

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



Trade Area: Sand Springs, OK (city)

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	340,386,148	397,675,295	-57,289,147
Total retail trade (NAICS 44 and 45)	303,669,141	357,320,331	-53,651,190
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	75,067,797	76,325,805	-1,258,008
Automobile dealers (NAICS 4411)	64,728,509	51,366,587	13,361,923
New car dealers (NAICS 44111)	58,023,035	39,852,540	18,170,494
Used car dealers (NAICS 44112)	6,705,475	11,514,046	-4,808,572
Other motor vehicle dealers (NAICS 4412)	5,216,393	8,310,530	-3,094,137
Recreational vehicle dealers (NAICS 44121)	1,888,273	4,191,051	-2,302,778
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	3,328,120	4,119,480	-791,359
Boat dealers (NAICS 441222)	1,121,388	394,282	727,106
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,206,732	3,725,198	-1,518,466
Automotive parts, accessories, and tire stores (NAICS 4413)	5,122,895	16,648,688	-11,525,793
Automotive parts and accessories stores (NAICS 44131)	3,240,259	9,871,036	-6,630,777
Tire dealers (NAICS 44132)	1,882,636	6,777,652	-4,895,015
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	4,852,675	5,711,095	-858,420
Furniture stores (NAICS 4421)	2,898,025	3,699,663	-801,638
Home furnishings stores (NAICS 4422)	1,954,650	2,011,432	-56,782
Floor covering stores (NAICS 44221)	441,761	1,150,699	-708,938
Other home furnishings stores (NAICS 44229)	1,512,889	860,733	652,156
Window treatment stores (NAICS 442291)	89,410	0	89,410
All other home furnishings stores (NAICS 442299)	1,423,480	860,733	562,746
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	4,252,534	1,763,326	2,489,208
Household appliance stores (NAICS 443141)	902,566	0	902,566
Electronics stores (NAICS 443142)	3,349,967	1,763,326	1,586,642
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	20,556,705	24,400,181	-3,843,476
Building material and supplies dealers (NAICS 4441)	18,111,385	23,857,710	-5,746,325
Home centers (NAICS 44411)	9,898,667	21,942,800	-12,044,133
Paint and wallpaper stores (NAICS 44412)	639,763	0	639,763
Hardware stores (NAICS 44413)	1,586,508	0	1,586,508
Other building material dealers (NAICS 44419)	5,976,448	1,914,910	4,061,537
Lawn and garden equipment and supplies stores (NAICS 4442)	2,445,320	542,471	1,902,849
Outdoor power equipment stores (NAICS 44421)	495,304	0	495,304
Nursery, garden center, and farm supply stores (NAICS 44422)	1,950,016	542,471	1,407,546
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	44,156,316	36,855,441	7,300,876
Grocery stores (NAICS 4451)	40,186,189	35,689,190	4,496,999
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	38,496,842	35,689,190	2,807,653
Convenience stores (NAICS 44512)	1,689,346	0	1,689,346
Specialty food stores (NAICS 4452)	1,111,952	32,116	1,079,836
Meat markets (NAICS 44521)	337,902	14,070	323,833
Fish and seafood markets (NAICS 44522)	132,098	0	132,098
Fruit and vegetable markets (NAICS 44523)	230,571	0	230,571
Other specialty food stores (NAICS 44529)	411,381	18,046	393,334
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	218,427	18,046	200,380
All other specialty food stores (NAICS 445299)	192,954	0	192,954
Beer, wine, and liquor stores (NAICS 4453)	2,858,176	1,134,135	1,724,041
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	19,778,396	15,415,911	4,362,486
Pharmacies and drug stores (NAICS 44611)	16,923,120	15,415,911	1,507,210
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,292,621	0	1,292,621
Optical goods stores (NAICS 44613)	543,364	0	543,364
Other health and personal care stores (NAICS 44619)	1,019,290	0	1,019,290
Food (health) supplement stores (NAICS 446191)	357,246	0	357,246
All other health and personal care stores (NAICS 446199)	662,044	0	662,044
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	29,122,254	67,909,218	-38,786,964

