



Retail Market Potential Report | Retail Stores Opportunity Gap

5, 10, and 15 mile radius of Dyer, TN

	Dyer, TN - 5 mi Radius			Dyer, TN - 10 mi Radius			Dyer, TN - 15 mi Radius		
	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)	2020 Demand (\$)	2020 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals									
Total retail trade including food and drink (NAICS 44, 45 and 722)	79,067,620	66,745,546	12,322,074	247,183,615	226,264,176	20,919,439	500,615,191	357,699,842	142,915,349
Total retail trade (NAICS 44 and 45)	70,756,125	62,646,867	8,109,258	221,013,432	210,259,530	10,753,902	447,528,706	332,256,026	115,272,680
Motor Vehicle and Parts Dealers									
Motor vehicle and parts dealers (NAICS 441)	17,687,711	15,757,257	1,930,454	55,438,773	40,122,829	15,315,944	113,027,111	58,945,309	54,081,801
Automobile dealers (NAICS 4411)	15,358,895	13,671,931	1,686,963	48,218,580	35,129,193	13,089,388	98,295,360	49,418,030	48,877,329
New car dealers (NAICS 44111)	13,705,780	10,997,658	2,708,122	43,028,313	30,523,286	12,505,028	87,708,450	44,433,564	43,274,885
Used car dealers (NAICS 44112)	1,653,114	2,674,273	-1,021,158	5,190,267	4,605,907	584,360	10,586,910	4,984,466	5,602,444
Other motor vehicle dealers (NAICS 4412)	1,195,736	0	1,195,736	3,672,804	0	3,672,804	7,595,588	325,178	7,270,410
Recreational vehicle dealers (NAICS 44121)	356,795	0	356,795	1,084,177	0	1,084,177	2,258,825	0	2,258,825
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	838,941	0	838,941	2,588,627	0	2,588,627	5,336,762	325,178	5,011,585
Boat dealers (NAICS 441222)	264,812	0	264,812	805,186	0	805,186	1,676,449	24,955	1,651,494
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	574,129	0	574,129	1,783,441	0	1,783,441	3,660,313	300,223	3,360,090
Automotive parts, accessories, and tire stores (NAICS 4413)	1,133,080	2,085,326	-952,245	3,547,389	4,993,637	-1,446,247	7,136,163	9,202,101	-2,065,938
Automotive parts and accessories stores (NAICS 44131)	670,128	1,618,084	-947,956	2,097,834	4,199,590	-2,101,756	4,220,727	7,542,666	-3,321,939
Tire dealers (NAICS 44132)	462,952	467,242	-4,290	1,449,555	794,047	655,509	2,915,436	1,659,435	1,256,001
Furniture and Home Furnishings Stores									
Furniture and home furnishings stores (NAICS 442)	1,153,060	802,438	350,623	3,598,551	3,953,914	-355,364	7,342,080	4,560,392	2,781,688
Furniture stores (NAICS 4421)	684,552	752,536	-67,983	2,135,884	1,566,602	569,282	4,362,541	1,847,777	2,514,763
Home furnishings stores (NAICS 4422)	468,508	49,902	418,606	1,462,666	2,387,312	-924,646	2,979,539	2,712,615	266,925
Floor covering stores (NAICS 44221)	68,575	0	68,575	214,699	1,086,633	-871,933	439,453	1,086,633	-647,180
Other home furnishings stores (NAICS 44229)	399,933	49,902	350,031	1,247,967	1,300,680	-52,713	2,540,087	1,625,982	914,105
Window treatment stores (NAICS 442291)	50,423	0	50,423	157,408	0	157,408	319,152	0	319,152
All other home furnishings stores (NAICS 442299)	349,510	49,902	299,608	1,090,558	1,300,680	-210,121	2,220,935	1,625,982	594,953
Electronics and Appliance Stores									
Electronics and appliance stores (NAICS 443)	1,118,926	326,197	792,729	3,506,518	1,615,801	1,890,717	7,111,524	1,707,730	5,403,794
Household appliance stores (NAICS 443141)	195,974	0	195,974	610,500	498,829	111,671	1,241,570	590,758	650,812
Electronics stores (NAICS 443142)	922,952	326,197	596,755	2,896,019	1,116,973	1,779,046	5,869,954	1,116,973	4,752,981
Building Material and Garden Equipment and Supplies Dealers									
Building material and garden equipment and supplies dealers (NAICS 444)	5,134,582	12,783,096	-7,648,513	15,845,929	32,979,192	-17,133,263	32,607,611	48,672,479	-16,064,868
Building material and supplies dealers (NAICS 4441)	4,518,002	9,718,015	-5,200,014	13,941,868	23,533,786	-9,591,918	28,694,125	35,497,600	-6,803,475
Home centers (NAICS 44411)	2,505,447	7,766,643	-5,261,196	7,734,128	19,631,416	-11,897,288	15,910,821	24,402,981	-8,492,160
Paint and wallpaper stores (NAICS 44412)	166,809	0	166,809	514,865	0	514,865	1,059,407	0	1,059,407
Hardware stores (NAICS 44413)	381,782	0	381,782	1,178,513	1,137,239	41,274	2,423,553	2,016,896	406,658
Other building material dealers (NAICS 44419)	1,463,964	1,951,373	-487,409	4,514,362	2,765,130	1,749,232	9,300,343	9,077,723	222,620
Lawn and garden equipment and supplies stores (NAICS 4442)	616,581	3,065,080	-2,448,499	1,904,061	9,445,406	-7,541,345	3,913,486	13,174,879	-9,261,393
Outdoor power equipment stores (NAICS 44421)	92,190	195,595	-103,405	284,184	508,054	-223,870	585,542	1,638,485	-1,052,943
Nursery, garden center, and farm supply stores (NAICS 44422)	524,391	2,869,486	-2,345,095	1,619,877	8,937,352	-7,317,475	3,327,944	11,536,394	-8,208,450



