



retail strategies

Winchester TN CTA

Sitewise Online

STI: Market Outlook Opportunity Gap Report By Major Product Line

STI: Market Outlook Opportunity Gap Report By Major Product Line	Winchester TN CTA		
	2017 Consumer Demand	2017 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Major Product Line	\$ 848,031,651	\$ 846,355,618	\$ 1,676,033
Groceries & Other Food Items	\$ 153,944,010	\$ 150,058,114	\$ 3,885,896
Meals & Non-Alcoholic Beverages	\$ 93,472,871	\$ 114,703,247	- \$ 21,230,376
Alcoholic Drinks	\$ 19,133,109	\$ 12,332,315	\$ 6,800,795
Packaged Liquor, Wine, & Beer	\$ 14,596,881	\$ 13,610,874	\$ 986,007
Cigars, Cigarettes, Tobacco & Accessories	\$ 11,437,897	\$ 15,980,188	- \$ 4,542,291
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 114,338,677	\$ 76,644,222	\$ 37,694,455
Soaps, Detergents, & Household Cleaners	\$ 4,352,664	\$ 6,926,700	- \$ 2,574,036
Paper & Related Products	\$ 4,275,505	\$ 7,016,859	- \$ 2,741,354
Men's Wear	\$ 8,260,760	\$ 8,307,024	- \$ 46,265
Women's, Juniors' and Misses' Wear	\$ 23,756,999	\$ 18,333,269	\$ 5,423,730
Children's Wear	\$ 3,715,034	\$ 4,681,686	- \$ 966,652
Footwear Including Accessories	\$ 10,014,481	\$ 5,465,083	\$ 4,549,398
Sewing, Knitting and Needlework Goods	\$ 354,612	\$ 550,389	- \$ 195,777
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 2,682,006	\$ 3,879,332	- \$ 1,197,326
Major Household Appliances	\$ 2,537,752	\$ 2,980,875	- \$ 443,123
Small Electric Appliances	\$ 1,236,556	\$ 1,693,450	- \$ 456,894
Televisions, Video Recorders, Video Cameras etc.	\$ 4,257,601	\$ 5,855,607	- \$ 1,598,006
Audio Equipment & Musical Instruments	\$ 3,707,760	\$ 3,305,670	\$ 402,090
Furniture, Sleep Equipment & Outdoor Furniture	\$ 16,347,880	\$ 6,342,297	\$ 10,005,583
Flooring & Floor Coverings	\$ 6,571,175	\$ 5,677,428	\$ 893,747
Computer Hardware, Software, & Supplies	\$ 9,442,912	\$ 3,725,408	\$ 5,717,504
Kitchenware & Home Furnishings	\$ 7,344,503	\$ 7,061,921	\$ 282,583
Jewelry Including Watches	\$ 7,350,216	\$ 5,801,776	\$ 1,548,440
Books & Periodicals	\$ 3,004,799	\$ 1,578,429	\$ 1,426,370
Photographic Equipment & Supplies	\$ 725,522	\$ 770,413	- \$ 44,892
Toys, Hobby Goods, & Games	\$ 3,469,184	\$ 5,192,267	- \$ 1,723,083
Optical Goods	\$ 1,521,462	\$ 2,204,743	- \$ 683,281
Sporting Goods	\$ 6,161,409	\$ 6,675,691	- \$ 514,282
Hardware, Tools, Plumbing & Electrical	\$ 12,837,178	\$ 16,283,745	- \$ 3,446,567
Lawn, Garden, & Farm Equipment & Supplies	\$ 12,630,981	\$ 23,589,495	- \$ 10,958,514
Dimensional Lumber & Other Building Materials	\$ 19,514,000	\$ 24,023,044	- \$ 4,509,044
Paint & Sundries	\$ 3,576,985	\$ 4,434,176	- \$ 857,191
Autos, Cars, Vans, Trucks & Motorcycles	\$ 125,708,204	\$ 99,073,552	\$ 26,634,652
Automotive Fuels	\$ 51,226,966	\$ 92,293,848	- \$ 41,066,882



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Automotive Lubricants Including Oil, Greases, etc.	\$ 1,684,560	\$ 2,167,197	- \$ 482,637
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 25,840,502	\$ 24,977,683	\$ 862,819
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 1,608,039	\$ 7,715,017	- \$ 6,106,977
Pets, Pet Foods & Pet Supplies	\$ 6,864,017	\$ 6,661,008	\$ 203,009
All Other Merchandise	\$ 25,513,261	\$ 25,673,731	- \$ 160,471
Retailer Services	\$ 23,012,721	\$ 22,107,845	\$ 904,876



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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>			