

Retail Demand Outlook

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 5 minutes



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Southwestern Families (E2)	15.0%	Population	33,087	32,888
Fresh Ambitions (A4)	13.3%	Households	10,925	11,027
Family Extensions (F2)	12.3%	Families	7,895	7,952
Generational Ties (G3)	11.0%	Median Age	35.5	36.8
Diverse Horizons (C5)	8.3%	Median Household Income	\$62,521	\$69,991

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$19,753,346	\$22,313,695	\$2,560,349
Men's	\$3,856,164	\$4,356,037	\$499,873
Women's	\$6,532,794	\$7,381,510	\$848,716
Children's	\$2,848,003	\$3,215,526	\$367,523
Footwear	\$4,652,661	\$5,255,158	\$602,497
Watches & Jewelry	\$1,482,260	\$1,674,457	\$192,197
Apparel Products and Services (1)	\$381,464	\$431,007	\$49,543
Computer			
Computers and Hardware for Home Use	\$1,793,537	\$2,026,318	\$232,781
Portable Memory	\$29,389	\$33,216	\$3,827
Computer Software	\$131,200	\$148,239	\$17,039
Computer Accessories	\$164,602	\$186,022	\$21,420
Education			
Educational Books/Supplies/Other Expenditures	\$710,300	\$802,304	\$92,004
Other School Supplies	\$676,391	\$764,335	\$87,944

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$31,781,396	\$35,924,783	\$4,143,387
Fees and Admissions	\$6,766,967	\$7,647,645	\$880,678
Membership Fees for Clubs (2)	\$2,267,634	\$2,563,671	\$296,037
Fees for Participant Sports, excl. Trips	\$1,148,554	\$1,298,187	\$149,633
Tickets to Theatre/Operas/Concerts	\$856,619	\$967,886	\$111,267
Tickets to Movies	\$296,476	\$334,907	\$38,431
Tickets to Parks or Museums	\$347,573	\$392,685	\$45,112
Admission to Sporting Events, excl. Trips	\$617,318	\$697,704	\$80,386
Fees for Recreational Lessons	\$1,222,092	\$1,380,550	\$158,458
Dating Services	\$10,702	\$12,055	\$1,353
TV/Video/Audio	\$10,081,388	\$11,395,917	\$1,314,529
Cable and Satellite Television Services	\$5,360,987	\$6,061,287	\$700,300
Televisions	\$942,567	\$1,064,975	\$122,408
Satellite Dishes	\$13,935	\$15,770	\$1,835
VCRs, Video Cameras, and DVD Players	\$34,684	\$39,181	\$4,497
Miscellaneous Video Equipment	\$435,605	\$493,176	\$57,571
Video Cassettes and DVDs	\$42,403	\$47,895	\$5,492
Video Game Hardware/Accessories	\$384,777	\$434,508	\$49,731
Video Game Software	\$184,438	\$208,166	\$23,728
Rental/Streaming/Downloaded Video	\$1,539,225	\$1,739,450	\$200,225
Installation of Televisions	\$10,827	\$12,241	\$1,414
Audio (3)	\$1,113,967	\$1,258,944	\$144,977
Rental of TV/VCR/Radio/Sound Equipment	\$1,313	\$1,478	\$165
Repair of TV/Radio/Sound Equipment	\$16,661	\$18,847	\$2,186
Pets	\$8,317,268	\$9,402,994	\$1,085,726
Toys/Games/Crafts/Hobbies (4)	\$1,347,838	\$1,522,721	\$174,883
Recreational Vehicles and Fees (5)	\$1,362,981	\$1,541,090	\$178,109
Sports/Recreation/Exercise Equipment (6)	\$1,998,041	\$2,259,047	\$261,006
Photo Equipment and Supplies (7)	\$493,204	\$557,147	\$63,943
Reading (8)	\$1,010,542	\$1,142,694	\$132,152
Live Entertainment-for Catered Affairs	\$166,230	\$187,865	\$21,635
Rental of Party Supplies for Catered Affairs	\$236,937	\$267,662	\$30,725

