

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Alton, IL- 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	104,681,514	260,473,596	-155,792,081
Total retail trade (NAICS 44 and 45)	93,878,288	228,278,333	-134,400,045
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	23,153,306	28,377,042	-5,223,736
Automobile dealers (NAICS 4411)	19,071,622	25,176,418	-6,104,796
New car dealers (NAICS 44111)	17,021,806	22,778,205	-5,756,399
Used car dealers (NAICS 44112)	2,049,816	2,398,213	-348,397
Other motor vehicle dealers (NAICS 4412)	2,244,480	543,083	1,701,396
Recreational vehicle dealers (NAICS 44121)	851,564	0	851,564
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,392,916	543,083	849,833
Boat dealers (NAICS 441222)	538,152	70,728	467,425
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	854,763	472,355	382,408
Automotive parts, accessories, and tire stores (NAICS 4413)	1,837,204	2,657,541	-820,336
Automotive parts and accessories stores (NAICS 44131)	1,159,772	1,704,991	-545,219
Tire dealers (NAICS 44132)	677,432	952,550	-275,118
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	1,843,386	3,553,091	-1,709,706
Furniture stores (NAICS 4421)	1,070,636	2,085,603	-1,014,966
Home furnishings stores (NAICS 4422)	772,749	1,467,489	-694,739
Floor covering stores (NAICS 44221)	366,306	951,173	-584,867
Other home furnishings stores (NAICS 44229)	406,443	516,315	-109,872
Window treatment stores (NAICS 442291)	22,190	213,800	-191,610
All other home furnishings stores (NAICS 442299)	384,253	302,515	81,738
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	1,492,059	4,002,761	-2,510,702
Household appliance stores (NAICS 443141)	310,071	1,713,705	-1,403,633
Electronics stores (NAICS 443142)	1,181,987	2,289,056	-1,107,069
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	6,950,709	15,478,477	-8,527,768
Building material and supplies dealers (NAICS 4441)	6,099,639	14,741,272	-8,641,633
Home centers (NAICS 44411)	3,408,951	7,664,242	-4,255,291
Paint and wallpaper stores (NAICS 44412)	216,619	199,002	17,617
Hardware stores (NAICS 44413)	510,760	1,290,294	-779,535
Other building material dealers (NAICS 44419)	1,963,310	5,587,734	-3,624,424
Lawn and garden equipment and supplies stores (NAICS 4442)	851,070	737,205	113,865
Outdoor power equipment stores (NAICS 44421)	169,064	0	169,064
Nursery, garden center, and farm supply stores (NAICS 44422)	682,005	737,205	-55,199
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	12,600,350	22,487,577	-9,887,228
Grocery stores (NAICS 4451)	11,278,202	17,018,618	-5,740,416
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	10,771,528	16,223,330	-5,451,802
Convenience stores (NAICS 44512)	506,674	795,288	-288,614
Specialty food stores (NAICS 4452)	319,489	2,046,263	-1,726,774
Meat markets (NAICS 44521)	97,938	1,063,816	-965,877
Fish and seafood markets (NAICS 44522)	38,437	0	38,437
Fruit and vegetable markets (NAICS 44523)	66,780	619,000	-552,220
Other specialty food stores (NAICS 44529)	116,333	363,448	-247,115
All other specialty food stores (NAICS 445299)	54,795	90,723	-35,929
Beer, wine, and liquor stores (NAICS 4453)	1,002,659	3,422,697	-2,420,038
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	5,539,255	31,857,572	-26,318,317
Pharmacies and drug stores (NAICS 44611)	4,749,588	29,959,848	-25,210,260
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	329,893	462,148	-132,255
Optical goods stores (NAICS 44613)	160,703	425,112	-264,409
Other health and personal care stores (NAICS 44619)	299,070	1,010,463	-711,393
Food (health) supplement stores (NAICS 446191)	105,335	655,061	-549,726
All other health and personal care stores (NAICS 446199)	193,736	355,403	-161,667
Gasoline Stations			
Gasoline stations (NAICS 447)	7,202,365	63,750,646	-56,548,281

