



Retail Demand Outlook

Frederick City, MD 3
 Frederick City, MD (2430325)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Bright Young Professionals (8C)	13.4%	Population	79,811	83,925
Golden Years (9B)	11.3%	Households	30,718	32,393
Enterprising Professionals (2D)	9.5%	Families	17,990	18,897
Metro Fusion (11C)	7.9%	Median Age	37.5	38.2
Home Improvement (4B)	7.5%	Median Household Income	\$86,295	\$96,312
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$81,181,800	\$96,445,435	\$15,263,635
Men's		\$15,907,964	\$18,903,330	\$2,995,366
Women's		\$27,960,592	\$33,231,834	\$5,271,242
Children's		\$11,998,780	\$14,241,614	\$2,242,834
Footwear		\$19,241,803	\$22,848,152	\$3,606,349
Watches & Jewelry		\$4,745,402	\$5,642,312	\$896,910
Apparel Products and Services (1)		\$1,996,269	\$2,372,766	\$376,497
Computer				
Computers and Hardware for Home Use		\$6,574,655	\$7,812,597	\$1,237,942
Portable Memory		\$161,840	\$192,339	\$30,499
Computer Software		\$388,389	\$461,188	\$72,799
Computer Accessories		\$700,823	\$833,286	\$132,463
Entertainment & Recreation		\$118,890,959	\$141,347,493	\$22,456,534
Fees and Admissions		\$28,663,556	\$34,075,960	\$5,412,404
Membership Fees for Clubs (2)		\$9,635,821	\$11,456,582	\$1,820,761
Fees for Participant Sports, excl. Trips		\$4,508,264	\$5,362,014	\$853,750
Tickets to Theatre/Operas/Concerts		\$3,077,006	\$3,658,932	\$581,926
Tickets to Movies		\$2,258,220	\$2,682,547	\$424,327
Tickets to Parks or Museums		\$1,298,834	\$1,543,299	\$244,465
Admission to Sporting Events, excl. Trips		\$2,410,895	\$2,867,986	\$457,091
Fees for Recreational Lessons		\$5,427,218	\$6,448,488	\$1,021,270
Dating Services		\$47,299	\$56,111	\$8,812
TV/Video/Audio		\$43,008,952	\$51,123,464	\$8,114,512
Cable and Satellite Television Services		\$28,580,274	\$33,981,138	\$5,400,864
Televisions		\$4,388,136	\$5,213,930	\$825,794
Satellite Dishes		\$61,854	\$73,567	\$11,713
VCRs, Video Cameras, and DVD Players		\$184,924	\$219,752	\$34,828
Miscellaneous Video Equipment		\$580,591	\$689,760	\$109,169
Video Cassettes and DVDs		\$304,786	\$362,128	\$57,342
Video Game Hardware/Accessories		\$1,133,341	\$1,345,079	\$211,738
Video Game Software		\$652,850	\$774,920	\$122,070
Rental/Streaming/Downloaded Video		\$2,833,615	\$3,365,608	\$531,993
Installation of Televisions		\$30,280	\$36,085	\$5,805
Audio (3)		\$4,160,832	\$4,945,772	\$784,940
Rental and Repair of TV/Radio/Sound Equipment		\$97,468	\$115,724	\$18,256
Pets		\$25,491,397	\$30,317,274	\$4,825,877
Toys/Games/Crafts/Hobbies (4)		\$4,406,066	\$5,234,625	\$828,559
Recreational Vehicles and Fees (5)		\$3,749,541	\$4,462,504	\$712,963
Sports/Recreation/Exercise Equipment (6)		\$6,730,982	\$8,000,706	\$1,269,724
Photo Equipment and Supplies (7)		\$1,832,592	\$2,177,698	\$345,106
Reading (8)		\$3,874,633	\$4,609,170	\$734,537
Catered Affairs (9)		\$1,145,298	\$1,360,370	\$215,072
Food		\$348,850,550	\$414,464,164	\$65,613,614
Food at Home		\$203,292,828	\$241,546,748	\$38,253,920
Bakery and Cereal Products		\$25,916,335	\$30,793,476	\$4,877,141
Meats, Poultry, Fish, and Eggs		\$43,635,248	\$51,840,628	\$8,205,380
Dairy Products		\$20,333,706	\$24,161,548	\$3,827,842
Fruits and Vegetables		\$39,847,487	\$47,344,219	\$7,496,732
Snacks and Other Food at Home (10)		\$73,560,053	\$87,406,877	\$13,846,824
Food Away from Home		\$145,557,722	\$172,917,415	\$27,359,693
Alcoholic Beverages		\$23,994,873	\$28,520,888	\$4,526,015

