



Retail Market Power® 2024 | Retail Stores Opportunity Gap

Claritas Pop-Facts® Premier 2024

Retail Store Classification	Dania Beach			Broward			Tri County MSA		
	Demand	Supply	Gap/Surplus	Demand	Supply	Gap/Surplus	Demand	Supply	Gap/Surplus
Totals									
Total retail, food, bev (NAICS 44, 45, 722)	659,088,112	1,569,555,477	-910,467,365	42,273,117,796	53,551,238,045	-11,278,120,249	130,543,366,739	163,553,302,671	-33,009,935,931
Total retail (NAICS 44 and 45)	584,320,401	1,381,479,425	-797,159,024	37,515,182,004	47,903,938,777	-10,388,756,772	115,759,027,223	144,177,362,044	-28,418,334,820
Total food & bev (NAICS 722)	74,767,711	188,076,052	-113,308,341	4,757,935,792	5,647,299,268	-889,363,477	14,784,339,516	19,375,940,627	-4,591,601,111
Motor Vehicle and Parts Dealers									
New car dealers (NAICS 44111)	116,443,287	299,612,560	-183,169,273	7,585,264,643	11,947,476,171	-4,362,211,528	23,233,207,974	32,071,504,914	-8,838,296,940
Used car dealers (NAICS 44112)	14,407,753	29,277,049	-14,869,296	940,445,952	985,107,345	-44,661,393	2,877,754,541	4,548,855,853	-1,671,101,311
Recreational vehicle dealers (NAICS 4412)	3,838,192	53,008	3,785,183	254,712,740	127,143,264	127,569,476	785,567,426	194,349,615	591,217,811
Boat dealers (NAICS 441222)	2,151,157	87,779,282	-85,628,125	142,667,380	1,399,485,862	-1,256,818,482	440,149,418	2,215,376,871	-1,775,227,454
M'cycle, ATV, other motor vehi (NAICS 44)	4,820,840	37,718,168	-32,897,328	315,824,142	460,248,516	-144,424,374	969,760,295	995,333,524	-25,573,229
Automotive parts accessories (NAICS 441)	7,106,255	27,650,792	-20,544,537	453,163,795	415,027,520	38,136,275	1,403,051,394	1,435,802,170	-32,750,776
Tire dealers (NAICS 44132)	4,127,537	5,202,046	-1,074,509	263,059,335	206,073,291	56,986,044	814,342,754	697,874,765	116,467,989
Furniture and Home Furnishings Stores									
Furniture (NAICS 4421)	6,100,892	18,103,705	-12,002,813	391,651,868	808,695,899	-417,044,031	1,235,840,122	2,374,707,946	-1,138,867,824
Floor covering (NAICS 44221)	1,879,541	4,587,383	-2,707,842	125,385,258	216,869,753	-91,484,496	394,544,457	582,078,939	-187,534,484
Window treatment (NAICS 442291)	126,088	294,316	-168,228	8,134,143	16,593,939	-8,459,795	25,197,735	66,371,024	-41,173,289
Other home furnishings (NAICS 442299)	2,594,554	6,093,627	-3,499,073	166,494,312	253,328,818	-86,834,506	522,370,763	921,480,413	-399,109,651
Electronics and Appliance Stores									
Household appliance (NAICS 443141)	1,688,950	881,039	807,910	107,786,341	55,982,825	51,803,516	334,091,029	322,171,641	11,919,388
Electronics (NAICS 443142)	7,389,937	21,695,530	-14,305,592	469,967,078	936,078,055	-466,110,977	1,451,065,779	4,099,741,864	-2,648,676,087
Building Mat'l, Garden Equip/Supplies Dealers									
Home centers (NAICS 44411)	18,979,092	55,113,582	-36,134,490	1,224,645,610	1,633,993,953	-409,348,342	3,808,837,893	4,649,291,810	-840,453,916
Paint wallpaper (NAICS 44412)	1,484,332	263,905	1,220,427	97,475,015	13,632,523	83,842,492	303,382,856	140,716,048	162,666,809
Hardware (NAICS 44413)	3,005,834	3,635,516	-629,681	193,712,100	122,556,817	71,155,283	602,243,191	497,362,788	104,880,403
Other building material dealers (NAICS 44)	10,931,455	20,203,363	-9,271,908	704,065,810	537,776,305	166,289,505	2,186,961,178	2,166,424,354	20,536,823
Outdoor power equipment (NAICS 44421)	1,162,194	415,094	747,100	75,266,105	42,121,433	33,144,671	235,310,315	180,485,311	54,825,003
Nursery, garden center, farm supply (NAIC)	4,452,494	364,739	4,087,755	286,368,662	39,814,574	246,554,089	890,970,473	234,465,616	656,504,858
Food and Beverage Stores									
Supermarkets / grocery (excl conv) (NAICS)	68,362,313	136,399,814	-68,037,500	4,363,817,663	5,406,739,746	-1,042,922,083	13,423,204,586	18,067,965,509	-4,644,760,922
Convenience (NAICS 44512)	2,972,707	4,919,591	-1,946,884	189,018,026	286,848,983	-97,830,957	580,520,255	811,771,140	-231,250,884
Meat markets (NAICS 44521)	600,315	1,958,585	-1,358,269	38,293,898	68,513,342	-30,219,444	117,940,197	162,609,680	-44,669,482
Fish seafood markets (NAICS 44522)	235,725	227,088	8,637	15,040,274	17,924,431	-2,884,156	46,311,865	61,551,687	-15,239,821
Fruit vegetable markets (NAICS 44523)	407,855	0	407,855	26,077,048	11,902,277	14,174,770	80,155,063	125,186,221	-45,031,159
Other specialty food (NAICS 44529)	714,853	756,746	-41,894	45,639,102	41,522,237	4,116,865	140,383,191	158,884,133	-18,500,942
Beer, wine, liquor (NAICS 4453)	5,758,904	7,615,556	-1,856,651	367,588,617	325,215,529	42,373,088	1,128,176,256	1,220,682,104	-92,505,847
Health and Personal Care Stores									
Pharmacies drug (NAICS 44611)	29,740,507	68,816,223	-39,075,716	1,891,242,347	2,717,535,199	-826,292,852	5,828,640,441	9,786,981,581	-3,958,341,140
Cosmetics, beauty supplies, perfume (NAI)	2,169,018	7,237,138	-5,068,121	138,005,276	268,586,303	-130,581,027	425,418,419	858,677,617	-433,259,198
Optical goods (NAICS 44613)	924,648	3,358,453	-2,433,805	57,616,794	124,011,397	-66,394,603	178,811,905	426,587,744	-247,775,839
Food (health) supplement (NAICS 446191)	694,545	1,872,611	-1,178,067	44,172,265	66,478,401	-22,306,136	136,088,094	259,193,557	-123,105,463
All other health personal care (NAICS 446)	1,273,154	2,810,857	-1,537,703	80,953,113	117,539,548	-36,586,435	249,449,054	432,718,530	-183,269,476
Gasoline Stations									
Gasoline stations (NAICS 447)	42,909,869	45,067,081	-2,157,212	2,726,770,329	1,712,508,121	1,014,262,209	8,385,365,252	5,036,116,627	3,349,248,625

