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Study Areas

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Lat: 34.37804, Long: -103.75760

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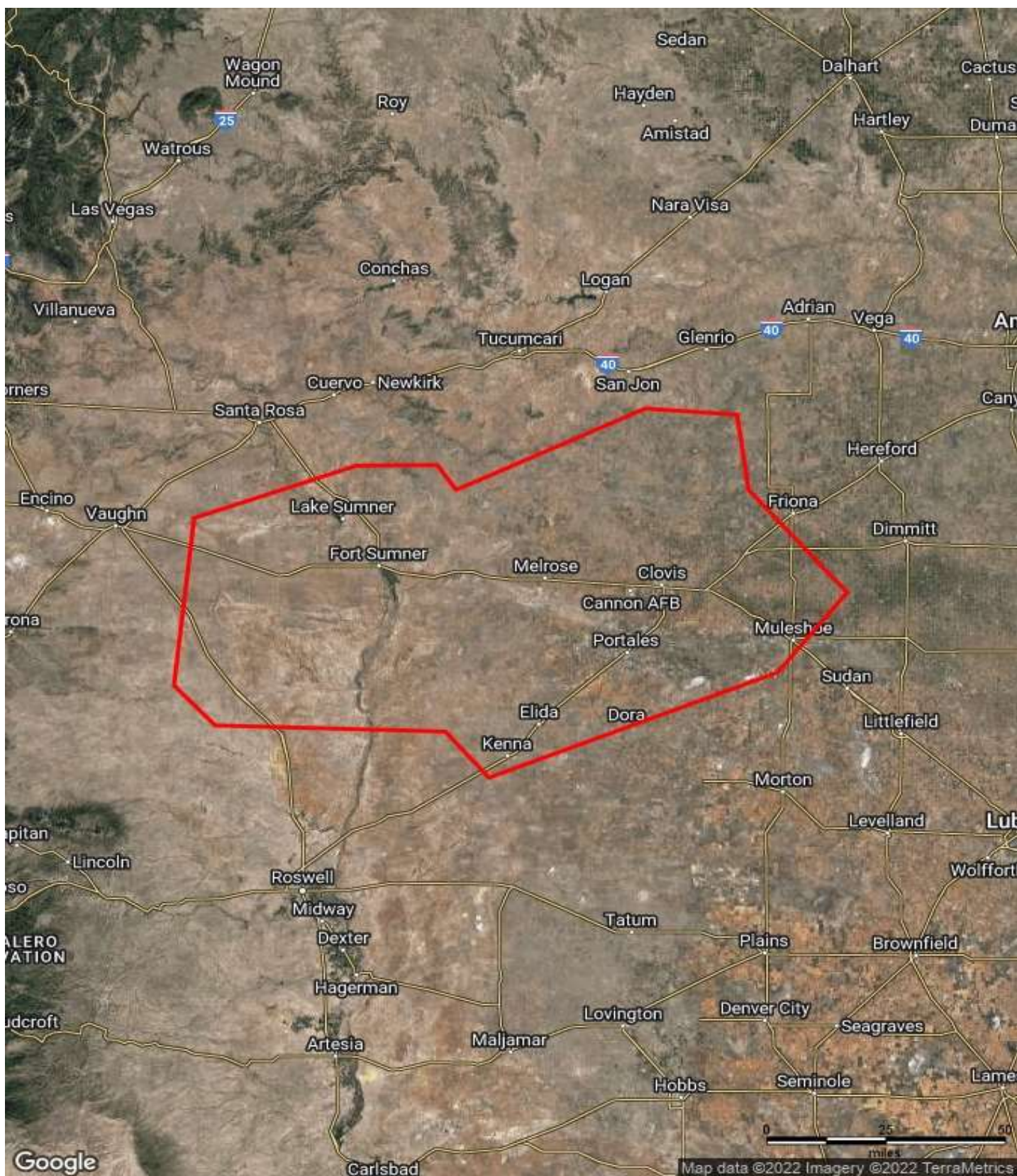
[STI: Market Outlook Consumer Demand By Establishment Type](#)

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STI: Market Outlook Opportunity Gap Report By Establishment Type