Benchmark: USA

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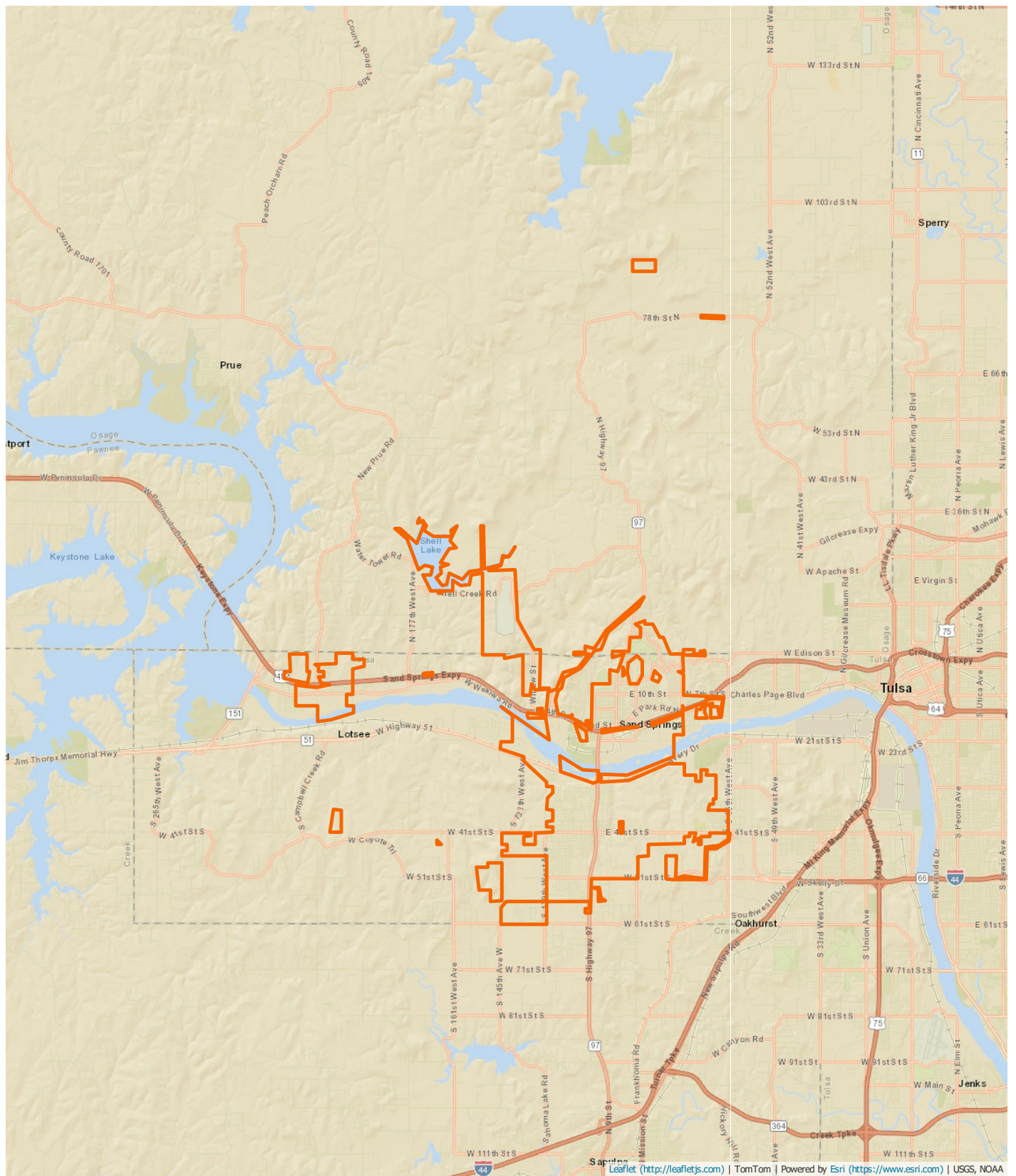
Trade Area: Sand Springs, OK (city)