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Alton, IL- 5 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	4,172,287	5,017,347	-845,060
Clothing stores (NAICS 4481)	2,784,099	2,291,292	492,807
Men's clothing stores (NAICS 44811)	110,745	56,503	54,241
Women's clothing stores (NAICS 44812)	500,492	364,933	135,558
Children's and infants' clothing stores (NAICS 44813)	141,748	119,017	22,731
Family clothing stores (NAICS 44814)	1,662,639	1,621,307	41,332
Clothing accessories stores (NAICS 44815)	138,071	61,126	76,945
Other clothing stores (NAICS 44819)	230,404	68,405	161,999
Shoe stores (NAICS 4482)	558,994	1,319,690	-760,696
Jewelry, luggage, and leather goods stores (NAICS 4483)	829,195	1,406,365	-577,170
Jewelry stores (NAICS 44831)	536,718	1,406,365	-869,647
Luggage and leather goods stores (NAICS 44832)	292,477	0	292,477
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,495,009	3,158,046	-1,663,037
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,325,594	2,443,273	-1,117,679
Sporting goods stores (NAICS 45111)	895,463	1,084,215	-188,752
Hobby, toy, and game stores (NAICS 45112)	334,876	888,158	-553,281
Sewing, needlework, and piece goods stores (NAICS 45113)	38,067	84,167	-46,100
Musical instrument and supplies stores (NAICS 45114)	57,188	386,734	-329,545
Book stores and news dealers (NAICS 4512)	169,415	714,773	-545,358
Book stores (NAICS 451211)	157,204	714,773	-557,569
News dealers and newsstands (NAICS 451212)	12,211	0	12,211
General Merchandise Stores			
General merchandise stores (NAICS 452)	11,378,294	40,708,794	-29,330,500
Department stores (NAICS 4522)	1,446,306	5,235,923	-3,789,618
Other general merchandise stores (NAICS 4523)	9,931,988	35,472,871	-25,540,882
Warehouse clubs and supercenters (NAICS 452311)	8,998,513	33,468,129	-24,469,616
All other general merchandise stores (NAICS 452319)	933,475	2,004,741	-1,071,266
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	1,976,791	5,190,180	-3,213,389
Florists (NAICS 4531)	90,910	594,896	-503,985
Office supplies, stationery, and gift stores (NAICS 4532)	361,818	1,010,908	-649,090
Office supplies and stationery stores (NAICS 45321)	162,363	569,535	-407,173
Gift, novelty, and souvenir stores (NAICS 45322)	199,455	441,373	-241,918
Used merchandise stores (NAICS 4533)	252,605	806,221	-553,616
Other miscellaneous store retailers (NAICS 4539)	1,271,458	2,778,155	-1,506,698
Pet and pet supplies stores (NAICS 45391)	383,837	1,066,386	-682,549
Art dealers (NAICS 45392)	155,797	129,623	26,174
Manufactured (mobile) home dealers (NAICS 45393)	150,446	361,742	-211,295
All other miscellaneous store retailers (NAICS 45399)	581,377	1,220,404	-639,027
Tobacco stores (NAICS 453991)	212,834	398,809	-185,975
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	368,543	821,596	-453,052
Non-store Retailers			
Non-store retailers (NAICS 454)	16,074,478	4,696,800	11,377,678
Electronic shopping and mail-order houses (NAICS 4541)	15,159,062	3,450,911	11,708,151
Vending machine operators (NAICS 4542)	77,119	96,102	-18,983
Direct selling establishments (NAICS 4543)	838,297	1,149,786	-311,490
Fuel dealers (NAICS 45431)	594,421	416,180	178,241
Other direct selling establishments (NAICS 45439)	243,875	733,607	-489,731
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	10,803,226	32,195,263	-21,392,037
Special food services (NAICS 7223)	855,135	2,676,355	-1,821,221
Food service contractors (NAICS 72231)	684,144	2,676,355	-1,992,211
Caterers (NAICS 72232)	154,374	0	154,374
Mobile food services (NAICS 72233)	16,616	0	16,616
Drinking places (alcoholic beverages) (NAICS 7224)	391,703	5,458,793	-5,067,090
Restaurants and other eating places (NAICS 7225)	9,556,389	24,060,115	-14,503,726
Full-service restaurants (NAICS 722511)	4,811,533	16,223,974	-11,412,441
Limited-service restaurants (NAICS 722513)	4,026,247	6,970,451	-2,944,204
Cafeterias, grill buffets, and buffets (NAICS 722514)	102,606	331,719	-229,113
Snack and non-alcoholic beverage bars (NAICS 722515)	616,003	533,971	82,032

