

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

Benchmark: USA

	Hwy 59 and Hwy 99 - 1 mi Radius			Hwy 59 and Hwy 99 - 3 mi Radius			Hwy 59 and Hwy 99 - 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)	45,459,756	54,233,420	-8,773,665	482,770,715	494,388,157	-11,617,442	1,700,193,341	1,147,478,103	552,715,239
Total retail trade (NAICS 44 and 45)	40,292,256	45,401,094	-5,108,838	427,920,547	423,619,374	4,301,173	1,501,452,252	993,276,918	508,175,334
Motor Vehicle and Parts Dealers									
Motor vehicle and parts dealers (NAICS 441)	10,727,492	6,910,169	3,817,323	113,530,306	111,771,755	1,758,552	399,723,280	314,806,652	84,916,629
Automobile dealers (NAICS 4411)	9,399,584	6,638,146	2,761,438	99,413,432	98,759,601	653,830	349,503,832	277,606,979	71,896,853
New car dealers (NAICS 44111)	8,382,962	5,547,500	2,835,463	88,664,045	81,462,464	7,201,581	311,709,406	228,607,100	83,102,306
Used car dealers (NAICS 44112)	1,016,622	1,090,647	-74,025	10,749,387	17,297,138	-6,547,751	37,794,426	48,999,879	-11,205,453
Other motor vehicle dealers (NAICS 4412)	713,837	44,429	669,408	7,576,437	7,060,082	516,355	27,250,379	23,960,831	3,289,547
Recreational vehicle dealers (NAICS 44121)	209,377	0	209,377	2,226,915	1,783,109	443,806	8,098,863	6,057,747	2,041,116
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	504,460	44,429	460,031	5,349,522	5,276,973	72,550	19,151,516	17,903,085	1,248,431
Boat dealers (NAICS 441222)	156,261	0	156,261	1,661,140	0	1,661,140	6,036,279	725,379	5,310,899
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	348,200	44,429	303,771	3,688,382	5,276,973	-1,588,590	13,115,237	17,177,705	-4,062,468
Automotive parts, accessories, and tire stores (NAICS 4413)	614,071	227,594	386,477	6,540,438	5,952,072	588,366	22,969,070	13,238,841	9,730,229
Automotive parts and accessories stores (NAICS 44131)	363,129	115,730	247,399	3,867,850	2,489,714	1,378,136	13,584,613	6,110,631	7,473,981
Tire dealers (NAICS 44132)	250,941	111,864	139,077	2,672,589	3,462,358	-789,769	9,384,457	7,128,210	2,256,247
Furniture and Home Furnishings Stores									
Furniture and home furnishings stores (NAICS 442)	730,571	0	730,571	7,751,108	186,350	7,564,758	27,972,867	13,478,299	14,494,568
Furniture stores (NAICS 4421)	445,724	0	445,724	4,723,463	0	4,723,463	17,043,727	3,091,610	13,952,117
Home furnishings stores (NAICS 4422)	284,848	0	284,848	3,027,645	186,350	2,841,295	10,929,140	10,386,690	542,451
Floor covering stores (NAICS 44221)	43,483	0	43,483	463,190	0	463,190	1,731,938	4,618,228	-2,886,291
Other home furnishings stores (NAICS 44229)	241,364	0	241,364	2,564,455	186,350	2,378,104	9,197,203	5,768,461	3,428,741
Window treatment stores (NAICS 442291)	27,229	0	27,229	290,749	0	290,749	1,037,957	475,909	562,048
All other home furnishings stores (NAICS 442299)	214,135	0	214,135	2,273,706	186,350	2,087,355	8,159,245	5,292,552	2,866,694
Electronics and Appliance Stores									
Electronics and appliance stores (NAICS 443)	645,054	0	645,054	6,856,183	0	6,856,183	24,267,484	4,316,918	19,950,566
Household appliance stores (NAICS 443141)	108,858	0	108,858	1,157,376	0	1,157,376	4,049,135	0	4,049,135
Electronics stores (NAICS 443142)	536,196	0	536,196	5,698,807	0	5,698,807	20,218,349	4,316,918	15,901,432
Building Material and Garden Equipment and Supplies Dealers									
Building material and garden equipment and supplies dealers (NAICS 444)	2,654,090	3,382,927	-728,837	28,584,172	32,129,447	-3,545,274	102,870,455	58,292,628	44,577,827
Building material and supplies dealers (NAICS 4441)	2,335,002	3,116,476	-781,475	25,150,429	29,721,467	-4,571,039	90,547,848	55,473,377	35,074,472
Home centers (NAICS 44411)	1,300,139	2,262,863	-962,724	13,995,783	23,644,961	-9,649,178	50,345,782	40,993,504	9,362,278
