



Retail Demand Outlook

6 ZIP Codes
77044 (Houston) et al.
Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Boomburbs (1C)	22.8%	Population	291,804	323,162
Up and Coming Families (7A)	15.2%	Households	97,364	107,180
American Dreamers (7C)	12.1%	Families	74,422	81,820
Home Improvement (4B)	11.2%	Median Age	34.2	34.2
Bright Young Professionals (8C)	4.8%	Median Household Income	\$79,397	\$84,485
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$251,407,578	\$306,797,085	\$55,389,507
Men's		\$48,860,737	\$59,619,258	\$10,758,521
Women's		\$85,629,598	\$104,388,377	\$18,758,779
Children's		\$41,321,546	\$50,539,445	\$9,217,899
Footwear		\$55,974,741	\$68,320,347	\$12,345,606
Watches & Jewelry		\$13,339,490	\$16,285,236	\$2,945,746
Apparel Products and Services (1)		\$6,281,465	\$7,644,421	\$1,362,956
Computer				
Computers and Hardware for Home Use		\$19,269,398	\$23,497,115	\$4,227,717
Portable Memory		\$450,719	\$549,657	\$98,938
Computer Software		\$1,149,886	\$1,403,021	\$253,135
Computer Accessories		\$2,096,613	\$2,553,593	\$456,980
Entertainment & Recreation		\$364,213,942	\$444,081,360	\$79,867,418
Fees and Admissions		\$85,824,008	\$104,520,305	\$18,696,297
Membership Fees for Clubs (2)		\$27,272,980	\$33,188,491	\$5,915,511
Fees for Participant Sports, excl. Trips		\$12,643,388	\$15,403,951	\$2,760,563
Tickets to Theatre/Operas/Concerts		\$8,786,237	\$10,676,365	\$1,890,128
Tickets to Movies		\$7,513,867	\$9,176,164	\$1,662,297
Tickets to Parks or Museums		\$3,931,666	\$4,797,981	\$866,315
Admission to Sporting Events, excl. Trips		\$7,455,190	\$9,091,855	\$1,636,665
Fees for Recreational Lessons		\$18,135,834	\$22,082,278	\$3,946,444
Dating Services		\$84,845	\$103,220	\$18,375
TV/Video/Audio		\$129,026,736	\$157,417,520	\$28,390,784
Cable and Satellite Television Services		\$85,608,787	\$104,390,361	\$18,781,574
Televisions		\$13,100,873	\$16,004,335	\$2,903,462
Satellite Dishes		\$155,830	\$190,268	\$34,438
VCRs, Video Cameras, and DVD Players		\$652,876	\$797,412	\$144,536
Miscellaneous Video Equipment		\$2,873,530	\$3,504,216	\$630,686
Video Cassettes and DVDs		\$1,206,816	\$1,473,762	\$266,946
Video Game Hardware/Accessories		\$3,508,914	\$4,292,236	\$783,322
Video Game Software		\$2,026,745	\$2,477,743	\$450,998
Rental/Streaming/Downloaded Video		\$6,736,263	\$8,231,208	\$1,494,945
Installation of Televisions		\$132,586	\$160,952	\$28,366
Audio (3)		\$12,778,231	\$15,595,523	\$2,817,292
Rental and Repair of TV/Radio/Sound Equipment		\$245,285	\$299,504	\$54,219
Pets		\$72,966,320	\$89,033,517	\$16,067,197
Toys/Games/Crafts/Hobbies (4)		\$14,456,079	\$17,648,301	\$3,192,222
Recreational Vehicles and Fees (5)		\$15,083,106	\$18,293,993	\$3,210,887
Sports/Recreation/Exercise Equipment (6)		\$26,120,721	\$31,913,328	\$5,792,607
Photo Equipment and Supplies (7)		\$5,928,229	\$7,233,261	\$1,305,032
Reading (8)		\$11,721,722	\$14,267,003	\$2,545,281
Catered Affairs (9)		\$3,087,022	\$3,754,133	\$667,111
Food		\$1,036,707,548	\$1,264,948,454	\$228,240,906
Food at Home		\$598,576,765	\$730,190,045	\$131,613,280
Bakery and Cereal Products		\$77,629,845	\$94,698,152	\$17,068,307
Meats, Poultry, Fish, and Eggs		\$130,763,100	\$159,530,824	\$28,767,724
Dairy Products		\$60,673,387	\$73,977,103	\$13,303,716
Fruits and Vegetables		\$117,905,179	\$143,757,723	\$25,852,544
Snacks and Other Food at Home (10)		\$211,605,255	\$258,226,243	\$46,620,988
Food Away from Home		\$438,130,783	\$534,758,410	\$96,627,627
Alcoholic Beverages		\$71,858,666	\$87,581,792	\$15,723,126

