



TOTAL RETAIL TRADE AREA

RETAIL GAP ANALYSIS

Douglas, Arizona

February 2025

NaviRetail Inc.

201 Main Street

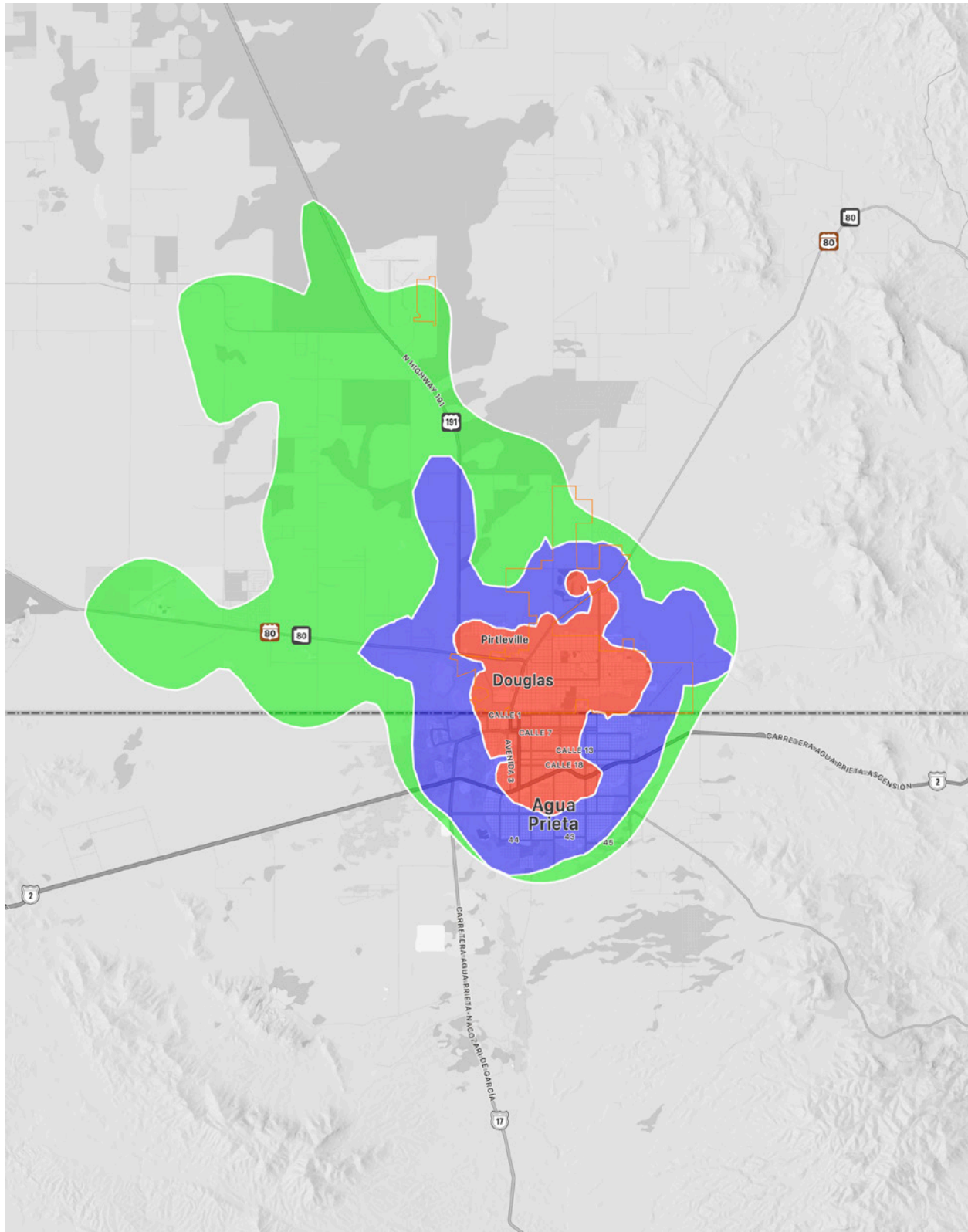
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RETAIL **GAP ANALYSIS**

Douglas, Arizona – Total Retail Trade Area



Above: Douglas, Arizona Total Retail Trade Area



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Douglas, Arizona – Total Retail Trade Area

