

# Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Sand Springs Trade Area

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,625,422,453	1,322,942,371	302,480,082
Total retail trade (NAICS 44 and 45)	1,454,705,688	1,232,996,995	221,708,693
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	353,075,914	343,265,710	9,810,203
Automobile dealers (NAICS 4411)	303,551,732	277,267,328	26,284,404
New car dealers (NAICS 44111)	272,139,329	199,518,250	72,621,080
Used car dealers (NAICS 44112)	31,412,402	77,749,078	-46,336,676
Other motor vehicle dealers (NAICS 4412)	24,861,670	30,734,009	-5,872,339
Recreational vehicle dealers (NAICS 44121)	9,073,165	16,143,098	-7,069,933
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	15,788,504	14,590,911	1,197,594
Boat dealers (NAICS 441222)	5,377,561	6,926,689	-1,549,129
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	10,410,944	7,664,222	2,746,722
Automotive parts, accessories, and tire stores (NAICS 4413)	24,662,512	35,264,374	-10,601,861
Automotive parts and accessories stores (NAICS 44131)	15,599,513	23,171,443	-7,571,929
Tire dealers (NAICS 44132)	9,062,999	12,092,931	-3,029,932
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	22,516,188	11,357,369	11,158,819
Furniture stores (NAICS 4421)	13,373,427	8,026,380	5,347,047
Home furnishings stores (NAICS 4422)	9,142,761	3,330,989	5,811,772
Floor covering stores (NAICS 44221)	2,039,352	1,425,200	614,152
Other home furnishings stores (NAICS 44229)	7,103,408	1,905,789	5,197,619
Window treatment stores (NAICS 442291)	431,854	0	431,854
All other home furnishings stores (NAICS 442299)	6,671,555	1,905,789	4,765,765
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	20,204,259	2,842,135	17,362,125
Household appliance stores (NAICS 443141)	4,318,209	983,950	3,334,259
Electronics stores (NAICS 443142)	15,886,050	1,858,185	14,027,866
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	100,150,670	76,018,742	24,131,927
Building material and supplies dealers (NAICS 4441)	88,479,543	63,795,190	24,684,352
Home centers (NAICS 44411)	48,231,310	43,803,780	4,427,530
Paint and wallpaper stores (NAICS 44412)	3,117,574	1,787,944	1,329,631
Hardware stores (NAICS 44413)	7,732,331	5,920,092	1,812,238
Other building material dealers (NAICS 44419)	29,398,328	12,283,374	17,114,954
Lawn and garden equipment and supplies stores (NAICS 4442)	11,671,127	12,223,552	-552,425
Outdoor power equipment stores (NAICS 44421)	2,362,086	709,164	1,652,922
Nursery, garden center, and farm supply stores (NAICS 44422)	9,309,041	11,514,387	-2,205,347
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	213,743,844	101,042,972	112,700,872
Grocery stores (NAICS 4451)	194,790,805	95,984,168	98,806,637
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	186,494,999	94,110,732	92,384,266
Convenience stores (NAICS 44512)	8,295,807	1,873,436	6,422,371
Specialty food stores (NAICS 4452)	5,379,890	455,704	4,924,186
Meat markets (NAICS 44521)	1,635,638	229,797	1,405,842
Fish and seafood markets (NAICS 44522)	639,122	0	639,122
Fruit and vegetable markets (NAICS 44523)	1,115,613	0	1,115,613
Other specialty food stores (NAICS 44529)	1,989,516	225,907	1,763,609
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	1,056,631	225,907	830,724
All other specialty food stores (NAICS 445299)	932,884	0	932,884
Beer, wine, and liquor stores (NAICS 4453)	13,573,149	4,603,100	8,970,049
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	97,443,856	29,355,927	68,087,929
Pharmacies and drug stores (NAICS 44611)	83,426,799	29,124,728	54,302,071
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	6,371,177	4,230	6,366,947
Optical goods stores (NAICS 44613)	2,626,225	54,706	2,571,519
Other health and personal care stores (NAICS 44619)	5,019,654	172,263	4,847,392
Food (health) supplement stores (NAICS 446191)	1,756,215	0	1,756,215
All other health and personal care stores (NAICS 446199)	3,263,440	172,263	3,091,177
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	141,221,567	268,962,127	-127,740,560