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$95,295,541	\$107,674,044	\$12,378,503
Food at Home	\$61,012,942	\$68,938,443	\$7,925,501
Bakery and Cereal Products	\$7,931,361	\$8,960,714	\$1,029,353
Meats, Poultry, Fish, and Eggs	\$12,934,928	\$14,615,673	\$1,680,745
Dairy Products	\$6,176,981	\$6,980,121	\$803,140
Fruits and Vegetables	\$10,578,681	\$11,952,285	\$1,373,604
Snacks and Other Food at Home (9)	\$23,390,991	\$26,429,651	\$3,038,660
Food Away from Home	\$34,282,599	\$38,735,601	\$4,453,002
Alcoholic Beverages	\$5,206,322	\$5,884,290	\$677,968
Financial			
Value of Stocks/Bonds/Mutual Funds	\$329,967,993	\$373,503,614	\$43,535,621
Value of Retirement Plans	\$1,028,858,816	\$1,164,102,762	\$135,243,946
Value of Other Financial Assets	\$92,495,063	\$104,602,003	\$12,106,940
Vehicle Loan Amount excluding Interest	\$28,564,790	\$32,286,743	\$3,721,953
Value of Credit Card Debt	\$23,894,693	\$27,003,130	\$3,108,437
Health			
Nonprescription Drugs	\$1,592,753	\$1,800,709	\$207,956
Prescription Drugs	\$2,953,788	\$3,340,559	\$386,771
Eyeglasses and Contact Lenses	\$993,717	\$1,123,461	\$129,744
Personal Care Products (10)	\$4,930,105	\$5,571,189	\$641,084
Smoking Products	\$3,803,198	\$4,297,182	\$493,984
Home			
Mortgage Payment and Basics (11)	\$100,047,171	\$113,128,772	\$13,081,601
Maintenance and Remodeling Services	\$33,677,544	\$38,100,087	\$4,422,543
Maintenance and Remodeling Materials (12)	\$6,096,508	\$6,897,901	\$801,393
Utilities, Fuel, and Public Services	\$49,044,637	\$55,432,848	\$6,388,211

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$983,910	\$1,111,979	\$128,069
Furniture	\$6,823,781	\$7,711,440	\$887,659
Rugs	\$286,081	\$323,292	\$37,211
Major Appliances (14)	\$4,090,542	\$4,623,589	\$533,047
Housewares (15)	\$820,305	\$927,105	\$106,800
Small Appliances	\$10,685,069	\$12,078,576	\$90,405
Luggage	\$186,461	\$210,678	\$24,217
Telephones and Accessories	\$618,391	\$699,160	\$80,769
Household Operations			
Child Care	\$4,190,512	\$4,730,928	\$540,416
Lawn/Garden (16)	\$5,070,627	\$5,736,540	\$665,913
Moving/Storage/Freight Express	\$1,124,502	\$1,270,754	\$146,252
Housekeeping Supplies (17)	\$7,074,348	\$7,994,628	\$920,280
Insurance			
Owners and Renters Insurance	\$6,549,976	\$7,407,397	\$857,421
Vehicle Insurance	\$18,554,666	\$20,968,526	\$2,413,860
Life/Other Insurance	\$5,113,563	\$5,780,820	\$667,257
Health Insurance	\$39,105,618	\$44,216,903	\$5,111,285
Transportation			
Payments on Vehicles excluding Leases	\$24,270,845	\$27,426,219	\$3,155,374
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$30,239,856	\$34,172,745	\$3,932,889
Vehicle Maintenance and Repairs	\$10,978,889	\$12,410,692	\$1,431,803
Travel			
Airline Fares	\$6,589,163	\$7,447,341	\$858,178
Lodging on Trips	\$8,074,549	\$9,128,366	\$1,053,817
Auto/Truck Rental on Trips	\$911,400	\$1,030,025	\$118,625
Food and Drink on Trips	\$6,361,833	\$7,191,421	\$829,588

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.

- (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.



