

Retail Market Power® | Opportunity Gap by Retail Store Types

Trade Area: Sand Springs, OK (city)

	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	366,363,658	357,786,196	8,577,462
Total retail trade (NAICS 44 and 45)	325,715,802	315,715,053	10,000,748
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	84,894,195	104,036,226	-19,142,031
Automobile dealers (NAICS 4411)	74,104,749	70,246,295	3,858,454
New car dealers (NAICS 44111)	66,107,287	48,403,935	17,703,352
Used car dealers (NAICS 44112)	7,997,462	21,842,360	-13,844,898
Other motor vehicle dealers (NAICS 4412)	5,667,632	13,505,441	-7,837,809
Recreational vehicle dealers (NAICS 44121)	1,673,316	4,225,126	-2,551,810
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	3,994,316	9,280,315	-5,285,999
Boat dealers (NAICS 441222)	1,244,821	1,388,495	-143,674
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,749,495	7,891,820	-5,142,325
Automotive parts, accessories, and tire stores (NAICS 4413)	5,121,814	20,284,490	-15,162,676
Automotive parts and accessories stores (NAICS 44131)	3,029,221	10,595,865	-7,566,644
Tire dealers (NAICS 44132)	2,092,593	9,688,625	-7,596,033
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	5,570,608	7,694,561	-2,123,952
Furniture stores (NAICS 4421)	3,339,349	4,896,725	-1,557,376
Home furnishings stores (NAICS 4422)	2,231,259	2,797,836	-566,576
Floor covering stores (NAICS 44221)	337,267	1,544,234	-1,206,967
Other home furnishings stores (NAICS 44229)	1,893,992	1,253,601	640,391
Window treatment stores (NAICS 442291)	229,011	10	229,001
All other home furnishings stores (NAICS 442299)	1,664,981	1,253,591	411,390
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	5,242,769	3,440,218	1,802,551
Household appliance stores (NAICS 443141)	899,534	0	899,534
Electronics stores (NAICS 443142)	4,343,235	3,440,218	903,017
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	23,152,814	15,335,851	7,816,962
Building material and supplies dealers (NAICS 4441)	20,376,827	14,681,952	5,694,875
Home centers (NAICS 44411)	11,311,536	6,395,761	4,915,775
Paint and wallpaper stores (NAICS 44412)	753,139	0	753,139
Hardware stores (NAICS 44413)	1,721,410	1,898,574	-177,164
Other building material dealers (NAICS 44419)	6,590,741	6,387,616	203,125
Lawn and garden equipment and supplies stores (NAICS 4442)	2,775,987	653,900	2,122,087
Outdoor power equipment stores (NAICS 44421)	415,066	0	415,066
Nursery, garden center, and farm supply stores (NAICS 44422)	2,360,920	653,900	1,707,021
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	43,195,217	40,529,414	2,665,804
Grocery stores (NAICS 4451)	38,866,576	39,242,686	-376,110
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	37,297,292	39,241,193	-1,943,902
Convenience stores (NAICS 44512)	1,569,284	1,492	1,567,792
Specialty food stores (NAICS 4452)	1,375,472	0	1,375,472
Meat markets (NAICS 44521)	454,101	0	454,101
Fish and seafood markets (NAICS 44522)	164,875	0	164,875
Fruit and vegetable markets (NAICS 44523)	280,803	0	280,803
Other specialty food stores (NAICS 44529)	475,693	0	475,693
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	259,424	0	259,424
All other specialty food stores (NAICS 445299)	216,269	0	216,269
Beer, wine, and liquor stores (NAICS 4453)	2,953,170	1,286,728	1,666,441
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	21,132,461	21,393,109	-260,648
Pharmacies and drug stores (NAICS 44611)	17,486,648	21,090,042	-3,603,394
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,335,388	0	1,335,388
Optical goods stores (NAICS 44613)	826,083	0	826,083
Other health and personal care stores (NAICS 44619)	1,484,342	303,067	1,181,275
Food (health) supplement stores (NAICS 446191)	525,487	111,269	414,218
All other health and personal care stores (NAICS 446199)	958,855	191,798	767,057
Gasoline Stations			
Gasoline stations (NAICS 447)	31,726,405	54,644,362	-22,917,957