Benchmark: USA

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Trade Area: Alton, IL- 5 min



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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Alton, IL - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	489,300,572	921,138,728	-431,838,156
Total retail trade (NAICS 44 and 45)	438,250,313	819,257,600	-381,007,287
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	107,856,995	237,803,187	-129,946,193
Automobile dealers (NAICS 4411)	88,788,530	203,647,015	-114,858,486
New car dealers (NAICS 44111)	79,238,179	196,580,699	-117,342,520
Used car dealers (NAICS 44112)	9,550,350	7,066,316	2,484,034
Other motor vehicle dealers (NAICS 4412)	10,576,840	11,497,625	-920,785
Recreational vehicle dealers (NAICS 44121)	4,025,630	5,540,411	-1,514,781
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	6,551,210	5,957,214	593,996
Boat dealers (NAICS 441222)	2,543,777	828,374	1,715,402
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	4,007,433	5,128,840	-1,121,406
Automotive parts, accessories, and tire stores (NAICS 4413)	8,491,626	22,658,547	-14,166,921
Automotive parts and accessories stores (NAICS 44131)	5,361,901	14,494,654	-9,132,754
Tire dealers (NAICS 44132)	3,129,725	8,163,893	-5,034,168
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	8,845,326	13,636,856	-4,791,529
Furniture stores (NAICS 4421)	5,157,486	8,408,156	-3,250,669
Home furnishings stores (NAICS 4422)	3,687,840	5,228,700	-1,540,860
Floor covering stores (NAICS 44221)	1,748,952	4,163,249	-2,414,297
Other home furnishings stores (NAICS 44229)	1,938,888	1,065,451	873,437
Window treatment stores (NAICS 442291)	104,650	266,989	-162,340
All other home furnishings stores (NAICS 442299)	1,834,239	798,462	1,035,777
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	6,989,483	12,899,406	-5,909,924
Household appliance stores (NAICS 443141)	1,456,340	4,287,093	-2,830,753
Electronics stores (NAICS 443142)	5,533,143	8,612,314	-3,079,171
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	32,611,092	83,616,415	-51,005,323
Building material and supplies dealers (NAICS 4441)	28,606,219	82,859,020	-54,252,802
Home centers (NAICS 44411)	15,993,891	47,959,311	-31,965,421
Paint and wallpaper stores (NAICS 44412)	1,031,420	783,944	247,476
Hardware stores (NAICS 44413)	2,394,441	4,291,698	-1,897,257
Other building material dealers (NAICS 44419)	9,186,467	29,824,067	-20,637,600
Lawn and garden equipment and supplies stores (NAICS 4442)	4,004,874	757,395	3,247,479
Outdoor power equipment stores (NAICS 44421)	799,792	811	798,982
Nursery, garden center, and farm supply stores (NAICS 44422)	3,205,081	756,584	2,448,497
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	58,750,286	76,755,351	-18,005,064
Grocery stores (NAICS 4451)	52,574,094	70,711,049	-18,136,955
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	50,223,455	67,707,668	-17,484,213
Convenience stores (NAICS 44512)	2,350,639	3,003,381	-652,742
Specialty food stores (NAICS 4452)	1,490,977	2,410,223	-919,246
Meat markets (NAICS 44521)	457,540	1,342,558	-885,018
Fish and seafood markets (NAICS 44522)	179,532	0	179,532
Fruit and vegetable markets (NAICS 44523)	311,249	693,047	-381,798
Other specialty food stores (NAICS 44529)	542,656	374,617	168,038
All other specialty food stores (NAICS 445299)	256,043	97,613	158,431
Beer, wine, and liquor stores (NAICS 4453)	4,685,216	3,634,079	1,051,137
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	25,823,643	67,135,564	-41,311,921
Pharmacies and drug stores (NAICS 44611)	22,150,039	60,817,486	-38,667,448
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,538,286	1,565,936	-27,650
Optical goods stores (NAICS 44613)	740,268	1,423,308	-683,041
Other health and personal care stores (NAICS 44619)	1,395,050	3,328,834	-1,933,784
Food (health) supplement stores (NAICS 446191)	491,343	2,178,762	-1,687,419
All other health and personal care stores (NAICS 446199)	903,708	1,150,072	-246,364
Gasoline Stations			
Gasoline stations (NAICS 447)	33,231,988	133,353,199	-100,121,211

