

# Retail Market Power® | Opportunity Gap by Merchandise Line Items



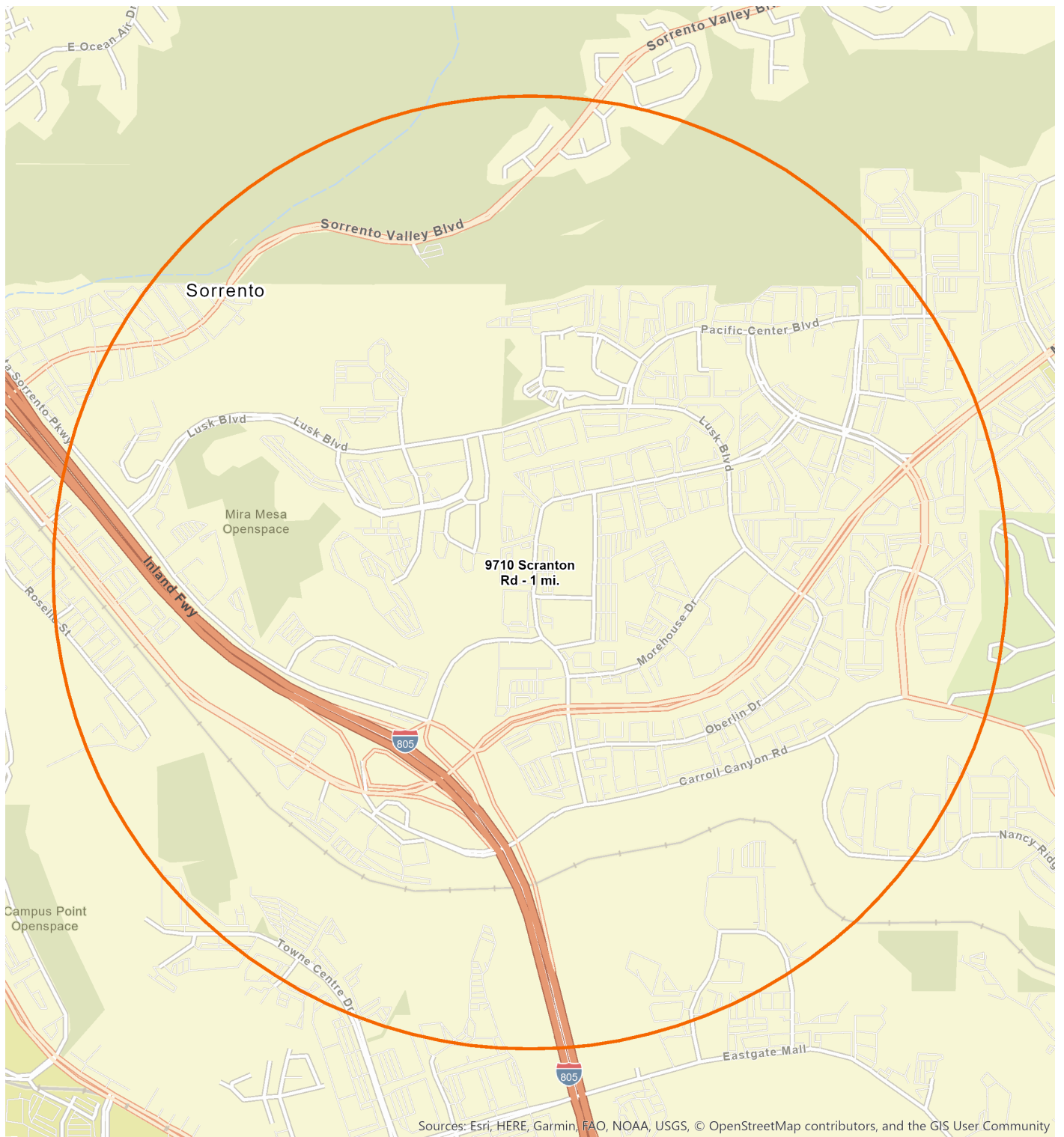
Trade Area: 9710 Scranton Rd - 1 mi.