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	\$2,769,816,085	\$3,365,281,726	\$595,465,641
Value of Retirement Plans	\$10,626,528,705	\$12,904,696,462	\$2,278,167,757
Value of Other Financial Assets	\$842,617,231	\$1,020,778,369	\$178,161,138
Vehicle Loan Amount excluding Interest	\$360,112,103	\$440,242,998	\$80,130,895
Value of Credit Card Debt	\$295,189,393	\$359,775,340	\$64,585,947
Health			
Nonprescription Drugs	\$15,705,259	\$19,159,850	\$3,454,591
Prescription Drugs	\$37,048,870	\$45,184,004	\$8,135,134
Eyeglasses and Contact Lenses	\$9,920,625	\$12,081,667	\$2,161,042
Home			
Mortgage Payment and Basics (11)	\$1,254,779,349	\$1,527,311,262	\$272,531,913
Maintenance and Remodeling Services	\$295,851,990	\$359,831,738	\$63,979,748
Maintenance and Remodeling Materials (12)	\$60,143,765	\$73,213,642	\$13,069,877
Utilities, Fuel, and Public Services	\$546,494,818	\$666,939,791	\$120,444,973
Household Furnishings and Equipment			
Household Textiles (13)	\$11,530,315	\$14,063,296	\$2,532,981
Furniture	\$76,094,851	\$92,825,294	\$16,730,443
Rugs	\$4,072,324	\$4,958,663	\$886,339
Major Appliances (14)	\$42,377,803	\$51,680,523	\$9,302,720
Housewares (15)	\$11,192,352	\$13,657,946	\$2,465,594
Small Appliances	\$5,578,696	\$6,805,554	\$1,226,858
Luggage	\$1,771,253	\$2,159,114	\$387,861
Telephones and Accessories	\$9,814,904	\$11,936,915	\$2,122,011
Household Operations			
Child Care	\$66,516,214	\$81,267,393	\$14,751,179
Lawn and Garden (16)	\$53,394,358	\$65,002,754	\$11,608,396
Moving/Storage/Freight Express	\$7,046,795	\$8,605,584	\$1,558,789
Housekeeping Supplies (17)	\$89,229,339	\$108,906,519	\$19,677,180
Insurance			
Owners and Renters Insurance	\$68,946,810	\$84,110,795	\$15,163,985
Vehicle Insurance	\$208,745,830	\$254,982,830	\$46,237,000
Life/Other Insurance	\$59,413,820	\$72,371,089	\$12,957,269
Health Insurance	\$413,958,135	\$504,686,764	\$90,728,629
Personal Care Products (18)	\$58,290,522	\$71,155,328	\$12,864,806
School Books and Supplies (19)	\$17,678,072	\$21,583,898	\$3,905,826
Smoking Products	\$38,148,713	\$46,644,419	\$8,495,706
Transportation			
Payments on Vehicles excluding Leases	\$309,716,065	\$378,605,036	\$68,888,971
Gasoline and Motor Oil	\$272,854,763	\$333,303,604	\$60,448,841
Vehicle Maintenance and Repairs	\$130,052,233	\$158,632,695	\$28,580,462
Travel			
Airline Fares	\$69,483,028	\$84,568,581	\$15,085,553
Lodging on Trips	\$72,634,121	\$88,386,118	\$15,751,997
Auto/Truck Rental on Trips	\$3,369,021	\$4,099,875	\$730,854
Food and Drink on Trips	\$65,807,654	\$80,156,555	\$14,348,901

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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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