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Study Areas

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Lat: 29.38211, Long: -95.00976

Maps

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Profile Tables

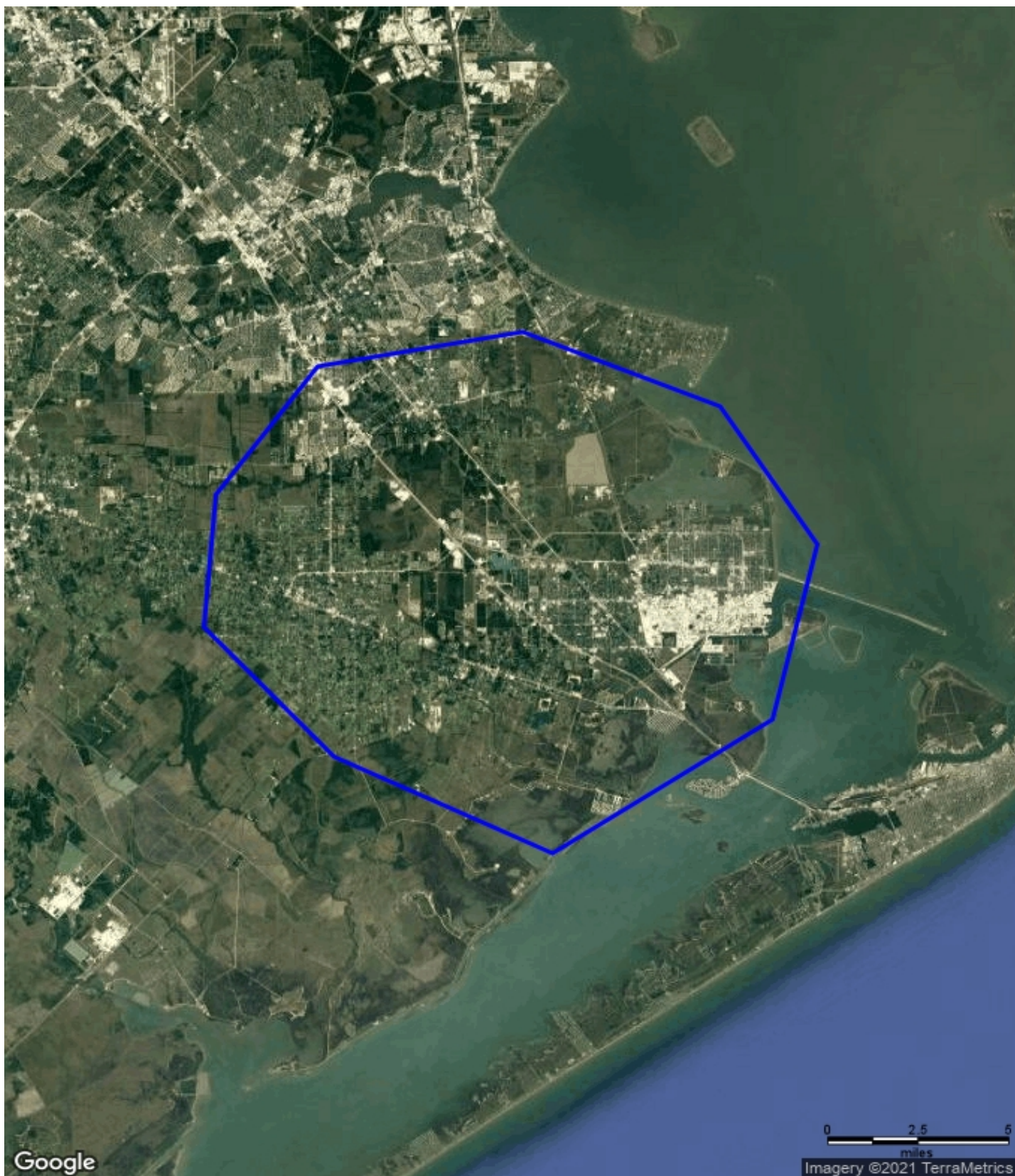
[STI: Market Outlook Opportunity Gap Report By Establishment Type](#)

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STI: Market Outlook Opportunity Gap Report By Establishment Type

