

# Retail Market Power® | Demand Growth by Merchandise Line Items



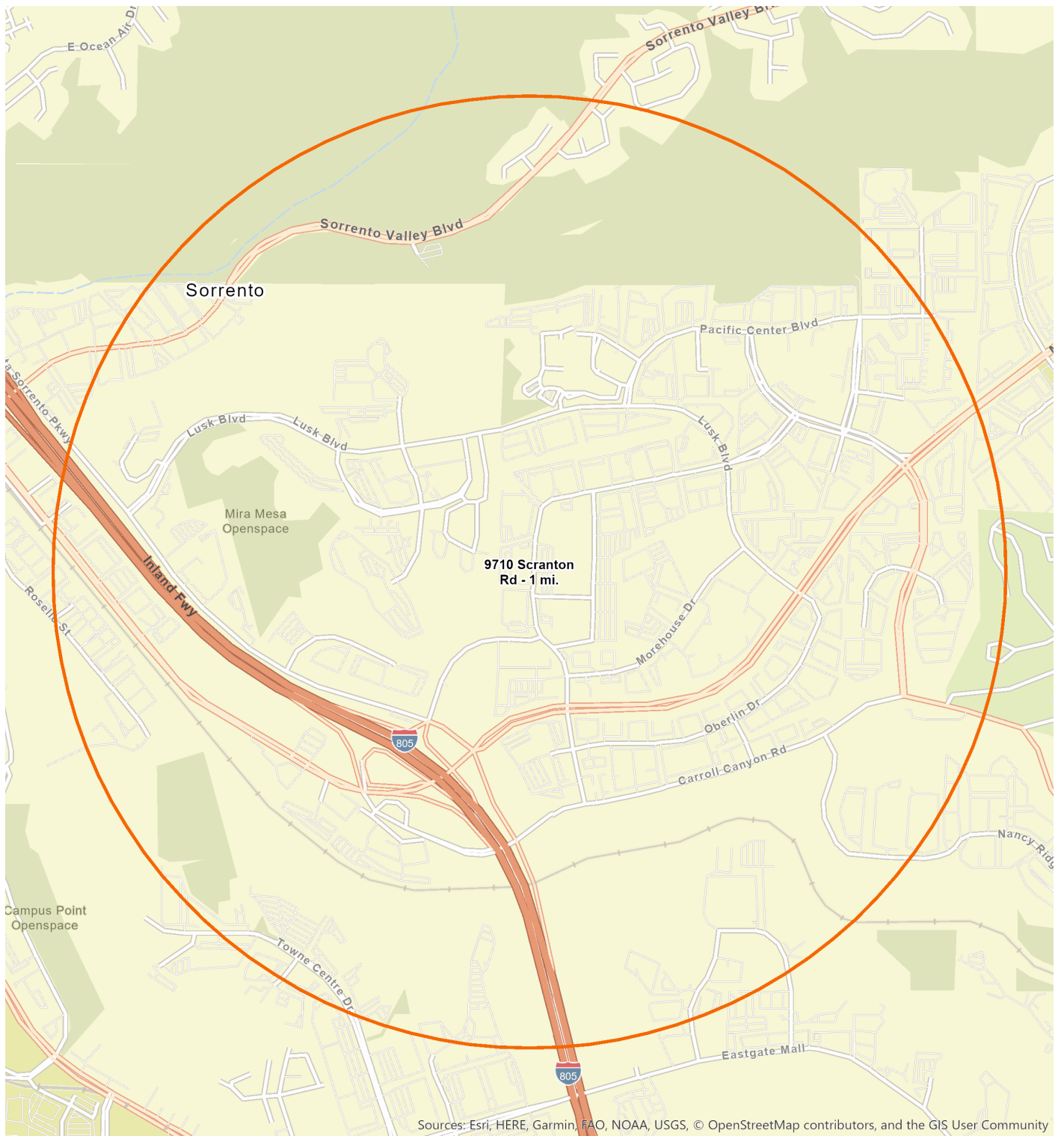
Trade Area: 9710 Scranton Rd - 1 mi.