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Food and Beverage Stores									
Food and beverage stores (NAICS 445)	9,718,994	4,626,868	5,092,126	30,312,758	26,982,246	3,330,512	60,944,668	41,315,038	19,629,631
Grocery stores (NAICS 4451)	8,783,698	4,626,868	4,156,830	27,375,012	25,820,511	1,554,501	54,989,591	39,806,712	15,182,880
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	8,423,167	4,626,868	3,796,299	26,244,579	23,868,018	2,376,562	52,733,571	37,419,232	15,314,339
Convenience stores (NAICS 44512)	360,531	0	360,531	1,130,433	1,952,494	-822,061	2,256,021	2,387,480	-131,459
Specialty food stores (NAICS 4452)	311,604	0	311,604	970,134	13,246	956,888	1,945,526	359,838	1,585,688
Meat markets (NAICS 44521)	102,956	0	102,956	320,562	0	320,562	642,714	0	642,714
Fish and seafood markets (NAICS 44522)	37,352	0	37,352	116,299	0	116,299	233,189	0	233,189
Fruit and vegetable markets (NAICS 44523)	63,627	0	63,627	198,046	1,471	196,575	397,403	39,956	357,446
Other specialty food stores (NAICS 44529)	107,670	0	107,670	335,227	11,775	323,452	672,220	319,882	352,338
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	58,763	0	58,763	182,927	0	182,927	366,776	0	366,776
All other specialty food stores (NAICS 445299)	48,906	0	48,906	152,300	11,775	140,525	305,444	319,882	-14,437
Beer, wine, and liquor stores (NAICS 4453)	623,692	0	623,692	1,967,612	1,148,489	819,123	4,009,551	1,148,489	2,861,063
Health and Personal Care Stores									
Health and personal care stores (NAICS 446)	4,792,895	9,209,354	-4,416,459	14,917,555	27,821,792	-12,904,236	30,231,294	38,259,260	-8,027,966
Pharmacies and drug stores (NAICS 44611)	3,974,354	9,150,323	-5,175,969	12,373,435	27,135,029	-14,761,594	25,057,691	37,509,967	-12,452,276
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	302,816	20,628	282,188	942,071	239,983	702,089	1,911,176	261,834	1,649,343
Optical goods stores (NAICS 44613)	179,168	0	179,168	554,959	0	554,959	1,139,333	0	1,139,333
Other health and personal care stores (NAICS 44619)	336,557	38,403	298,154	1,047,090	446,779	600,310	2,123,094	487,459	1,635,635
Food (health) supplement stores (NAICS 446191)	119,068	0	119,068	370,471	0	370,471	750,515	0	750,515
All other health and personal care stores (NAICS 446199)	217,489	38,403	179,086	676,618	446,779	229,839	1,372,579	487,459	885,120
Gasoline Stations									
Gasoline stations (NAICS 447)	7,169,574	4,839,706	2,329,868	22,572,916	33,347,500	-10,774,584	44,927,214	50,389,725	-5,462,511
Clothing and Clothing Accessories Stores									
Clothing and clothing accessories stores (NAICS 448)	3,097,704	472,749	2,624,956	9,679,252	3,535,168	6,144,083	19,570,575	3,843,931	15,726,644
Clothing stores (NAICS 4481)	2,200,193	458,684	1,741,509	6,864,713	2,904,083	3,960,630	13,907,685	3,135,448	10,772,237
Men's clothing stores (NAICS 44811)	110,022	0	110,022	345,426	0	345,426	701,198	0	701,198
Women's clothing stores (NAICS 44812)	459,596	458,684	912	1,432,902	1,033,553	399,349	2,910,311	1,211,322	1,698,990
Children's and infants' clothing stores (NAICS 44813)	100,265	0	100,265	309,868	0	309,868	616,356	30,692	585,664
Family clothing stores (NAICS 44814)	1,277,643	0	1,277,643	3,988,441	1,870,530	2,117,912	8,078,851	1,893,435	6,185,416
Clothing accessories stores (NAICS 44815)	94,425	0	94,425	295,120	0	295,120	599,038	0	599,038
Other clothing stores (NAICS 44819)	158,243	0	158,243	492,955	0	492,955	1,001,931	0	1,001,931
Shoe stores (NAICS 4482)	466,085	14,065	452,020	1,463,443	628,806	834,637	2,930,352	706,204	2,224,148
Jewelry, luggage, and leather goods stores (NAICS 4483)	431,426	0	431,426	1,351,096	2,279	1,348,816	2,732,538	2,279	2,730,259
Jewelry stores (NAICS 44831)	384,455	0	384,455	1,203,952	2,279	1,201,673	2,435,103	2,279	2,432,823
Luggage and leather goods stores (NAICS 44832)	46,971	0	46,971	147,144	0	147,144	297,436	0	297,436