STI: Market Outlook Opportunity Gap Report By Establishment Type	Clovis Lowes		
	2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Establishment Type	\$ 1,425,362,839	\$ 909,258,292	\$ 516,104,547
Motor Vehicle and Parts Dealers	\$ 276,366,209	\$ 178,273,153	\$ 98,093,055
Automobile dealers	\$ 238,120,848	\$ 159,443,548	\$ 78,677,299
Other Motor Vehicle Dealers	\$ 13,664,771	\$ 3,836,924	\$ 9,827,846
Automotive Parts, Accessories, & Tire Stores	\$ 24,580,590	\$ 14,992,680	\$ 9,587,910
Furniture and Home Furnishings Stores	\$ 25,753,005	\$ 9,966,991	\$ 15,786,014
Furniture Stores	\$ 14,637,320	\$ 3,588,550	\$ 11,048,770
Home Furnishings Stores	\$ 11,115,685	\$ 6,378,441	\$ 4,737,244
Electronics & Appliance Stores	\$ 16,857,718	\$ 7,500,053	\$ 9,357,666
Building Material and Garden Equipment Stores	\$ 90,426,197	\$ 61,772,971	\$ 28,653,226
Building Material & Supplies Dealers	\$ 81,086,171	\$ 43,014,170	\$ 38,072,001
Lawn & Garden Equipment & Supplies Stores	\$ 9,340,025	\$ 18,758,801	- \$ 9,418,775
Food and Beverage Stores	\$ 152,876,050	\$ 119,184,651	\$ 33,691,399
Grocery Stores	\$ 137,955,705	\$ 109,647,020	\$ 28,308,685
Specialty Food Stores	\$ 4,910,705	\$ 5,231,451	- \$ 320,746
Beer, Wine & Liquor Stores	\$ 10,009,640	\$ 4,306,180	\$ 5,703,460
Health & Personal Care Stores	\$ 90,191,042	\$ 75,372,196	\$ 14,818,847
Gasoline Stations	\$ 123,869,153	\$ 65,725,882	\$ 58,143,271
Clothing & Clothing Accessories Stores	\$ 47,873,194	\$ 41,102,817	\$ 6,770,377
Clothing Stores	\$ 30,933,262	\$ 26,101,089	\$ 4,832,173
Shoe Stores	\$ 9,563,525	\$ 6,752,943	\$ 2,810,582
Jewelry, Luggage & Leather Goods Stores	\$ 7,376,407	\$ 8,248,784	- \$ 872,377
Sporting Goods, Hobby, Book, Music Stores	\$ 20,197,394	\$ 16,610,731	\$ 3,586,663
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 14,449,480	\$ 13,332,006	\$ 1,117,474
Book, Periodical & Music Stores	\$ 5,747,915	\$ 3,278,725	\$ 2,469,189
General Merchandise Stores	\$ 182,515,361	\$ 135,828,461	\$ 46,686,900
Department Stores	\$ 39,287,850	\$ 34,723,509	\$ 4,564,341
Other General Merchandise Stores	\$ 143,227,511	\$ 101,104,952	\$ 42,122,559
Miscellaneous Store Retailers	\$ 33,999,350	\$ 17,437,266	\$ 16,562,084
Florists and Miscellaneous Store Retailers	\$ 1,979,337	\$ 1,321,328	\$ 658,009
Office Supplies, Stationery & Gift Stores	\$ 7,711,406	\$ 7,916,329	- \$ 204,922
Used Merchandise Stores	\$ 3,990,975	\$ 2,067,182	\$ 1,923,793
Other miscellaneous store retailers	\$ 20,317,632	\$ 6,132,428	\$ 14,185,204



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STI: Market Outlook Opportunity Gap Report By Establishment Type

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	2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
Non-Store Retailers	\$ 202,258,043	\$ 40,830,232	\$ 161,427,811
Vending machine operators (Nonstore retailers)	\$ 5,847,504	\$ 34,414,084	- \$ 28,566,580
Direct Selling Establishments	\$ 4,191,169	\$ 6,416,149	- \$ 2,224,980
Electronic Shopping & Mail-Order Houses	\$ 192,219,370	\$ 0	\$ 192,219,370
Foodservice and Drinking Places	\$ 162,180,122	\$ 139,652,887	\$ 22,527,235
Full-Service Restaurants	\$ 56,479,741	\$ 52,563,972	\$ 3,915,770
Limited-Service Eating Places	\$ 76,793,854	\$ 63,591,602	\$ 13,202,251
Special Food Services	\$ 21,281,566	\$ 19,191,013	\$ 2,090,553
Bars/Drinking Places (Alcoholic Beverages)	\$ 7,624,961	\$ 4,306,300	\$ 3,318,661



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STI: Market Outlook Opportunity Gap Report By Establishment Type

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		2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.				