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	Demand	Supply	Gap/Surplus	Demand	Supply	Gap/Surplus	Demand	Supply	Gap/Surplus
Clothing / Accessories Stores									
Men's clothing (NAICS 44811)	655,257	1,927,106	-1,271,849	41,930,398	71,122,713	-29,192,315	131,423,165	269,106,056	-137,682,891
Women's clothing (NAICS 44812)	3,078,702	6,445,517	-3,366,815	195,276,030	250,104,702	-54,828,672	610,869,396	1,375,349,541	-764,480,146
Children's infants' clothing (NAICS 44813)	911,374	3,000,338	-2,088,964	60,463,695	112,459,296	-51,995,600	184,729,392	371,625,217	-186,895,823
Family clothing (NAICS 44814)	11,106,028	40,864,461	-29,758,433	710,517,226	1,653,502,716	-942,985,491	2,217,636,572	5,411,326,427	-3,193,689,856
Clothing accessories (NAICS 44815)	1,024,188	3,681,126	-2,656,938	65,216,668	139,309,336	-74,092,667	204,233,194	530,188,620	-325,955,427
Other clothing (NAICS 44819)	1,668,929	4,240,340	-2,571,410	106,015,317	161,515,689	-55,500,372	331,835,515	640,472,695	-308,637,181
Shoe (NAICS 4482)	2,740,768	9,030,868	-6,290,100	174,941,385	343,450,475	-168,509,091	543,082,025	1,064,349,016	-521,266,992
Jewelry (NAICS 44831)	3,068,679	7,162,106	-4,093,427	195,502,760	269,796,854	-74,294,094	608,922,739	1,410,935,149	-802,012,409
Luggage leather goods (NAICS 44832)	1,574,391	3,184,041	-1,609,650	100,310,588	117,854,728	-17,544,140	313,691,704	1,130,977,551	-817,285,845
Sporting Goods, Hobby, Musical Inst, Books									
Sporting goods (NAICS 45111)	4,620,852	12,032,556	-7,411,704	297,578,519	349,104,859	-51,526,340	929,944,047	961,406,293	-31,462,245
Hobby, toy, game (NAICS 45112)	1,701,402	3,885,703	-2,184,301	108,736,180	110,603,071	-1,866,891	335,372,967	347,508,721	-12,135,754
Sewing, needlework, piece goods (NAICS 45113)	261,274	320,115	-58,841	16,773,358	17,676,317	-902,959	51,541,020	58,566,767	-7,025,746
Musical instrument supplies (NAICS 45114)	431,285	1,326,734	-895,449	27,311,949	45,779,243	-18,467,294	83,630,473	90,094,076	-6,463,604
Book (NAICS 451211)	1,002,406	851,837	150,570	64,077,700	59,129,292	4,948,408	197,619,675	213,603,084	-15,983,408
News dealers newsstands (NAICS 451212)	65,213	0	65,213	4,157,376	1,315,258	2,842,118	12,791,973	4,045,352	8,746,621
General Merchandise Stores									
Department (NAICS 4522)	8,878,008	22,947,860	-14,069,852	567,708,888	709,206,849	-141,497,961	1,769,349,955	2,853,692,084	-1,084,342,128
Warehouse clubs supercenters (NAICS 4523)	56,621,488	118,752,471	-62,130,983	3,614,871,439	4,026,796,482	-411,925,043	11,158,157,562	10,728,739,246	429,418,315
All other general merchandise (NAICS 4524)	5,438,181	6,846,552	-1,408,371	347,313,637	212,115,489	135,198,149	1,073,684,661	631,061,753	442,622,910
Miscellaneous Store Retailers									
Florists (NAICS 4531)	568,313	92,486	475,827	36,796,060	27,130,458	9,665,603	115,072,223	135,368,658	-20,296,434
Office supplies stationery (NAICS 45321)	1,046,156	3,335,688	-2,289,532	66,899,112	98,829,508	-31,930,396	207,496,011	309,149,574	-101,653,563
