

Retail Demand Outlook

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 5 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	39.1%	Population	12,486	13,149
Moderate Metros (C6)	18.4%	Households	5,941	6,355
City Greens (K6)	14.5%	Families	2,924	3,108
Classic Comfort (K4)	9.4%	Median Age	40.1	41.0
College Towns (B2)	6.9%	Median Household Income	\$78,092	\$85,860

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$13,304,076	\$15,756,376	\$2,452,300
Men's	\$2,653,145	\$3,142,105	\$488,960
Women's	\$4,588,769	\$5,432,758	\$843,989
Children's	\$1,774,302	\$2,101,211	\$326,909
Footwear	\$2,960,489	\$3,507,886	\$547,397
Watches & Jewelry	\$1,080,156	\$1,279,704	\$199,548
Apparel Products and Services (1)	\$247,215	\$292,712	\$45,497
Computer			
Computers and Hardware for Home Use	\$1,272,077	\$1,507,506	\$235,429
Portable Memory	\$22,294	\$26,432	\$4,138
Computer Software	\$100,723	\$119,678	\$18,955
Computer Accessories	\$107,105	\$126,922	\$19,817
Education			
Educational Books/Supplies/Other Expenditures	\$552,386	\$654,817	\$102,431
Other School Supplies	\$482,246	\$570,792	\$88,546

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$21,608,091	\$25,546,793	\$3,938,702
Fees and Admissions	\$4,808,674	\$5,688,553	\$879,879
Membership Fees for Clubs (2)	\$1,623,352	\$1,920,460	\$297,108
Fees for Participant Sports, excl. Trips	\$874,441	\$1,033,671	\$159,230
Tickets to Theatre/Operas/Concerts	\$595,365	\$704,976	\$109,611
Tickets to Movies	\$209,577	\$248,752	\$39,175
Tickets to Parks or Museums	\$205,945	\$243,603	\$37,658
Admission to Sporting Events, excl. Trips	\$504,866	\$597,011	\$92,145
Fees for Recreational Lessons	\$786,616	\$929,936	\$143,320
Dating Services	\$8,511	\$10,145	\$1,634
TV/Video/Audio	\$6,678,577	\$7,897,818	\$1,219,241
Cable and Satellite Television Services	\$3,400,625	\$4,012,203	\$611,578
Televisions	\$667,717	\$790,902	\$123,185
Satellite Dishes	\$6,880	\$8,141	\$1,261
VCRs, Video Cameras, and DVD Players	\$22,387	\$26,447	\$4,060
Miscellaneous Video Equipment	\$215,531	\$256,584	\$41,053
Video Cassettes and DVDs	\$26,513	\$31,418	\$4,905
Video Game Hardware/Accessories	\$284,060	\$337,143	\$53,083
Video Game Software	\$156,158	\$185,790	\$29,632
Rental/Streaming/Downloaded Video	\$1,122,814	\$1,331,046	\$208,232
Installation of Televisions	\$7,195	\$8,491	\$1,296
Audio (3)	\$755,474	\$893,995	\$138,521
Rental of TV/VCR/Radio/Sound Equipment	\$1,992	\$2,340	\$348
Repair of TV/Radio/Sound Equipment	\$11,232	\$13,318	\$2,086
Pets	\$5,545,903	\$6,550,424	\$1,004,521
Toys/Games/Crafts/Hobbies (4)	\$994,942	\$1,177,520	\$182,578
Recreational Vehicles and Fees (5)	\$926,135	\$1,092,141	\$166,006
Sports/Recreation/Exercise Equipment (6)	\$1,363,847	\$1,613,237	\$249,390
Photo Equipment and Supplies (7)	\$381,299	\$451,767	\$70,468
Reading (8)	\$669,657	\$792,246	\$122,589
Live Entertainment-for Catered Affairs	\$105,080	\$124,285	\$19,205
Rental of Party Supplies for Catered Affairs	\$133,976	\$158,802	\$24,826