NAICS Code	Sector Description	Total RTA Demand (\$)	Douglas Supply (\$)	Leakage/ Surplus (\$)	Leakage/ Surplus (%)
Totals					
44,45,722	Total retail trade including food and drink	532,718,256	229,521,969	(303,196,287)	-56.91
44,45	Total retail trade	471,098,045	212,460,263	(258,637,782)	-54.90
Motor Vehicle and Parts Dealers					
441	Motor vehicle and parts dealers	114,054,277	38,135,069	(75,919,208)	-66.56
4411	Automobile dealers	95,331,021	28,850,679	(66,480,342)	-69.74
44111	New car dealers	84,929,652	28,850,679	(56,078,973)	-66.03
44112	Used car dealers	10,401,370	0	(10,401,370)	-100.00
4412	Other motor vehicle dealers	9,622,100	0	(9,622,100)	-100.00
44121	Recreational vehicle dealers	3,703,746	0	(3,703,746)	-100.00
44122	Motorcycle, boat, and other motor vehicle dealers	5,918,354	0	(5,918,354)	-100.00
441222	Boat dealers	2,074,193	0	(2,074,193)	-100.00
441228	Motorcycle, ATV, and all other motor vehicle dealers	3,844,161	0	(3,844,161)	-100.00
4413	Automotive parts, accessories, and tire stores	9,101,156	9,284,391	183,235	2.01
44131	Automotive parts and accessories stores	5,752,288	9,284,391	3,532,103	61.40
44132	Tire dealers	3,348,868	0	(3,348,868)	-100.00
Furniture and Home Furnishings Stores					
442	Furniture and home furnishings stores	9,163,639	0	(9,163,639)	-100.00
4421	Furniture stores	5,028,055	0	(5,028,055)	-100.00
4422	Home furnishings stores	4,135,584	0	(4,135,584)	-100.00
44221	Floor covering stores	1,866,122	0	(1,866,122)	-100.00
44229	Other home furnishings stores	2,269,462	0	(2,269,462)	-100.00
442291	Window treatment stores	114,564	0	(114,564)	-100.00
442299	All other home furnishings stores	2,154,898	0	(2,154,898)	-100.00
Electronics and Appliance Stores					
443	Electronics and appliance stores	7,295,015	332,726	(6,962,289)	-95.44
443141	Household appliance stores	1,342,417	99,393	(1,243,024)	-92.60
443142	Electronics stores	5,952,599	233,333	(5,719,266)	-96.08
Building Material and Garden Equipment and Supplies Dealers					
444	Building material and garden equipment and supplies dealers	32,369,381	7,325,195	(25,044,186)	-77.37
4441	Building material and supplies dealers	27,657,101	5,722,497	(21,934,604)	-79.31
44411	Home centers	15,354,073	3,774,961	(11,579,112)	-75.41
44412	Paint and wallpaper stores	1,160,866	0	(1,160,866)	-100.00
44413	Hardware stores	2,421,692	116,223	(2,305,469)	-95.20
44419	Other building material dealers	8,720,470	1,831,313	(6,889,157)	-79.00
4442	Lawn and garden equipment and supplies stores	4,712,281	1,602,698	(3,109,583)	-65.99
44421	Outdoor power equipment stores	966,042	0	(966,042)	-100.00
44422	Nursery, garden center, and farm supply stores	3,746,239	1,602,698	(2,143,541)	-57.22



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Food and Beverage Stores					
445	Food and beverage stores	66,599,799	45,689,051	(20,910,748)	-31.40
4451	Grocery stores	60,093,232	43,062,183	(17,031,049)	-28.34
44511	Supermarkets and other grocery (except convenience) stores	57,663,253	42,351,098	(15,312,155)	-26.55
44512	Convenience stores	2,429,979	711,086	(1,718,893)	-70.74
4452	Specialty food stores	1,655,449	1,960,871	305,422	18.45
44521	Meat markets	505,084	1,960,871	1,455,787	288.23
44522	Fish and seafood markets	198,599	0	(198,599)	-100.00
44523	Fruit and vegetable markets	346,448	0	(346,448)	-100.00
44529	Other specialty food stores	605,318	0	(605,318)	-100.00
445299	All other specialty food stores	283,963	0	(283,963)	-100.00
4453	Beer, wine, and liquor stores	4,851,119	665,997	(4,185,122)	-86.27
Health and Personal Care Stores					
446	Health and personal care stores	29,156,898	1,734,027	(27,422,871)	-94.05
44611	Pharmacies and drug stores	24,866,350	1,038,444	(23,827,906)	-95.82
44612	Cosmetics, beauty supplies, and perfume stores	1,808,721	0	(1,808,721)	-100.00
44613	Optical goods stores	834,488	317,174	(517,314)	-61.99
44619	Other health and personal care stores	1,647,340	378,409	(1,268,931)	-77.03
446191	Food (health) supplement stores	581,779	378,409	(203,370)	-34.96
446199	All other health and personal care stores	1,065,561	0	(1,065,561)	-100.00
Gasoline Stations					
447	Gasoline stations	32,560,004	29,405,012	(3,154,992)	-9.69
Clothing and Clothing Accessories Stores					
448	Clothing and clothing accessories stores	21,256,018	24,240,167	2,984,149	14.04
4481	Clothing stores	14,979,965	24,240,167	9,260,202	61.82
44811	Men's clothing stores	535,577	0	(535,577)	-100.00
44812	Women's clothing stores	2,476,195	1,331,302	(1,144,893)	-46.24
44813	Children's and infants' clothing stores	713,340	600,139	(113,201)	-15.87
44814	Family clothing stores	9,082,117	22,308,726	13,226,609	145.63
44815	Clothing accessories stores	830,183	0	(830,183)	-100.00
44819	Other clothing stores	1,342,553	0	(1,342,553)	-100.00
4482	Shoe stores	2,392,751	0	(2,392,751)	-100.00
4483	Jewelry, luggage, and leather goods stores	3,883,302	0	(3,883,302)	-100.00
44831	Jewelry stores	2,588,867	0	(2,588,867)	-100.00
44832	Luggage and leather goods stores	1,294,434	0	(1,294,434)	-100.00