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STI: Market Outlook Opportunity Gap Report By Major Product Line

STI: Market Outlook Opportunity Gap Report By Major Product Line	Clovis Lowes		
	2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Major Product Line	\$ 1,425,362,824	\$ 909,258,286	\$ 516,104,538
Groceries & Other Food Items	\$ 211,590,306	\$ 176,705,229	\$ 34,885,077
Meals & Non-Alcoholic Beverages	\$ 147,454,029	\$ 131,261,202	\$ 16,192,827
Alcoholic Drinks	\$ 21,897,052	\$ 17,414,346	\$ 4,482,705
Packaged Liquor, Wine, & Beer	\$ 24,425,254	\$ 12,372,757	\$ 12,052,497
Cigars, Cigarettes, Tobacco & Accessories	\$ 19,815,427	\$ 10,043,077	\$ 9,772,350
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 256,941,398	\$ 92,509,731	\$ 164,431,667
Soaps, Detergents, & Household Cleaners	\$ 6,373,500	\$ 5,949,018	\$ 424,482
Paper & Related Products	\$ 5,817,153	\$ 6,097,778	\$ - 280,625
Men's Wear	\$ 11,144,964	\$ 9,920,076	\$ 1,224,889
Women's, Juniors' and Misses' Wear	\$ 47,211,431	\$ 23,800,365	\$ 23,411,066
Children's Wear	\$ 4,851,141	\$ 5,547,312	\$ - 696,171
Footwear Including Accessories	\$ 14,999,008	\$ 10,263,378	\$ 4,735,630
Sewing, Knitting and Needlework Goods	\$ 671,579	\$ 610,671	\$ 60,908
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 4,074,831	\$ 3,735,161	\$ 339,670
Major Household Appliances	\$ 4,317,427	\$ 3,606,359	\$ 711,068
Small Electric Appliances	\$ 2,766,591	\$ 1,566,895	\$ 1,199,696
Televisions, Video Recorders, Video Cameras etc.	\$ 6,981,308	\$ 6,710,548	\$ 270,760
Audio Equipment & Musical Instruments	\$ 4,977,565	\$ 3,863,318	\$ 1,114,247
Furniture, Sleep Equipment & Outdoor Furniture	\$ 25,879,977	\$ 10,514,655	\$ 15,365,322
Flooring & Floor Coverings	\$ 11,122,230	\$ 6,191,122	\$ 4,931,108
Computer Hardware, Software, & Supplies	\$ 23,278,597	\$ 5,702,097	\$ 17,576,501
Kitchenware & Home Furnishings	\$ 12,157,607	\$ 7,912,460	\$ 4,245,147
Jewelry Including Watches	\$ 11,818,579	\$ 10,332,596	\$ 1,485,983
Books & Periodicals	\$ 3,742,783	\$ 2,043,456	\$ 1,699,327
Photographic Equipment & Supplies	\$ 1,203,533	\$ 1,113,104	\$ 90,429
Toys, Hobby Goods, & Games	\$ 5,596,616	\$ 4,761,189	\$ 835,427
Optical Goods	\$ 2,563,290	\$ 2,673,741	\$ - 110,451
Sporting Goods	\$ 7,983,714	\$ 6,948,690	\$ 1,035,024
Hardware, Tools, Plumbing & Electrical	\$ 21,622,624	\$ 13,637,284	\$ 7,985,339
Lawn, Garden, & Farm Equipment & Supplies	\$ 19,727,726	\$ 17,845,053	\$ 1,882,674
Dimensional Lumber & Other Building Materials	\$ 33,385,939	\$ 19,309,959	\$ 14,075,980
Paint & Sundries	\$ 6,135,270	\$ 3,455,305	\$ 2,679,965
Autos, Cars, Vans, Trucks & Motorcycles	\$ 204,101,292	\$ 131,939,609	\$ 72,161,684
Automotive Fuels	\$ 95,816,690	\$ 56,965,607	\$ 38,851,083



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STI: Market Outlook Opportunity Gap Report By Major Product Line

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	2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,689,635	\$ 1,641,452	\$ 1,048,183
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 41,498,874	\$ 23,922,014	\$ 17,576,860
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 2,567,860	\$ 5,621,185	- \$ 3,053,325
Pets, Pet Foods & Pet Supplies	\$ 11,210,709	\$ 4,384,642	\$ 6,826,067
All Other Merchandise	\$ 47,341,453	\$ 25,102,782	\$ 22,238,670
Retailer Services	\$ 37,607,865	\$ 25,263,064	\$ 12,344,800



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	2020 Consumer Demand	2020 Market Supply	Opportunity Gap Surplus/ Shortage
The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.			



