

## Retail Market Power (RMP) - Trade Area

The Retail Market Power report can be used as a way to understand supply and demand in a trade area by presenting what is known as a gap analysis. The report is divided into four pages, with the first two looking at the sales by merchandise line, and the second two looking at the sales by retail store type. It can be used in conjunction with a Ranking Areas - Variable report to look at the RMP variables in more detail. You might also want to look at household and population variables for the trade area. A retail opportunity gap appears when expenditure levels for a specific geography are higher than the corresponding retail sales estimates. The demand is greater than the supply (i.e., a positive number). A retail surplus appears when expenditures are lower than the retail sales estimates. In this case, local retailers are attracting expenditures from other areas into their stores and the demand is less than supply (i.e., a negative number). RMP estimates demand in an area for all expenditures from both businesses and households.

### Trade Area: Albany-Schenectady-Troy, NY (CBSA)

Merchandise Lines	2017 Demand Aggregate Dollars (\$)	2022 Demand Aggregate Dollars (\$)
Groceries and Other Foods	2,914,669,829	3,031,719,284
Meals and Snacks	1,759,199,502	1,828,835,012
Alcoholic Drinks	141,779,776	147,152,034
Packaged Liquor/Wine/Beer	205,317,913	214,279,335
Cigars, Cigarettes, and Tobacco & Smokers' A	271,959,318	313,018,115
Drugs, Health Aids, and Beauty Aids	2,063,528,669	2,179,430,443
Soaps, Detergents, and Household Cleaners	98,344,184	111,798,879
Paper and Related Products	211,826,465	240,944,776
Men's Wear	263,858,838	285,521,202

On the Merchandise Lines Growth page, we see that in 2017, the expenditure in the Albany-Schenectady-Troy CBSA, was \$98.3M for Soaps, Detergents, and Household Cleaners. It is projected to be \$111.8M in 2022.

**2017 Demand Aggregate Dollars (\$)** Total dollars spent on the line item in 2017, by all consumers and businesses in the trade area, regardless of where the dollars were spent.

**2022 Demand Aggregate Dollars (\$)** Projected total dollars spent on the line item in 2022, by all consumers and businesses in the trade area, regardless of where the dollars were spent.

Merchandise Lines	2017 Demand (Consumer Expenditures) Aggregate Dollars (\$)	2017 Supply (Retail Sales) Aggregate Dollars (\$)	2017 Opportunity Gap/Surplus Aggregate Dollars (\$)
Groceries and Other Foods	2,914,669,829	2,561,155,332	353,514,497
Meals and Snacks	1,759,199,502	1,606,308,273	152,891,229
Alcoholic Drinks	141,779,776	118,274,676	23,505,100
Packaged Liquor/Wine/Beer	205,317,913	225,156,912	-19,838,999
Cigars, Cigarettes, and Tobacco & Smokers' A	271,959,318	220,457,001	51,502,317
Drugs, Health Aids, and Beauty Aids	2,063,528,669	1,647,749,964	415,778,705
Soaps, Detergents, and Household Cleaners	98,344,184	97,123,358	1,220,826
Paper and Related Products	211,826,465	163,633,423	48,193,042
Men's Wear	263,858,838	172,970,468	90,888,370
Women's, Juniors', and Misses' Wear	428,249,802	292,703,422	135,546,380
Children's Wear	192,483,183	163,427,783	29,055,400
Footwear	268,265,052	210,207,648	58,057,404

On the Merchandise Lines Opportunity page, we see that in 2017 there could be a retail opportunity for Soaps, Detergents, and Household Cleaners. The expenditures are more than the sales of that line item in the trade area, and the difference is a positive number. The red number indicates that there is a surplus of that item in the trade area. For Packaged Liquor/Wine/Beer, the expenditures are less than the sales in the trade area, and the difference is a negative number.

**2017 Demand Aggregate Dollars** Total dollars spent on the line item (or store type) in 2017, by consumers and businesses in the trade area, regardless of where the dollars were spent.

**2017 Supply (Retail Sales)** The total aggregate sales for the line item in the trade area.

**2017 Opportunity Gap/Surplus** (Demand - Supply) The difference between the dollars spent and sales, indicating a gap or surplus of that line item (or store type) within the trade area.