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Sporting Goods, Hobby, Musical Instrument, and Book Stores									
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	778,505	712,835	65,670	2,433,890	2,062,190	371,700	4,942,524	2,675,028	2,267,496
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	676,850	712,835	-35,985	2,117,277	2,059,448	57,829	4,296,680	2,548,157	1,748,523
Sporting goods stores (NAICS 45111)	400,403	193,141	207,262	1,256,537	705,880	550,657	2,552,783	1,079,360	1,473,424
Hobby, toy, and game stores (NAICS 45112)	160,133	519,694	-359,561	497,187	1,353,568	-856,381	1,010,257	1,468,797	-458,540
Sewing, needlework, and piece goods stores (NAICS 45113)	47,373	0	47,373	146,678	0	146,678	300,282	0	300,282
Musical instrument and supplies stores (NAICS 45114)	68,941	0	68,941	216,875	0	216,875	433,358	0	433,358
Book stores and news dealers (NAICS 4512)	101,655	0	101,655	316,614	2,743	313,871	645,844	126,871	518,973
Book stores (NAICS 451211)	88,958	0	88,958	277,010	2,743	274,267	566,107	126,871	439,236
News dealers and newsstands (NAICS 451212)	12,697	0	12,697	39,604	0	39,604	79,737	0	79,737
General Merchandise Stores									
General merchandise stores (NAICS 452)	9,099,190	12,528,186	-3,428,995	28,376,649	27,888,402	488,247	57,214,825	54,817,883	2,396,942
Department stores (NAICS 4522)	1,697,767	0	1,697,767	5,294,014	6,312	5,287,701	10,715,925	182,461	10,533,463
Other general merchandise stores (NAICS 4523)	7,401,423	12,528,186	-5,126,762	23,082,635	27,882,090	-4,799,455	46,498,900	54,635,422	-8,136,522
Warehouse clubs and supercenters (NAICS 452311)	6,271,416	8,066,594	-1,795,177	19,564,406	17,914,784	1,649,622	39,388,135	34,493,359	4,894,776
All other general merchandise stores (NAICS 452319)	1,130,007	4,461,592	-3,331,585	3,518,229	9,967,306	-6,449,077	7,110,765	20,142,063	-13,031,297
Miscellaneous Store Retailers									
Miscellaneous store retailers (NAICS 453)	1,549,075	566,490	982,584	4,837,105	5,049,229	-212,124	9,783,484	10,251,655	-468,172
Florists (NAICS 4531)	93,320	218,255	-124,935	287,825	459,646	-171,822	592,758	516,860	75,898
Office supplies, stationery, and gift stores (NAICS 4532)	300,648	8,524	292,124	937,313	457,449	479,865	1,903,606	1,066,555	837,051
Office supplies and stationery stores (NAICS 45321)	111,654	0	111,654	350,079	0	350,079	714,927	346,875	368,052
Gift, novelty, and souvenir stores (NAICS 45322)	188,993	8,524	180,469	587,234	457,449	129,785	1,188,679	719,680	468,999
Used merchandise stores (NAICS 4533)	211,704	0	211,704	661,269	0	661,269	1,340,962	0	1,340,962
Other miscellaneous store retailers (NAICS 4539)	943,403	339,712	603,691	2,950,698	4,132,134	-1,181,436	5,946,158	8,668,241	-2,722,082
Pet and pet supplies stores (NAICS 45391)	266,870	0	266,870	834,926	16,729	818,198	1,695,254	594,646	1,100,608
Art dealers (NAICS 45392)	111,520	0	111,520	348,518	0	348,518	707,867	0	707,867
Manufactured (mobile) home dealers (NAICS 45393)	78,354	0	78,354	239,019	6,945	232,075	496,349	289,533	206,816
All other miscellaneous store retailers (NAICS 45399)	486,659	339,712	146,947	1,528,235	4,108,461	-2,580,226	3,046,688	7,784,062	-4,737,373
Tobacco stores (NAICS 453991)	218,572	109,439	109,133	694,273	2,446,816	-1,752,543	1,349,495	3,534,037	-2,184,541
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	268,086	230,272	37,814	833,962	1,661,645	-827,683	1,697,193	4,250,025	-2,552,832
Non-store Retailers									
Non-store retailers (NAICS 454)	9,455,907	21,692	9,434,215	29,493,534	4,901,266	24,592,268	59,825,797	16,817,595	43,008,202
Electronic shopping and mail-order houses (NAICS 4541)	8,593,026	12,063	8,580,963	26,811,554	2,665,430	24,146,124	54,413,452	11,016,255	43,397,197
Vending machine operators (NAICS 4542)	134,514	4,299	130,215	419,594	1,067,611	-648,017	842,598	2,874,123	-2,031,525
Direct selling establishments (NAICS 4543)	728,368	5,330	723,038	2,262,386	1,168,225	1,094,162	4,569,746	2,927,216	1,642,530
Fuel dealers (NAICS 45431)	259,861	0	259,861	802,994	0	802,994	1,616,773	62,401	1,554,371
Other direct selling establishments (NAICS 45439)	468,507	5,330	463,177	1,459,392	1,168,225	291,168	2,952,973	2,864,815	88,158