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STI: Market Outlook Consumer Demand By Establishment Type

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2020 Consumer Demand by Establishment Type	
Automobile Dealers	\$ 238,120,848
Other Motor Vehicle Dealers	\$ 13,664,771
Automotive Parts, Accessories, & Tire Stores	\$ 24,580,590
Furniture Stores	\$ 14,637,320
Home Furnishings Stores	\$ 11,115,685
Electronics & Appliance Stores	\$ 16,857,718
Building Material & Supplies Dealers	\$ 81,086,171
Lawn & Garden Equipment & Supplies Stores	\$ 9,340,025
Grocery Stores	\$ 137,955,705
Specialty Food Stores	\$ 4,910,705
Beer, Wine & Liquor Stores	\$ 10,009,640
Health & Personal Care Stores	\$ 90,191,042
Gasoline Stations	\$ 123,869,153
Clothing Stores	\$ 30,933,262
Shoe Stores	\$ 9,563,525
Jewelry, Luggage & Leather Goods Stores	\$ 7,376,407
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 14,449,480
Book, Periodical & Music Stores	\$ 5,747,915
Department Stores	\$ 39,287,850
Other General Merchandise Stores	\$ 143,227,511
Florists and Miscellaneous Store Retailers	\$ 1,979,337
Office Supplies, Stationery & Gift Stores	\$ 7,711,406
Used Merchandise Stores	\$ 3,990,975
Other miscellaneous store retailers	\$ 20,317,632
Electronic Shopping & Mail-Order Houses	\$ 192,219,370
Vending Machine Operators (Nonstore Retailers)	\$ 5,847,504
Direct Selling Establishments	\$ 4,191,169
Full-Service Restaurants	\$ 56,479,741
Limited-Service Eating PIAWes	\$ 76,793,854
Special Food Services	\$ 21,281,566
Bars/Drinking PIAWes (Alcoholic Beverages)	\$ 7,624,961
2019 Consumer Demand by Establishment Type	
Automobile Dealers	\$ 238,327,113
Other Motor Vehicle Dealers	\$ 13,789,531
Automotive Parts, Accessories, & Tire Stores	\$ 23,825,460
Furniture Stores	\$ 14,939,862
Home Furnishings Stores	\$ 11,437,082
Electronics & Appliance Stores	\$ 16,977,945
Building Material & Supplies Dealers	\$ 80,781,232
Lawn & Garden Equipment & Supplies Stores	\$ 10,467,430
Grocery Stores	\$ 132,328,027
Specialty Food Stores	\$ 5,301,223
Beer, Wine & Liquor Stores	\$ 9,455,982
Health & Personal Care Stores	\$ 85,790,780
Gasoline Stations	\$ 114,238,011



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STI: Market Outlook Consumer Demand By Establishment Type

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Clothing Stores	\$ 31,314,467
Shoe Stores	\$ 8,865,109
Jewelry, Luggage & Leather Goods Stores	\$ 7,604,150
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 15,694,560
Book, Periodical & Music Stores	\$ 5,927,670
Department Stores	\$ 44,792,833
Other General Merchandise Stores	\$ 137,367,578
Florists and Miscellaneous Store Retailers	\$ 1,849,376
Office Supplies, Stationery & Gift Stores	\$ 7,613,067
Used Merchandise Stores	\$ 4,295,125
Other miscellaneous store retailers	\$ 18,504,566
Electronic Shopping & Mail-Order Houses	\$ 149,607,452
Vending Machine Operators (Nonstore Retailers)	\$ 4,750,149
Direct Selling Establishments	\$ 3,757,696
Full-Service Restaurants	\$ 51,570,980
Limited-Service Eating PlAWeS	\$ 64,930,958
Special Food Services	\$ 12,856,608
Bars/Drinking PlAWeS (Alcoholic Beverages)	\$ 6,669,576