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,017,442,676	\$1,212,475,398	\$195,032,722
Value of Retirement Plans	\$3,594,763,299	\$4,281,723,936	\$686,960,637
Value of Other Financial Assets	\$295,248,667	\$351,966,714	\$56,718,047
Vehicle Loan Amount excluding Interest	\$110,114,673	\$130,797,767	\$20,683,094
Value of Credit Card Debt	\$103,454,818	\$122,958,553	\$19,503,735
Health			
Nonprescription Drugs	\$5,435,346	\$6,464,646	\$1,029,300
Prescription Drugs	\$11,303,650	\$13,454,738	\$2,151,088
Eyeglasses and Contact Lenses	\$3,460,803	\$4,116,415	\$655,612
Home			
Mortgage Payment and Basics (11)	\$379,368,923	\$451,428,396	\$72,059,473
Maintenance and Remodeling Services	\$101,631,305	\$121,029,880	\$19,398,575
Maintenance and Remodeling Materials (12)	\$20,548,843	\$24,460,606	\$3,911,763
Utilities, Fuel, and Public Services	\$181,724,424	\$215,971,130	\$34,246,706
Household Furnishings and Equipment			
Household Textiles (13)	\$3,872,417	\$4,602,021	\$729,604
Furniture	\$24,223,669	\$28,788,981	\$4,565,312
Rugs	\$1,149,671	\$1,368,148	\$218,477
Major Appliances (14)	\$13,600,113	\$16,178,169	\$2,578,056
Housewares (15)	\$3,347,245	\$3,979,286	\$632,041
Small Appliances	\$2,004,720	\$2,382,014	\$377,294
Luggage	\$670,220	\$796,352	\$126,132
Telephones and Accessories	\$3,693,702	\$4,389,811	\$696,109
Household Operations			
Child Care	\$21,251,524	\$25,225,548	\$3,974,024
Lawn and Garden (16)	\$17,120,677	\$20,385,541	\$3,264,864
Moving/Storage/Freight Express	\$2,915,402	\$3,463,634	\$548,232
Housekeeping Supplies (17)	\$28,634,085	\$34,033,370	\$5,399,285
Insurance			
Owners and Renters Insurance	\$21,178,210	\$25,208,982	\$4,030,772
Vehicle Insurance	\$70,445,679	\$83,687,230	\$13,241,551
Life/Other Insurance	\$21,152,717	\$25,173,542	\$4,020,825
Health Insurance	\$148,328,761	\$176,415,429	\$28,086,668
Personal Care Products (18)	\$18,853,576	\$22,403,297	\$3,549,721
School Books and Supplies (19)	\$5,065,078	\$6,016,062	\$950,984
Smoking Products	\$13,521,687	\$16,057,287	\$2,535,600
Transportation			
Payments on Vehicles excluding Leases	\$96,414,603	\$114,564,736	\$18,150,133
Gasoline and Motor Oil	\$89,438,499	\$106,245,833	\$16,807,334
Vehicle Maintenance and Repairs	\$41,170,552	\$48,940,440	\$7,769,888
Travel			
Airline Fares	\$24,511,983	\$29,143,969	\$4,631,986
Lodging on Trips	\$26,380,108	\$31,380,229	\$5,000,121
Auto/Truck Rental on Trips	\$2,165,947	\$2,575,081	\$409,134
Food and Drink on Trips	\$22,620,643	\$26,897,275	\$4,276,632

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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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