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Food Services and Drinking Places									
Food services and drinking places (NAICS 722)	8,311,495	4,098,679	4,212,816	26,170,183	16,004,646	10,165,537	53,086,485	25,443,816	27,642,669
Special food services (NAICS 7223)	688,360	31,427	656,933	2,167,238	194,813	1,972,425	4,394,038	370,155	4,023,883
Food service contractors (NAICS 72231)	561,630	15,713	545,917	1,768,272	97,904	1,670,369	3,585,664	271,421	3,314,243
Caterers (NAICS 72232)	116,457	15,713	100,744	366,642	96,909	269,733	742,913	98,734	644,179
Mobile food services (NAICS 72233)	10,273	0	10,273	32,323	0	32,323	65,461	0	65,461
Drinking places (alcoholic beverages) (NAICS 7224)	268,921	0	268,921	847,884	0	847,884	1,739,851	129,192	1,610,659
Restaurants and other eating places (NAICS 7225)	7,354,214	4,067,252	3,286,962	23,155,061	15,809,834	7,345,228	46,952,596	24,944,469	22,008,126
Full-service restaurants (NAICS 722511)	3,459,329	1,003,295	2,456,035	10,893,338	4,115,432	6,777,906	22,114,519	7,551,880	14,562,639
Limited-service restaurants (NAICS 722513)	3,235,272	2,584,760	650,511	10,185,541	10,800,615	-615,075	20,633,307	16,204,460	4,428,848
Cafeterias, grill buffets, and buffets (NAICS 722514)	117,254	0	117,254	369,155	9,961	359,194	747,833	76,811	671,021
Snack and non-alcoholic beverage bars (NAICS 722515)	542,359	479,197	63,162	1,707,028	883,826	823,202	3,456,937	1,111,318	2,345,618
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	82,482	469,320	-386,838	259,656	478,397	-218,741	525,935	594,722	-68,787
Doughnut shops (NAICS 7225153)	85,383	4,483	80,900	268,726	39,127	229,599	544,159	62,402	481,757
Bagel shops (NAICS 7225154)	24,657	4,486	20,170	77,614	39,126	38,488	157,190	62,400	94,791
Coffee shops (NAICS 7225155)	232,335	302	232,032	731,159	129,531	601,628	1,480,501	152,629	1,327,871
Cookie shops (NAICS 7225156)	3,752	302	3,450	11,811	63,747	-51,936	23,924	81,838	-57,914
Other snack and non-alcoholic beverage bars (NAICS 7225157)	113,750	302	113,448	358,062	133,897	224,164	725,228	157,328	567,900

A retail opportunity gap appears when expenditure levels for a specific geography are higher than the corresponding retail sales estimates. The demand is greater than the supply (i.e., a positive number). A retail surplus appears when expenditures are lower than the retail sales estimates. In this case, local retailers are attracting expenditures from other areas into their stores and the demand is less than supply (i.e., a negative number). RMP estimates demand in an area for all expenditures from both businesses and households.

Sources: Envionics Analytics | U.S. Census Bureau | U.S. Bureau of Labour Statistics | InfoUSA