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STI: Market Outlook Consumer Demand By Establishment Type

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2018 Consumer Demand by Establishment Type	
Automobile Dealers	\$ 236,237,929
Other Motor Vehicle Dealers	\$ 11,791,304
Automotive Parts, Accessories, & Tire Stores	\$ 24,474,340
Furniture Stores	\$ 14,690,268
Home Furnishings Stores	\$ 10,844,300
Electronics & Appliance Stores	\$ 17,171,405
Building Material & Supplies Dealers	\$ 77,139,380
Lawn & Garden Equipment & Supplies Stores	\$ 9,196,880
Grocery Stores	\$ 132,416,276
Specialty Food Stores	\$ 4,967,593
Beer, Wine & Liquor Stores	\$ 9,344,736
Health & Personal Care Stores	\$ 86,171,373
Gasoline Stations	\$ 104,669,569
Clothing Stores	\$ 31,311,697
Shoe Stores	\$ 9,112,459
Jewelry, Luggage & Leather Goods Stores	\$ 7,895,652
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 16,447,491
Book, Periodical & Music Stores	\$ 7,080,425
Department Stores	\$ 46,992,463
Other General Merchandise Stores	\$ 134,896,462
Florists and Miscellaneous Store Retailers	\$ 1,857,685
Office Supplies, Stationery & Gift Stores	\$ 8,486,886
Used Merchandise Stores	\$ 3,880,865
Other miscellaneous store retailers	\$ 19,037,960
Electronic Shopping & Mail-Order Houses	\$ 137,518,132
Vending Machine Operators (Nonstore Retailers)	\$ 4,993,826
Direct Selling Establishments	\$ 3,699,561
Full-Service Restaurants	\$ 52,397,611
Limited-Service Eating PIAWes	\$ 63,968,290
Special Food Services	\$ 13,232,997
Bars/Drinking PIAWes (Alcoholic Beverages)	\$ 5,844,627
2017 Consumer Demand by Establishment Type	
Automobile Dealers	\$ 220,346,045
Other Motor Vehicle Dealers	\$ 11,474,735
Automotive Parts, Accessories, & Tire Stores	\$ 23,219,410
Furniture Stores	\$ 14,170,244
Home Furnishings Stores	\$ 10,015,263
Electronics & Appliance Stores	\$ 18,098,798
Building Material & Supplies Dealers	\$ 72,347,517
Lawn & Garden Equipment & Supplies Stores	\$ 9,173,986
Grocery Stores	\$ 129,436,687
Specialty Food Stores	\$ 5,073,613
Beer, Wine & Liquor Stores	\$ 8,879,118
Health & Personal Care Stores	\$ 81,265,579
Gasoline Stations	\$ 106,158,380



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STI: Market Outlook Consumer Demand By Establishment Type

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Clothing Stores	\$ 31,501,806
Shoe Stores	\$ 8,703,801
Jewelry, Luggage & Leather Goods Stores	\$ 7,181,749
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 16,498,120
Book, Periodical & Music Stores	\$ 7,386,560
Department Stores	\$ 49,860,572
Other General Merchandise Stores	\$ 130,830,627
Florists and Miscellaneous Store Retailers	\$ 1,667,543
Office Supplies, Stationery & Gift Stores	\$ 9,136,946
Used Merchandise Stores	\$ 3,827,806
Other miscellaneous store retailers	\$ 16,974,370
Electronic Shopping & Mail-Order Houses	\$ 119,346,269
Vending Machine Operators (Nonstore Retailers)	\$ 4,201,712
Direct Selling Establishments	\$ 4,231,745
Full-Service Restaurants	\$ 48,932,840
Limited-Service Eating PlAWeS	\$ 58,969,651
Special Food Services	\$ 12,166,534
Bars/Drinking PlAWeS (Alcoholic Beverages)	\$ 5,317,230



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STI: Market Outlook Consumer Demand By Establishment Type