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$61,856,470	\$73,199,638	\$11,343,168
Food at Home	\$39,902,190	\$47,207,589	\$7,305,399
Bakery and Cereal Products	\$5,318,981	\$6,292,110	\$973,129
Meats, Poultry, Fish, and Eggs	\$8,139,993	\$9,629,243	\$1,489,250
Dairy Products	\$4,051,208	\$4,792,146	\$740,938
Fruits and Vegetables	\$6,729,855	\$7,963,825	\$1,233,970
Snacks and Other Food at Home (9)	\$15,662,153	\$18,530,265	\$2,868,112
Food Away from Home	\$21,954,280	\$25,992,049	\$4,037,769
Alcoholic Beverages	\$3,569,747	\$4,225,183	\$655,436
Financial			
Value of Stocks/Bonds/Mutual Funds	\$229,544,762	\$270,526,122	\$40,981,360
Value of Retirement Plans	\$744,558,241	\$877,131,111	\$132,572,870
Value of Other Financial Assets	\$65,202,548	\$76,870,864	\$11,668,316
Vehicle Loan Amount excluding Interest	\$19,332,417	\$22,869,571	\$3,537,154
Value of Credit Card Debt	\$16,194,517	\$19,159,009	\$2,964,492
Health			
Nonprescription Drugs	\$1,081,755	\$1,278,634	\$196,879
Prescription Drugs	\$2,310,872	\$2,726,291	\$415,419
Eyeglasses and Contact Lenses	\$690,925	\$816,048	\$125,123
Personal Care Products (10)	\$3,304,357	\$3,914,372	\$610,015
Smoking Products	\$2,726,028	\$3,223,728	\$497,700
Home			
Mortgage Payment and Basics (11)	\$62,187,445	\$73,260,017	\$11,072,572
Maintenance and Remodeling Services	\$21,546,471	\$25,359,052	\$3,812,581
Maintenance and Remodeling Materials (12)	\$3,755,841	\$4,414,732	\$658,891
Utilities, Fuel, and Public Services	\$31,620,247	\$37,363,111	\$5,742,864

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$639,967	\$757,588	\$117,621
Furniture	\$4,756,503	\$5,627,021	\$870,518
Rugs	\$205,579	\$243,039	\$37,460
Major Appliances (14)	\$2,555,684	\$3,016,143	\$460,459
Housewares (15)	\$526,670	\$623,220	\$96,550
Small Appliances	\$7,238,578	\$8,560,383	\$79,155
Luggage	\$133,136	\$157,617	\$24,481
Telephones and Accessories	\$461,043	\$544,464	\$83,421
Household Operations			
Child Care	\$3,051,120	\$3,610,617	\$559,497
Lawn/Garden (16)	\$3,315,664	\$3,903,930	\$588,266
Moving/Storage/Freight Express	\$699,568	\$830,378	\$130,810
Housekeeping Supplies (17)	\$4,652,155	\$5,501,253	\$849,098
Insurance			
Owners and Renters Insurance	\$4,265,270	\$5,024,378	\$759,108
Vehicle Insurance	\$12,006,049	\$14,205,549	\$2,199,500
Life/Other Insurance	\$3,437,513	\$4,056,139	\$618,626
Health Insurance	\$26,009,256	\$30,711,613	\$4,702,357
Transportation			
Payments on Vehicles excluding Leases	\$16,364,905	\$19,348,718	\$2,983,813
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$18,714,049	\$22,120,578	\$3,406,529
Vehicle Maintenance and Repairs	\$7,368,271	\$8,716,378	\$1,348,107
Travel			
Airline Fares	\$4,222,049	\$4,995,638	\$773,589
Lodging on Trips	\$5,464,410	\$6,450,985	\$986,575
Auto/Truck Rental on Trips	\$644,674	\$763,358	\$118,684
Food and Drink on Trips	\$4,306,393	\$5,091,246	\$784,853

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



Retail Demand Outlook

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Drive time: 10 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Emerging Hub (D1)	13.4%	Population	53,212	53,936
Moderate Metros (C6)	12.6%	Households	23,351	24,093
Single Thrifties (C1)	12.1%	Families	12,843	13,197
Loyal Locals (K3)	11.7%	Median Age	39.7	41.1
Middle Ground (K2)	7.7%	Median Household Income	\$72,779	\$81,477

