NAICS 72233)	3,689	0	3,689	42,531	0	42,531	120,695	0	120,695
Drinking places (alcoholic beverages) (NAICS 7224)	91,881	273,980	-182,099	1,102,366	1,878,548	-776,182	3,144,981	3,738,173	-593,192
Restaurants and other eating places (NAICS 7225)	2,641,476	6,183,444	-3,541,969	30,568,727	43,277,657	-12,708,929	86,831,857	83,242,079	3,589,778
Full-service restaurants (NAICS 722511)	1,237,221	3,585,627	-2,348,406	14,366,040	24,114,242	-9,748,202	40,826,147	43,674,003	-2,847,856
Limited-service restaurants (NAICS 722513)	1,166,653	2,293,825	-1,127,171	13,462,945	17,315,218	-3,852,273	38,228,407	37,114,605	1,113,802
Cafeterias, grill buffets, and buffets (NAICS 722514)	42,287	0	42,287	488,020	0	488,020	1,385,788	64	1,385,724
Snack and non-alcoholic beverage bars (NAICS 722515)	195,314	303,992	-108,678	2,251,723	1,848,197	403,526	6,391,515	2,453,407	3,938,108
Ice cream, soft serve and frozen yogurt shops (NAICS 722515C + 7225152)	29,739	29,276	463	343,059	176,971	166,088	974,025	257,828	716,197
Doughnut shops (NAICS 7225153)	30,740	115,666	-84,926	354,322	705,422	-351,100	1,005,667	943,031	62,635
Bagel shops (NAICS 7225154)	8,885	23,061	-14,176	102,466	139,398	-36,932	290,888	139,616	151,272
Coffee shops (NAICS 7225155)	83,607	92,677	-9,070	963,504	560,217	403,287	2,734,544	681,668	2,052,877
Cookie shops (NAICS 7225156)	1,353	0	1,353	15,605	0	15,605	44,307	0	44,307
Other snack and non-alcoholic beverage bars (NAICS 7225157)	40,989	43,311	-2,322	472,766	266,189	206,577	1,342,175	431,264	910,910