



Retail Demand Outlook

Frederick City, MD
 Frederick City, MD (2430325)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Bright Young Professionals (8C)	12.4%	Population	75,281	79,344
Golden Years (9B)	11.0%	Households	29,274	30,932
Enterprising Professionals (2D)	10.2%	Families	17,520	18,362
Home Improvement (4B)	8.0%	Median Age	37.2	37.8
Metro Fusion (11C)	7.8%	Median Household Income	\$74,801	\$78,104
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$70,245,165	\$79,613,352	\$9,368,187
Men's		\$13,863,947	\$15,715,508	\$1,851,561
Women's		\$24,350,470	\$27,622,910	\$3,272,440
Children's		\$10,551,397	\$11,936,006	\$1,384,609
Footwear		\$15,882,356	\$17,987,136	\$2,104,780
Watches & Jewelry		\$3,724,858	\$4,224,266	\$499,408
Apparel Products and Services (1)		\$1,872,136	\$2,127,526	\$255,390
Computer				
Computers and Hardware for Home Use		\$5,467,664	\$6,198,746	\$731,082
Portable Memory		\$126,441	\$143,339	\$16,898
Computer Software		\$332,912	\$377,254	\$44,342
Computer Accessories		\$582,139	\$660,381	\$78,242
Entertainment & Recreation		\$101,602,083	\$115,281,823	\$13,679,740
Fees and Admissions		\$23,743,056	\$26,960,862	\$3,217,806
Membership Fees for Clubs (2)		\$7,913,381	\$8,988,765	\$1,075,384
Fees for Participant Sports, excl. Trips		\$3,281,474	\$3,725,754	\$444,280
Tickets to Theatre/Operas/Concerts		\$2,664,599	\$3,027,977	\$363,378
Tickets to Movies		\$1,982,695	\$2,245,287	\$262,592
Tickets to Parks or Museums		\$1,068,770	\$1,211,783	\$143,013
Admission to Sporting Events, excl. Trips		\$1,974,457	\$2,243,346	\$268,889
Fees for Recreational Lessons		\$4,828,769	\$5,485,170	\$656,401
Dating Services		\$28,912	\$32,781	\$3,869
TV/Video/Audio		\$36,354,370	\$41,222,026	\$4,867,656
Cable and Satellite Television Services		\$24,463,044	\$27,759,281	\$3,296,237
Televisions		\$3,522,891	\$3,989,625	\$466,734
Satellite Dishes		\$37,916	\$42,991	\$5,075
VCRs, Video Cameras, and DVD Players		\$170,056	\$192,561	\$22,505
Miscellaneous Video Equipment		\$780,536	\$884,897	\$104,361
Video Cassettes and DVDs		\$326,467	\$369,588	\$43,121
Video Game Hardware/Accessories		\$981,527	\$1,108,806	\$127,279
Video Game Software		\$574,246	\$648,763	\$74,517
Rental/Streaming/Downloaded Video		\$1,883,686	\$2,130,052	\$246,366
Installation of Televisions		\$34,606	\$39,435	\$4,829
Audio (3)		\$3,498,680	\$3,964,735	\$466,055
Rental and Repair of TV/Radio/Sound Equipment		\$80,715	\$91,293	\$10,578
Pets		\$20,446,478	\$23,201,269	\$2,754,791
Toys/Games/Crafts/Hobbies (4)		\$3,944,611	\$4,466,526	\$521,915
Recreational Vehicles and Fees (5)		\$4,356,193	\$4,964,947	\$608,754
Sports/Recreation/Exercise Equipment (6)		\$6,624,617	\$7,506,002	\$881,385
Photo Equipment and Supplies (7)		\$1,736,775	\$1,967,727	\$230,952
Reading (8)		\$3,424,120	\$3,889,347	\$465,227
Catered Affairs (9)		\$971,862	\$1,103,117	\$131,255
Food		\$292,717,507	\$331,859,864	\$39,142,357
Food at Home		\$169,737,165	\$192,459,548	\$22,722,383
Bakery and Cereal Products		\$21,939,980	\$24,881,063	\$2,941,083
Meats, Poultry, Fish, and Eggs		\$37,060,071	\$42,022,488	\$4,962,417
Dairy Products		\$17,358,363	\$19,687,571	\$2,329,208
Fruits and Vegetables		\$33,635,309	\$38,149,129	\$4,513,820
Snacks and Other Food at Home (10)		\$59,743,443	\$67,719,297	\$7,975,854
Food Away from Home		\$122,980,342	\$139,400,316	\$16,419,974
Alcoholic Beverages		\$20,584,751	\$23,362,781	\$2,778,030