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$47,446,141	\$54,661,855	\$7,215,714
Men's	\$9,515,616	\$10,960,851	\$1,445,235
Women's	\$16,372,876	\$18,862,155	\$2,489,279
Children's	\$6,366,284	\$7,335,256	\$968,972
Footwear	\$10,481,455	\$12,079,451	\$1,597,996
Watches & Jewelry	\$3,812,424	\$4,390,902	\$578,478
Apparel Products and Services (1)	\$897,486	\$1,033,240	\$135,754
Computer			
Computers and Hardware for Home Use	\$4,456,105	\$5,135,462	\$679,357
Portable Memory	\$76,766	\$88,512	\$11,746
Computer Software	\$346,803	\$400,155	\$53,352
Computer Accessories	\$383,074	\$441,412	\$58,338
Education			
Educational Books/Supplies/Other Expenditures	\$1,914,028	\$2,206,223	\$292,195
Other School Supplies	\$1,754,948	\$2,020,836	\$265,888

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 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$79,014,676	\$90,939,195	\$11,924,519
Fees and Admissions	\$16,991,238	\$19,555,903	\$2,564,665
Membership Fees for Clubs (2)	\$5,791,583	\$6,664,641	\$873,058
Fees for Participant Sports, excl. Trips	\$3,095,384	\$3,561,727	\$466,343
Tickets to Theatre/Operas/Concerts	\$2,079,287	\$2,394,294	\$315,007
Tickets to Movies	\$716,607	\$826,413	\$109,806
Tickets to Parks or Museums	\$722,314	\$831,891	\$109,577
Admission to Sporting Events, excl. Trips	\$1,835,128	\$2,110,896	\$275,768
Fees for Recreational Lessons	\$2,723,478	\$3,134,292	\$410,814
Dating Services	\$27,457	\$31,750	\$4,293
TV/Video/Audio	\$24,651,601	\$28,379,630	\$3,728,029
Cable and Satellite Television Services	\$13,087,384	\$15,050,830	\$1,963,446
Televisions	\$2,375,806	\$2,737,510	\$361,704
Satellite Dishes	\$26,085	\$30,075	\$3,990
VCRs, Video Cameras, and DVD Players	\$83,559	\$96,225	\$12,666
Miscellaneous Video Equipment	\$704,217	\$814,047	\$109,830
Video Cassettes and DVDs	\$95,636	\$110,252	\$14,616
Video Game Hardware/Accessories	\$1,006,525	\$1,160,941	\$154,416
Video Game Software	\$518,864	\$599,257	\$80,393
Rental/Streaming/Downloaded Video	\$3,963,642	\$4,568,029	\$604,387
Installation of Televisions	\$24,738	\$28,460	\$3,722
Audio (3)	\$2,716,250	\$3,127,638	\$411,388
Rental of TV/VCR/Radio/Sound Equipment	\$7,938	\$9,133	\$1,195
Repair of TV/Radio/Sound Equipment	\$40,956	\$47,230	\$6,274
Pets	\$20,730,890	\$23,851,324	\$3,120,434
Toys/Games/Crafts/Hobbies (4)	\$3,619,012	\$4,167,231	\$548,219
Recreational Vehicles and Fees (5)	\$3,457,593	\$3,973,377	\$515,784
Sports/Recreation/Exercise Equipment (6)	\$4,982,717	\$5,736,510	\$753,793
Photo Equipment and Supplies (7)	\$1,353,614	\$1,558,757	\$205,143
Reading (8)	\$2,396,413	\$2,759,053	\$362,640
Live Entertainment-for Catered Affairs	\$369,983	\$425,693	\$55,710
Rental of Party Supplies for Catered Affairs	\$461,613	\$531,718	\$70,105