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

Retail Demand Outlook

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 10 minutes



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Shared Roots (G1)	15.3%	Population	109,155	110,376
Family Extensions (F2)	14.9%	Households	33,843	34,695
Generational Ties (G3)	11.6%	Families	25,799	26,430
Silver and Gold (J4)	10.9%	Median Age	36.3	37.3
Southwestern Families (E2)	9.0%	Median Household Income	\$73,187	\$82,110

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$75,755,193	\$86,430,429	\$10,675,236
Men's	\$14,655,900	\$16,715,510	\$2,059,610
Women's	\$25,107,217	\$28,646,850	\$3,539,633
Children's	\$10,955,600	\$12,496,912	\$1,541,312
Footwear	\$17,690,491	\$20,180,647	\$2,490,156
Watches & Jewelry	\$5,871,817	\$6,707,413	\$835,596
Apparel Products and Services (1)	\$1,474,168	\$1,683,097	\$208,929
Computer			
Computers and Hardware for Home Use	\$6,936,135	\$7,915,024	\$978,889
Portable Memory	\$111,886	\$127,696	\$15,810
Computer Software	\$494,903	\$564,739	\$69,836
Computer Accessories	\$647,314	\$739,428	\$92,114
Education			
Educational Books/Supplies/Other Expenditures	\$2,704,163	\$3,083,233	\$379,070
Other School Supplies	\$2,617,261	\$2,986,068	\$368,807

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$122,580,581	\$139,835,037	\$17,254,456
Fees and Admissions	\$27,183,326	\$31,038,221	\$3,854,895
Membership Fees for Clubs (2)	\$9,134,779	\$10,429,929	\$1,295,150
Fees for Participant Sports, excl. Trips	\$4,638,211	\$5,293,346	\$655,135
Tickets to Theatre/Operas/Concerts	\$3,389,143	\$3,870,815	\$481,672
Tickets to Movies	\$1,170,992	\$1,336,967	\$165,975
Tickets to Parks or Museums	\$1,384,684	\$1,581,953	\$197,269
Admission to Sporting Events, excl. Trips	\$2,422,649	\$2,762,355	\$339,706
Fees for Recreational Lessons	\$5,007,472	\$5,722,539	\$715,067
Dating Services	\$35,396	\$40,317	\$4,921
TV/Video/Audio	\$38,203,946	\$43,550,311	\$5,346,365
Cable and Satellite Television Services	\$20,167,308	\$22,986,017	\$2,818,709
Televisions	\$3,606,506	\$4,112,404	\$505,898
Satellite Dishes	\$55,945	\$63,936	\$7,991
VCRs, Video Cameras, and DVD Players	\$129,689	\$147,753	\$18,064
Miscellaneous Video Equipment	\$1,661,625	\$1,888,111	\$226,486
Video Cassettes and DVDs	\$153,706	\$175,380	\$21,674
Video Game Hardware/Accessories	\$1,450,269	\$1,654,183	\$203,914
Video Game Software	\$671,290	\$765,540	\$94,250
Rental/Streaming/Downloaded Video	\$5,901,760	\$6,729,966	\$828,206
Installation of Televisions	\$44,312	\$50,654	\$6,342
Audio (3)	\$4,292,946	\$4,898,224	\$605,278
Rental of TV/VCR/Radio/Sound Equipment	\$3,724	\$4,193	\$469
Repair of TV/Radio/Sound Equipment	\$64,866	\$73,951	\$9,085
Pets	\$31,600,106	\$36,040,395	\$4,440,289
Toys/Games/Crafts/Hobbies (4)	\$5,093,157	\$5,808,225	\$715,068
Recreational Vehicles and Fees (5)	\$5,346,402	\$6,098,515	\$752,113
Sports/Recreation/Exercise Equipment (6)	\$7,637,258	\$8,711,853	\$1,074,595
Photo Equipment and Supplies (7)	\$1,919,005	\$2,190,759	\$271,754
Reading (8)	\$3,955,910	\$4,518,141	\$562,231
Live Entertainment-for Catered Affairs	\$659,258	\$754,278	\$95,020
Rental of Party Supplies for Catered Affairs	\$982,214	\$1,124,339	\$142,125

