

Environics Analytics Retail Market Power Report

Interpretations & Calculations

BUSINESS ISSUES IT CAN SOLVE FOR:

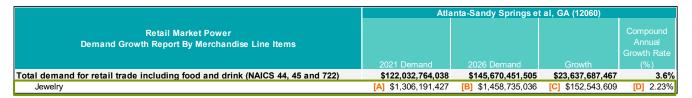
• Identify the opportunity gap or surplus by merchandise line or retail store type within a current or potential market to assess opportunities.

WHAT QUESTIONS CAN IT ANSWER/WHY IS IT IMPORTANT?

- What is the demand (consumer expenditures) and supply (retail sales) for a specific store type?
- Which markets currently have an opportunity gap for a specific merchandise line?
- Which merchandise lines or retail store types have the best potential for growth over the next five years?

SAMPLE REPORT OUTPUT

Demand Growth Report by Merchandise Line Items



- A. Demand: Annual consumer expenditures for the selected merchandise line item. Ex) Consumers spend an estimated \$1,306,191,427 on jewelry in the Atlanta CBSA.
- B. Five-Year Demand: Total projected consumer expenditures for the selected merchandise line item. Ex) In five years, consumers are projected to spend an estimated \$1,458,735,036 on jewelry in the Atlanta CBSA.
- C. Growth: Net difference between current-year demand and five-year demand. Ex) In five years, consumers are projected to spend an additional \$152,543,609 annually on jewelry in the Atlanta CBSA.
- D. Compound Annual Growth Rate %: Expected annual growth rate over the next five years. Ex) For the next five years, jewelry retail sales are expected to increase 2.23% annually in the Atlanta CBSA.



Opportunity Gap Report by Merchandise Line Items

	Atlanta-Sandy Springs et al, GA (12060)			
Retail Market Power Opportunity Gap Report By Merchandise Line Items	2021 Demand	2021 Supply	Opportunity Gap/Surplus	
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	\$122,032,764,038	\$116,397,332,233	\$5,635,431,805	
Jewelry	[A] \$1,306,191,427	[B] \$1,320,220,925	[C] -\$14,029,498	

- A. Demand: Annual consumer expenditures for the selected merchandise line. Ex) Consumers spend an estimated \$1,306,191,427 on jewelry in the Atlanta CBSA.
- B. Supply: Annual estimated retail sales for the selected merchandise line. Ex) The estimated jewelry retail sales are \$1,320,220,925 in the Atlanta CBSA.
- C. Opportunity Gap/Surplus: The surplus or shortage in retail sales for the selected merchandise line. Ex) The difference between retail sales and consumer demand presents a \$14,029,498 jewelry surplus in the Atlanta CBSA.

Opportunity Gap Report by Retail Store Types

	Atlanta-Sandy Springs et al, GA (12060)			
Retail Market Power Opportunity Gap Report By Retail Store Types	2021 Demand	2021 Supply	Opportunity Gap/Surplus	
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	\$122,032,764,038	\$116,397,332,233	\$5,635,431,805	
Total demand retail trade (NAICS 44 and 45)	\$108,110,660,373	\$102,631,631,126	\$5,479,029,247	
Total food services and drinking places (NAICS 722)	\$13,922,103,665	\$13,765,701,107	\$156,402,558	
Clothing and clothing accessories stores (NAICS 448)	\$4,011,131,708	\$4,156,364,301	-\$145,232,593	
Jewelry stores (NAICS 44831)	[A] \$484,339,532	[B] \$578,572,501	[C] -\$94,232,969	

- A. Demand: Annual consumer expenditures for the selected retail store type. Ex) Consumers spend an estimated \$484,339,532 in jewelry stores in the Atlanta CBSA.
- B. Supply: Annual estimated retail sales for the selected retail store type. Ex) The estimated jewelry store retail sales are \$578,572,501 in the Atlanta CBSA.
- C. Opportunity Gap/Surplus: The surplus or shortage in retail sales for the selected retail store type. Ex) The difference between retail sales and consumer demand presents a \$94,232,969 jewelry store surplus in the Atlanta CBSA.



Demand Growth Report by Retail Store Types

	Atlanta-Sandy Springs et al, GA (12060)			
Retail Market Power Demand Growth Report By Retail Store Types				Compound Annual Growth Rate
	2021 Demand	2026 Demand	Growth	(%)
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	\$122,032,764,038	\$145,670,451,505	\$23,637,687,467	3.6%
Total demand retail trade (NAICS 44 and 45)	\$108,110,660,373	\$128,630,673,863	\$20,520,013,490	3.54%
Total food services and drinking places (NAICS 722)	\$13,922,103,665	\$17,039,777,642	\$3,117,673,976	4.12%
Clothing and clothing accessories stores (NAICS 448)	\$4,011,131,708	\$4,292,359,953	\$281,228,245	1.36%
Jewelry stores (NAICS 44831)	[A] \$484,339,532	[B] \$540,490,799	[C] \$56,151,266	[D] 2.22%

- A. Demand: Annual consumer expenditures for the selected retail store type. Ex) Consumers spend an estimated \$484,339,532 in jewelry stores in the Atlanta CBSA.
- B. Five-Year Demand: Total projected consumer expenditures for the selected retail store type.
 Ex) In five years, consumers are projected to spend an estimated \$540,490,799 in jewelry stores in the Atlanta CBSA.
- C. Growth: Net difference between current-year demand and five-year demand. Ex) In five years, consumers are projected to spend an additional \$56,151,267 annually in jewelry stores in the Atlanta CBSA.
- D. Compound Annual Growth Rate %: Expected annual growth rate over the next five years. Ex) For the next five years, jewelry store retail sales are expected to increase 2.22% annually in the Atlanta CBSA.

REPORT FORMULAS

This analysis uses the following formulas:

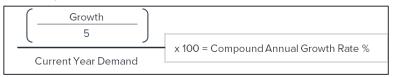
Opportunity Gap

Demand (Consumer Expenditure) – Supply (Retail Sales) = Opportunity Gap

Growth

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Five-Year Demand – Current Year Demand = Growth
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• Compound Annual Growth Rate %





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