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$224,743,505	\$258,835,370	\$34,091,865
Food at Home	\$146,547,383	\$168,755,776	\$22,208,393
Bakery and Cereal Products	\$19,530,308	\$22,486,870	\$2,956,562
Meats, Poultry, Fish, and Eggs	\$30,047,637	\$34,602,173	\$4,554,536
Dairy Products	\$14,901,364	\$17,157,679	\$2,256,315
Fruits and Vegetables	\$24,492,626	\$28,206,534	\$3,713,908
Snacks and Other Food at Home (9)	\$57,575,448	\$66,302,519	\$8,727,071
Food Away from Home	\$78,196,123	\$90,079,593	\$11,883,470
Alcoholic Beverages	\$12,626,473	\$14,538,413	\$1,911,940
Financial			
Value of Stocks/Bonds/Mutual Funds	\$836,661,064	\$961,247,272	\$124,586,208
Value of Retirement Plans	\$2,812,141,585	\$3,228,884,936	\$416,743,351
Value of Other Financial Assets	\$246,274,341	\$282,995,869	\$36,721,528
Vehicle Loan Amount excluding Interest	\$70,096,589	\$80,722,444	\$10,625,855
Value of Credit Card Debt	\$58,591,942	\$67,454,580	\$8,862,638
Health			
Nonprescription Drugs	\$4,011,931	\$4,618,055	\$606,124
Prescription Drugs	\$9,351,991	\$10,744,543	\$1,392,552
Eyeglasses and Contact Lenses	\$2,584,376	\$2,972,115	\$387,739
Personal Care Products (10)	\$11,825,434	\$13,626,155	\$1,800,721
Smoking Products	\$10,578,815	\$12,184,801	\$1,605,986
Home			
Mortgage Payment and Basics (11)	\$231,141,315	\$265,517,713	\$34,376,398
Maintenance and Remodeling Services	\$81,360,486	\$93,429,265	\$12,068,779
Maintenance and Remodeling Materials (12)	\$14,747,316	\$16,924,319	\$2,177,003
Utilities, Fuel, and Public Services	\$118,234,521	\$136,088,860	\$17,854,339

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Household Furnishings and Equipment			
Household Textiles (13)	\$2,309,849	\$2,660,640	\$350,791
Furniture	\$17,151,871	\$19,748,335	\$2,596,464
Rugs	\$738,640	\$850,024	\$111,384
Major Appliances (14)	\$9,522,747	\$10,953,045	\$1,430,298
Housewares (15)	\$1,901,859	\$2,190,618	\$288,759
Small Appliances	\$26,122,701	\$30,069,255	\$231,846
Luggage	\$466,215	\$536,982	\$70,767
Telephones and Accessories	\$1,737,911	\$1,997,339	\$259,428
Household Operations			
Child Care	\$10,596,990	\$12,199,647	\$1,602,657
Lawn/Garden (16)	\$12,711,739	\$14,602,070	\$1,890,331
Moving/Storage/Freight Express	\$2,405,626	\$2,776,038	\$370,412
Housekeeping Supplies (17)	\$17,239,031	\$19,847,127	\$2,608,096
Insurance			
Owners and Renters Insurance	\$16,337,430	\$18,771,644	\$2,434,214
Vehicle Insurance	\$43,736,309	\$50,381,828	\$6,645,519
Life/Other Insurance	\$12,830,916	\$14,752,530	\$1,921,614
Health Insurance	\$97,893,873	\$112,609,680	\$14,715,807
Transportation			
Payments on Vehicles excluding Leases	\$60,231,644	\$69,341,809	\$9,110,165
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$69,363,720	\$79,870,963	\$10,507,243
Vehicle Maintenance and Repairs	\$26,912,382	\$30,990,356	\$4,077,974
Travel			
Airline Fares	\$14,678,039	\$16,899,840	\$2,221,801
Lodging on Trips	\$19,903,906	\$22,888,493	\$2,984,587
Auto/Truck Rental on Trips	\$2,270,877	\$2,615,224	\$344,347
Food and Drink on Trips	\$15,472,901	\$17,805,614	\$2,332,713

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- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
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- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
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Drive time: 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Loyal Locals (K3)	12.5%	Population	129,558	131,650
Moderate Metros (C6)	11.6%	Households	53,749	55,536
Emerging Hub (D1)	9.4%	Families	31,673	32,664
Single Thrifties (C1)	9.0%	Median Age	39.3	40.6
City Greens (K6)	7.0%	Median Household Income	\$75,378	\$84,685

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$112,399,587	\$130,095,123	\$17,695,536
Men's	\$22,472,800	\$26,009,005	\$3,536,205
Women's	\$39,046,354	\$45,186,986	\$6,140,632
Children's	\$15,004,339	\$17,371,553	\$2,367,214
Footwear	\$24,667,133	\$28,556,254	\$3,889,121
Watches & Jewelry	\$9,081,503	\$10,510,056	\$1,428,553
Apparel Products and Services (1)	\$2,127,458	\$2,461,270	\$333,812
Computer			
Computers and Hardware for Home Use	\$10,497,245	\$12,152,551	\$1,655,306
Portable Memory	\$177,918	\$205,976	\$28,058
Computer Software	\$802,665	\$929,302	\$126,637
Computer Accessories	\$900,734	\$1,042,464	\$141,730
Education			
Educational Books/Supplies/Other Expenditures	\$4,462,086	\$5,165,819	\$703,733
Other School Supplies	\$4,160,952	\$4,815,353	\$654,401

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$188,750,099	\$218,389,525	\$29,639,426
Fees and Admissions	\$41,021,739	\$47,478,993	\$6,457,254
Membership Fees for Clubs (2)	\$13,973,215	\$16,168,672	\$2,195,457
Fees for Participant Sports, excl. Trips	\$7,517,815	\$8,702,710	\$1,184,895
Tickets to Theatre/Operas/Concerts	\$4,975,272	\$5,757,984	\$782,712
Tickets to Movies	\$1,674,144	\$1,938,802	\$264,658
Tickets to Parks or Museums	\$1,736,281	\$2,010,183	\$273,902
Admission to Sporting Events, excl. Trips	\$4,421,074	\$5,116,338	\$695,264
Fees for Recreational Lessons	\$6,661,344	\$7,711,784	\$1,050,440
Dating Services	\$62,596	\$72,520	\$9,924
TV/Video/Audio	\$58,495,135	\$67,678,537	\$9,183,402
Cable and Satellite Television Services	\$31,441,641	\$36,356,908	\$4,915,267
Televisions	\$5,619,769	\$6,505,544	\$885,775
Satellite Dishes	\$59,477	\$68,846	\$9,369
VCRs, Video Cameras, and DVD Players	\$197,361	\$228,397	\$31,036
Miscellaneous Video Equipment	\$1,597,116	\$1,853,511	\$256,395
Video Cassettes and DVDs	\$221,627	\$256,481	\$34,854
Video Game Hardware/Accessories	\$2,313,434	\$2,678,227	\$364,793
Video Game Software	\$1,169,454	\$1,354,442	\$184,988
Rental/Streaming/Downloaded Video	\$9,257,172	\$10,717,723	\$1,460,551
Installation of Televisions	\$61,643	\$71,339	\$9,696
Audio (3)	\$6,442,059	\$7,454,737	\$1,012,678
Rental of TV/VCR/Radio/Sound Equipment	\$18,691	\$21,607	\$2,916
Repair of TV/Radio/Sound Equipment	\$95,690	\$110,777	\$15,087
Pets	\$49,460,444	\$57,212,788	\$7,752,344
Toys/Games/Crafts/Hobbies (4)	\$8,560,658	\$9,905,385	\$1,344,727
Recreational Vehicles and Fees (5)	\$8,478,854	\$9,809,064	\$1,330,210
Sports/Recreation/Exercise Equipment (6)	\$11,825,901	\$13,684,694	\$1,858,793
Photo Equipment and Supplies (7)	\$3,207,552	\$3,711,373	\$503,821
Reading (8)	\$5,719,744	\$6,617,176	\$897,432
Live Entertainment-for Catered Affairs	\$890,896	\$1,030,476	\$139,580
Rental of Party Supplies for Catered Affairs	\$1,089,175	\$1,261,039	\$171,864

