



PRIMARY RETAIL TRADE AREA

RETAIL GAP ANALYSIS

La Vergne, Tennessee

March 2023

NaviRetail Inc.

201 Main Street

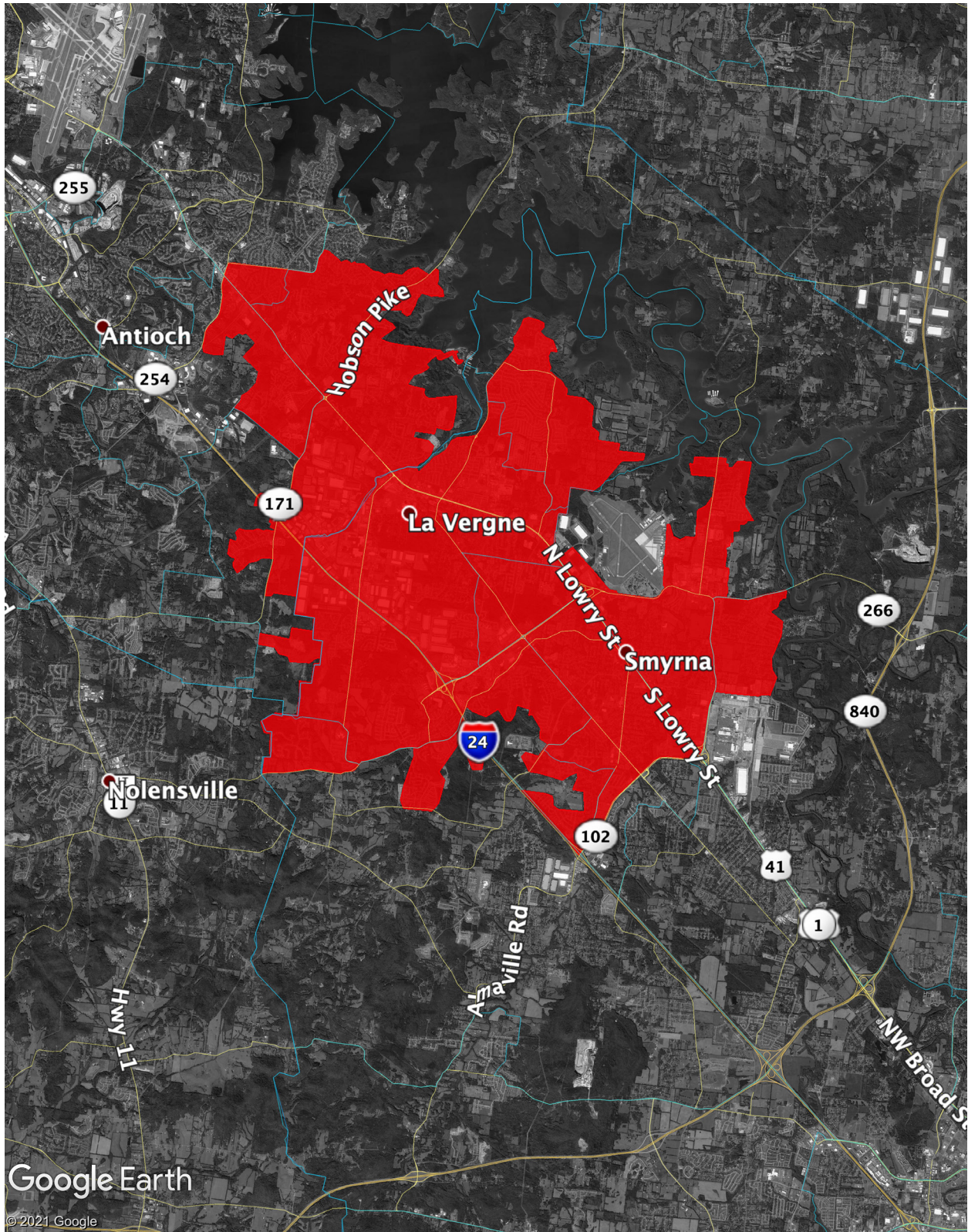
Suite 600

Fort Worth, Texas 76102



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La Vergne, Tennessee – Primary Retail Trade Area



Above: La Vergne, Tennessee Primary Retail Trade Area



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La Vergne, Tennessee – Primary Retail Trade Area

NAICS Code	Sector Description	Primary RTA Demand (\$)	La Vergne Supply (\$)	Leakage/ Surplus (\$)	Leakage/ Surplus (%)
Totals					
44,45,722	Total retail trade including food and drink	1,724,614,523	702,021,471	(1,022,593,052)	-59.29
44,45	Total retail trade	1,541,003,229	652,142,341	(888,860,888)	-57.68
Motor Vehicle and Parts Dealers					
441	Motor vehicle and parts dealers	369,165,457	202,638,959	(166,526,498)	-45.11
4411	Automobile dealers	310,416,828	181,026,161	(129,390,667)	-41.68
44111	New car dealers	276,888,968	174,349,163	(102,539,805)	-37.03
44112	Used car dealers	33,527,859	6,676,998	(26,850,861)	-80.09
4412	Other motor vehicle dealers	30,365,999	4,278,657	(26,087,342)	-85.91
44121	Recreational vehicle dealers	10,814,628	451,532	(10,363,096)	-95.82
44122	Motorcycle, boat, and other motor vehicle dealers	19,551,371	3,827,125	(15,724,246)	-80.43
441222	Boat dealers	6,852,126	188,595	(6,663,531)	-97.25
441228	Motorcycle, ATV, and all other motor vehicle dealers	12,699,244	3,638,530	(9,060,714)	-71.35
4413	Automotive parts, accessories, and tire stores	28,382,631	17,334,141	(11,048,490)	-38.93
44131	Automotive parts and accessories stores	17,938,939	10,240,131	(7,698,808)	-42.92
44132	Tire dealers	10,443,692	7,094,010	(3,349,682)	-32.07
Furniture and Home Furnishings Stores					
442	Furniture and home furnishings stores	31,997,759	12,525,830	(19,471,929)	-60.85
4421	Furniture stores	18,085,674	8,566,942	(9,518,732)	-52.63
4422	Home furnishings stores	13,912,085	3,958,888	(9,953,197)	-71.54
44221	Floor covering stores	7,150,588	2,366,979	(4,783,609)	-66.90
44229	Other home furnishings stores	6,761,497	1,591,909	(5,169,588)	-76.46
442291	Window treatment stores	342,807	0	(342,807)	-100.00
442299	All other home furnishings stores	6,418,690	1,591,909	(4,826,781)	-75.20
Electronics and Appliance Stores					
443	Electronics and appliance stores	24,238,570	5,471,853	(18,766,717)	-77.43
443141	Household appliance stores	5,159,798	0	(5,159,798)	-100.00
443142	Electronics stores	19,078,772	5,471,853	(13,606,919)	-71.32
Building Material and Garden Equipment and Supplies Dealers					
444	Building material and garden equipment and supplies dealers	113,807,740	86,167,035	(27,640,705)	-24.29
4441	Building material and supplies dealers	99,992,718	79,450,780	(20,541,938)	-20.54
44411	Home centers	56,135,130	40,570,731	(15,564,399)	-27.73
44412	Paint and wallpaper stores	3,614,520	817,805	(2,796,715)	-77.37
44413	Hardware stores	8,308,772	3,177,017	(5,131,755)	-61.76
44419	Other building material dealers	31,934,295	34,885,227	2,950,932	9.24
4442	Lawn and garden equipment and supplies stores	13,815,022	6,716,255	(7,098,767)	-51.38
44421	Outdoor power equipment stores	2,833,236	410,613	(2,422,623)	-85.51
44422	Nursery, garden center, and farm supply stores	10,981,785	6,305,642	(4,676,143)	-42.58



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Food and Beverage Stores					
445	Food and beverage stores	216,325,355	24,422,031	(191,903,324)	-88.71
4451	Grocery stores	194,122,414	22,579,851	(171,542,563)	-88.37
44511	Supermarkets and other grocery (except convenience) stores	185,737,825	22,333,202	(163,404,623)	-87.98
44512	Convenience stores	8,384,589	246,648	(8,137,941)	-97.06
4452	Specialty food stores	5,579,820	0	(5,579,820)	-100.00
44521	Meat markets	1,705,460	0	(1,705,460)	-100.00
44522	Fish and seafood markets	670,583	0	(670,583)	-100.00
44523	Fruit and vegetable markets	1,169,810	0	(1,169,810)	-100.00
44529	Other specialty food stores	2,033,967	0	(2,033,967)	-100.00
445299	All other specialty food stores	954,160	0	(954,160)	-100.00
4453	Beer, wine, and liquor stores	16,623,121	1,842,180	(14,780,941)	-88.92
Health and Personal Care Stores					
446	Health and personal care stores	90,163,800	23,929,699	(66,234,101)	-73.46
44611	Pharmacies and drug stores	77,433,482	22,773,357	(54,660,125)	-70.59
44612	Cosmetics, beauty supplies, and perfume stores	5,373,002	330,468	(5,042,534)	-93.85
44613	Optical goods stores	2,478,920	101,543	(2,377,377)	-95.90
44619	Other health and personal care stores	4,878,397	724,331	(4,154,066)	-85.15
446191	Food (health) supplement stores	1,722,861	69,179	(1,653,682)	-95.98
446199	All other health and personal care stores	3,155,536	655,152	(2,500,384)	-79.24
Gasoline Stations					
447	Gasoline stations	119,862,092	33,149,791	(86,712,301)	-72.34
Clothing and Clothing Accessories Stores					
448	Clothing and clothing accessories stores	69,257,714	12,478,011	(56,779,703)	-81.98
4481	Clothing stores	46,079,220	10,401,957	(35,677,263)	-77.43
44811	Men's clothing stores	1,780,455	38,661	(1,741,794)	-97.83
44812	Women's clothing stores	8,534,822	2,288,786	(6,246,036)	-73.18
44813	Children's and infants' clothing stores	2,185,131	141,369	(2,043,762)	-93.53
44814	Family clothing stores	27,390,369	7,067,386	(20,322,983)	-74.20
44815	Clothing accessories stores	2,287,821	21,955	(2,265,866)	-99.04
44819	Other clothing stores	3,900,620	843,799	(3,056,821)	-78.37
4482	Shoe stores	8,792,338	430,329	(8,362,009)	-95.11
4483	Jewelry, luggage, and leather goods stores	14,386,157	1,645,726	(12,740,431)	-88.56
44831	Jewelry stores	9,590,772	1,621,021	(7,969,751)	-83.10
44832	Luggage and leather goods stores	4,795,385	24,705	(4,770,680)	-99.48



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Sporting Goods, Hobby, Musical Instrument, and Book Stores					
451	Sporting goods, hobby, musical instrument, and book stores	23,211,695	6,812,413	(16,399,282)	-70.65
4511	Sporting goods, hobby, and musical instrument stores	20,213,107	6,340,326	(13,872,781)	-68.63
45111	Sporting goods stores	13,252,192	4,548,125	(8,704,067)	-65.68
45112	Hobby, toy, and game stores	5,276,722	1,792,201	(3,484,521)	-66.04
45113	Sewing, needlework, and piece goods stores	723,790	0	(723,790)	-100.00
45114	Musical instrument and supplies stores	960,403	0	(960,403)	-100.00
4512	Book stores and news dealers	2,998,588	472,088	(2,526,500)	-84.26
451211	Book stores	2,796,617	472,088	(2,324,529)	-83.12
451212	News dealers and newsstands	201,970	0	(201,970)	-100.00
General Merchandise Stores					
452	General merchandise stores	189,166,352	67,863,961	(121,302,391)	-64.12
4522	Department stores	23,900,223	7,227,630	(16,672,593)	-69.76
4523	Other general merchandise stores	165,266,129	60,636,331	(104,629,798)	-63.31
452311	Warehouse clubs and supercenters	149,784,793	58,627,769	(91,157,024)	-60.86
452319	All other general merchandise stores	15,481,337	2,008,562	(13,472,775)	-87.03
Miscellaneous Store Retailers					
453	Miscellaneous store retailers	32,360,601	3,981,110	(28,379,491)	-87.70
4531	Florists	1,527,534	0	(1,527,534)	-100.00
4532	Office supplies, stationery, and gift stores	6,058,114	546,382	(5,511,732)	-90.98
45321	Office supplies and stationery stores	2,637,044	249,993	(2,387,051)	-90.52
45322	Gift, novelty, and souvenir stores	3,421,070	296,389	(3,124,681)	-91.34
4533	Used merchandise stores	4,780,472	149,688	(4,630,784)	-96.87
4539	Other miscellaneous store retailers	19,994,480	3,285,040	(16,709,440)	-83.57
45391	Pet and pet supplies stores	5,894,217	1,591,700	(4,302,517)	-73.00
45392	Art dealers	2,961,527	0	(2,961,527)	-100.00
45393	Manufactured (mobile) home dealers	1,906,300	0	(1,906,300)	-100.00
45399	All other miscellaneous store retailers	9,232,436	1,693,340	(7,539,096)	-81.66
453991	Tobacco stores	3,024,930	544,534	(2,480,396)	-82.00
453998	All other miscellaneous store retailers (except tobacco stores)	6,207,506	1,148,806	(5,058,700)	-81.49
Non-store Retailers					
454	Non-store retailers	261,446,094	172,701,646	(88,744,448)	-33.94
4541	Electronic shopping and mail-order houses	248,356,617	172,701,646	(75,654,971)	-30.46
4542	Vending machine operators	1,350,160	0	(1,350,160)	-100.00
4543	Direct selling establishments	11,739,318	0	(11,739,318)	-100.00
45431	Fuel dealers	7,660,195	0	(7,660,195)	-100.00
45439	Other direct selling establishments	4,079,122	0	(4,079,122)	-100.00



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Food Services and Drinking Places					
722	Food services and drinking places	183,611,294	49,879,130	(133,732,164)	-72.83
7223	Special food services	14,413,074	1,224,508	(13,188,566)	-91.50
72231	Food service contractors	11,478,955	1,155,128	(10,323,827)	-89.94
72232	Caterers	2,648,482	0	(2,648,482)	-100.00
72233	Mobile food services	285,638	69,380	(216,258)	-75.71
7224	Drinking places (alcoholic beverages)	6,266,410	267,639	(5,998,771)	-95.73
7225	Restaurants and other eating places	162,931,810	48,386,984	(114,544,826)	-70.30
722511	Full-service restaurants	81,425,613	30,303,392	(51,122,221)	-62.78
722513	Limited-service restaurants	69,150,303	16,587,736	(52,562,567)	-76.01
722514	Cafeterias, grill buffets, and buffets	1,762,510	776,582	(985,928)	-55.94
722515	Snack and non-alcoholic beverage bars	10,593,384	719,274	(9,874,110)	-93.21

ACKNOWLEDGMENTS

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. NaviRetail is a national retail consulting company based in Memphis, Tennessee.

Sources used in completing this study may include: infoUSA, Applied Geographic Solutions, Nielsen, Environmental Systems Research Institute, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data may include data provided by MapInfo, Nielsen, MapBox, Environmental Systems Research Institute, Google, and/or Microsoft Corporation.

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