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
<b>Demand By Merchandise Line</b>				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	17,588,592	19,557,328	1,968,736	2.15
Groceries and other food items for human consumption off the premises	2,480,316	2,750,636	270,320	2.09
Outside meals, snacks and catering	1,888,564	2,209,911	321,347	3.19
Alcoholic beverages served for immediate consumption	209,856	241,529	31,672	2.85
Packaged liquor, wine, and beer	271,754	322,779	51,025	3.50
Cigars, cigarettes, and tobacco and smokers' accessories	177,192	179,339	2,147	0.24
Drugs, health aids and beauty aids, including cosmetics	1,791,102	1,901,541	110,439	1.20
Household soaps, detergents, cleaners, and cleaning supplies	80,619	89,228	8,609	2.05
Paper and related products	349,521	377,841	28,320	1.57
Men's wear, including accessories	361,223	362,501	1,278	0.07
Women's, juniors', and misses' wear, including accessories	646,563	642,926	-3,638	-0.11
Children's wear	83,119	83,238	120	0.03
Costumes and unisex clothing	5,678	2,681	-2,997	-13.94
Footwear, including accessories	198,891	245,634	46,743	4.31
Sewing, knitting, and needlework goods	9,023	10,441	1,418	2.96
Curtains, draperies, blinds, slipcovers, bed and table coverings	93,526	100,937	7,411	1.54
Major household appliances	201,153	225,385	24,232	2.30
Small household and personal appliances including hardware and software	515,905	609,687	93,782	3.40
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	558,492	533,952	-24,540	-0.90
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	560,483	651,706	91,223	3.06
Flooring and floor coverings	96,117	106,373	10,256	2.05
Jewelry	255,654	255,610	-44	-0.00
Books, including eBooks	34,471	46,107	11,636	5.99
Photographic equipment and supplies	13,150	16,628	3,478	4.81
Toys, hobby goods and games	139,751	149,269	9,518	1.33
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	43,924	43,610	-314	-0.14
Sporting goods and recreational equipment	171,640	202,116	30,476	3.32
Recreational vehicles, parts and accessories	247,640	301,427	53,787	4.01
Hardware, Tools, & Plumbing & Electrical supplies	386,397	410,573	24,177	1.22
Lawn, Garden, & Farm Equipment & Supplies (!)	448,732	402,771	-45,961	-2.14
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	379,120	377,324	-1,796	-0.10
Paint & Sundries (!)	57,239	71,653	14,414	4.59
Cars, trucks, motorcycles, and other powered transportation vehicles	2,641,473	3,214,361	572,888	4.00
Automotive fuels	975,541	1,160,997	185,455	3.54
Automotive maintenance and parts	938,842	952,971	14,129	0.30
Household fuels, including oil, liquefied petroleum gas, wood, coal	59,503	59,309	-194	-0.07
Pets, pet foods, and pet supplies	216,418	244,337	27,919	2.46

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi.



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Trade Area: 9710 Scranton Rd - 3 mi.

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
<b>Demand By Merchandise Line</b>				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	2,391,588,065	2,802,974,541	411,386,476	3.23
Groceries and other food items for human consumption off the premises	345,825,551	402,591,770	56,766,220	3.09
Outside meals, snacks and catering	266,416,538	314,538,252	48,121,715	3.38
Alcoholic beverages served for immediate consumption	28,079,768	33,441,139	5,361,371	3.56
Packaged liquor, wine, and beer	38,119,920	46,267,953	8,148,033	3.95
Cigars, cigarettes, and tobacco and smokers' accessories	28,181,876	28,062,520	-119,357	-0.09
Drugs, health aids and beauty aids, including cosmetics	237,812,201	276,112,616	38,300,415	3.03
Household soaps, detergents, cleaners, and cleaning supplies	11,159,830	13,047,731	1,887,902	3.17
Paper and related products	48,514,970	55,467,582	6,952,612	2.71
Men's wear, including accessories	52,713,118	53,047,289	334,171	0.13
Women's, juniors', and misses' wear, including accessories	90,739,370	93,737,371	2,998,000	0.65
Children's wear	11,085,731	11,036,099	-49,632	-0.09
Costumes and unisex clothing	772,915	368,640	-404,275	-13.76
Footwear, including accessories	28,757,974	35,246,059	6,488,085	4.15
Sewing, knitting, and needlework goods	1,236,925	1,485,526	248,601	3.73
Curtains, draperies, blinds, slipcovers, bed and table coverings	12,973,820	14,974,463	2,000,643	2.91
Major household appliances	25,974,060	31,332,404	5,358,345	3.82
Small household and personal appliances including hardware and software	70,871,052	85,526,335	14,655,283	3.83
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	74,960,516	79,518,384	4,557,868	1.19
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	73,534,662	91,735,668	18,201,006	4.52
Flooring and floor coverings	13,022,211	15,147,435	2,125,225	3.07
Jewelry	34,120,970	36,119,768	1,998,799	1.15
Books, including eBooks	5,409,229	6,790,582	1,381,353	4.65
Photographic equipment and supplies	1,844,235	2,258,393	414,158	4.13
Toys, hobby goods and games	18,975,117	21,332,010	2,356,894	2.37
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	5,534,455	6,218,212	683,757	2.36
Sporting goods and recreational equipment	22,575,643	27,276,520	4,700,877	3.86
Recreational vehicles, parts and accessories	28,759,054	42,160,409	13,401,355	7.95
Hardware, Tools, & Plumbing & Electrical supplies	50,104,230	58,415,717	8,311,486	3.12
Lawn, Garden, & Farm Equipment & Supplies (!)	55,732,545	58,096,942	2,364,397	0.83
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	46,728,411	51,909,691	5,181,280	2.13
Paint & Sundries (!)	6,930,104	9,884,838	2,954,734	7.36
Cars, trucks, motorcycles, and other powered transportation vehicles	357,567,344	451,001,491	93,434,147	4.75
Automotive fuels	136,234,861	168,461,134	32,226,273	4.34
Automotive maintenance and parts	122,899,299	136,049,206	13,149,907	2.05
Household fuels, including oil, liquefied petroleum gas, wood, coal	7,967,592	8,660,319	692,727	1.68
Pets, pet foods, and pet supplies	29,451,970	35,654,074	6,202,104	3.90

