

Retail Demand Outlook

Rio Grande City, TX (4862168)
Rio Grande City, TX (4862168)
Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027	
Southwestern Families (7F)	80.9%	Population	15,788	16,067	
Forging Opportunity (7D)	19.1%	Households	4,793	4,910	
	0.0%	Families	3,894	3,994	
	0.0%	Median Age	31.6	33.2	
	0.0%	Median Household Income	\$38,796	\$43,758	
			2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services			\$6,557,123	\$7,689,693	\$1,132,570
Men's			\$1,249,545	\$1,465,462	\$215,917
Women's			\$2,118,328	\$2,484,178	\$365,850
Children's			\$1,112,621	\$1,305,368	\$192,747
Footwear			\$1,644,633	\$1,928,226	\$283,593
Watches & Jewelry			\$333,894	\$391,630	\$57,736
Apparel Products and Services (1)			\$146,345	\$171,445	\$25,100
Computer					
Computers and Hardware for Home Use			\$481,400	\$564,837	\$83,437
Portable Memory			\$12,744	\$14,948	\$2,204
Computer Software			\$26,591	\$31,190	\$4,599
Computer Accessories			\$48,637	\$57,072	\$8,435
Entertainment & Recreation			\$9,175,760	\$10,762,741	\$1,586,981
Fees and Admissions			\$1,839,083	\$2,158,627	\$319,544
Membership Fees for Clubs (2)			\$613,973	\$720,337	\$106,364
Fees for Participant Sports, excl. Trips			\$293,622	\$344,564	\$50,942
Tickets to Theatre/Operas/Concerts			\$181,398	\$212,884	\$31,486
Tickets to Movies			\$183,595	\$215,528	\$31,933
Tickets to Parks or Museums			\$96,514	\$113,297	\$16,783
Admission to Sporting Events, excl. Trips			\$144,995	\$170,233	\$25,238
Fees for Recreational Lessons			\$322,610	\$379,000	\$56,390
Dating Services			\$2,378	\$2,783	\$405
TV/Video/Audio			\$3,817,414	\$4,475,642	\$658,228
Cable and Satellite Television Services			\$2,634,273	\$3,087,342	\$453,069
Televisions			\$409,854	\$480,679	\$70,825
Satellite Dishes			\$4,743	\$5,565	\$822
VCRs, Video Cameras, and DVD Players			\$14,058	\$16,500	\$2,442
Miscellaneous Video Equipment			\$38,665	\$45,361	\$6,696
Video Cassettes and DVDs			\$25,357	\$29,764	\$4,407
Video Game Hardware/Accessories			\$91,573	\$107,476	\$15,903
Video Game Software			\$47,902	\$56,228	\$8,326
Rental/Streaming/Downloaded Video			\$228,642	\$268,336	\$39,694
Installation of Televisions			\$2,037	\$2,394	\$357
Audio (3)			\$309,368	\$363,182	\$53,814
Rental and Repair of TV/Radio/Sound Equipment			\$10,943	\$12,815	\$1,872
Pets			\$1,972,520	\$2,313,034	\$340,514
Toys/Games/Crafts/Hobbies (4)			\$328,276	\$385,433	\$57,157
Recreational Vehicles and Fees (5)			\$237,737	\$279,070	\$41,333
Sports/Recreation/Exercise Equipment (6)			\$550,039	\$645,511	\$95,472
Photo Equipment and Supplies (7)			\$120,649	\$141,636	\$20,987
Reading (8)			\$250,591	\$293,975	\$43,384
Catered Affairs (9)			\$60,003	\$70,460	\$10,457
Food			\$29,731,134	\$34,860,751	\$5,129,617
Food at Home			\$17,397,858	\$20,397,352	\$2,999,494
Bakery and Cereal Products			\$2,166,854	\$2,540,719	\$373,865
Meats, Poultry, Fish, and Eggs			\$3,917,565	\$4,592,002	\$674,437
Dairy Products			\$1,659,495	\$1,945,751	\$286,256
Fruits and Vegetables			\$3,380,552	\$3,963,086	\$582,534
Snacks and Other Food at Home (10)			\$6,273,391	\$7,355,794	\$1,082,403
Food Away from Home			\$12,333,276	\$14,463,399	\$2,130,123
Alcoholic Beverages			\$1,731,162	\$2,029,810	\$298,648

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.

Retail Demand Outlook

Rio Grande City, TX (4862168)
Rio Grande City, TX (4862168)
Geography: Place

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$64,972,680	\$76,218,956	\$11,246,276
Value of Retirement Plans	\$220,699,335	\$258,974,709	\$38,275,374
Value of Other Financial Assets	\$12,235,046	\$14,353,152	\$2,118,106
Vehicle Loan Amount excluding Interest	\$10,979,273	\$12,869,000	\$1,889,727
Value of Credit Card Debt	\$7,432,153	\$8,718,251	\$1,286,098
Health			
Nonprescription Drugs	\$475,010	\$556,930	\$81,920
Prescription Drugs	\$1,051,545	\$1,232,584	\$181,039
Eyeglasses and Contact Lenses	\$270,036	\$316,814	\$46,778
Home			
Mortgage Payment and Basics (11)	\$29,927,626	\$35,122,798	\$5,195,172
Maintenance and Remodeling Services	\$7,908,066	\$9,276,736	\$1,368,670
Maintenance and Remodeling Materials (12)	\$1,768,852	\$2,075,446	\$306,594
Utilities, Fuel, and Public Services	\$17,379,087	\$20,375,119	\$2,996,032
Household Furnishings and Equipment			
Household Textiles (13)	\$315,906	\$370,477	\$54,571
Furniture	\$2,007,545	\$2,354,699	\$347,154
Rugs	\$79,075	\$92,733	\$13,658
Major Appliances (14)	\$1,221,848	\$1,433,207	\$211,359
Housewares (15)	\$271,882	\$318,838	\$46,956
Small Appliances	\$168,767	\$197,951	\$29,184
Luggage	\$49,555	\$58,112	\$8,557
Telephones and Accessories	\$260,894	\$306,419	\$45,525
Household Operations			
Child Care	\$1,375,037	\$1,614,401	\$239,364
Lawn and Garden (16)	\$1,508,652	\$1,768,601	\$259,949
Moving/Storage/Freight Express	\$263,816	\$309,389	\$45,573
Housekeeping Supplies (17)	\$2,627,049	\$3,079,785	\$452,736
Insurance			
Owners and Renters Insurance	\$2,157,815	\$2,529,820	\$372,005
Vehicle Insurance	\$7,020,491	\$8,230,612	\$1,210,121
Life/Other Insurance	\$1,706,913	\$2,001,456	\$294,543
Health Insurance	\$13,163,164	\$15,430,230	\$2,267,066
Personal Care Products (18)	\$1,666,944	\$1,954,487	\$287,543
School Books and Supplies (19)	\$421,655	\$494,583	\$72,928
Smoking Products	\$1,206,828	\$1,414,627	\$207,799
Transportation			
Payments on Vehicles excluding Leases	\$9,915,165	\$11,625,112	\$1,709,947
Gasoline and Motor Oil	\$8,653,066	\$10,146,221	\$1,493,155
Vehicle Maintenance and Repairs	\$3,505,692	\$4,111,978	\$606,286
Travel			
Airline Fares	\$1,748,454	\$2,051,045	\$302,591
Lodging on Trips	\$1,856,260	\$2,177,433	\$321,173
Auto/Truck Rental on Trips	\$149,901	\$175,820	\$25,919
Food and Drink on Trips	\$1,672,414	\$1,961,584	\$289,170

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.

- (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.

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.