Benchmark: USA

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Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	15,019,018	3,558,453	11,460,565
Clothing stores (NAICS 4481)	10,592,131	3,558,453	7,033,678
Men's clothing stores (NAICS 44811)	525,204	41,379	483,824
Women's clothing stores (NAICS 44812)	2,173,402	2,325,231	-151,829
Children's and infants' clothing stores (NAICS 44813)	539,103	72,051	467,052
Family clothing stores (NAICS 44814)	6,147,985	658,945	5,489,040
Clothing accessories stores (NAICS 44815)	454,524	109,745	344,779
Other clothing stores (NAICS 44819)	751,914	351,102	400,812
Shoe stores (NAICS 4482)	2,259,641	0	2,259,641
Jewelry, luggage, and leather goods stores (NAICS 4483)	2,167,246	0	2,167,246
Jewelry stores (NAICS 44831)	1,942,979	0	1,942,979
Luggage and leather goods stores (NAICS 44832)	224,267	0	224,267
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	3,827,525	2,842,248	985,277
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,329,015	2,842,248	486,768
Sporting goods stores (NAICS 45111)	2,015,376	1,894,618	120,758
Hobby, toy, and game stores (NAICS 45112)	797,380	947,615	-150,235
Sewing, needlework, and piece goods stores (NAICS 45113)	215,835	0	215,835
Musical instrument and supplies stores (NAICS 45114)	300,424	15	300,410
Book stores and news dealers (NAICS 4512)	498,510	0	498,510
Book stores (NAICS 451211)	440,823	0	440,823
News dealers and newsstands (NAICS 451212)	57,687	0	57,687
General Merchandise Stores			
General merchandise stores (NAICS 452)	41,203,768	58,324,970	-17,121,202
Department stores (NAICS 4522)	7,966,702	1,004,287	6,962,415
Other general merchandise stores (NAICS 4523)	33,237,066	57,320,683	-24,083,617
Warehouse clubs and supercenters (NAICS 452311)	28,115,900	56,067,589	-27,951,689
All other general merchandise stores (NAICS 452319)	5,121,166	1,253,094	3,868,072
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	7,133,047	2,847,044	4,286,002
Florists (NAICS 4531)	420,826	19,926	400,901
Office supplies, stationery, and gift stores (NAICS 4532)	1,472,512	73,985	1,398,528
Office supplies and stationery stores (NAICS 45321)	548,736	70,970	477,766
Gift, novelty, and souvenir stores (NAICS 45322)	923,776	3,015	920,761
Used merchandise stores (NAICS 4533)	1,021,697	1,612,584	-590,887
Other miscellaneous store retailers (NAICS 4539)	4,218,011	1,140,550	3,077,461
Pet and pet supplies stores (NAICS 45391)	1,177,033	44,133	1,132,900
Art dealers (NAICS 45392)	557,762	0	557,762
Manufactured (mobile) home dealers (NAICS 45393)	366,234	941,176	-574,942
All other miscellaneous store retailers (NAICS 45399)	2,116,983	155,241	1,961,742
Tobacco stores (NAICS 453991)	854,249	71,469	782,780
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,262,734	83,772	1,178,962
Non-store Retailers			
Non-store retailers (NAICS 454)	43,617,975	1,068,597	42,549,377
Electronic shopping and mail-order houses (NAICS 4541)	39,771,128	227,545	39,543,582
Vending machine operators (NAICS 4542)	603,668	0	603,668
Direct selling establishments (NAICS 4543)	3,243,179	841,052	2,402,127
Fuel dealers (NAICS 45431)	1,108,333	0	1,108,333
Other direct selling establishments (NAICS 45439)	2,134,847	841,052	1,293,795
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	40,647,856	42,071,142	-1,423,286
Special food services (NAICS 7223)	3,362,952	68,322	3,294,630
Food service contractors (NAICS 72231)	2,744,454	68,322	2,676,131
Caterers (NAICS 72232)	568,583	0	568,583
Mobile food services (NAICS 72233)	49,916	0	49,916
Drinking places (alcoholic beverages) (NAICS 7224)	1,337,098	0	1,337,098
Restaurants and other eating places (NAICS 7225)	35,947,806	42,002,820	-6,055,014
Full-service restaurants (NAICS 722511)	16,942,360	22,862,697	-5,920,337
Limited-service restaurants (NAICS 722513)	15,792,145	10,903,456	4,888,689
Cafeterias, grill buffets, and buffets (NAICS 722514)	572,458	5,904,361	-5,331,903
Snack and non-alcoholic beverage bars (NAICS 722515)	2,640,843	2,332,307	308,536
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	402,345	27,072	375,273
Doughnut shops (NAICS 7225153)	415,536	1,920,419	-1,504,883
Bagel shops (NAICS 7225154)	120,170	11,759	108,411
Coffee shops (NAICS 7225155)	1,129,980	357,535	772,446
Cookie shops (NAICS 7225156)	18,302	3,115	15,186
Other snack and non-alcoholic beverage bars (NAICS 7225157)	554,509	12,407	542,102