Benchmark: USA

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Trade Area: Alton, IL - 10 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	19,543,048	11,830,609	7,712,440
Clothing stores (NAICS 4481)	13,042,375	6,324,015	6,718,360
Men's clothing stores (NAICS 44811)	520,045	187,769	332,276
Women's clothing stores (NAICS 44812)	2,348,034	1,301,311	1,046,722
Children's and infants' clothing stores (NAICS 44813)	651,838	407,523	244,315
Family clothing stores (NAICS 44814)	7,794,344	3,997,650	3,796,695
Clothing accessories stores (NAICS 44815)	648,020	199,885	448,136
Other clothing stores (NAICS 44819)	1,080,094	229,878	850,216
Shoe stores (NAICS 4482)	2,594,778	2,590,895	3,884
Jewelry, luggage, and leather goods stores (NAICS 4483)	3,905,895	2,915,699	990,196
Jewelry stores (NAICS 44831)	2,535,995	2,903,410	-367,415
Luggage and leather goods stores (NAICS 44832)	1,369,899	12,289	1,357,611
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	6,991,561	7,135,706	-144,145
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	6,202,712	6,375,551	-172,839
Sporting goods stores (NAICS 45111)	4,198,391	3,102,834	1,095,557
Hobby, toy, and game stores (NAICS 45112)	1,561,475	2,449,904	-888,429
Sewing, needlework, and piece goods stores (NAICS 45113)	178,637	84,167	94,470
Musical instrument and supplies stores (NAICS 45114)	264,210	738,647	-474,437
Book stores and news dealers (NAICS 4512)	788,849	760,154	28,695
Book stores (NAICS 451211)	732,171	760,154	-27,983
News dealers and newsstands (NAICS 451212)	56,678	0	56,678
General Merchandise Stores			
General merchandise stores (NAICS 452)	53,125,326	150,254,511	-97,129,185
Department stores (NAICS 4522)	6,779,678	15,128,012	-8,348,334
Other general merchandise stores (NAICS 4523)	46,345,648	135,126,500	-88,780,851
Warehouse clubs and supercenters (NAICS 452311)	41,983,206	129,705,917	-87,722,710
All other general merchandise stores (NAICS 452319)	4,362,442	5,420,583	-1,058,141
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	9,257,848	12,812,770	-3,554,921
Florists (NAICS 4531)	430,331	913,494	-483,163
Office supplies, stationery, and gift stores (NAICS 4532)	1,701,008	2,489,645	-788,637
Office supplies and stationery stores (NAICS 45321)	760,200	1,462,164	-701,963
Gift, novelty, and souvenir stores (NAICS 45322)	940,808	1,027,481	-86,674
Used merchandise stores (NAICS 4533)	1,192,318	1,594,559	-402,241
Other miscellaneous store retailers (NAICS 4539)	5,934,192	7,815,072	-1,880,880
Pet and pet supplies stores (NAICS 45391)	1,791,025	3,082,796	-1,291,771
Art dealers (NAICS 45392)	735,437	187,440	547,997
Manufactured (mobile) home dealers (NAICS 45393)	711,326	1,010,679	-299,354
All other miscellaneous store retailers (NAICS 45399)	2,696,404	3,534,157	-837,753
Tobacco stores (NAICS 453991)	963,162	1,196,072	-232,910
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,733,242	2,338,085	-604,843
Non-store Retailers			
Non-store retailers (NAICS 454)	75,223,716	12,024,026	63,199,690
Electronic shopping and mail-order houses (NAICS 4541)	70,963,203	9,658,045	61,325,158
Vending machine operators (NAICS 4542)	359,489	96,102	263,387
Direct selling establishments (NAICS 4543)	3,881,023	2,269,878	1,611,144
Fuel dealers (NAICS 45431)	2,738,168	640,967	2,097,201
Other direct selling establishments (NAICS 45439)	1,142,855	1,628,912	-486,057
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	51,050,259	101,881,127	-50,830,869
Special food services (NAICS 7223)	4,057,650	3,385,732	671,918
Food service contractors (NAICS 72231)	3,252,479	3,105,197	147,282
Caterers (NAICS 72232)	726,990	262,732	464,248
Mobile food services (NAICS 72233)	78,191	17,804	60,388
Drinking places (alcoholic beverages) (NAICS 7224)	1,888,138	10,435,281	-8,547,143
Restaurants and other eating places (NAICS 7225)	45,104,471	88,060,115	-42,955,644
Full-service restaurants (NAICS 722511)	22,770,517	48,113,900	-25,343,383
Limited-service restaurants (NAICS 722513)	18,952,707	36,727,414	-17,774,707
Cafeterias, grill buffets, and buffets (NAICS 722514)	482,981	655,683	-172,702
Snack and non-alcoholic beverage bars (NAICS 722515)	2,898,266	2,563,118	335,148

