

Retail Market Power® | Opportunity Gap by Retail Store Types



Trade Area: Ravenna Retail Market

	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	1,040,540,848	927,742,332	112,798,516
Total retail trade (NAICS 44 and 45)	925,314,911	863,216,187	62,098,724
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	214,441,088	374,758,673	-160,317,585
Automobile dealers (NAICS 4411)	175,084,673	324,468,915	-149,384,242
New car dealers (NAICS 44111)	156,209,445	317,878,347	-161,668,902
Used car dealers (NAICS 44112)	18,875,228	6,590,568	12,284,660
Other motor vehicle dealers (NAICS 4412)	20,472,249	31,356,259	-10,884,010
Recreational vehicle dealers (NAICS 44121)	8,267,493	22,722,362	-14,454,869
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	12,204,757	8,633,897	3,570,860
Boat dealers (NAICS 441222)	4,628,553	6,834,348	-2,205,795
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	7,576,204	1,799,549	5,776,655
Automotive parts, accessories, and tire stores (NAICS 4413)	18,884,165	18,933,499	-49,334
Automotive parts and accessories stores (NAICS 44131)	11,924,535	13,254,427	-1,329,892
Tire dealers (NAICS 44132)	6,959,630	5,679,072	1,280,558
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	18,375,932	861,170	17,514,762
Furniture stores (NAICS 4421)	10,365,202	50,521	10,314,681
Home furnishings stores (NAICS 4422)	8,010,730	810,649	7,200,081
Floor covering stores (NAICS 44221)	3,345,239	350,653	2,994,586
Other home furnishings stores (NAICS 44229)	4,665,491	459,996	4,205,495
Window treatment stores (NAICS 442291)	264,465	44,318	220,147
All other home furnishings stores (NAICS 442299)	4,401,026	415,678	3,985,348
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	14,297,589	0	14,297,589
Household appliance stores (NAICS 443141)	2,619,009	0	2,619,009
Electronics stores (NAICS 443142)	11,678,580	0	11,678,580
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	64,958,924	47,097,022	17,861,902
Building material and supplies dealers (NAICS 4441)	55,391,844	44,479,097	10,912,747
Home centers (NAICS 44411)	30,707,750	29,437,050	1,270,700
Paint and wallpaper stores (NAICS 44412)	2,296,224	2,212,461	83,762
Hardware stores (NAICS 44413)	4,880,564	3,694,574	1,185,990
Other building material dealers (NAICS 44419)	17,507,307	9,135,011	8,372,296
Lawn and garden equipment and supplies stores (NAICS 4442)	9,567,080	2,617,925	6,949,155
Outdoor power equipment stores (NAICS 44421)	1,937,015	377,847	1,559,168
Nursery, garden center, and farm supply stores (NAICS 44422)	7,630,066	2,240,079	5,389,987
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	125,397,122	144,318,768	-18,921,646
Grocery stores (NAICS 4451)	113,282,008	142,239,132	-28,957,124
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	108,528,663	137,267,680	-28,739,017
Convenience stores (NAICS 44512)	4,753,345	4,971,452	-218,107
Specialty food stores (NAICS 4452)	3,056,828	1,879,925	1,176,904
Meat markets (NAICS 44521)	931,315	1,787,233	-855,918
Fish and seafood markets (NAICS 44522)	366,045	0	366,045
Fruit and vegetable markets (NAICS 44523)	640,813	86,954	553,859
Other specialty food stores (NAICS 44529)	1,118,655	5,738	1,112,917
All other specialty food stores (NAICS 445299)	526,412	2,938	523,475
Beer, wine, and liquor stores (NAICS 4453)	9,058,286	199,712	8,858,574
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	64,121,292	28,018,391	36,102,901
Pharmacies and drug stores (NAICS 44611)	54,540,212	25,867,976	28,672,236
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	3,929,370	865,834	3,063,536
Optical goods stores (NAICS 44613)	2,017,551	360,117	1,657,433
Other health and personal care stores (NAICS 44619)	3,634,159	924,464	2,709,695
Food (health) supplement stores (NAICS 446191)	1,276,407	311,710	964,697
All other health and personal care stores (NAICS 446199)	2,357,752	612,754	1,744,998
Gasoline Stations			
Gasoline stations (NAICS 447)	63,086,484	45,729,706	17,356,779