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$363,859,651	\$415,053,481	\$51,193,830
Food at Home	\$230,798,840	\$263,219,619	\$32,420,779
Bakery and Cereal Products	\$29,936,625	\$34,141,040	\$4,204,415
Meats, Poultry, Fish, and Eggs	\$48,888,967	\$55,752,236	\$6,863,269
Dairy Products	\$23,278,171	\$26,545,739	\$3,267,568
Fruits and Vegetables	\$40,463,145	\$46,172,359	\$5,709,214
Snacks and Other Food at Home (9)	\$88,231,932	\$100,608,245	\$12,376,313
Food Away from Home	\$133,060,812	\$151,833,862	\$18,773,050
Alcoholic Beverages	\$20,419,109	\$23,308,915	\$2,889,806
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,344,339,499	\$1,535,304,416	\$190,964,917
Value of Retirement Plans	\$4,119,524,749	\$4,700,704,757	\$581,180,008
Value of Other Financial Assets	\$376,613,464	\$429,629,037	\$53,015,573
Vehicle Loan Amount excluding Interest	\$108,859,393	\$124,038,133	\$15,178,740
Value of Credit Card Debt	\$92,271,216	\$105,275,904	\$13,004,688
Health			
Nonprescription Drugs	\$6,051,570	\$6,896,519	\$844,949
Prescription Drugs	\$10,912,594	\$12,421,971	\$1,509,377
Eyeglasses and Contact Lenses	\$3,806,346	\$4,341,668	\$535,322
Personal Care Products (10)	\$18,977,051	\$21,645,179	\$2,668,128
Smoking Products	\$13,353,096	\$15,188,399	\$1,835,303
Home			
Mortgage Payment and Basics (11)	\$407,063,486	\$464,726,022	\$57,662,536
Maintenance and Remodeling Services	\$134,810,720	\$153,800,687	\$18,989,967
Maintenance and Remodeling Materials (12)	\$23,515,948	\$26,801,462	\$3,285,514
Utilities, Fuel, and Public Services	\$185,363,198	\$211,260,497	\$25,897,299

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$3,740,417	\$4,265,012	\$524,595
Furniture	\$26,520,329	\$30,246,523	\$3,726,194
Rugs	\$1,129,928	\$1,289,711	\$159,783
Major Appliances (14)	\$15,942,890	\$18,183,650	\$2,240,760
Housewares (15)	\$3,141,380	\$3,583,365	\$441,985
Small Appliances	\$41,215,623	\$47,026,810	\$376,011
Luggage	\$727,525	\$830,483	\$102,958
Telephones and Accessories	\$2,335,735	\$2,663,893	\$328,158
Household Operations			
Child Care	\$16,534,767	\$18,875,195	\$2,340,428
Lawn/Garden (16)	\$19,507,331	\$22,238,450	\$2,731,119
Moving/Storage/Freight Express	\$4,387,202	\$5,011,509	\$624,307
Housekeeping Supplies (17)	\$26,732,463	\$30,473,294	\$3,740,831
Insurance			
Owners and Renters Insurance	\$25,222,179	\$28,732,416	\$3,510,237
Vehicle Insurance	\$70,253,010	\$80,064,778	\$9,811,768
Life/Other Insurance	\$20,059,060	\$22,878,303	\$2,819,243
Health Insurance	\$149,134,645	\$169,986,486	\$20,851,841
Transportation			
Payments on Vehicles excluding Leases	\$92,222,272	\$105,094,002	\$12,871,730
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$114,930,638	\$131,038,180	\$16,107,542
Vehicle Maintenance and Repairs	\$41,885,445	\$47,764,249	\$5,878,804
Travel			
Airline Fares	\$26,541,225	\$30,321,619	\$3,780,394
Lodging on Trips	\$31,998,383	\$36,524,451	\$4,526,068
Auto/Truck Rental on Trips	\$3,598,413	\$4,107,427	\$509,014
Food and Drink on Trips	\$25,116,423	\$28,671,406	\$3,554,983

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(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