Gift, novelty, souvenir (NAICS 45322)	1,347,774	4,413,943	-3,066,169	86,072,107	130,109,473	-44,037,366	268,191,535	372,801,123	-104,609,588
Used merchandise (NAICS 4533)	1,725,847	3,665,372	-1,939,525	109,796,818	118,368,142	-8,571,324	340,261,470	442,084,083	-101,822,613
Pet pet supplies (NAICS 45391)	2,148,997	6,541,415	-4,392,418	135,544,979	194,841,203	-59,296,224	418,647,640	534,917,414	-116,269,773
Art dealers (NAICS 45392)	1,066,061	1,021,502	44,558	67,809,736	31,741,336	36,068,399	210,110,612	290,264,568	-80,153,957
Mfg (mobile) home dealers (NAICS 45393)	612,223	346,613	265,610	40,643,135	14,650,261	25,992,874	125,354,713	60,732,517	64,622,196
Tobacco (NAICS 453991)	1,298,865	2,299,560	-1,000,696	81,498,673	67,183,310	14,315,363	248,452,081	171,491,964	76,960,117
Other misc retailers (excl tobacco) (NAICS 453999)	2,299,630	6,149,760	-3,850,129	147,459,669	185,788,666	-38,328,997	458,819,584	688,532,383	-229,712,799
Non-store Retailers									
E-shopping mail-order houses (NAICS 4541)	93,956,901	198,803,417	-104,846,516	6,000,523,927	6,735,049,676	-734,525,749	18,591,419,168	16,751,573,310	1,839,845,860
Vending machine operators (NAICS 4542)	473,498	0	473,498	30,232,770	9,353,106	20,879,664	92,937,095	37,034,409	55,902,686
Fuel dealers (NAICS 45431)	1,767,777	0	1,767,777	113,580,726	12,705,912	100,874,814	349,975,591	51,573,520	298,402,072
Other direct selling business (NAICS 45439)	1,705,134	8,325,488	-6,620,354	109,296,136	244,011,982	-134,715,846	338,659,291	435,469,279	-96,809,988
Food Services and Drinking Places									
Food service contractors (NAICS 72231)	4,240,429	7,277,560	-3,037,132	270,499,041	272,850,615	-2,351,574	843,814,495	1,082,412,165	-238,597,670
Caterers (NAICS 72232)	1,147,869	1,735,651	-587,782	72,984,328	79,009,615	-6,025,287	226,379,691	347,359,414	-120,979,722
Mobile food services (NAICS 72233)	123,800	1,842	121,957	7,870,361	6,895,495	974,866	24,402,444	44,271,772	-19,869,328
Drinking places (alcoholic bev) (NAICS 7224)	2,563,000	6,051,841	-3,488,841	163,898,954	192,111,771	-28,212,817	514,860,077	754,748,211	-239,888,134
Full-service restaurants (NAICS 722511)	33,416,093	85,539,879	-52,123,786	2,127,070,790	2,898,725,327	-771,654,536	6,614,389,330	10,250,188,819	-3,635,799,488
Limited-service restaurants (NAICS 722512)	28,236,873	81,310,786	-53,073,913	1,795,181,201	1,796,323,092	-1,141,891	5,567,097,050	5,668,443,026	-101,345,976
Cafeterias, grill buffets, buffets (NAICS 722513)	719,806	721,798	-1,991	45,761,093	48,145,049	-2,383,957	141,909,781	194,916,579	-53,006,799
Snack non-alcoholic bev bars (NAICS 722514)	4,319,843	5,436,696	-1,116,853	274,670,024	353,238,304	-78,568,280	851,486,649	1,033,600,643	-182,113,994

The Claritas Retail Market Power report enables you to view sales opportunities for market analysis to maximize growth strategies by depicting the sales gaps that exist in the marketplace. By using sales potential to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand, There is a potential retail opportunity when the "Gap/Surplus" for a retailcategory is a positive number (Demand exceeds Supply).