Benchmark: USA

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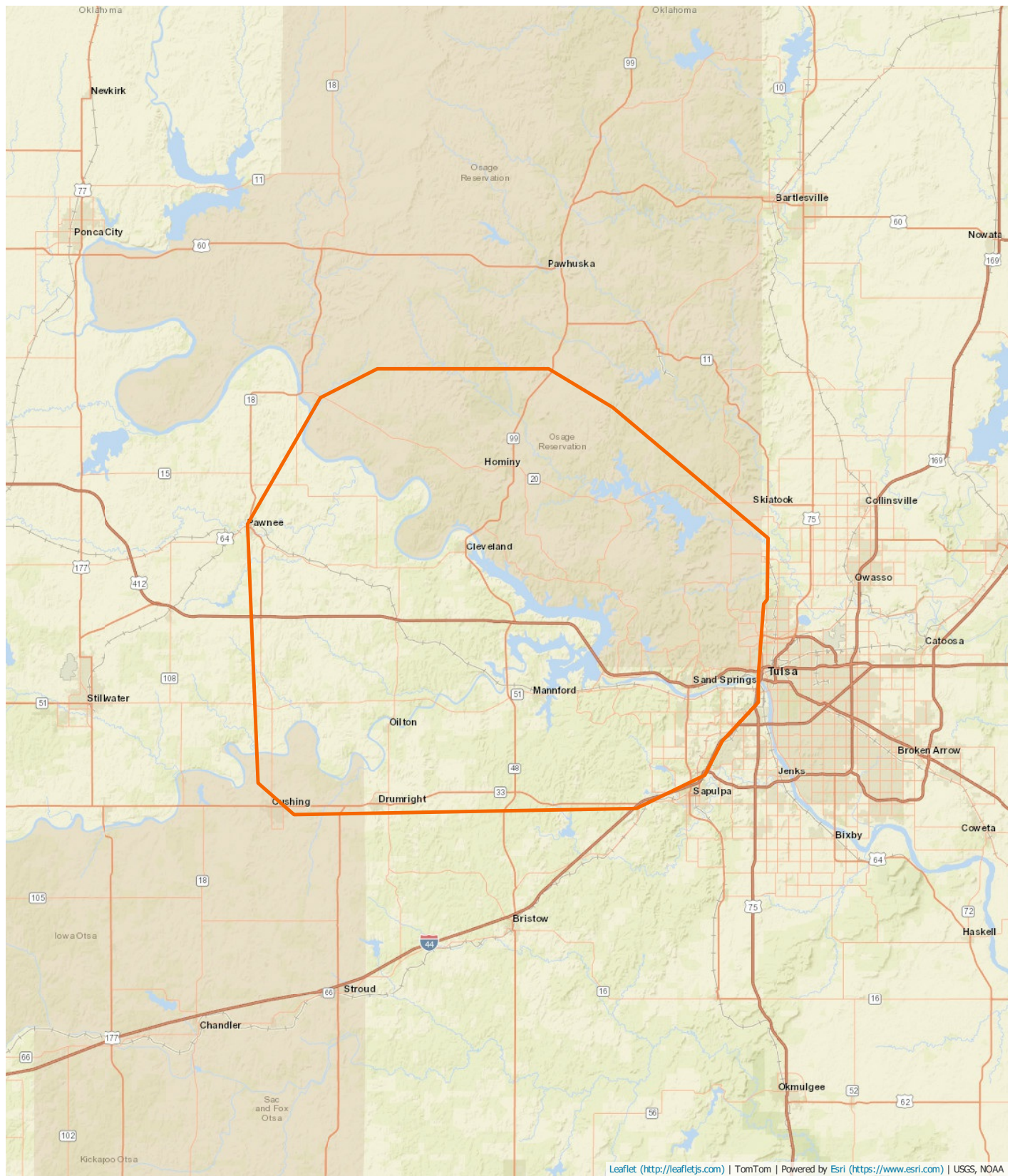
Trade Area: Sand Springs Trade Area

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<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	49,046,104	3,035,998	46,010,107
Clothing stores (NAICS 4481)	34,862,425	3,031,930	31,830,496
Men's clothing stores (NAICS 44811)	1,396,743	460,559	936,184
Women's clothing stores (NAICS 44812)	6,967,797	1,617,313	5,350,484
Children's and infants' clothing stores (NAICS 44813)	1,031,915	55,165	976,749
Family clothing stores (NAICS 44814)	21,219,421	538,806	20,680,615
Clothing accessories stores (NAICS 44815)	1,391,737	0	1,391,737
Other clothing stores (NAICS 44819)	2,854,812	360,086	2,494,725
Shoe stores (NAICS 4482)	7,930,246	4,068	7,926,178
Jewelry, luggage, and leather goods stores (NAICS 4483)	6,253,433	0	6,253,433
Jewelry stores (NAICS 44831)	5,514,882	0	5,514,882
Luggage and leather goods stores (NAICS 44832)	738,551	0	738,551
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	16,300,422	4,521,824	11,778,598
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	14,797,175	4,521,824	10,275,350
Sporting goods stores (NAICS 45111)	9,626,317	1,946,688	7,679,629
Hobby, toy, and game stores (NAICS 45112)	3,123,527	1,695,300	1,428,227
Sewing, needlework, and piece goods stores (NAICS 45113)	820,202	419,306	400,896
Musical instrument and supplies stores (NAICS 45114)	1,227,129	460,530	766,599
Book stores and news dealers (NAICS 4512)	1,503,248	0	1,503,248
Book stores (NAICS 451211)	1,412,165	0	1,412,165
News dealers and newsstands (NAICS 451212)	91,083	0	91,083
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	191,650,136	354,023,903	-162,373,767
Department stores (NAICS 4522)	13,074,967	22,976,581	-9,901,615
Other general merchandise stores (NAICS 4523)	178,575,170	331,047,322	-152,472,152
Warehouse clubs and supercenters (NAICS 452311)	160,168,631	308,816,379	-148,647,747
All other general merchandise stores (NAICS 452319)	18,406,539	22,230,943	-3,824,405
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	28,983,183	15,230,634	13,752,549
Florists (NAICS 4531)	1,295,933	524,182	771,751
Office supplies, stationery, and gift stores (NAICS 4532)	5,935,448	25,129	5,910,319
Office supplies and stationery stores (NAICS 45321)	2,306,408	12,478	2,293,930
Gift, novelty, and souvenir stores (NAICS 45322)	3,629,039	12,651	3,616,389
Used merchandise stores (NAICS 4533)	3,996,494	2,501,615	1,494,879
Other miscellaneous store retailers (NAICS 4539)	17,755,309	12,179,709	5,575,601
Pet and pet supplies stores (NAICS 45391)	4,919,978	394,113	4,525,865
Art dealers (NAICS 45392)	2,392,800	333	2,392,467
Manufactured (mobile) home dealers (NAICS 45393)	1,715,729	885,244	830,485
All other miscellaneous store retailers (NAICS 45399)	8,726,802	10,900,018	-2,173,216
Tobacco stores (NAICS 453991)	3,323,531	7,889,364	-4,565,833
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	5,403,271	3,010,654	2,392,617
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	220,369,545	23,339,654	197,029,891
Electronic shopping and mail-order houses (NAICS 4541)	206,717,868	17,053,841	189,664,027
Vending machine operators (NAICS 4542)	1,868,499	5,629	1,862,870
Direct selling establishments (NAICS 4543)	11,783,178	6,280,184	5,502,994
Fuel dealers (NAICS 45431)	5,665,231	38,530	5,626,701
Other direct selling establishments (NAICS 45439)	6,117,947	6,241,654	-123,707
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	170,716,766	89,945,376	80,771,389
Special food services (NAICS 7223)	11,854,305	3,227,625	8,626,680
Food service contractors (NAICS 72231)	9,329,050	3,171,674	6,157,376
Caterers (NAICS 72232)	2,280,076	55,951	2,224,126
Mobile food services (NAICS 72233)	245,179	0	245,179
Drinking places (alcoholic beverages) (NAICS 7224)	5,142,159	552,588	4,589,571
Restaurants and other eating places (NAICS 7225)	153,720,301	86,165,164	67,555,138
Full-service restaurants (NAICS 722511)	73,985,121	44,475,292	29,509,829
Limited-service restaurants (NAICS 722513)	67,626,469	30,351,016	37,275,453
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,721,656	9,451,227	-7,729,571
Snack and non-alcoholic beverage bars (NAICS 722515)	10,387,055	1,887,630	8,499,425

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