STI: Market Outlook Opportunity Gap Report By Establishment Type	La Marque CTA		
	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Establishment Type	\$ 2,343,240,095	\$ 1,699,259,196	\$ 643,980,899
Motor Vehicle and Parts Dealers	\$ 503,307,084	\$ 421,959,720	\$ 81,347,364
Automobile dealers	\$ 440,212,967	\$ 374,280,359	\$ 65,932,608
Other Motor Vehicle Dealers	\$ 25,368,940	\$ 24,140,337	\$ 1,228,604
Automotive Parts, Accessories, & Tire Stores	\$ 37,725,177	\$ 23,539,025	\$ 14,186,152
Furniture and Home Furnishings Stores	\$ 45,966,240	\$ 13,403,139	\$ 32,563,101
Furniture Stores	\$ 24,524,919	\$ 0	\$ 24,524,919
Home Furnishings Stores	\$ 21,441,321	\$ 13,403,139	\$ 8,038,182
Electronics & Appliance Stores	\$ 34,180,726	\$ 12,415,514	\$ 21,765,212
Building Material and Garden Equipment Stores	\$ 152,444,330	\$ 93,763,113	\$ 58,681,217
Building Material & Supplies Dealers	\$ 135,382,470	\$ 87,308,998	\$ 48,073,472
Lawn & Garden Equipment & Supplies Stores	\$ 17,061,860	\$ 6,454,116	\$ 10,607,745
Food and Beverage Stores	\$ 295,389,396	\$ 299,085,221	-\$ 3,695,825
Grocery Stores	\$ 264,696,248	\$ 285,199,242	-\$ 20,502,994
Specialty Food Stores	\$ 8,121,050	\$ 2,603,392	\$ 5,517,658
Beer, Wine & Liquor Stores	\$ 22,572,098	\$ 11,282,587	\$ 11,289,511
Health & Personal Care Stores	\$ 128,482,609	\$ 88,083,440	\$ 40,399,170
Gasoline Stations	\$ 220,129,776	\$ 133,563,284	\$ 86,566,492
Clothing & Clothing Accessories Stores	\$ 107,103,799	\$ 61,449,969	\$ 45,653,830
Clothing Stores	\$ 78,146,395	\$ 47,350,590	\$ 30,795,805
Shoe Stores	\$ 14,697,585	\$ 11,171,000	\$ 3,526,585
Jewelry, Luggage & Leather Goods Stores	\$ 14,259,819	\$ 2,928,379	\$ 11,331,440
Sporting Goods, Hobby, Book, Music Stores	\$ 33,871,527	\$ 12,211,392	\$ 21,660,135
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 25,048,879	\$ 10,547,543	\$ 14,501,336
Book, Periodical & Music Stores	\$ 8,822,647	\$ 1,663,849	\$ 7,158,799
General Merchandise Stores	\$ 285,640,553	\$ 120,892,961	\$ 164,747,592
Department Stores	\$ 58,180,554	\$ 29,311,385	\$ 28,869,169
Other General Merchandise Stores	\$ 227,459,999	\$ 91,581,576	\$ 135,878,423
Miscellaneous Store Retailers	\$ 47,678,901	\$ 25,101,919	\$ 22,576,983
Florists and Miscellaneous Store Retailers	\$ 2,984,009	\$ 2,542,097	\$ 441,912
Office Supplies, Stationery & Gift Stores	\$ 11,377,607	\$ 3,885,290	\$ 7,492,317
Used Merchandise Stores	\$ 7,206,665	\$ 1,857,240	\$ 5,349,425
Other miscellaneous store retailers	\$ 26,110,620	\$ 16,817,292	\$ 9,293,329



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Non-Store Retailers	\$ 269,652,649	\$ 250,540,504	\$ 19,112,145
Vending machine operators (Nonstore retailers)	\$ 18,834,433	\$ 19,214,279	- \$ 379,846
Direct Selling Establishments	\$ 12,214,673	\$ 8,157,002	\$ 4,057,671
Electronic Shopping & Mail-Order Houses	\$ 238,603,543	\$ 223,169,223	\$ 15,434,320
Foodservice and Drinking Places	\$ 219,392,504	\$ 166,789,019	\$ 52,603,485
Full-Service Restaurants	\$ 82,250,242	\$ 45,143,642	\$ 37,106,600
Limited-Service Eating Places	\$ 105,278,883	\$ 86,796,402	\$ 18,482,481
Special Food Services	\$ 22,921,212	\$ 18,284,228	\$ 4,636,984
Bars/Drinking Places (Alcoholic Beverages)	\$ 8,942,167	\$ 16,564,747	- \$ 7,622,580



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<p>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.</p>			



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STI: Market Outlook Opportunity Gap Report By Major Product Line

