

# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
<b>Total Specified Consumer Expenditures</b>	22,391,703	100.00	24,748,631	100.00	89,926.52	99,392.09	2.02	134
<b>Personal Care Products and Services</b>								
Personal care products and services	302,973	100.00	332,209	100.00	1,216.76	1,334.17	1.86	137
Personal care products	190,102	62.75	216,172	65.07	763.46	868.16	2.60	135
Wigs and hairpieces	3,299	1.09	3,206	0.97	13.25	12.88	-0.57	141
Hair care products	34,827	11.49	39,965	12.03	139.87	160.50	2.79	131
Nonelectric articles for the hair	5,359	1.77	7,213	2.17	21.52	28.97	6.12	132
Oral hygiene products, articles	22,144	7.31	24,042	7.24	88.93	96.56	1.66	141
Shaving needs	8,694	2.87	12,256	3.69	34.92	49.22	7.11	135
Cosmetics, perfume, bath preparations	79,304	26.18	91,865	27.65	318.49	368.94	2.98	133
Deodorants, feminine hygiene, misc.	27,131	8.96	26,762	8.06	108.96	107.48	-0.27	144
Electric personal care appliances	9,344	3.08	10,862	3.27	37.53	43.62	3.06	124
Personal care services and repairs	112,871	37.25	116,036	34.93	453.30	466.01	0.55	140

Benchmark: USA

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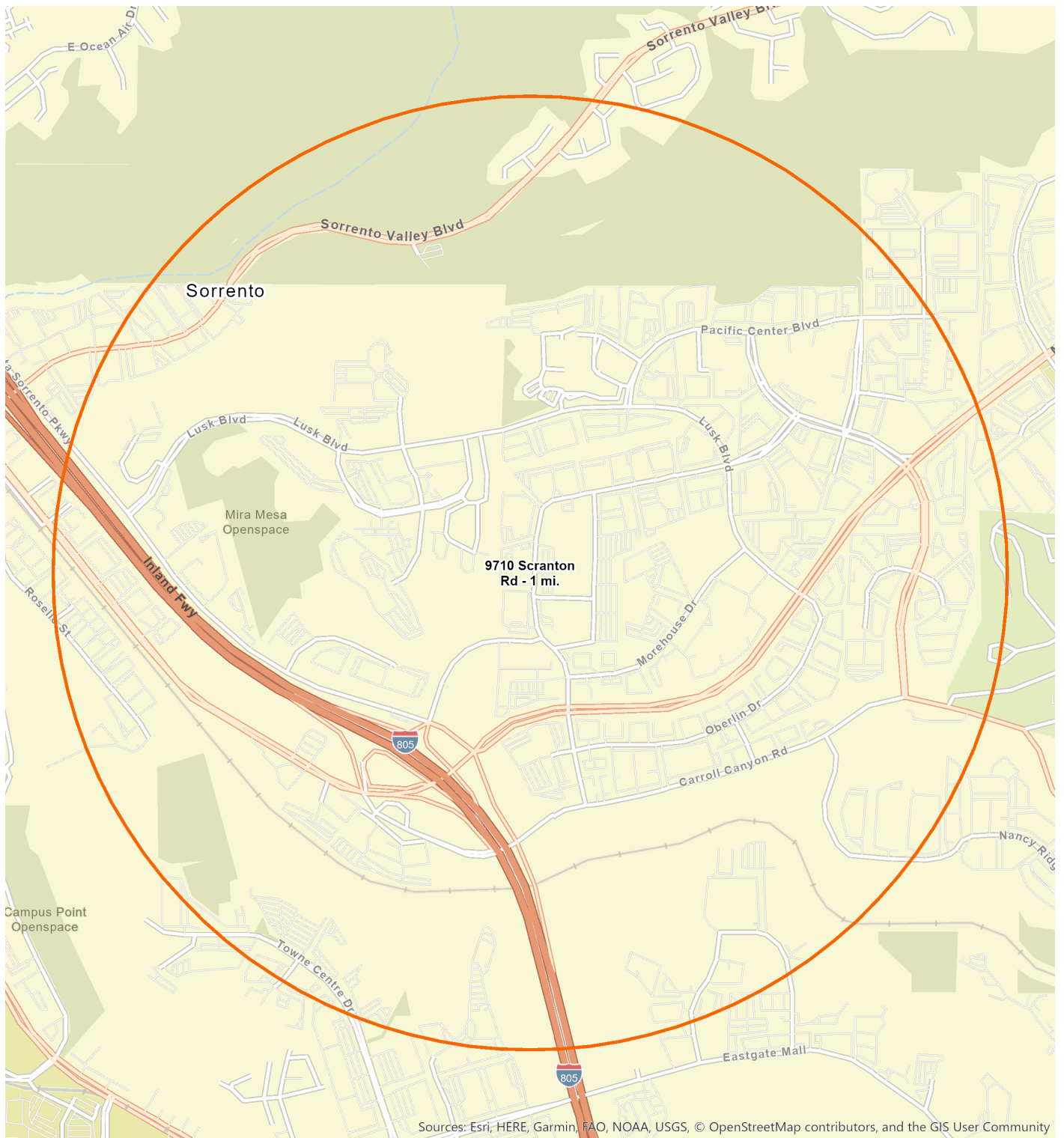
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