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2016 Consumer Demand by Establishment Type	
Automobile Dealers	
Other Motor Vehicle Dealers	
Automotive Parts, Accessories, & Tire Stores	
Furniture Stores	
Home Furnishings Stores	
Electronics & Appliance Stores	
Building Material & Supplies Dealers	
Lawn & Garden Equipment & Supplies Stores	
Grocery Stores	
Specialty Food Stores	
Beer, Wine & Liquor Stores	
Health & Personal Care Stores	
Gasoline Stations	
Clothing Stores	
Shoe Stores	
Jewelry, Luggage & Leather Goods Stores	
Sporting Goods, Hobby, & Musical Instrument Stores	
Book, Periodical & Music Stores	
Department Stores	
Other General Merchandise Stores	
Florists and Miscellaneous Store Retailers	
Office Supplies, Stationery & Gift Stores	
Used Merchandise Stores	
Other miscellaneous store retailers	
Electronic Shopping & Mail-Order Houses	
Vending MAWhine Operators (Nonstore Retailers)	
Direct Selling Establishments	
Full-Service Restaurants	
Limited-Service Eating PIAWes	
Special Food Services	
Bars/Drinking PIAWes (Alcoholic Beverages)	



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STI: Market Outlook Consumer Demand By Major Product Line

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2020 Consumer Demand by Major Product Line	
Groceries & Other Food Items	\$ 211,590,306
Meals & Non-Alcoholic Beverages	\$ 147,454,029
Alcoholic Drinks	\$ 21,897,052
Packaged Liquor, Wine, & Beer	\$ 24,425,254
Cigars, Cigarettes, Tobacco & Accessories	\$ 19,815,427
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 256,941,398
Soaps, Detergents, & Household Cleaners	\$ 6,373,500
Paper & Related Products	\$ 5,817,153
Men's Wear	\$ 11,144,964
Women's, Juniors' and Misses' Wear	\$ 47,211,431
Children's Wear	\$ 4,851,141
Footwear Including Accessories	\$ 14,999,008
Sewing, Knitting and Needlework Goods	\$ 671,579
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 4,074,831
Major Household Appliances	\$ 4,317,427
Small Electric Appliances	\$ 2,766,591
Televisions, Video Recorders, Video Cameras etc.	\$ 6,981,308
Audio Equipment & Musical Instruments	\$ 4,977,565
Furniture, Sleep Equipment & Outdoor Furniture	\$ 25,879,977
Flooring & Floor Coverings	\$ 11,122,230
Computer Hardware, Software, & Supplies	\$ 23,278,597
Kitchenware & Home Furnishings	\$ 12,157,607
Jewelry Including Watches	\$ 11,818,579
Books & Periodicals	\$ 3,742,783
Photographic Equipment & Supplies	\$ 1,203,533
Toys, Hobby Goods, & Games	\$ 5,596,616
Optical Goods	\$ 2,563,290
Sporting Goods	\$ 7,983,714
Hardware, Tools, Plumbing & Electrical	\$ 21,622,624
Lawn, Garden, & Farm Equipment & Supplies	\$ 19,727,726
Dimensional Lumber & Other Building Materials	\$ 33,385,939
Paint & Sundries	\$ 6,135,270
Autos, Cars, Vans, Trucks & Motorcycles	\$ 204,101,292
Automotive Fuels	\$ 95,816,690
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,689,635
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 41,498,874
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 2,567,860
Pets, Pet Foods & Pet Supplies	\$ 11,210,709
All Other Merchandise	\$ 47,341,453
Retailer Services	\$ 37,607,865



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STI: Market Outlook Consumer Demand By Major Product Line