Paint and wallpaper stores (NAICS 44412)	86,494	0	86,494	931,257	0	931,257	3,351,231	1,11,098	3,240,133
Hardware stores (NAICS 44413)	197,913	115,436	82,477	2,130,312	1,374,649	755,663	7,656,595	2,173,626	5,482,969
Other building material dealers (NAICS 44419)	750,455	738,177	12,278	8,093,077	4,701,858	3,391,219	29,194,241	12,205,149	16,989,092
Lawn and garden equipment and supplies stores (NAICS 4442)	319,088	266,451	52,638	3,433,743	2,407,979	1,025,764	12,322,607	2,819,251	9,503,355
Outdoor power equipment stores (NAICS 44421)	47,320	125,031	-77,711	510,150	1,304,326	-794,175	1,839,218	1,304,326	534,892
Nursery, garden center, and farm supply stores (NAICS 44422)	271,768	141,420	130,349	2,923,593	1,103,653	1,819,940	10,483,389	1,514,926	8,968,463
Food and Beverage Stores									
Food and beverage stores (NAICS 445)	5,315,615	10,486,187	-5,170,572	56,429,600	87,343,452	-30,913,852	195,005,313	196,851,519	-1,846,207
Grocery stores (NAICS 4451)	4,787,084	10,135,656	-5,348,572	50,782,558	84,815,916	-34,033,358	174,684,011	189,562,985	-14,878,973
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	4,594,618	9,637,366	-5,042,748	48,738,837	80,810,398	-32,071,561	167,715,847	180,056,092	-12,340,245
Convenience stores (NAICS 44512)	192,466	498,290	-305,824	2,043,722	4,005,518	-1,961,797	6,968,164	9,506,893	-2,538,728
Specialty food stores (NAICS 4452)	171,187	188,968	-17,781	1,812,061	1,362,573	449,488	6,187,740	3,484,028	2,703,712
Meat markets (NAICS 44521)	56,508	48,450	8,058	598,121	349,350	248,771	2,041,356	2,241,323	-199,967
Fish and seafood markets (NAICS 44522)	20,527	54,967	-34,440	217,261	396,346	-179,085	741,728	412,745	328,983
Fruit and vegetable markets (NAICS 44523)	34,855	19,110	15,745	369,122	137,795	231,327	1,261,850	331,042	930,809
Other specialty food stores (NAICS 44529)	59,298	66,441	-7,144	627,557	479,082	148,475	2,142,805	498,918	1,643,888
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	32,348	28,698	3,650	342,304	206,932	135,372	1,167,910	215,494	952,416
All other specialty food stores (NAICS 445299)	26,950	37,743	-10,793	285,253	272,150	13,103	974,895	283,424	691,472
Beer, wine, and liquor stores (NAICS 4453)	357,343	161,563	195,780	3,834,981	1,164,963	2,670,018	14,133,562	3,804,507	10,329,054
Health and Personal Care Stores									
Health and personal care stores (NAICS 446)	2,431,081	4,019,464	-1,588,382	26,125,138	22,386,581	3,738,558	93,154,074	42,106,139	51,047,935
Pharmacies and drug stores (NAICS 44611)	2,016,690	4,019,464	-2,002,774	21,666,084	22,386,581	-720,496	77,110,255	38,400,861	38,709,394
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	153,003	0	153,003	1,646,037	0	1,646,037	5,891,213	724,455	5,166,758
Optical goods stores (NAICS 44613)	90,630	0	90,630	977,462	0	977,462	3,598,249	743,972	2,854,277
Other health and personal care stores (NAICS 44619)	170,759	0	170,759	1,835,555	0	1,835,555	6,554,357	2,236,851	4,317,506
Food (health) supplement stores (NAICS 446191)	60,905	0	60,905	653,731	0	653,731	2,325,551	968,627	1,356,924
All other health and personal care stores (NAICS 446199)	109,854	0	109,854	1,181,825	0	1,181,825	4,228,805	1,268,224	2,960,581
Gasoline Stations									
Gasoline stations (NAICS 447)	3,940,061	6,762,538	-2,822,477	41,579,139	55,005,138	-13,425,999	139,588,433	113,697,157	25,891,276

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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)	1,985,381	910,821	1,074,560	20,979,137	5,642,027	15,337,110	74,560,008	28,674,750	45,885,258
Clothing stores (NAICS 4481)	1,368,933	365,420	1,003,513	14,519,245	3,247,118	11,272,127	52,026,615	20,380,725	31,645,890