Benchmark: Ravenna Retail Market

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	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	39,905,368	32,997,582	6,907,786
Clothing stores (NAICS 4481)	27,901,467	26,004,361	1,897,106
Men's clothing stores (NAICS 44811)	1,110,799	590,860	519,939
Women's clothing stores (NAICS 44812)	4,419,489	3,063,966	1,355,523
Children's and infants' clothing stores (NAICS 44813)	1,135,043	1,982,104	-847,061
Family clothing stores (NAICS 44814)	17,188,210	14,589,790	2,598,420
Clothing accessories stores (NAICS 44815)	1,591,820	1,448,060	143,760
Other clothing stores (NAICS 44819)	2,456,106	4,329,582	-1,873,476
Shoe stores (NAICS 4482)	4,430,659	5,934,180	-1,503,521
Jewelry, luggage, and leather goods stores (NAICS 4483)	7,573,242	1,059,041	6,514,202
Jewelry stores (NAICS 44831)	5,095,771	1,059,041	4,036,731
Luggage and leather goods stores (NAICS 44832)	2,477,471	0	2,477,471
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	14,829,994	6,007,899	8,822,095
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	13,076,731	5,031,035	8,045,696
Sporting goods stores (NAICS 45111)	9,039,751	3,905,281	5,134,470
Hobby, toy, and game stores (NAICS 45112)	2,965,070	720,017	2,245,053
Sewing, needlework, and piece goods stores (NAICS 45113)	483,631	212,553	271,077
Musical instrument and supplies stores (NAICS 45114)	588,279	193,184	395,095
Book stores and news dealers (NAICS 4512)	1,753,263	976,864	776,400
Book stores (NAICS 451211)	1,643,426	976,864	666,562
News dealers and newsstands (NAICS 451212)	109,837	0	109,837
General Merchandise Stores			
General merchandise stores (NAICS 452)	115,674,873	139,928,172	-24,253,299
Department stores (NAICS 4522)	14,189,746	6,296,997	7,892,749
Other general merchandise stores (NAICS 4523)	101,485,127	133,631,176	-32,146,048
Warehouse clubs and supercenters (NAICS 452311)	92,561,871	124,902,650	-32,340,779
All other general merchandise stores (NAICS 452319)	8,923,256	8,728,526	194,730
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	20,856,626	7,412,079	13,443,547
Florists (NAICS 4531)	947,586	0	947,586
Office supplies, stationery, and gift stores (NAICS 4532)	4,073,935	437,056	3,636,879
Office supplies and stationery stores (NAICS 45321)	1,649,497	223,356	1,426,141
Gift, novelty, and souvenir stores (NAICS 45322)	2,424,438	213,700	2,210,738
Used merchandise stores (NAICS 4533)	2,867,042	0	2,867,042
Other miscellaneous store retailers (NAICS 4539)	12,967,062	6,975,023	5,992,040
Pet and pet supplies stores (NAICS 45391)	3,746,272	3,125,687	620,585
Art dealers (NAICS 45392)	1,770,409	0	1,770,409
Manufactured (mobile) home dealers (NAICS 45393)	1,324,566	0	1,324,566
All other miscellaneous store retailers (NAICS 45399)	6,125,815	3,849,335	2,276,480
Tobacco stores (NAICS 453991)	2,206,026	1,504,263	701,763
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	3,919,790	2,345,073	1,574,717
Non-store Retailers			
Non-store retailers (NAICS 454)	169,370,618	36,086,725	133,283,893
Electronic shopping and mail-order houses (NAICS 4541)	160,183,829	35,578,798	124,605,031
Vending machine operators (NAICS 4542)	738,434	0	738,434
Direct selling establishments (NAICS 4543)	8,448,355	507,928	7,940,427
Fuel dealers (NAICS 45431)	5,573,560	338,980	5,234,580
Other direct selling establishments (NAICS 45439)	2,874,795	168,948	2,705,847
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	115,225,936	64,526,145	50,699,792
Special food services (NAICS 7223)	8,881,327	2,844,049	6,037,277
Food service contractors (NAICS 72231)	6,945,955	2,170,745	4,775,210
Caterers (NAICS 72232)	1,747,234	0	1,747,234
Mobile food services (NAICS 72233)	188,138	673,305	-485,167
Drinking places (alcoholic beverages) (NAICS 7224)	4,151,576	4,135,448	16,129
Restaurants and other eating places (NAICS 7225)	102,193,033	57,546,647	44,646,386
Full-service restaurants (NAICS 722511)	51,572,701	29,481,696	22,091,004
Limited-service restaurants (NAICS 722513)	42,946,311	26,436,726	16,509,584
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,094,324	546,461	547,863
Snack and non-alcoholic beverage bars (NAICS 722515)	6,579,698	1,081,764	5,497,934

Benchmark: Ravenna Retail Market

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Report Details

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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
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