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2019 Consumer Demand by Major Product Line	
Groceries & Other Food Items	\$ 210,364,168
Meals & Non-Alcoholic Beverages	\$ 126,908,023
Alcoholic Drinks	\$ 25,108,348
Packaged Liquor, Wine, & Beer	\$ 24,493,153
Cigars, Cigarettes, Tobacco & Accessories	\$ 19,944,201
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 231,394,183
Soaps, Detergents, & Household Cleaners	\$ 6,352,083
Paper & Related Products	\$ 5,879,813
Men's Wear	\$ 11,484,520
Women's, Juniors' and Misses' Wear	\$ 46,509,246
Children's Wear	\$ 5,112,316
Footwear Including Accessories	\$ 14,389,786
Sewing, Knitting and Needlework Goods	\$ 476,820
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 3,988,552
Major Household Appliances	\$ 4,265,127
Small Electric Appliances	\$ 2,574,767
Televisions, Video Recorders, Video Cameras etc.	\$ 7,228,610
Audio Equipment & Musical Instruments	\$ 4,982,749
Furniture, Sleep Equipment & Outdoor Furniture	\$ 26,720,375
Flooring & Floor Coverings	\$ 10,949,593
Computer Hardware, Software, & Supplies	\$ 20,771,170
Kitchenware & Home Furnishings	\$ 11,511,487
Jewelry Including Watches	\$ 12,031,840
Books & Periodicals	\$ 4,214,161
Photographic Equipment & Supplies	\$ 1,255,796
Toys, Hobby Goods, & Games	\$ 5,456,714
Optical Goods	\$ 2,493,425
Sporting Goods	\$ 7,533,918
Hardware, Tools, Plumbing & Electrical	\$ 21,682,689
Lawn, Garden, & Farm Equipment & Supplies	\$ 18,927,029
Dimensional Lumber & Other Building Materials	\$ 34,156,918
Paint & Sundries	\$ 6,229,682
Autos, Cars, Vans, Trucks & Motorcycles	\$ 206,666,983
Automotive Fuels	\$ 100,690,895
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,682,529
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 40,627,207
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 3,309,198
Pets, Pet Foods & Pet Supplies	\$ 9,913,107
All Other Merchandise	\$ 44,975,328
Retailer Services	\$ 38,006,931



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STI: Market Outlook Consumer Demand By Major Product Line

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2018 Consumer Demand by Major Product Line	
Groceries & Other Food Items	\$ 204,876,596
Meals & Non-Alcoholic Beverages	\$ 118,812,861
Alcoholic Drinks	\$ 23,347,777
Packaged Liquor, Wine, & Beer	\$ 23,345,793
Cigars, Cigarettes, Tobacco & Accessories	\$ 18,537,604
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 218,614,259
Soaps, Detergents, & Household Cleaners	\$ 6,242,840
Paper & Related Products	\$ 5,828,782
Men's Wear	\$ 11,811,404
Women's, Juniors' and Misses' Wear	\$ 45,592,438
Children's Wear	\$ 5,257,049
Footwear Including Accessories	\$ 14,519,391
Sewing, Knitting and Needlework Goods	\$ 527,681
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 4,001,885
Major Household Appliances	\$ 4,221,313
Small Electric Appliances	\$ 2,523,362
Televisions, Video Recorders, Video Cameras etc.	\$ 7,075,215
Audio Equipment & Musical Instruments	\$ 5,069,865
Furniture, Sleep Equipment & Outdoor Furniture	\$ 26,034,498
Flooring & Floor Coverings	\$ 11,559,464
Computer Hardware, Software, & Supplies	\$ 18,880,215
Kitchenware & Home Furnishings	\$ 11,933,482
Jewelry Including Watches	\$ 11,849,001
Books & Periodicals	\$ 3,840,422
Photographic Equipment & Supplies	\$ 1,221,131
Toys, Hobby Goods, & Games	\$ 5,621,948
Optical Goods	\$ 2,671,680
Sporting Goods	\$ 8,595,072
Hardware, Tools, Plumbing & Electrical	\$ 21,541,503
Lawn, Garden, & Farm Equipment & Supplies	\$ 21,117,977
Dimensional Lumber & Other Building Materials	\$ 33,444,844
Paint & Sundries	\$ 6,088,307
Autos, Cars, Vans, Trucks & Motorcycles	\$ 204,629,566
Automotive Fuels	\$ 88,035,755
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,630,790
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 40,030,315
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 2,296,869
Pets, Pet Foods & Pet Supplies	\$ 10,341,987
All Other Merchandise	\$ 44,534,745
Retailer Services	\$ 38,525,924



retail strategies

**Clovis Lowes
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STI: Market Outlook Consumer Demand By Major Product Line