STI: Market Outlook Opportunity Gap Report By Major Product Line	La Marque CTA		
	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Major Product Line	\$ 2,343,240,097	\$ 1,699,259,207	\$ 643,980,890
Groceries & Other Food Items	\$ 367,509,587	\$ 291,622,434	\$ 75,887,154
Meals & Non-Alcoholic Beverages	\$ 200,407,432	\$ 151,584,765	\$ 48,822,667
Alcoholic Drinks	\$ 30,753,850	\$ 24,781,287	\$ 5,972,563
Packaged Liquor, Wine, & Beer	\$ 40,782,198	\$ 23,347,634	\$ 17,434,564
Cigars, Cigarettes, Tobacco & Accessories	\$ 32,029,804	\$ 20,417,295	\$ 11,612,508
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 324,037,672	\$ 218,829,096	\$ 105,208,575
Soaps, Detergents, & Household Cleaners	\$ 11,609,642	\$ 9,209,222	\$ 2,400,420
Paper & Related Products	\$ 10,807,028	\$ 8,857,869	\$ 1,949,158
Men's Wear	\$ 26,163,754	\$ 17,948,060	\$ 8,215,694
Women's, Juniors' and Misses' Wear	\$ 69,369,406	\$ 41,976,636	\$ 27,392,770
Children's Wear	\$ 11,568,859	\$ 8,838,376	\$ 2,730,483
Footwear Including Accessories	\$ 28,480,631	\$ 18,228,492	\$ 10,252,139
Sewing, Knitting and Needlework Goods	\$ 922,703	\$ 732,764	\$ 189,939
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 9,340,718	\$ 7,637,344	\$ 1,703,374
Major Household Appliances	\$ 8,356,963	\$ 5,793,614	\$ 2,563,349
Small Electric Appliances	\$ 3,987,611	\$ 2,971,362	\$ 1,016,249
Televisions, Video Recorders, Video Cameras etc.	\$ 14,738,687	\$ 10,448,178	\$ 4,290,509
Audio Equipment & Musical Instruments	\$ 11,404,765	\$ 7,925,312	\$ 3,479,453
Furniture, Sleep Equipment & Outdoor Furniture	\$ 57,949,863	\$ 18,052,849	\$ 39,897,014
Flooring & Floor Coverings	\$ 18,384,316	\$ 11,033,835	\$ 7,350,481
Computer Hardware, Software, & Supplies	\$ 30,129,914	\$ 32,550,071	\$ -2,420,157
Kitchenware & Home Furnishings	\$ 23,668,342	\$ 15,824,228	\$ 7,844,114
Jewelry Including Watches	\$ 20,131,946	\$ 8,759,399	\$ 11,372,547
Books & Periodicals	\$ 9,294,589	\$ 5,149,808	\$ 4,144,781
Photographic Equipment & Supplies	\$ 2,927,864	\$ 2,448,953	\$ 478,911
Toys, Hobby Goods, & Games	\$ 10,080,770	\$ 7,760,888	\$ 2,319,882
Optical Goods	\$ 5,036,994	\$ 3,975,281	\$ 1,061,713
Sporting Goods	\$ 17,675,575	\$ 13,976,680	\$ 3,698,895
Hardware, Tools, Plumbing & Electrical	\$ 37,910,884	\$ 25,230,700	\$ 12,680,184
Lawn, Garden, & Farm Equipment & Supplies	\$ 33,266,350	\$ 22,188,893	\$ 11,077,457
Dimensional Lumber & Other Building Materials	\$ 57,119,153	\$ 37,474,921	\$ 19,644,232
Paint & Sundries	\$ 10,273,793	\$ 6,714,341	\$ 3,559,452
Autos, Cars, Vans, Trucks & Motorcycles	\$ 371,210,106	\$ 316,391,165	\$ 54,818,941
Automotive Fuels	\$ 181,814,828	\$ 119,808,620	\$ 62,006,208



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	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Automotive Lubricants Including Oil, Greases, etc.	\$ 4,380,053	\$ 3,350,886	\$ 1,029,167
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 72,139,727	\$ 47,796,549	\$ 24,343,178
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 5,898,703	\$ 6,362,439	-\$ 463,736
Pets, Pet Foods & Pet Supplies	\$ 19,531,105	\$ 10,196,149	\$ 9,334,956
All Other Merchandise	\$ 81,716,448	\$ 54,317,430	\$ 27,399,018
Retailer Services	\$ 70,427,465	\$ 58,745,385	\$ 11,682,080



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