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$532,366,787	\$616,073,767	\$83,706,980
Food at Home	\$347,343,328	\$401,901,305	\$54,557,977
Bakery and Cereal Products	\$46,429,397	\$53,718,794	\$7,289,397
Meats, Poultry, Fish, and Eggs	\$71,129,564	\$82,301,590	\$11,172,026
Dairy Products	\$35,336,700	\$40,885,298	\$5,548,598
Fruits and Vegetables	\$58,186,435	\$67,328,985	\$9,142,550
Snacks and Other Food at Home (9)	\$136,261,232	\$157,666,638	\$21,405,406
Food Away from Home	\$185,023,460	\$214,172,462	\$29,149,002
Alcoholic Beverages	\$30,225,762	\$34,982,517	\$4,756,755
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,072,858,553	\$2,397,200,178	\$324,341,625
Value of Retirement Plans	\$6,945,489,783	\$8,030,823,802	\$1,085,334,019
Value of Other Financial Assets	\$606,329,147	\$701,296,627	\$94,967,480
Vehicle Loan Amount excluding Interest	\$165,461,712	\$191,522,514	\$26,060,802
Value of Credit Card Debt	\$139,862,188	\$161,858,088	\$21,995,900
Health			
Nonprescription Drugs	\$9,574,092	\$11,078,025	\$1,503,933
Prescription Drugs	\$22,326,815	\$25,803,865	\$3,477,050
Eyeglasses and Contact Lenses	\$6,189,811	\$7,159,079	\$969,268
Personal Care Products (10)	\$27,796,808	\$32,175,645	\$4,378,837
Smoking Products	\$24,528,214	\$28,368,456	\$3,840,242
Home			
Mortgage Payment and Basics (11)	\$569,813,723	\$659,187,718	\$89,373,995
Maintenance and Remodeling Services	\$201,293,148	\$232,808,119	\$31,514,971
Maintenance and Remodeling Materials (12)	\$36,167,011	\$41,820,751	\$5,653,740
Utilities, Fuel, and Public Services	\$280,695,535	\$324,730,682	\$44,035,147

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$5,462,162	\$6,321,132	\$858,970
Furniture	\$40,964,209	\$47,409,868	\$6,445,659
Rugs	\$1,775,536	\$2,054,540	\$279,004
Major Appliances (14)	\$22,948,014	\$26,549,743	\$3,601,729
Housewares (15)	\$4,501,041	\$5,208,952	\$707,911
Small Appliances	\$62,412,539	\$72,225,278	\$556,960
Luggage	\$1,112,720	\$1,288,041	\$175,321
Telephones and Accessories	\$4,140,072	\$4,787,346	\$647,274
Household Operations			
Child Care	\$25,496,201	\$29,516,201	\$4,020,000
Lawn/Garden (16)	\$31,129,821	\$35,996,292	\$4,866,471
Moving/Storage/Freight Express	\$5,599,408	\$6,483,414	\$884,006
Housekeeping Supplies (17)	\$40,873,950	\$47,291,027	\$6,417,077
Insurance			
Owners and Renters Insurance	\$39,684,359	\$45,901,254	\$6,216,895
Vehicle Insurance	\$102,944,383	\$119,148,186	\$16,203,803
Life/Other Insurance	\$31,150,157	\$36,035,354	\$4,885,197
Health Insurance	\$234,677,377	\$271,461,664	\$36,784,287
Transportation			
Payments on Vehicles excluding Leases	\$142,637,990	\$165,071,989	\$22,433,999
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$163,533,212	\$189,242,612	\$25,709,400
Vehicle Maintenance and Repairs	\$63,591,329	\$73,590,479	\$9,999,150
Travel			
Airline Fares	\$35,389,193	\$40,963,662	\$5,574,469
Lodging on Trips	\$48,432,449	\$56,031,411	\$7,598,962
Auto/Truck Rental on Trips	\$5,433,838	\$6,289,573	\$855,735
Food and Drink on Trips	\$37,290,278	\$43,151,930	\$5,861,652

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