STI: Market Outlook Consumer Demand By Major Product Line	Clovis Lowes
2017 Consumer Demand by Major Product Line	
Groceries & Other Food Items	\$ 204,537,973
Meals & Non-Alcoholic Beverages	\$ 118,829,193
Alcoholic Drinks	\$ 22,816,705
Packaged Liquor, Wine, & Beer	\$ 23,116,479
Cigars, Cigarettes, Tobacco & Accessories	\$ 18,238,353
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 209,672,416
Soaps, Detergents, & Household Cleaners	\$ 6,323,178
Paper & Related Products	\$ 5,858,649
Men's Wear	\$ 12,028,087
Women's, Juniors' and Misses' Wear	\$ 44,671,032
Children's Wear	\$ 5,475,563
Footwear Including Accessories	\$ 14,999,178
Sewing, Knitting and Needlework Goods	\$ 542,991
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 4,066,238
Major Household Appliances	\$ 3,964,326
Small Electric Appliances	\$ 2,444,035
Televisions, Video Recorders, Video Cameras etc.	\$ 7,106,530
Audio Equipment & Musical Instruments	\$ 5,145,634
Furniture, Sleep Equipment & Outdoor Furniture	\$ 25,672,178
Flooring & Floor Coverings	\$ 10,916,213
Computer Hardware, Software, & Supplies	\$ 18,432,262
Kitchenware & Home Furnishings	\$ 11,808,760
Jewelry Including Watches	\$ 12,153,456
Books & Periodicals	\$ 4,668,700
Photographic Equipment & Supplies	\$ 1,228,863
Toys, Hobby Goods, & Games	\$ 5,779,926
Optical Goods	\$ 2,581,031
Sporting Goods	\$ 8,921,679
Hardware, Tools, Plumbing & Electrical	\$ 20,576,392
Lawn, Garden, & Farm Equipment & Supplies	\$ 19,201,170
Dimensional Lumber & Other Building Materials	\$ 31,961,431
Paint & Sundries	\$ 5,887,726
Autos, Cars, Vans, Trucks & Motorcycles	\$ 202,365,594
Automotive Fuels	\$ 78,973,441
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,651,481
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 40,669,323
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 2,186,731
Pets, Pet Foods & Pet Supplies	\$ 10,186,479
All Other Merchandise	\$ 44,318,674
Retailer Services	\$ 36,792,399



retail strategies

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Sitewise Online**

STI: Market Outlook Consumer Demand By Major Product Line

STI: Market Outlook Consumer Demand By Major Product Line	Clovis Lowes
2016 Consumer Demand by Major Product Line	
Groceries & Other Food Items	\$ 200,758,370
Meals & Non-Alcoholic Beverages	\$ 110,094,606
Alcoholic Drinks	\$ 21,051,574
Packaged Liquor, Wine, & Beer	\$ 22,329,524
Cigars, Cigarettes, Tobacco & Accessories	\$ 17,580,646
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 189,968,772
Soaps, Detergents, & Household Cleaners	\$ 6,234,825
Paper & Related Products	\$ 5,805,989
Men's Wear	\$ 12,507,743
Women's, Juniors' and Misses' Wear	\$ 44,277,308
Children's Wear	\$ 5,743,009
Footwear Including Accessories	\$ 14,801,222
Sewing, Knitting and Needlework Goods	\$ 581,214
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 3,964,004
Major Household Appliances	\$ 4,035,218
Small Electric Appliances	\$ 2,317,197
Televisions, Video Recorders, Video Cameras etc.	\$ 7,459,912
Audio Equipment & Musical Instruments	\$ 5,215,066
Furniture, Sleep Equipment & Outdoor Furniture	\$ 24,855,294
Flooring & Floor Coverings	\$ 10,037,116
Computer Hardware, Software, & Supplies	\$ 17,580,950
Kitchenware & Home Furnishings	\$ 11,256,749
Jewelry Including Watches	\$ 11,176,561
Books & Periodicals	\$ 4,890,344
Photographic Equipment & Supplies	\$ 1,297,100
Toys, Hobby Goods, & Games	\$ 5,741,530
Optical Goods	\$ 2,437,075
Sporting Goods	\$ 8,808,975
Hardware, Tools, Plumbing & Electrical	\$ 19,184,390
Lawn, Garden, & Farm Equipment & Supplies	\$ 18,716,978
Dimensional Lumber & Other Building Materials	\$ 30,024,050
Paint & Sundries	\$ 5,460,831
Autos, Cars, Vans, Trucks & Motorcycles	\$ 188,633,372
Automotive Fuels	\$ 81,068,494
Automotive Lubricants Including Oil, Greases, etc.	\$ 2,537,855
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 38,447,780
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 2,654,987
Pets, Pet Foods & Pet Supplies	\$ 9,211,030
All Other Merchandise	\$ 42,775,989
Retailer Services	\$ 34,871,622