







# 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 (\$)
<b>Food Services and Drinking Places</b>									
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: Enviroics Analytics | U.S. Census Bureau | U.S. Bureau of Labour Statistics | InfoUSA