Rite Aid
47985 Monroe St, Indio, California, 92201
Drive time of 15 minutes



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Shared Roots (G1)	13.7%	Population	186,328	190,362
Silver and Gold (J4)	13.5%	Households	62,264	64,476
Generational Ties (G3)	8.7%	Families	45,671	47,175
Family Extensions (F2)	8.6%	Median Age	38.4	39.3
Dreambelt (K5)	5.9%	Median Household Income	\$78,407	\$87,423

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$147,375,934	\$169,155,685	\$21,779,751
Men's	\$28,507,769	\$32,712,228	\$4,204,459
Women's	\$49,720,330	\$57,078,285	\$7,357,955
Children's	\$20,713,209	\$23,777,036	\$3,063,827
Footwear	\$34,012,873	\$39,032,258	\$5,019,385
Watches & Jewelry	\$11,600,997	\$13,318,883	\$1,717,886
Apparel Products and Services (1)	\$2,820,757	\$3,236,997	\$416,240
Computer			
Computers and Hardware for Home Use	\$13,616,864	\$15,631,613	\$2,014,749
Portable Memory	\$222,373	\$255,179	\$32,806
Computer Software	\$975,779	\$1,119,726	\$143,947
Computer Accessories	\$1,264,655	\$1,451,849	\$187,194
Education			
Educational Books/Supplies/Other Expenditures	\$5,260,702	\$6,036,853	\$776,151
Other School Supplies	\$5,128,621	\$5,888,486	\$759,865

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$242,803,064	\$278,742,226	\$35,939,162
Fees and Admissions	\$55,431,711	\$63,683,343	\$8,251,632
Membership Fees for Clubs (2)	\$18,611,802	\$21,377,400	\$2,765,598
Fees for Participant Sports, excl. Trips	\$9,697,102	\$11,146,472	\$1,449,370
Tickets to Theatre/Operas/Concerts	\$6,835,439	\$7,849,238	\$1,013,799
Tickets to Movies	\$2,306,235	\$2,648,572	\$342,337
Tickets to Parks or Museums	\$2,751,408	\$3,161,155	\$409,747
Admission to Sporting Events, excl. Trips	\$4,933,938	\$5,669,298	\$735,360
Fees for Recreational Lessons	\$10,230,436	\$11,756,473	\$1,526,037
Dating Services	\$65,351	\$74,736	\$9,385
TV/Video/Audio	\$74,520,594	\$85,509,878	\$10,989,284
Cable and Satellite Television Services	\$39,634,059	\$45,466,717	\$5,832,658
Televisions	\$7,116,186	\$8,169,354	\$1,053,168
Satellite Dishes	\$105,045	\$120,696	\$15,651
VCRs, Video Cameras, and DVD Players	\$251,010	\$288,013	\$37,003
Miscellaneous Video Equipment	\$3,023,536	\$3,470,271	\$446,735
Video Cassettes and DVDs	\$292,131	\$334,977	\$42,846
Video Game Hardware/Accessories	\$2,726,486	\$3,127,894	\$401,408
Video Game Software	\$1,275,649	\$1,462,657	\$187,008
Rental/Streaming/Downloaded Video	\$11,461,410	\$13,156,493	\$1,695,083
Installation of Televisions	\$94,383	\$108,486	\$14,103
Audio (3)	\$8,408,555	\$9,652,591	\$1,244,036
Rental of TV/VCR/Radio/Sound Equipment	\$6,368	\$7,254	\$886
Repair of TV/Radio/Sound Equipment	\$125,778	\$144,475	\$18,697
Pets	\$61,943,571	\$71,094,982	\$9,151,411
Toys/Games/Crafts/Hobbies (4)	\$10,001,136	\$11,477,128	\$1,475,992
Recreational Vehicles and Fees (5)	\$10,952,824	\$12,583,487	\$1,630,663
Sports/Recreation/Exercise Equipment (6)	\$15,077,314	\$17,313,976	\$2,236,662
Photo Equipment and Supplies (7)	\$3,813,632	\$4,377,291	\$563,659
Reading (8)	\$7,943,562	\$9,119,315	\$1,175,753
Live Entertainment-for Catered Affairs	\$1,282,912	\$1,473,574	\$190,662
Rental of Party Supplies for Catered Affairs	\$1,835,808	\$2,109,251	\$273,443