Benchmark: USA

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Trade Area: Alton, IL- 20 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	2,622,027,018	3,327,233,374	-705,206,356
Total retail trade (NAICS 44 and 45)	2,345,034,305	3,028,427,146	-683,392,841
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	578,350,884	827,508,315	-249,157,431
Automobile dealers (NAICS 4411)	477,275,039	738,307,340	-261,032,301
New car dealers (NAICS 44111)	425,898,182	697,018,690	-271,120,508
Used car dealers (NAICS 44112)	51,376,857	41,288,650	10,088,208
Other motor vehicle dealers (NAICS 4412)	55,805,535	46,928,784	8,876,750
Recreational vehicle dealers (NAICS 44121)	21,119,329	11,875,582	9,243,747
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	34,686,205	35,053,202	-366,997
Boat dealers (NAICS 441222)	13,352,722	3,369,718	9,983,003
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	21,333,484	31,683,484	-10,350,000
Automotive parts, accessories, and tire stores (NAICS 4413)	45,270,310	42,272,191	2,998,119
Automotive parts and accessories stores (NAICS 44131)	28,585,788	29,788,559	-1,202,771
Tire dealers (NAICS 44132)	16,684,522	12,483,631	4,200,890
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	47,760,646	30,691,524	17,069,122
Furniture stores (NAICS 4421)	27,948,114	18,903,937	9,044,177
Home furnishings stores (NAICS 4422)	19,812,532	11,787,588	8,024,944
Floor covering stores (NAICS 44221)	9,370,065	7,598,712	1,771,353
Other home furnishings stores (NAICS 44229)	10,442,467	4,188,875	6,253,592
Window treatment stores (NAICS 442291)	554,661	367,959	186,701
All other home furnishings stores (NAICS 442299)	9,887,806	3,820,916	6,066,890
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	37,347,759	26,853,468	10,494,290
Household appliance stores (NAICS 443141)	7,782,138	8,193,395	-411,257
Electronics stores (NAICS 443142)	29,565,620	18,660,073	10,905,547
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	174,624,620	192,184,935	-17,560,315
Building material and supplies dealers (NAICS 4441)	153,103,450	178,727,055	-25,623,605
Home centers (NAICS 44411)	85,624,933	108,275,745	-22,650,812
Paint and wallpaper stores (NAICS 44412)	5,612,653	3,658,736	1,953,917
Hardware stores (NAICS 44413)	12,814,413	13,111,498	-297,085
Other building material dealers (NAICS 44419)	49,051,451	53,681,076	-4,629,625
Lawn and garden equipment and supplies stores (NAICS 4442)	21,521,170	13,457,880	8,063,290
Outdoor power equipment stores (NAICS 44421)	4,313,674	1,946,415	2,367,259
Nursery, garden center, and farm supply stores (NAICS 44422)	17,207,496	11,511,464	5,696,031
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	313,625,248	340,921,408	-27,296,160
Grocery stores (NAICS 4451)	280,585,853	328,187,730	-47,601,877
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	268,099,532	318,056,569	-49,957,036
Convenience stores (NAICS 44512)	12,486,321	10,131,162	2,355,160
Specialty food stores (NAICS 4452)	7,972,191	4,656,378	3,315,813
Meat markets (NAICS 44521)	2,451,280	2,940,425	-489,145
Fish and seafood markets (NAICS 44522)	961,422	3,532	957,890
Fruit and vegetable markets (NAICS 44523)	1,660,002	1,070,303	589,699
Other specialty food stores (NAICS 44529)	2,899,487	642,119	2,257,369
All other specialty food stores (NAICS 445299)	1,371,460	175,293	1,196,167
Beer, wine, and liquor stores (NAICS 4453)	25,067,203	8,077,299	16,989,904
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	137,618,597	168,588,728	-30,970,130
Pharmacies and drug stores (NAICS 44611)	118,019,176	148,978,485	-30,959,309
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	8,196,395	5,494,101	2,702,294
Optical goods stores (NAICS 44613)	3,967,592	4,132,621	-165,029
Other health and personal care stores (NAICS 44619)	7,435,435	9,983,520	-2,548,085
Food (health) supplement stores (NAICS 446191)	2,618,802	5,656,639	-3,037,837
All other health and personal care stores (NAICS 446199)	4,816,633	4,326,881	489,752
Gasoline Stations			
Gasoline stations (NAICS 447)	176,949,125	292,988,680	-116,039,554

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Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Alton, IL- 20 min