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$770,610,147	\$876,921,178	\$106,311,031
Value of Retirement Plans	\$2,898,271,465	\$3,299,241,357	\$400,969,892
Value of Other Financial Assets	\$242,882,674	\$276,856,915	\$33,974,241
Vehicle Loan Amount excluding Interest	\$95,009,803	\$107,561,092	\$12,551,289
Value of Credit Card Debt	\$82,513,591	\$93,601,561	\$11,087,970
Health			
Nonprescription Drugs	\$4,492,232	\$5,096,825	\$604,593
Prescription Drugs	\$10,166,542	\$11,543,809	\$1,377,267
Eyeglasses and Contact Lenses	\$2,802,509	\$3,181,473	\$378,964
Home			
Mortgage Payment and Basics (11)	\$316,209,468	\$359,782,621	\$43,573,153
Maintenance and Remodeling Services	\$77,708,547	\$88,473,964	\$10,765,417
Maintenance and Remodeling Materials (12)	\$15,460,548	\$17,586,077	\$2,125,529
Utilities, Fuel, and Public Services	\$151,390,371	\$171,630,276	\$20,239,905
Household Furnishings and Equipment			
Household Textiles (13)	\$3,263,243	\$3,699,282	\$436,039
Furniture	\$20,743,821	\$23,522,396	\$2,778,575
Rugs	\$1,099,356	\$1,248,561	\$149,205
Major Appliances (14)	\$10,901,860	\$12,376,525	\$1,474,665
Housewares (15)	\$3,055,630	\$3,466,202	\$410,572
Small Appliances	\$1,602,033	\$1,815,035	\$213,002
Luggage	\$504,159	\$571,614	\$67,455
Telephones and Accessories	\$2,864,618	\$3,250,785	\$386,167
Household Operations			
Child Care	\$17,698,141	\$20,055,149	\$2,357,008
Lawn and Garden (16)	\$14,330,202	\$16,306,511	\$1,976,309
Moving/Storage/Freight Express	\$2,172,438	\$2,457,541	\$285,103
Housekeeping Supplies (17)	\$24,379,793	\$27,647,919	\$3,268,126
Insurance			
Owners and Renters Insurance	\$17,249,083	\$19,599,261	\$2,350,178
Vehicle Insurance	\$57,697,330	\$65,352,396	\$7,655,066
Life/Other Insurance	\$15,966,234	\$18,146,931	\$2,180,697
Health Insurance	\$113,974,552	\$129,366,891	\$15,392,339
Personal Care Products (18)	\$16,156,359	\$18,307,363	\$2,151,004
School Books and Supplies (19)	\$4,913,390	\$5,563,702	\$650,312
Smoking Products	\$11,986,987	\$13,561,246	\$1,574,259
Transportation			
Payments on Vehicles excluding Leases	\$80,035,864	\$90,658,740	\$10,622,876
Gasoline and Motor Oil	\$74,572,808	\$84,463,450	\$9,890,642
Vehicle Maintenance and Repairs	\$37,107,155	\$42,077,642	\$4,970,487
Travel			
Airline Fares	\$19,769,808	\$22,458,073	\$2,688,265
Lodging on Trips	\$20,344,419	\$23,126,036	\$2,781,617
Auto/Truck Rental on Trips	\$960,312	\$1,090,518	\$130,206
Food and Drink on Trips	\$18,341,877	\$20,828,004	\$2,486,127

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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