

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



Trade Area: Ravenna Community

	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	381,482,848	400,448,092	-18,965,244
Total retail trade (NAICS 44 and 45)	338,896,230	369,403,582	-30,507,352
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	76,711,674	179,686,797	-102,975,123
Automobile dealers (NAICS 4411)	62,548,353	142,882,322	-80,333,969
New car dealers (NAICS 44111)	55,827,847	141,603,953	-85,776,107
Used car dealers (NAICS 44112)	6,720,506	1,278,369	5,442,137
Other motor vehicle dealers (NAICS 4412)	7,207,357	20,302,297	-13,094,940
Recreational vehicle dealers (NAICS 44121)	2,896,627	15,357,513	-12,460,886
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	4,310,730	4,944,784	-634,055
Boat dealers (NAICS 441222)	1,623,306	3,594,277	-1,970,971
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,687,423	1,350,507	1,336,916
Automotive parts, accessories, and tire stores (NAICS 4413)	6,955,965	16,502,179	-9,546,214
Automotive parts and accessories stores (NAICS 44131)	4,391,317	11,005,415	-6,614,098
Tire dealers (NAICS 44132)	2,564,648	5,496,764	-2,932,116
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	6,742,621	0	6,742,621
Furniture stores (NAICS 4421)	3,832,113	0	3,832,113
Home furnishings stores (NAICS 4422)	2,910,508	0	2,910,508
Floor covering stores (NAICS 44221)	1,190,067	0	1,190,067
Other home furnishings stores (NAICS 44229)	1,720,440	0	1,720,440
Window treatment stores (NAICS 442291)	96,728	0	96,728
All other home furnishings stores (NAICS 442299)	1,623,713	0	1,623,713
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	5,290,687	0	5,290,687
Household appliance stores (NAICS 443141)	965,322	0	965,322
Electronics stores (NAICS 443142)	4,325,364	0	4,325,364
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	23,690,351	21,135,935	2,554,416
Building material and supplies dealers (NAICS 4441)	20,179,386	19,394,345	785,040
Home centers (NAICS 44411)	11,191,593	10,949,485	242,109
Paint and wallpaper stores (NAICS 44412)	833,592	898,644	-65,053
Hardware stores (NAICS 44413)	1,780,274	1,355,730	424,544
Other building material dealers (NAICS 44419)	6,373,927	6,190,486	183,441
Lawn and garden equipment and supplies stores (NAICS 4442)	3,510,966	1,741,590	1,769,376
Outdoor power equipment stores (NAICS 44421)	706,572	377,847	328,726
Nursery, garden center, and farm supply stores (NAICS 44422)	2,804,394	1,363,743	1,440,650
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	46,282,259	64,256,001	-17,973,742
Grocery stores (NAICS 4451)	41,808,456	64,256,001	-22,447,545
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	40,045,102	61,353,021	-21,307,919
Convenience stores (NAICS 44512)	1,763,354	2,902,980	-1,139,627
Specialty food stores (NAICS 4452)	1,127,462	0	1,127,462
Meat markets (NAICS 44521)	343,505	0	343,505
Fish and seafood markets (NAICS 44522)	135,013	0	135,013
Fruit and vegetable markets (NAICS 44523)	236,243	0	236,243
Other specialty food stores (NAICS 44529)	412,702	0	412,702
All other specialty food stores (NAICS 445299)	194,237	0	194,237
Beer, wine, and liquor stores (NAICS 4453)	3,346,342	0	3,346,342
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	23,682,220	4,040,238	19,641,981
Pharmacies and drug stores (NAICS 44611)	20,137,914	2,872,404	17,265,510
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,449,545	479,121	970,424
Optical goods stores (NAICS 44613)	753,852	193,409	560,443
Other health and personal care stores (NAICS 44619)	1,340,908	495,303	845,605
Food (health) supplement stores (NAICS 446191)	470,964	165,303	305,660
All other health and personal care stores (NAICS 446199)	869,945	330,000	539,945
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	23,304,295	5,131,053	18,173,242

Benchmark: Ravenna Retail Market

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics. (<https://claritas.easptlight.com/Spotlight/About/3/2024>)