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<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	10,529,235	2,546,582	7,982,654
Clothing stores (NAICS 4481)	7,453,822	2,546,582	4,907,240
Men's clothing stores (NAICS 44811)	301,143	0	301,143
Women's clothing stores (NAICS 44812)	1,466,947	1,603,884	-136,937
Children's and infants' clothing stores (NAICS 44813)	237,557	55,159	182,398
Family clothing stores (NAICS 44814)	4,547,065	527,669	4,019,396
Clothing accessories stores (NAICS 44815)	296,811	0	296,811
Other clothing stores (NAICS 44819)	604,298	359,870	244,429
Shoe stores (NAICS 4482)	1,713,486	0	1,713,486
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,361,927	0	1,361,927
Jewelry stores (NAICS 44831)	1,204,021	0	1,204,021
Luggage and leather goods stores (NAICS 44832)	157,906	0	157,906
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	3,535,210	2,273,992	1,261,218
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,211,894	2,273,992	937,902
Sporting goods stores (NAICS 45111)	2,110,132	1,173,098	937,034
Hobby, toy, and game stores (NAICS 45112)	681,505	891,671	-210,167
Sewing, needlework, and piece goods stores (NAICS 45113)	170,620	0	170,620
Musical instrument and supplies stores (NAICS 45114)	249,637	209,223	40,414
Book stores and news dealers (NAICS 4512)	323,316	0	323,316
Book stores (NAICS 451211)	304,330	0	304,330
News dealers and newsstands (NAICS 451212)	18,986	0	18,986
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	39,747,565	108,811,250	-69,063,685
Department stores (NAICS 4522)	2,762,860	0	2,762,860
Other general merchandise stores (NAICS 4523)	36,984,705	108,811,250	-71,826,545
Warehouse clubs and supercenters (NAICS 452311)	33,152,771	108,811,250	-75,658,478
All other general merchandise stores (NAICS 452319)	3,831,934	0	3,831,934
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	6,063,712	5,828,735	234,977
Florists (NAICS 4531)	272,182	0	272,182
Office supplies, stationery, and gift stores (NAICS 4532)	1,283,146	0	1,283,146
Office supplies and stationery stores (NAICS 45321)	495,831	0	495,831
Gift, novelty, and souvenir stores (NAICS 45322)	787,315	0	787,315
Used merchandise stores (NAICS 4533)	855,745	1,802,653	-946,907
Other miscellaneous store retailers (NAICS 4539)	3,652,638	4,026,083	-373,444
Pet and pet supplies stores (NAICS 45391)	1,000,361	0	1,000,361
Art dealers (NAICS 45392)	521,188	0	521,188
Manufactured (mobile) home dealers (NAICS 45393)	356,910	624,853	-267,944
All other miscellaneous store retailers (NAICS 45399)	1,774,180	3,401,229	-1,627,049
Tobacco stores (NAICS 453991)	631,620	1,698,012	-1,066,392
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,142,560	1,703,217	-560,657
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	46,006,740	9,478,797	36,527,944
Electronic shopping and mail-order houses (NAICS 4541)	43,195,679	4,298,603	38,897,076
Vending machine operators (NAICS 4542)	388,735	0	388,735
Direct selling establishments (NAICS 4543)	2,422,327	5,180,194	-2,757,867
Fuel dealers (NAICS 45431)	1,146,794	0	1,146,794
Other direct selling establishments (NAICS 45439)	1,275,533	5,180,194	-3,904,661
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	36,717,007	40,354,964	-3,637,957
Special food services (NAICS 7223)	2,548,422	132,764	2,415,658
Food service contractors (NAICS 72231)	2,005,820	132,764	1,873,056
Caterers (NAICS 72232)	490,004	0	490,004
Mobile food services (NAICS 72233)	52,599	0	52,599
Drinking places (alcoholic beverages) (NAICS 7224)	1,114,272	0	1,114,272
Restaurants and other eating places (NAICS 7225)	33,054,313	40,222,200	-7,167,887
Full-service restaurants (NAICS 722511)	15,923,796	23,136,485	-7,212,688
Limited-service restaurants (NAICS 722513)	14,531,448	7,645,240	6,886,208
Cafeterias, grill buffets, and buffets (NAICS 722514)	369,975	7,903,604	-7,533,629
Snack and non-alcoholic beverage bars (NAICS 722515)	2,229,093	1,536,871	692,222

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