	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	105,165,521	72,334,894	32,830,627
Clothing stores (NAICS 4481)	70,210,233	48,712,948	21,497,285
Men's clothing stores (NAICS 44811)	2,790,702	1,308,650	1,482,053
Women's clothing stores (NAICS 44812)	12,566,470	10,834,918	1,731,551
Children's and infants' clothing stores (NAICS 44813)	3,613,623	2,325,283	1,288,339
Family clothing stores (NAICS 44814)	41,980,046	29,243,059	12,736,988
Clothing accessories stores (NAICS 44815)	3,472,688	1,813,400	1,659,289
Other clothing stores (NAICS 44819)	5,786,703	3,187,638	2,599,065
Shoe stores (NAICS 4482)	14,027,009	6,836,937	7,190,072
Jewelry, luggage, and leather goods stores (NAICS 4483)	20,928,280	16,785,010	4,143,270
Jewelry stores (NAICS 44831)	13,574,591	13,505,470	69,122
Luggage and leather goods stores (NAICS 44832)	7,353,688	3,279,540	4,074,148
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	37,782,845	20,570,578	17,212,267
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	33,570,200	19,788,081	13,782,119
Sporting goods stores (NAICS 45111)	22,876,822	11,520,102	11,356,720
Hobby, toy, and game stores (NAICS 45112)	8,354,352	6,818,442	1,535,910
Sewing, needlework, and piece goods stores (NAICS 45113)	944,677	128,595	816,082
Musical instrument and supplies stores (NAICS 45114)	1,394,350	1,320,943	73,407
Book stores and news dealers (NAICS 4512)	4,212,645	782,497	3,430,148
Book stores (NAICS 451211)	3,910,818	782,497	3,128,321
News dealers and newsstands (NAICS 451212)	301,827	0	301,827
General Merchandise Stores			
General merchandise stores (NAICS 452)	284,039,710	418,124,168	-134,084,458
Department stores (NAICS 4522)	36,428,442	41,865,293	-5,436,850
Other general merchandise stores (NAICS 4523)	247,611,268	376,258,875	-128,647,608
Warehouse clubs and supercenters (NAICS 452311)	224,293,445	361,889,214	-137,595,769
All other general merchandise stores (NAICS 452319)	23,317,822	14,369,661	8,948,161
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	49,268,645	33,266,121	16,002,524
Florists (NAICS 4531)	2,321,751	1,296,295	1,025,456
Office supplies, stationery, and gift stores (NAICS 4532)	9,116,941	5,933,286	3,183,654
Office supplies and stationery stores (NAICS 45321)	4,061,059	3,475,113	585,947