Men's clothing stores (NAICS 44811)	68,211	70,922	-2,711	726,679	739,852	-13,172	2,634,817	1,753,211	881,605
Women's clothing stores (NAICS 44812)	264,002	150,930	113,072	2,825,294	1,088,291	1,737,003	10,353,509	3,208,671	7,144,838
Children's and infants' clothing stores (NAICS 44813)	88,436	0	88,436	903,647	0	903,647	2,927,874	1,432,647	1,495,227
Family clothing stores (NAICS 44814)	797,996	137,949	660,047	8,460,175	1,378,452	7,081,722	30,250,156	12,223,971	18,026,184
Clothing accessories stores (NAICS 44815)	58,332	0	58,332	620,002	0	620,002	2,252,039	1,038,952	1,213,087
Other clothing stores (NAICS 44819)	91,956	5,620	86,337	983,448	40,523	942,925	3,608,221	723,273	2,884,948
Shoe stores (NAICS 4482)	309,037	156,811	152,226	3,241,959	937,657	2,304,302	11,110,316	1,078,656	10,031,659
Jewelry, luggage, and leather goods stores (NAICS 4483)	307,411	388,590	-81,179	3,217,932	1,457,252	1,760,680	11,423,078	7,215,369	4,207,709
Jewelry stores (NAICS 44831)	278,537	388,590	-110,052	2,911,318	1,457,252	1,454,066	10,327,360	6,515,408	3,811,953
Luggage and leather goods stores (NAICS 44832)	28,873	0	28,873	306,614	0	306,614	1,095,717	699,961	395,756
Sporting Goods, Hobby, Musical Instrument, and Book Stores									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	505,851	580,337	-74,486	5,334,741	3,245,915	2,088,826	18,981,959	12,115,337	6,866,622
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	441,808	580,337	-138,528	4,656,371	3,245,915	1,410,455	16,521,814	10,189,922	6,331,892
Sporting goods stores (NAICS 45111)	271,522	394,045	-122,523	2,864,376	2,077,959	786,417	10,285,734	6,010,473	4,275,261
Hobby, toy, and game stores (NAICS 45112)	108,036	126,946	-18,910	1,131,355	740,041	391,314	3,941,601	3,410,224	531,378
Sewing, needlework, and piece goods stores (NAICS 45113)	26,267	0	26,267	278,462	0	278,462	999,771	181,765	818,006
Musical instrument and supplies stores (NAICS 45114)	35,983	59,345	-23,362	382,178	427,915	-45,737	1,294,707	587,461	707,247
Book stores and news dealers (NAICS 4512)	64,042	0	64,042	678,370	0	678,370	2,460,145	1,925,415	534,730
Book stores (NAICS 451211)	56,819	0	56,819	601,812	0	601,812	2,193,637	1,925,415	268,223
News dealers and newsstands (NAICS 451212)	7,223	0	7,223	76,558	0	76,558	266,507	0	266,507
General Merchandise Stores									
General merchandise stores (NAICS 452)	5,109,659	11,860,833	-6,751,175	54,233,566	101,309,697	-47,076,132	188,984,169	180,879,636	8,104,533
Department stores (NAICS 4522)	1,012,581	7,988,282	-6,975,702	10,736,480	32,674,894	-21,938,414	37,948,342	37,975,390	-27,048
Other general merchandise stores (NAICS 4523)	4,097,078	3,872,551	224,527	43,497,085	68,634,803	-25,137,718	151,035,827	142,904,246	8,131,581
Warehouse clubs and supercenters (NAICS 452311)	3,462,818	3,872,551	-409,733	36,760,860	64,214,986	-27,454,126	127,482,454	134,469,976	-6,987,522
All other general merchandise stores (NAICS 452319)	634,259	0	634,259	6,736,226	4,419,817	2,316,408	23,553,373	8,434,270	15,119,103
Miscellaneous Store Retailers									
Miscellaneous store retailers (NAICS 453)	904,028	274,909	629,119	9,580,511	2,189,669	7,390,842	33,609,410	8,478,352	25,131,059
Florists (NAICS 4531)	48,155	0	48,155	1,870,235	518,949	1,351,286	1,870,235	302,176	1,568,060
Office supplies, stationery, and gift stores (NAICS 4532)	195,868	0	195,868	2,064,849	0	2,064,849	7,327,666	1,347,391	5,980,275
Office supplies and stationery stores (NAICS 45321)	69,873	0	69,873	742,572	0	742,572	2,694,701	415,115	2,279,585
Gift, novelty, and souvenir stores (NAICS 45322)	125,994	0	125,994	1,322,277	0	1,322,277	4,632,965	932,276	3,700,690
Used merchandise stores (NAICS 4533)	134,338	0	134,338	1,418,351	0	1,418,351	5,032,255	652,068	4,380,188