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Sporting Goods, Hobby, Musical Instrument, and Book Stores					
451	Sporting goods, hobby, musical instrument, and book stores	7,154,436	403,415	(6,751,021)	-94.36
4511	Sporting goods, hobby, and musical instrument stores	6,230,193	403,415	(5,826,778)	-93.52
45111	Sporting goods stores	4,229,338	252,032	(3,977,306)	-94.04
45112	Hobby, toy, and game stores	1,434,067	0	(1,434,067)	-100.00
45113	Sewing, needlework, and piece goods stores	243,580	61,455	(182,125)	-74.77
45114	Musical instrument and supplies stores	323,208	89,928	(233,280)	-72.18
4512	Book stores and news dealers	924,242	0	(924,242)	-100.00
451211	Book stores	869,303	0	(869,303)	-100.00
451212	News dealers and newsstands	54,939	0	(54,939)	-100.00
General Merchandise Stores					
452	General merchandise stores	58,967,970	59,924,715	956,745	1.62
4522	Department stores	7,326,931	427,674	(6,899,257)	-94.16
4523	Other general merchandise stores	51,641,038	59,497,041	7,856,003	15.21
452311	Warehouse clubs and supercenters	47,117,607	46,839,546	(278,061)	-0.59
452319	All other general merchandise stores	4,523,431	12,657,495	8,134,064	179.82
Miscellaneous Store Retailers					
453	Miscellaneous store retailers	10,175,058	1,947,814	(8,227,244)	-80.86
4531	Florists	472,575	338,213	(134,362)	-28.43
4532	Office supplies, stationery, and gift stores	2,037,837	0	(2,037,837)	-100.00
45321	Office supplies and stationery stores	857,169	0	(857,169)	-100.00
45322	Gift, novelty, and souvenir stores	1,180,668	0	(1,180,668)	-100.00
4533	Used merchandise stores	1,478,937	561,444	(917,493)	-62.04
4539	Other miscellaneous store retailers	6,185,708	1,048,157	(5,137,551)	-83.06
45391	Pet and pet supplies stores	1,823,559	0	(1,823,559)	-100.00
45392	Art dealers	914,010	244,603	(669,407)	-73.24
45393	Manufactured (mobile) home dealers	592,525	0	(592,525)	-100.00
45399	All other miscellaneous store retailers	2,855,613	803,554	(2,052,059)	-71.86
453991	Tobacco stores	935,620	0	(935,620)	-100.00
453998	All other miscellaneous store retailers (except tobacco stores)	1,919,993	803,554	(1,116,439)	-58.15
Non-store Retailers					
454	Non-store retailers	82,345,550	3,323,072	(79,022,478)	-95.96
4541	Electronic shopping and mail-order houses	78,423,121	962,889	(77,460,232)	-98.77
4542	Vending machine operators	400,805	0	(400,805)	-100.00
4543	Direct selling establishments	3,521,625	2,360,183	(1,161,442)	-32.98
45431	Fuel dealers	2,092,659	1,874,889	(217,770)	-10.41
45439	Other direct selling establishments	1,428,966	485,294	(943,672)	-66.04



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Food Services and Drinking Places					
722	Food services and drinking places	61,620,211	17,061,706	(44,558,505)	-72.31
7223	Special food services	4,613,352	11,912,262	7,298,910	158.21
72231	Food service contractors	3,567,812	11,912,262	8,344,450	233.88
72232	Caterers	943,756	0	(943,756)	-100.00
72233	Mobile food services	101,784	0	(101,784)	-100.00
7224	Drinking places (alcoholic beverages)	2,119,445	0	(2,119,445)	-100.00
7225	Restaurants and other eating places	54,887,414	5,149,444	(49,737,970)	-90.62
722511	Full-service restaurants	27,524,605	3,666,326	(23,858,279)	-86.68
722513	Limited-service restaurants	23,214,757	1,014,726	(22,200,031)	-95.63
722514	Cafeterias, grill buffets, and buffets	591,700	342,765	(248,935)	-42.07
722515	Snack and non-alcoholic beverage bars	3,556,353	125,628	(3,430,725)	-96.47



ACKNOWLEDGMENTS

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. NaviRetail is a national retail consulting company based in Fort Worth, Texas.

Sources used in completing this study may include: infoUSA, Applied Geographic Solutions, Nielsen, Environmental Systems Research Institute, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data may include data provided by MapInfo, Nielsen, MapBox, Environmental Systems Research Institute, Google, and/or Microsoft Corporation.



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