

## Retail Demand Outlook

Osceola City, AR  
 Osceola City, AR (0552580)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Bypasses (10E)	34.3%	Population	6,911	6,720
Traditional Living (12B)	19.7%	Households	2,762	2,738
Hometown Heritage (8G)	15.1%	Families	1,610	1,576
Heartland Communities (6F)	12.2%	Median Age	36.4	37.0
City Commons (11E)	11.6%	Median Household Income	\$47,047	\$55,710
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$4,441,169	\$5,255,253	\$814,084
Men's		\$802,265	\$950,159	\$147,894
Women's		\$1,535,774	\$1,815,201	\$279,427
Children's		\$735,542	\$870,639	\$135,097
Footwear		\$900,020	\$1,065,642	\$165,622
Watches & Jewelry		\$375,642	\$444,770	\$69,128
Apparel Products and Services (1)		\$91,926	\$108,842	\$16,916
<b>Computer</b>				
Computers and Hardware for Home Use		\$458,688	\$543,112	\$84,424
Portable Memory		\$6,789	\$8,039	\$1,250
Computer Software		\$27,796	\$32,927	\$5,131
Computer Accessories		\$40,252	\$47,635	\$7,383
<b>Entertainment &amp; Recreation</b>		\$7,233,934	\$8,561,694	\$1,327,760
Fees and Admissions		\$1,299,429	\$1,539,527	\$240,098
Membership Fees for Clubs (2)		\$505,506	\$599,048	\$93,542
Fees for Participant Sports, excl. Trips		\$211,774	\$250,796	\$39,022
Tickets to Theatre/Operas/Concerts		\$113,445	\$134,394	\$20,949
Tickets to Movies		\$38,425	\$45,545	\$7,120
Tickets to Parks or Museums		\$58,152	\$68,825	\$10,673
Admission to Sporting Events, excl. Trips		\$159,648	\$189,173	\$29,525
Fees for Recreational Lessons		\$210,854	\$249,832	\$38,978
Dating Services		\$1,625	\$1,913	\$288
TV/Video/Audio		\$2,610,330	\$3,087,556	\$477,226
Cable and Satellite Television Services		\$1,531,564	\$1,810,364	\$278,800
Televisions		\$297,110	\$351,414	\$54,304
Satellite Dishes		\$3,820	\$4,523	\$703
VCRs, Video Cameras, and DVD Players		\$8,708	\$10,301	\$1,593
Miscellaneous Video Equipment		\$39,968	\$47,421	\$7,453
Video Cassettes and DVDs		\$9,486	\$11,225	\$1,739
Video Game Hardware/Accessories		\$95,386	\$112,943	\$17,557
Video Game Software		\$40,046	\$47,433	\$7,387
Rental/Streaming/Downloaded Video		\$329,224	\$390,074	\$60,850
Installation of Televisions		\$2,473	\$2,934	\$461
Audio (3)		\$249,754	\$295,622	\$45,868
Rental and Repair of TV/Radio/Sound Equipment		\$2,792	\$3,302	\$510
Pets		\$1,787,254	\$2,115,381	\$328,127
Toys/Games/Crafts/Hobbies (4)		\$349,368	\$413,443	\$64,075
Recreational Vehicles and Fees (5)		\$318,997	\$377,515	\$58,518
Sports/Recreation/Exercise Equipment (6)		\$485,675	\$574,657	\$88,982
Photo Equipment and Supplies (7)		\$98,783	\$117,091	\$18,308
Reading (8)		\$223,139	\$264,180	\$41,041
Catered Affairs (9)		\$60,959	\$72,344	\$11,385
<b>Food</b>		\$20,555,226	\$24,318,599	\$3,763,373
Food at Home		\$13,614,500	\$16,103,019	\$2,488,519
Bakery and Cereal Products		\$1,738,981	\$2,056,686	\$317,705
Meats, Poultry, Fish, and Eggs		\$2,974,076	\$3,517,675	\$543,599
Dairy Products		\$1,258,386	\$1,488,634	\$230,248
Fruits and Vegetables		\$2,566,553	\$3,035,975	\$469,422
Snacks and Other Food at Home (10)		\$5,076,503	\$6,004,048	\$927,545
Food Away from Home		\$6,940,726	\$8,215,580	\$1,274,854
Alcoholic Beverages		\$1,118,583	\$1,324,317	\$205,734

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$72,434,422	\$85,695,947	\$13,261,525
Value of Retirement Plans	\$271,709,722	\$321,649,952	\$49,940,230
Value of Other Financial Assets	\$15,511,518	\$18,367,964	\$2,856,446
Vehicle Loan Amount excluding Interest	\$6,736,944	\$7,968,722	\$1,231,778
Value of Credit Card Debt	\$5,128,600	\$6,071,412	\$942,812
<b>Health</b>			
Nonprescription Drugs	\$349,770	\$413,544	\$63,774
Prescription Drugs	\$992,617	\$1,174,751	\$182,134
Eyeglasses and Contact Lenses	\$239,054	\$283,041	\$43,987
<b>Home</b>			
Mortgage Payment and Basics (11)	\$21,724,922	\$25,729,020	\$4,004,098
Maintenance and Remodeling Services	\$7,320,591	\$8,668,390	\$1,347,799
Maintenance and Remodeling Materials (12)	\$1,630,563	\$1,931,645	\$301,082
Utilities, Fuel, and Public Services	\$12,116,685	\$14,330,762	\$2,214,077
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$244,142	\$288,806	\$44,664
Furniture	\$1,842,060	\$2,179,297	\$337,237
Rugs	\$75,220	\$89,057	\$13,837
Major Appliances (14)	\$1,108,638	\$1,311,397	\$202,759
Housewares (15)	\$192,888	\$228,162	\$35,274
Small Appliances	\$146,328	\$173,151	\$26,823
Luggage	\$34,361	\$40,653	\$6,292
Telephones and Accessories	\$217,058	\$256,865	\$39,807
<b>Household Operations</b>			
Child Care	\$869,026	\$1,029,731	\$160,705
Lawn and Garden (16)	\$1,246,210	\$1,473,894	\$227,684
Moving/Storage/Freight Express	\$193,829	\$229,388	\$35,559
Housekeeping Supplies (17)	\$1,704,279	\$2,015,501	\$311,222
<b>Insurance</b>			
Owners and Renters Insurance	\$1,630,812	\$1,929,970	\$299,158
Vehicle Insurance	\$4,158,727	\$4,918,064	\$759,337
Life/Other Insurance	\$1,209,597	\$1,431,283	\$221,686
Health Insurance	\$9,859,477	\$11,663,462	\$1,803,985
Personal Care Products (18)	\$1,024,459	\$1,212,547	\$188,088
School Books (19)	\$79,314	\$93,904	14,590
Smoking Products	\$1,228,345	\$1,451,422	\$223,077
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$6,184,159	\$7,317,579	\$1,133,420
Gasoline and Motor Oil	\$6,727,130	\$7,954,744	\$1,227,614
Vehicle Maintenance and Repairs	\$2,834,012	\$3,353,616	\$519,604
<b>Travel</b>			
Airline Fares	\$902,922	\$1,069,485	\$166,563
Lodging on Trips	\$1,626,242	\$1,924,217	\$297,975
Auto/Truck Rental on Trips	\$198,494	\$235,047	\$36,553
Food and Drink on Trips	\$1,236,491	\$1,463,504	\$227,013

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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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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