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.



# Retail Market Power® | Demand Growth by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 5 mi.

	2023 Demand (\$)	2028 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
<b>Demand By Merchandise Line</b>				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	6,762,927,695	7,827,606,541	1,064,678,847	2.97
Groceries and other food items for human consumption off the premises	956,689,746	1,134,346,876	177,657,131	3.46
Outside meals, snacks and catering	747,128,799	865,011,980	117,883,182	2.97
Alcoholic beverages served for immediate consumption	84,527,408	92,703,351	8,175,943	1.86
Packaged liquor, wine, and beer	107,714,843	128,155,986	20,441,143	3.54
Cigars, cigarettes, and tobacco and smokers' accessories	71,043,948	74,475,190	3,431,242	0.95
Drugs, health aids and beauty aids, including cosmetics	666,112,369	770,078,655	103,966,286	2.94
Household soaps, detergents, cleaners, and cleaning supplies	30,553,382	36,822,812	6,269,430	3.80
Paper and related products	135,086,765	155,751,676	20,664,911	2.89
Men's wear, including accessories	144,467,337	143,937,316	-530,021	-0.07
Women's, juniors', and misses' wear, including accessories	251,228,878	260,013,782	8,784,904	0.69
Children's wear	33,174,234	34,046,595	872,360	0.52
Costumes and unisex clothing	2,184,303	1,052,530	-1,131,773	-13.59
Footwear, including accessories	80,624,231	97,944,861	17,320,629	3.97
Sewing, knitting, and needlework goods	3,594,055	4,403,399	809,344	4.15
Curtains, draperies, blinds, slipcovers, bed and table coverings	35,656,375	42,069,517	6,413,142	3.36
Major household appliances	76,513,330	88,421,600	11,908,269	2.94
Small household and personal appliances including hardware and software	202,055,419	236,306,981	34,251,563	3.18
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	204,132,693	218,475,287	14,342,594	1.37
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	215,750,159	257,807,576	42,057,417	3.63
Flooring and floor coverings	38,045,602	44,299,173	6,253,572	3.09
Jewelry	97,704,571	103,039,912	5,335,342	1.07
Books, including eBooks	14,699,566	18,555,491	3,855,925	4.77
Photographic equipment and supplies	5,131,629	6,500,846	1,369,216	4.84
Toys, hobby goods and games	53,860,372	62,005,980	8,145,608	2.86
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	16,915,520	17,530,665	615,144	0.72
Sporting goods and recreational equipment	67,237,420	77,929,484	10,692,064	3.00
Recreational vehicles, parts and accessories	92,210,753	124,457,608	32,246,856	6.18
Hardware, Tools, & Plumbing & Electrical supplies	145,193,216	163,804,820	18,611,604	2.44
Lawn, Garden, & Farm Equipment & Supplies (!)	167,129,910	167,703,653	573,743	0.07
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	137,815,863	148,602,005	10,786,143	1.52
Paint & Sundries (!)	21,375,738	28,888,431	7,512,692	6.21
Cars, trucks, motorcycles, and other powered transportation vehicles	1,017,993,461	1,263,577,436	245,583,976	4.42
Automotive fuels	377,229,292	459,866,120	82,636,828	4.04
Automotive maintenance and parts	356,725,825	377,210,224	20,484,398	1.12
Household fuels, including oil, liquefied petroleum gas, wood, coal	22,360,472	24,146,755	1,786,282	1.55
Pets, pet foods, and pet supplies	83,060,212	97,661,968	14,601,756	3.29

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.



# Report Details

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**Name:** Retail Market Power® Demand Growth by Merchandise Line Items 2023  
**Date / Time:** 1/6/2023 11:05:50 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
Retail Market Power® - 2023 Estimates and 2028 Projections	Environics Analytics   U.S. Census Bureau   U.S. Bureau of Labour Statistics   Data Axle	©2023 Environics Analytics <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a>
Retail Market Power® - Growth Variables	Environics Analytics   U.S. Census Bureau   U.S. Bureau of Labour Statistics   Data Axle	©2023 Environics Analytics <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a>

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