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# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
<b>Personal Care Products and Services</b>								
Personal care products and services	41,377,250	100.00	47,943,907	100.00	899.90	1,022.08	2.99	101
Personal care products	26,280,509	63.51	31,264,855	65.21	571.56	666.51	3.53	101
Wigs and hairpieces	602,496	1.46	588,541	1.23	13.10	12.55	-0.47	140
Hair care products	4,764,351	11.51	5,703,838	11.90	103.62	121.60	3.67	97
Nonelectric articles for the hair	757,731	1.83	1,017,222	2.12	16.48	21.69	6.07	101
Oral hygiene products, articles	2,991,473	7.23	3,438,220	7.17	65.06	73.30	2.82	103
Shaving needs	1,132,018	2.74	1,728,604	3.61	24.62	36.85	8.83	95
Cosmetics, perfume, bath preparations	10,860,319	26.25	13,177,255	27.48	236.20	280.92	3.94	99
Deodorants, feminine hygiene, misc.	3,811,579	9.21	3,909,558	8.15	82.90	83.35	0.51	110
Electric personal care appliances	1,360,541	3.29	1,701,617	3.55	29.59	36.28	4.58	97
Personal care services and repairs	15,096,741	36.49	16,679,051	34.79	328.33	355.57	2.01	101

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

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# Consumer Buying Power™ | Personal Care Products and Services



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
<b>Total Specified Consumer Expenditures</b>	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
<b>Personal Care Products and Services</b>								
Personal care products and services	115,796,406	100.00	133,061,988	100.00	1,168.60	1,323.54	2.82	131
Personal care products	73,074,071	63.11	87,196,679	65.53	737.45	867.33	3.60	130
Wigs and hairpieces	1,429,805	1.23	1,421,359	1.07	14.43	14.14	-0.12	154
Hair care products	13,525,270	11.68	15,895,161	11.95	136.49	158.11	3.28	128
Nonelectric articles for the hair	2,024,654	1.75	2,908,132	2.19	20.43	28.93	7.51	126
Oral hygiene products, articles	8,369,701	7.23	9,767,464	7.34	84.47	97.15	3.14	134
Shaving needs	3,111,438	2.69	4,834,225	3.63	31.40	48.08	9.21	121
Cosmetics, perfume, bath preparations	30,506,771	26.35	36,772,555	27.64	307.87	365.77	3.81	129
Deodorants, feminine hygiene, misc.	10,388,398	8.97	10,836,418	8.14	104.84	107.79	0.85	139
Electric personal care appliances	3,718,032	3.21	4,761,364	3.58	37.52	47.36	5.07	124
Personal care services and repairs	42,722,335	36.89	45,865,309	34.47	431.15	456.21	1.43	133

Benchmark: USA

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Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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# Report Details

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**Name:** Consumer Buying Power™ Personal Care Products and Services 2023  
**Date / Time:** 1/6/2023 11:13:54 AM  
**Workspace Vintage:** 2023

## Trade Area

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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

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2023 Estimates and 2028 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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