Gift, novelty, and souvenir stores (NAICS 45322)	5,055,881	2,458,174	2,597,708
Used merchandise stores (NAICS 4533)	6,354,641	3,200,124	3,154,517
Other miscellaneous store retailers (NAICS 4539)	31,475,312	22,836,415	8,638,897
Pet and pet supplies stores (NAICS 45391)	9,568,834	8,822,451	746,383
Art dealers (NAICS 45392)	3,918,250	330,750	3,587,500
Manufactured (mobile) home dealers (NAICS 45393)	3,730,978	2,483,876	1,247,102
All other miscellaneous store retailers (NAICS 45399)	14,257,249	11,199,338	3,057,911
Tobacco stores (NAICS 453991)	4,977,639	4,053,024	924,615
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	9,279,610	7,146,314	2,133,296
Non-store Retailers			
Non-store retailers (NAICS 454)	402,500,705	604,394,328	-201,893,623
Electronic shopping and mail-order houses (NAICS 4541)	379,945,359	600,198,630	-220,253,271
Vending machine operators (NAICS 4542)	1,919,564	105,677	1,813,887
Direct selling establishments (NAICS 4543)	20,635,783	4,090,022	16,545,761
Fuel dealers (NAICS 45431)	14,526,668	961,578	13,565,090
Other direct selling establishments (NAICS 45439)	6,109,115	3,128,444	2,980,671
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	276,992,713	298,806,227	-21,813,515
Special food services (NAICS 7223)	22,002,144	20,268,839	1,733,305
Food service contractors (NAICS 72231)	17,637,501	12,415,357	5,222,144
Caterers (NAICS 72232)	3,940,902	7,160,718	-3,219,816
Mobile food services (NAICS 72233)	423,741	692,763	-269,023
Drinking places (alcoholic beverages) (NAICS 7224)	10,312,962	18,326,985	-8,014,022
Restaurants and other eating places (NAICS 7225)	244,677,607	260,210,404	-15,532,798
Full-service restaurants (NAICS 722511)	123,634,101	113,164,702	10,469,399
Limited-service restaurants (NAICS 722513)	102,725,986	142,041,509	-39,315,523
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,617,899	874,150	1,743,749
Snack and non-alcoholic beverage bars (NAICS 722515)	15,699,620	4,130,043	11,569,577

Benchmark: USA

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Trade Area: Alton, IL- 20 min



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Alton, IL - 10 min		N/A
Alton, IL- 20 min		N/A

Benchmark		
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