Demand By Merchandise Line	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Total retail trade including food and drink (NAICS 44, 45 and 722)</b>	<b>17,588,592</b>	<b>256,166,872</b>	<b>-238,578,280</b>
Groceries and other food items for human consumption off the premises	2,480,316	25,956,623	-23,476,308
Outside meals, snacks and catering	1,888,564	28,068,695	-26,180,131
Alcoholic beverages served for immediate consumption	209,856	4,277,253	-4,067,397
Packaged liquor, wine, and beer	271,754	4,627,605	-4,355,851
Cigars, cigarettes, and tobacco and smokers' accessories	177,192	3,155,060	-2,977,868
Drugs, health aids and beauty aids, including cosmetics	1,791,102	26,690,146	-24,899,044
Household soaps, detergents, cleaners, and cleaning supplies	80,619	948,679	-868,059
Paper and related products	349,521	5,162,934	-4,813,414
Men's wear, including accessories	361,223	8,025,210	-7,663,986
Women's, juniors', and misses' wear, including accessories	646,563	12,152,485	-11,505,922
Children's wear	83,119	2,456,553	-2,373,435
Costumes and unisex clothing	5,678	77,152	-71,475
Footwear, including accessories	198,891	5,731,823	-5,532,932
Sewing, knitting, and needlework goods	9,023	205,636	-196,613
Curtains, draperies, blinds, slipcovers, bed and table coverings	93,526	1,276,678	-1,183,152
Major household appliances	201,153	2,430,468	-2,229,315
Small household and personal appliances including hardware and software	515,905	7,660,097	-7,144,193
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	558,492	9,406,412	-8,847,920
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	560,483	9,937,685	-9,377,201
Flooring and floor coverings	96,117	1,901,534	-1,805,417
Jewelry	255,654	4,794,269	-4,538,615
Books, including eBooks	34,471	650,817	-616,346
Photographic equipment and supplies	13,150	197,367	-184,217
Toys, hobby goods and games	139,751	1,893,943	-1,754,192
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	43,924	1,249,411	-1,205,486
Sporting goods and recreational equipment	171,640	2,690,521	-2,518,881
Recreational vehicles, parts and accessories	247,640	304,791	-57,151
Hardware, Tools, & Plumbing & Electrical supplies	386,397	5,211,787	-4,825,390
Lawn, Garden, & Farm Equipment & Supplies (!)	448,732	5,057,157	-4,608,425
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	379,120	4,964,595	-4,585,474
Paint & Sundries (!)	57,239	511,935	-454,696
Cars, trucks, motorcycles, and other powered transportation vehicles	2,641,473	39,602,129	-36,960,655
Automotive fuels	975,541	15,257,183	-14,281,641
Automotive maintenance and parts	938,842	10,470,266	-9,531,424
Household fuels, including oil, liquefied petroleum gas, wood, coal	59,503	355,848	-296,345
Pets, pet foods, and pet supplies	216,418	2,806,125	-2,589,707

Benchmark: USA

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# Retail Market Power® | Opportunity Gap by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 3 mi.

Demand By Merchandise Line	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,391,588,065	2,790,091,008	-398,502,943
Groceries and other food items for human consumption off the premises	345,825,551	291,700,972	54,124,578
Outside meals, snacks and catering	266,416,538	307,694,592	-41,278,055
Alcoholic beverages served for immediate consumption	28,079,768	41,712,756	-13,632,988
Packaged liquor, wine, and beer	38,119,920	36,624,417	1,495,504
Cigars, cigarettes, and tobacco and smokers' accessories	28,181,876	26,360,118	1,821,759
Drugs, health aids and beauty aids, including cosmetics	237,812,201	219,694,014	18,118,187
Household soaps, detergents, cleaners, and cleaning supplies	11,159,830	11,468,215	-308,386
Paper and related products	48,514,970	54,779,393	-6,264,423
Men's wear, including accessories	52,713,118	62,266,717	-9,553,599
Women's, juniors', and misses' wear, including accessories	90,739,370	92,670,953	-1,931,583
Children's wear	11,085,731	19,337,085	-8,251,354
Costumes and unisex clothing	772,915	696,699	76,216
Footwear, including accessories	28,757,974	43,332,212	-14,574,238
Sewing, knitting, and needlework goods	1,236,925	2,123,542	-886,617
Curtains, draperies, blinds, slipcovers, bed and table coverings	12,973,820	13,504,702	-530,883
Major household appliances	25,974,060	34,667,809	-8,693,750
Small household and personal appliances including hardware and software	70,871,052	88,862,191	-17,991,139
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	74,960,516	101,016,483	-26,055,967
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	73,534,662	109,766,755	-36,232,093
Flooring and floor coverings	13,022,211	26,598,918	-13,576,708
Jewelry	34,120,970	45,649,680	-11,528,710
Books, including eBooks	5,409,229	6,760,920	-1,351,691
Photographic equipment and supplies	1,844,235	2,465,471	-621,236
Toys, hobby goods and games	18,975,117	20,827,266	-1,852,150
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	5,534,455	10,226,127	-4,691,672
Sporting goods and recreational equipment	22,575,643	29,902,624	-7,326,981
Recreational vehicles, parts and accessories	28,759,054	11,069,053	17,690,000
Hardware, Tools, & Plumbing & Electrical supplies	50,104,230	81,512,113	-31,407,883
Lawn, Garden, & Farm Equipment & Supplies (!)	55,732,545	78,730,215	-22,997,670
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	46,728,411	77,315,585	-30,587,174
Paint & Sundries (!)	6,930,104	8,295,041	-1,364,937
Cars, trucks, motorcycles, and other powered transportation vehicles	357,567,344	592,755,946	-235,188,602
Automotive fuels	136,234,861	99,500,960	36,733,901
Automotive maintenance and parts	122,899,299	102,394,321	20,504,978
Household fuels, including oil, liquefied petroleum gas, wood, coal	7,967,592	3,389,375	4,578,217
Pets, pet foods, and pet supplies	29,451,970	34,417,765	-4,965,795