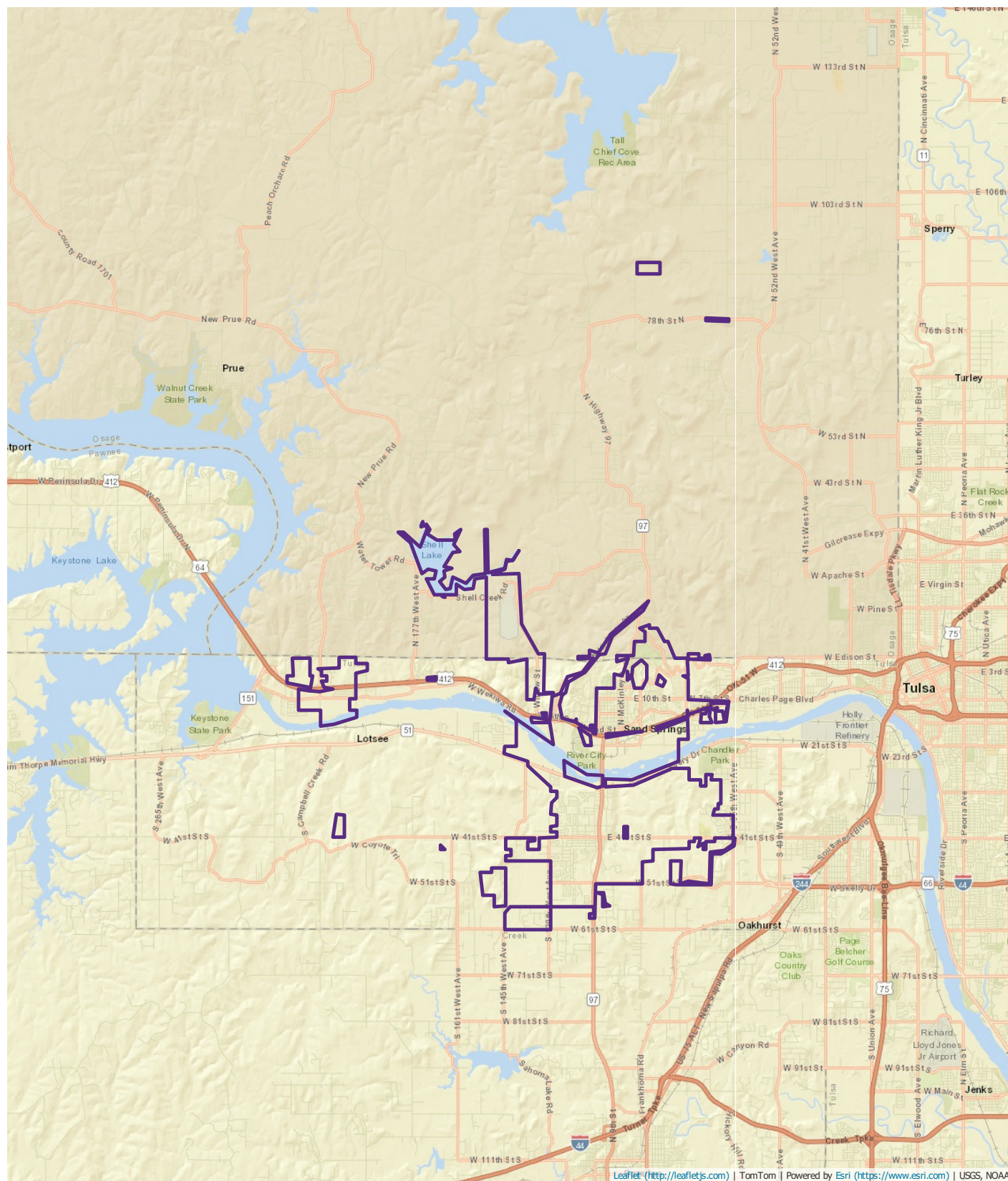
Benchmark: USA

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Benchmark: USA

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