Other miscellaneous store retailers (NAICS 4539)	525,667	274,909	250,759	5,578,361	2,189,669	3,388,692	19,379,254	6,176,717	13,202,536
Pet and pet supplies stores (NAICS 45391)	139,952	107,778	32,173	1,490,880	446,157	1,044,723	5,225,297	3,055,994	2,169,303
Art dealers (NAICS 45392)	77,752	0	77,752	1,486,590	0	1,486,590	2,919,136	0	2,919,136
Manufactured (mobile) home dealers (NAICS 45393)	45,442	167,131	-121,689	483,599	1,743,512	-1,259,913	1,750,443	2,022,808	-272,365
All other miscellaneous store retailers (NAICS 45399)	262,522	0	262,522	2,787,292	0	2,787,292	9,484,377	1,097,915	8,386,462
Tobacco stores (NAICS 453991)	101,266	0	101,266	1,076,683	0	1,076,683	3,395,378	178,549	3,216,829
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	161,256	0	161,256	1,710,610	0	1,710,610	6,088,999	919,366	5,169,633
Non-store Retailers									
Non-store retailers (NAICS 454)	5,343,373	212,909	5,130,464	56,936,946	2,409,343	54,527,603	202,734,799	19,579,532	183,155,268
Electronic shopping and mail-order houses (NAICS 4541)	4,872,447	120,235	4,752,212	51,935,789	1,310,626	50,625,163	185,364,657	16,350,243	169,014,414
Vending machine operators (NAICS 4542)	75,508	0	75,508	799,344	0	799,344	2,753,763	0	2,753,763
Direct selling establishments (NAICS 4543)	395,419	92,674	302,744	4,201,813	1,098,718	3,103,096	14,616,379	3,229,288	11,387,091
Fuel dealers (NAICS 45431)	131,776	12,388	119,388	1,398,005	129,230	1,268,775	4,737,395	137,008	4,600,387
Other direct selling establishments (NAICS 45439)	263,642	80,286	183,356	2,803,809	969,488	1,834,321	9,878,984	3,092,280	6,786,704
Food Services and Drinking Places									
Food services and drinking places (NAICS 722)	5,167,500	8,832,327	-3,664,827	54,850,168	70,768,783	-15,918,615	198,741,090	154,201,185	44,539,905
Special food services (NAICS 7223)	428,133	190,034	238,099	4,542,321	1,495,874	3,046,446	16,416,481	6,540,260	9,876,221
Food service contractors (NAICS 72231)	349,230	110,919	238,311	3,705,715	895,056	2,810,659	13,403,082	3,005,643	10,397,439
Caterers (NAICS 72232)	72,541	79,115	-6,574	769,156	600,819	168,338	2,770,988	3,534,617	-763,629
Mobile food services (NAICS 72233)	6,362	0	6,362	67,450	0	67,450	242,411	0	242,411
Drinking places (alcoholic beverages) (NAICS 7224)	163,550	168,235	-4,686	1,756,472	2,780,466	-1,023,994	6,752,301	5,470,962	1,281,338
Restaurants and other eating places (NAICS 7225)	4,575,817	8,474,057	-3,898,240	48,551,375	66,492,442	-17,941,067	175,572,308	142,189,962	33,382,345
Full-service restaurants (NAICS 722511)	2,148,938	5,125,208	-2,976,270	22,826,190	36,406,292	-13,580,102	83,033,987	77,370,127	5,663,861
Limited-service restaurants (NAICS 722513)	2,016,670	2,820,251	-803,581	21,377,172	27,724,829	-6,347,658	76,912,383	56,389,772	20,522,611
Cafeterias, grill buffets, and buffets (NAICS 722514)	73,106	0	73,106	774,945	51	774,894	2,788,457	1,099,127	1,689,330
Snack and non-alcoholic beverage bars (NAICS 722515)	337,103	528,598	-191,495	3,573,069	2,361,269	1,211,800	12,837,480	7,330,936	5,506,544
Ice cream, soft serve and frozen yogurt shops (NAICS 722515C + 7225152)	51,383	49,885	1,498	544,634	241,885	302,749	1,958,383	1,327,120	631,263
Doughnut shops (NAICS 7225153)	53,039	203,328	-150,288	562,172	913,122	-350,950	2,019,185	2,040,302	-21,116
Bagel shops (NAICS 7225154)	15,344	39,291	-23,947	162,636	139,593	23,043	584,537	320,112	264,425
Coffee shops (NAICS 7225155)	144,203	157,915	-13,711	1,528,434	663,036	865,398	5,488,377	2,610,092	2,878,285
Cookie shops (NAICS 7225156)	2,337	0	2,337	24,774	0	24,774	89,083	0	89,083
Other snack and non-alcoholic beverage bars (NAICS 7225157)	70,796	78,180	-7,384	750,419	403,634	346,785	2,697,915	1,033,311	1,664,604