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$702,884,960	\$806,558,075	\$103,673,115
Food at Home	\$445,977,339	\$511,672,787	\$65,695,448
Bakery and Cereal Products	\$58,210,920	\$66,783,967	\$8,573,047
Meats, Poultry, Fish, and Eggs	\$93,697,973	\$107,493,340	\$13,795,367
Dairy Products	\$45,207,157	\$51,867,106	\$6,659,949
Fruits and Vegetables	\$78,276,971	\$89,818,514	\$11,541,543
Snacks and Other Food at Home (9)	\$170,584,319	\$195,709,860	\$25,125,541
Food Away from Home	\$256,907,621	\$294,885,288	\$37,977,667
Alcoholic Beverages	\$40,652,340	\$46,674,650	\$6,022,310
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,867,566,162	\$3,295,180,301	\$427,614,139
Value of Retirement Plans	\$8,581,659,078	\$9,859,036,554	\$1,277,377,476
Value of Other Financial Assets	\$780,721,988	\$897,258,322	\$116,536,334
Vehicle Loan Amount excluding Interest	\$211,106,525	\$242,341,300	\$31,234,775
Value of Credit Card Debt	\$181,623,411	\$208,515,799	\$26,892,388
Health			
Nonprescription Drugs	\$12,050,699	\$13,832,673	\$1,781,974
Prescription Drugs	\$21,590,309	\$24,766,994	\$3,176,685
Eyeglasses and Contact Lenses	\$7,547,465	\$8,663,023	\$1,115,558
Personal Care Products (10)	\$36,736,638	\$42,163,549	\$5,426,911
Smoking Products	\$24,953,343	\$28,582,651	\$3,629,308
Home			
Mortgage Payment and Basics (11)	\$825,680,907	\$948,911,323	\$123,230,416
Maintenance and Remodeling Services	\$277,837,378	\$319,243,920	\$41,406,542
Maintenance and Remodeling Materials (12)	\$46,829,328	\$53,796,388	\$6,967,060
Utilities, Fuel, and Public Services	\$357,679,743	\$410,380,804	\$52,701,061

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.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$7,197,072	\$8,257,308	\$1,060,236
Furniture	\$52,429,018	\$60,197,084	\$7,768,066
Rugs	\$2,288,280	\$2,627,877	\$339,597
Major Appliances (14)	\$31,285,698	\$35,923,897	\$4,638,199
Housewares (15)	\$6,124,087	\$7,027,935	\$903,848
Small Appliances	\$81,641,233	\$93,726,821	\$741,983
Luggage	\$1,455,067	\$1,670,722	\$215,655
Telephones and Accessories	\$4,528,692	\$5,195,194	\$666,502
Household Operations			
Child Care	\$32,916,574	\$37,799,338	\$4,882,764
Lawn/Garden (16)	\$39,509,550	\$45,367,295	\$5,857,745
Moving/Storage/Freight Express	\$8,463,468	\$9,712,145	\$1,248,677
Housekeeping Supplies (17)	\$51,842,283	\$59,479,518	\$7,637,235
Insurance			
Owners and Renters Insurance	\$50,012,367	\$57,424,385	\$7,412,018
Vehicle Insurance	\$134,905,872	\$154,795,847	\$19,889,975
Life/Other Insurance	\$40,474,530	\$46,477,492	\$6,002,962
Health Insurance	\$295,127,309	\$338,743,955	\$43,616,646
Transportation			
Payments on Vehicles excluding Leases	\$178,014,252	\$204,329,002	\$26,314,750
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$218,378,468	\$250,601,053	\$32,222,585
Vehicle Maintenance and Repairs	\$81,916,395	\$94,030,332	\$12,113,937
Travel			
Airline Fares	\$53,525,995	\$61,483,481	\$7,957,486
Lodging on Trips	\$64,980,646	\$74,634,354	\$9,653,708
Auto/Truck Rental on Trips	\$7,266,925	\$8,345,920	\$1,078,995
Food and Drink on Trips	\$50,597,973	\$58,113,154	\$7,515,181

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.

- (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.



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