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.



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# Retail Market Power® | Opportunity Gap by Merchandise Line Items



Trade Area: 9710 Scranton Rd - 5 mi.

Demand By Merchandise Line	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Total retail trade including food and drink (NAICS 44, 45 and 722)	6,762,927,695	5,759,309,848	1,003,617,846
Groceries and other food items for human consumption off the premises	956,689,746	646,969,407	309,720,339
Outside meals, snacks and catering	747,128,799	751,580,857	-4,452,059
Alcoholic beverages served for immediate consumption	84,527,408	102,182,683	-17,655,275
Packaged liquor, wine, and beer	107,714,843	67,177,258	40,537,584
Cigars, cigarettes, and tobacco and smokers' accessories	71,043,948	48,419,611	22,624,337
Drugs, health aids and beauty aids, including cosmetics	666,112,369	409,476,353	256,636,015
Household soaps, detergents, cleaners, and cleaning supplies	30,553,382	23,103,047	7,450,335
Paper and related products	135,086,765	108,079,595	27,007,170
Men's wear, including accessories	144,467,337	109,385,196	35,082,141
Women's, juniors', and misses' wear, including accessories	251,228,878	162,524,902	88,703,975
Children's wear	33,174,234	34,219,436	-1,045,201
Costumes and unisex clothing	2,184,303	1,274,452	909,851
Footwear, including accessories	80,624,231	76,346,468	4,277,763
Sewing, knitting, and needlework goods	3,594,055	3,466,813	127,242
Curtains, draperies, blinds, slipcovers, bed and table coverings	35,656,375	24,888,586	10,767,790
Major household appliances	76,513,330	59,373,694	17,139,637
Small household and personal appliances including hardware and software	202,055,419	158,784,429	43,270,990
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	204,132,693	176,309,275	27,823,418
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	215,750,159	193,385,676	22,364,483
Flooring and floor coverings	38,045,602	40,833,875	-2,788,274
Jewelry	97,704,571	83,251,467	14,453,104
Books, including eBooks	14,699,566	12,069,342	2,630,224
Photographic equipment and supplies	5,131,629	4,260,669	870,961
Toys, hobby goods and games	53,860,372	38,501,618	15,358,754
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	16,915,520	16,573,231	342,289
Sporting goods and recreational equipment	67,237,420	55,367,784	11,869,637
Recreational vehicles, parts and accessories	92,210,753	24,871,708	67,339,045
Hardware, Tools, & Plumbing & Electrical supplies	145,193,216	135,908,064	9,285,152
Lawn, Garden, & Farm Equipment & Supplies (!)	167,129,910	132,463,177	34,666,734
Dimensional Lumber & Other Building/Structural Materials & Supplies (!)	137,815,863	129,257,612	8,558,250
Paint & Sundries (!)	21,375,738	14,263,481	7,112,257
Cars, trucks, motorcycles, and other powered transportation vehicles	1,017,993,461	1,423,765,863	-405,772,402
Automotive fuels	377,229,292	168,645,838	208,583,454
Automotive maintenance and parts	356,725,825	253,327,115	103,398,710
Household fuels, including oil, liquefied petroleum gas, wood, coal	22,360,472	5,319,918	17,040,555
Pets, pet foods, and pet supplies	83,060,212	63,681,351	19,378,861

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.



# Report Details

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**Name:** Retail Market Power® Opportunity Gap by Merchandise Line Items 2023  
**Date / Time:** 1/6/2023 11:05:27 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
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