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



Trade Area: Ravenna Community

	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	14,818,366	4,002,713	10,815,654
Clothing stores (NAICS 4481)	10,359,309	1,678,354	8,680,956
Men's clothing stores (NAICS 44811)	416,530	281,729	134,801
Women's clothing stores (NAICS 44812)	1,663,445	277,955	1,385,490
Children's and infants' clothing stores (NAICS 44813)	379,711	280,092	99,619
Family clothing stores (NAICS 44814)	6,377,994	277,806	6,100,188
Clothing accessories stores (NAICS 44815)	598,264	283,384	314,880
Other clothing stores (NAICS 44819)	923,365	277,387	645,979
Shoe stores (NAICS 4482)	1,631,088	1,832,501	-201,413
Jewelry, luggage, and leather goods stores (NAICS 4483)	2,827,969	491,858	2,336,111
Jewelry stores (NAICS 44831)	1,900,238	491,858	1,408,381
Luggage and leather goods stores (NAICS 44832)	927,731	0	927,731
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	5,441,087	2,655,790	2,785,297
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	4,802,181	2,310,189	2,491,992
Sporting goods stores (NAICS 45111)	3,326,427	1,834,086	1,492,341
Hobby, toy, and game stores (NAICS 45112)	1,084,299	348,763	735,536
Sewing, needlework, and piece goods stores (NAICS 45113)	174,018	68,257	105,761
Musical instrument and supplies stores (NAICS 45114)	217,438	59,083	158,354
Book stores and news dealers (NAICS 4512)	638,906	345,601	293,305
Book stores (NAICS 451211)	598,572	345,601	252,971
News dealers and newsstands (NAICS 451212)	40,334	0	40,334
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	42,701,707	67,413,656	-24,711,948
Department stores (NAICS 4522)	5,264,332	2,756,955	2,507,376
Other general merchandise stores (NAICS 4523)	37,437,375	64,656,700	-27,219,325
Warehouse clubs and supercenters (NAICS 452311)	34,144,730	60,494,445	-26,349,715
All other general merchandise stores (NAICS 452319)	3,292,645	4,162,255	-869,610
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	7,738,382	3,228,883	4,509,499
Florists (NAICS 4531)	345,828	0	345,828
Office supplies, stationery, and gift stores (NAICS 4532)	1,508,086	34,240	1,473,845
Office supplies and stationery stores (NAICS 45321)	607,975	19,608	588,367
Gift, novelty, and souvenir stores (NAICS 45322)	900,111	14,633	885,478
Used merchandise stores (NAICS 4533)	1,069,361	0	1,069,361
Other miscellaneous store retailers (NAICS 4539)	4,815,107	3,194,643	1,620,465
Pet and pet supplies stores (NAICS 45391)	1,411,547	1,454,622	-43,075
Art dealers (NAICS 45392)	660,615	0	660,615
Manufactured (mobile) home dealers (NAICS 45393)	463,931	0	463,931
All other miscellaneous store retailers (NAICS 45399)	2,279,014	1,740,021	538,994
Tobacco stores (NAICS 453991)	832,425	697,250	135,175
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,446,589	1,042,771	403,818
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	62,492,580	17,852,516	44,640,065
Electronic shopping and mail-order houses (NAICS 4541)	59,124,540	17,748,608	41,375,932
Vending machine operators (NAICS 4542)	272,384	0	272,384
Direct selling establishments (NAICS 4543)	3,095,657	103,908	2,991,749
Fuel dealers (NAICS 45431)	2,038,724	103,908	1,934,816
Other direct selling establishments (NAICS 45439)	1,056,933	0	1,056,933
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	42,586,618	31,044,510	11,542,108
Special food services (NAICS 7223)	3,294,205	2,019,408	1,274,797
Food service contractors (NAICS 72231)	2,580,431	1,346,103	1,234,328
Caterers (NAICS 72232)	644,410	0	644,410
Mobile food services (NAICS 72233)	69,364	673,305	-603,941
Drinking places (alcoholic beverages) (NAICS 7224)	1,552,016	548,130	1,003,887
Restaurants and other eating places (NAICS 7225)	37,740,397	28,476,972	9,263,424
Full-service restaurants (NAICS 722511)	19,074,494	14,143,630	4,930,864
Limited-service restaurants (NAICS 722513)	15,836,268	13,700,774	2,135,494
Cafeterias, grill buffets, and buffets (NAICS 722514)	403,509	297,523	105,986
Snack and non-alcoholic beverage bars (NAICS 722515)	2,426,126	335,046	2,091,080

Benchmark: Ravenna Retail Market

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics.  
<https://claritas.easpotlight.com/Spotlight/About/3/2024>

# Report Details

**Name:** Retail Market Power® Opportunity Gap by Retail Store Types 2024  
**Date / Time:** 8/7/2024 11:27:38 AM  
**Workspace Vintage:** 2024

## Trade Area

Name	Level	Geographies
Ravenna Community	Minor Civil / Census County Division	Ravenna, OH (city); Ravenna, OH (township)
Ravenna Retail Market	Minor Civil / Census County Division	Charlestown, OH (township); Edinburg, OH (township); Freedom, OH (township); Garrettsville village, OH; Hiram, OH (township); Mantua village, OH; Palmyra, OH (township); Paris, OH (township); Ravenna, OH (city); Ravenna, OH (township); Rootstown, OH (township); Shalersville, OH (township)

## Benchmark

Name	Level	Geographies
Ravenna Retail Market	Minor Civil / Census County Division	Charlestown, OH (township); Edinburg, OH (township); Freedom, OH (township); Garrettsville village, OH; Hiram, OH (township); Mantua village, OH; Palmyra, OH (township); Paris, OH (township); Ravenna, OH (city); Ravenna, OH (township); Rootstown, OH (township); Shalersville, OH (township)

## DataSource

Product	Provider	Copyright
Retail Market Power® - 2024 Estimates and 2029 Projections	Environics Analytics   U.S. Census Bureau   U.S. Bureau of Labour Statistics   Data Axle	©2024 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )