



PRIMARY RETAIL TRADE AREA

RETAIL GAP ANALYSIS

La Vergne, Tennessee

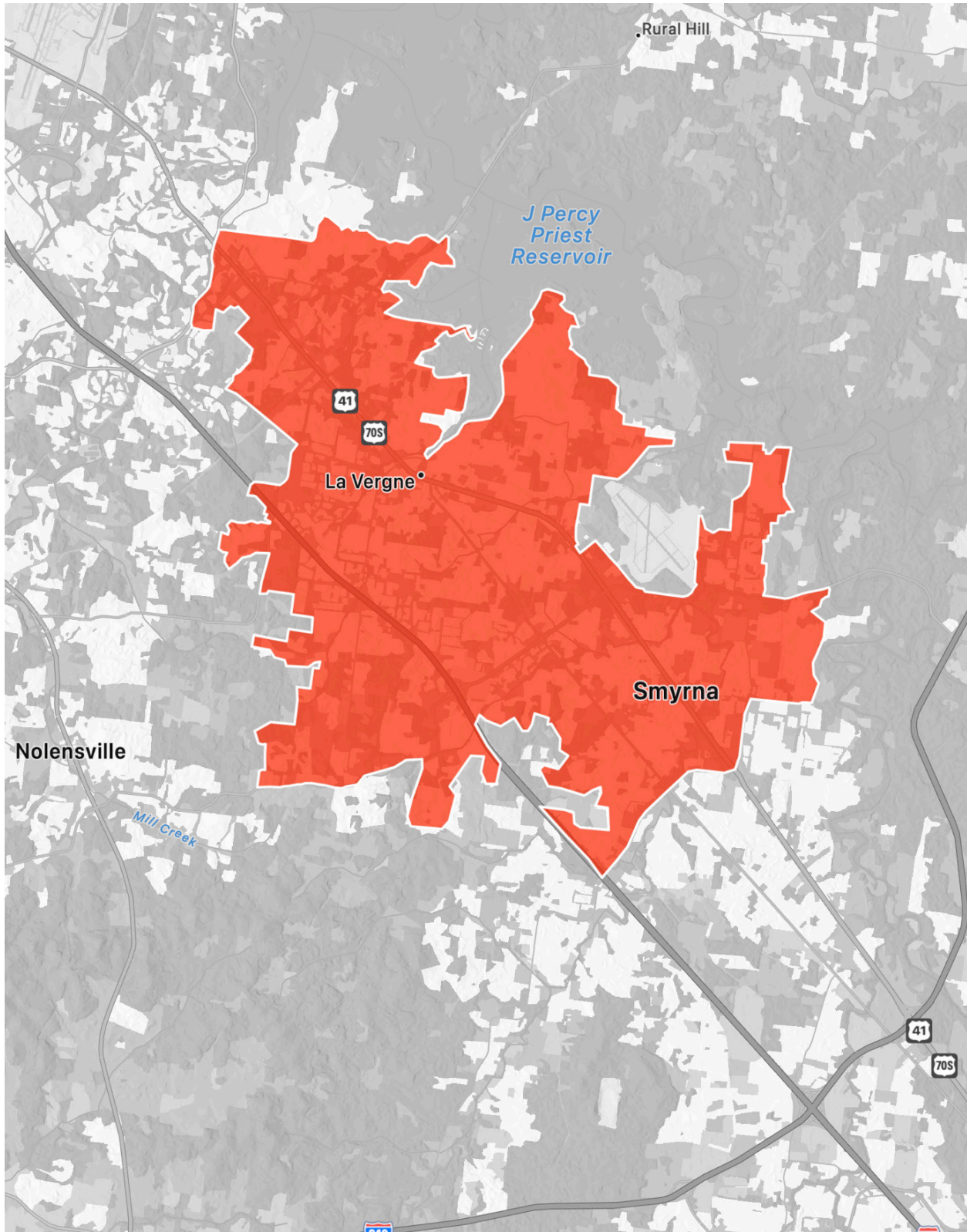
October 2024

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Fort Worth, Texas 76102



RETAIL GAP ANALYSIS

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	Total RTA Demand (\$)	La Vergne Supply (\$)	Leakage/Surplus (\$)	Leakage/Surplus (%)
Totals					
44,45,722	Total retail trade including food and drink	1,789,695,211	632,649,977	(1,157,045,234)	-64.65
44,45	Total retail trade	1,582,678,846	584,060,714	(998,618,132)	-63.10
Motor Vehicle and Parts Dealers					
441	Motor vehicle and parts dealers	383,171,387	181,309,217	(201,862,170)	-52.68
4411	Automobile dealers	320,269,617	160,087,264	(160,182,353)	-50.01
44111	New car dealers	285,325,665	152,451,178	(132,874,487)	-46.57
44112	Used car dealers	34,943,952	7,636,086	(27,307,866)	-78.15
4412	Other motor vehicle dealers	32,325,953	4,997,178	(27,328,775)	-84.54
44121	Recreational vehicle dealers	12,442,929	811,697	(11,631,232)	-93.48
44122	Motorcycle, boat, and other motor vehicle dealers	19,883,024	4,185,482	(15,697,542)	-78.95
441222	Boat dealers	6,968,362	194,587	(6,773,775)	-97.21
441228	Motorcycle, ATV, and all other motor vehicle dealers	12,914,662	3,990,895	(8,923,767)	-69.10
4413	Automotive parts, accessories, and tire stores	30,575,816	16,224,774	(14,351,042)	-46.94
44131	Automotive parts and accessories stores	19,325,116	9,487,106	(9,838,010)	-50.91
44132	Tire dealers	11,250,700	6,737,668	(4,513,032)	-40.11
Furniture and Home Furnishings Stores					
442	Furniture and home furnishings stores	30,785,730	10,626,903	(20,158,827)	-65.48
4421	Furniture stores	16,892,018	7,064,353	(9,827,665)	-58.18
4422	Home furnishings stores	13,893,712	3,562,550	(10,331,162)	-74.36
44221	Floor covering stores	6,269,335	1,849,722	(4,419,613)	-70.50
44229	Other home furnishings stores	7,624,377	1,712,828	(5,911,549)	-77.53
442291	Window treatment stores	384,882	0	(384,882)	-100.00
442299	All other home furnishings stores	7,239,495	1,712,828	(5,526,667)	-76.34
Electronics and Appliance Stores					
443	Electronics and appliance stores	24,507,991	5,076,999	(19,430,992)	-79.28
443141	Household appliance stores	4,509,920	0	(4,509,920)	-100.00
443142	Electronics stores	19,998,070	5,076,999	(14,921,071)	-74.61
Building Material and Garden Equipment and Supplies Dealers					
444	Building material and garden equipment and supplies dealers	108,746,651	71,643,553	(37,103,098)	-34.12
4441	Building material and supplies dealers	92,915,495	64,264,306	(28,651,189)	-30.84
44411	Home centers	51,582,820	32,658,783	(18,924,037)	-36.69
44412	Paint and wallpaper stores	3,899,990	858,971	(3,041,019)	-77.98
44413	Hardware stores	8,135,804	3,038,977	(5,096,827)	-62.65
44419	Other building material dealers	29,296,880	27,707,575	(1,589,305)	-5.42
4442	Lawn and garden equipment and supplies stores	15,831,156	7,379,247	(8,451,909)	-53.39
44421	Outdoor power equipment stores	3,245,469	599,883	(2,645,586)	-81.52
44422	Nursery, garden center, and farm supply stores	12,585,688	6,779,364	(5,806,324)	-46.13



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Food and Beverage Stores					
445	Food and beverage stores	223,745,554	24,818,117	(198,927,437)	-88.91
4451	Grocery stores	201,886,396	22,452,480	(179,433,916)	-88.88
44511	Supermarkets and other grocery (except convenience) stores	193,722,753	21,196,706	(172,526,047)	-89.06
44512	Convenience stores	8,163,643	1,255,774	(6,907,869)	-84.62
4452	Specialty food stores	5,561,567	0	(5,561,567)	-100.00
44521	Meat markets	1,696,856	0	(1,696,856)	-100.00
44522	Fish and seafood markets	667,203	0	(667,203)	-100.00
44523	Fruit and vegetable markets	1,163,910	0	(1,163,910)	-100.00
44529	Other specialty food stores	2,033,598	0	(2,033,598)	-100.00
445299	All other specialty food stores	953,989	0	(953,989)	-100.00
4453	Beer, wine, and liquor stores	16,297,592	2,365,637	(13,931,955)	-85.48
Health and Personal Care Stores					
446	Health and personal care stores	97,954,144	22,516,415	(75,437,729)	-77.01
44611	Pharmacies and drug stores	83,539,819	21,232,330	(62,307,489)	-74.58
44612	Cosmetics, beauty supplies, and perfume stores	6,076,493	488,594	(5,587,899)	-91.96
44613	Optical goods stores	2,803,506	80,377	(2,723,129)	-97.13
44619	Other health and personal care stores	5,534,326	715,114	(4,819,212)	-87.08
446191	Food (health) supplement stores	1,954,518	64,110	(1,890,408)	-96.72
446199	All other health and personal care stores	3,579,808	651,004	(2,928,804)	-81.81
Gasoline Stations					
447	Gasoline stations	109,387,059	25,011,192	(84,375,867)	-77.14
Clothing and Clothing Accessories Stores					
448	Clothing and clothing accessories stores	71,410,719	10,868,202	(60,542,517)	-84.78
4481	Clothing stores	50,325,988	9,689,593	(40,636,395)	-80.75
44811	Men's clothing stores	1,799,299	29,684	(1,769,615)	-98.35
44812	Women's clothing stores	8,318,907	1,839,407	(6,479,500)	-77.89
44813	Children's and infants' clothing stores	2,396,504	207,463	(2,189,041)	-91.34
44814	Family clothing stores	30,511,854	6,714,593	(23,797,261)	-77.99
44815	Clothing accessories stores	2,789,045	23,757	(2,765,288)	-99.15
44819	Other clothing stores	4,510,379	874,688	(3,635,691)	-80.61
4482	Shoe stores	8,038,574	249,753	(7,788,821)	-96.89
4483	Jewelry, luggage, and leather goods stores	13,046,158	928,857	(12,117,301)	-92.88
44831	Jewelry stores	8,697,437	911,007	(7,786,430)	-89.53
44832	Luggage and leather goods stores	4,348,721	17,850	(4,330,871)	-99.59



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Sporting Goods, Hobby, Musical Instrument, and Book Stores					
451	Sporting goods, hobby, musical instrument, and book stores	24,035,705	6,613,516	(17,422,189)	-72.48
4511	Sporting goods, hobby, and musical instrument stores	20,930,664	5,942,511	(14,988,153)	-71.61
45111	Sporting goods stores	14,208,684	4,458,133	(9,750,551)	-68.62
45112	Hobby, toy, and game stores	4,817,824	1,484,378	(3,333,446)	-69.19
45113	Sewing, needlework, and piece goods stores	818,321	0	(818,321)	-100.00
45114	Musical instrument and supplies stores	1,085,835	0	(1,085,835)	-100.00
4512	Book stores and news dealers	3,105,041	671,005	(2,434,036)	-78.39
451211	Book stores	2,920,469	671,005	(2,249,464)	-77.02
451212	News dealers and newsstands	184,572	0	(184,572)	-100.00
General Merchandise Stores					
452	General merchandise stores	198,106,019	62,382,342	(135,723,677)	-68.51
4522	Department stores	24,615,214	6,631,070	(17,984,144)	-73.06
4523	Other general merchandise stores	173,490,805	55,751,272	(117,739,533)	-67.86
452311	Warehouse clubs and supercenters	158,294,099	53,977,072	(104,317,027)	-65.90
452319	All other general merchandise stores	15,196,706	1,774,199	(13,422,507)	-88.33
Miscellaneous Store Retailers					
453	Miscellaneous store retailers	34,183,646	4,143,619	(30,040,027)	-87.88
4531	Florists	1,587,642	0	(1,587,642)	-100.00
4532	Office supplies, stationery, and gift stores	6,846,222	806,543	(6,039,679)	-88.22
45321	Office supplies and stationery stores	2,879,704	353,285	(2,526,419)	-87.73
45322	Gift, novelty, and souvenir stores	3,966,517	453,257	(3,513,260)	-88.57
4533	Used merchandise stores	4,968,568	222,609	(4,745,959)	-95.52
4539	Other miscellaneous store retailers	20,781,215	3,114,467	(17,666,748)	-85.01
45391	Pet and pet supplies stores	6,126,344	1,512,622	(4,613,722)	-75.31
45392	Art dealers	3,070,666	0	(3,070,666)	-100.00
45393	Manufactured (mobile) home dealers	1,990,621	0	(1,990,621)	-100.00
45399	All other miscellaneous store retailers	9,593,584	1,601,845	(7,991,739)	-83.30
453991	Tobacco stores	3,143,266	548,808	(2,594,458)	-82.54
453998	All other miscellaneous store retailers (except tobacco stores)	6,450,319	1,053,037	(5,397,282)	-83.67
Non-store Retailers					
454	Non-store retailers	276,644,239	159,050,639	(117,593,600)	-42.51
4541	Electronic shopping and mail-order houses	263,466,629	159,050,639	(104,415,990)	-39.63
4542	Vending machine operators	1,346,525	0	(1,346,525)	-100.00
4543	Direct selling establishments	11,831,085	0	(11,831,085)	-100.00
45431	Fuel dealers	7,030,398	0	(7,030,398)	-100.00
45439	Other direct selling establishments	4,800,687	0	(4,800,687)	-100.00



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Food Services and Drinking Places					
722	Food services and drinking places	207,016,366	48,589,263	(158,427,103)	-76.53
7223	Special food services	15,498,799	1,001,325	(14,497,474)	-93.54
72231	Food service contractors	11,986,252	941,067	(11,045,185)	-92.15
72232	Caterers	3,170,599	0	(3,170,599)	-100.00
72233	Mobile food services	341,948	60,259	(281,689)	-82.38
7224	Drinking places (alcoholic beverages)	7,120,389	352,293	(6,768,096)	-95.05
7225	Restaurants and other eating places	184,397,177	47,235,645	(137,161,532)	-74.38
722511	Full-service restaurants	92,470,368	27,646,974	(64,823,394)	-70.10
722513	Limited-service restaurants	77,991,206	18,386,120	(59,605,086)	-76.43
722514	Cafeterias, grill buffets, and buffets	1,987,847	631,554	(1,356,293)	-68.23
722515	Snack and non-alcoholic beverage bars	11,947,755	570,995	(11,376,760)	-95.22



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 Fort Worth, Texas.

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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