



# Retail Demand Outlook

Downtown Camden  
 1 Commerce Aly, Camden, South Carolina, 29020  
 Drive time: 30 minute radius

Prepared by Esri  
 Latitude: 34.24584  
 Longitude: -80.60813

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Middleburg (4C)	19.8%	Population	155,205	156,108
Bright Young Professionals (8C)	10.8%	Households	61,804	62,761
Rural Bypasses (10E)	9.7%	Families	41,690	42,190
Southern Satellites (10A)	8.9%	Median Age	39.2	40.0
Midlife Constants (5E)	5.6%	Median Household Income	\$54,574	\$61,834
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$99,641,188	\$115,258,302	\$15,617,114
Men's		\$18,397,115	\$21,283,120	\$2,886,005
Women's		\$33,841,096	\$39,141,966	\$5,300,870
Children's		\$16,033,138	\$18,545,277	\$2,512,139
Footwear		\$22,098,408	\$25,569,209	\$3,470,801
Watches & Jewelry		\$7,349,201	\$8,495,662	\$1,146,461
Apparel Products and Services (1)		\$1,922,230	\$2,223,067	\$300,837
<b>Computer</b>				
Computers and Hardware for Home Use		\$11,376,461	\$13,166,171	\$1,789,710
Portable Memory		\$205,998	\$238,325	\$32,327
Computer Software		\$613,184	\$710,041	\$96,857
Computer Accessories		\$1,111,662	\$1,286,417	\$174,755
<b>Entertainment &amp; Recreation</b>		\$177,090,327	\$204,645,405	\$27,555,078
Fees and Admissions		\$30,850,409	\$35,718,958	\$4,868,549
Membership Fees for Clubs (2)		\$12,265,474	\$14,194,330	\$1,928,856
Fees for Participant Sports, excl. Trips		\$5,282,233	\$6,116,511	\$834,278
Tickets to Theatre/Operas/Concerts		\$2,351,468	\$2,721,087	\$369,619
Tickets to Movies		\$1,221,233	\$1,414,813	\$193,580
Tickets to Parks or Museums		\$1,354,713	\$1,568,004	\$213,291
Admission to Sporting Events, excl. Trips		\$2,566,251	\$2,970,315	\$404,064
Fees for Recreational Lessons		\$5,766,818	\$6,684,997	\$918,179
Dating Services		\$42,220	\$48,900	\$6,680
TV/Video/Audio		\$65,878,370	\$76,081,701	\$10,203,331
Cable and Satellite Television Services		\$42,378,625	\$48,900,380	\$6,521,755
Televisions		\$7,003,494	\$8,096,578	\$1,093,084
Satellite Dishes		\$88,161	\$101,771	\$13,610
VCRs, Video Cameras, and DVD Players		\$226,806	\$262,396	\$35,590
Miscellaneous Video Equipment		\$566,397	\$655,656	\$89,259
Video Cassettes and DVDs		\$313,157	\$362,399	\$49,242
Video Game Hardware/Accessories		\$1,926,557	\$2,229,450	\$302,893
Video Game Software		\$927,599	\$1,073,295	\$145,696
Rental/Streaming/Downloaded Video		\$5,939,953	\$6,873,758	\$933,805
Installation of Televisions		\$64,674	\$74,925	\$10,251
Audio (3)		\$6,268,926	\$7,251,074	\$982,148
Rental and Repair of TV/Radio/Sound Equipment		\$174,022	\$200,018	\$25,996
Pets		\$43,234,208	\$49,910,203	\$6,675,995
Toys/Games/Crafts/Hobbies (4)		\$7,550,908	\$8,732,741	\$1,181,833
Recreational Vehicles and Fees (5)		\$6,935,746	\$8,008,961	\$1,073,215
Sports/Recreation/Exercise Equipment (6)		\$13,631,183	\$15,771,205	\$2,140,022
Photo Equipment and Supplies (7)		\$2,084,045	\$2,411,937	\$327,892
Reading (8)		\$5,621,883	\$6,500,076	\$878,193
Catered Affairs (9)		\$1,303,575	\$1,509,623	\$206,048
<b>Food</b>		\$492,313,924	\$568,974,987	\$76,661,063
Food at Home		\$319,376,179	\$369,008,582	\$49,632,403
Bakery and Cereal Products		\$41,396,277	\$47,822,834	\$6,426,557
Meats, Poultry, Fish, and Eggs		\$69,154,055	\$79,895,766	\$10,741,711
Dairy Products		\$30,494,362	\$35,234,550	\$4,740,188
Fruits and Vegetables		\$61,634,681	\$71,230,306	\$9,595,625
Snacks and Other Food at Home (10)		\$116,696,805	\$134,825,125	\$18,128,320
Food Away from Home		\$172,937,745	\$199,966,405	\$27,028,660
Alcoholic Beverages		\$29,477,481	\$34,097,276	\$4,619,795

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,660,108,006	\$1,919,055,376	\$258,947,370
Value of Retirement Plans	\$6,344,665,722	\$7,334,391,169	\$989,725,447
Value of Other Financial Assets	\$343,560,261	\$397,265,167	\$53,704,906
Vehicle Loan Amount excluding Interest	\$188,420,467	\$217,737,238	\$29,316,771
Value of Credit Card Debt	\$146,737,669	\$169,606,502	\$22,868,833
<b>Health</b>			
Nonprescription Drugs	\$8,814,266	\$10,172,270	\$1,358,004
Prescription Drugs	\$19,265,465	\$22,216,716	\$2,951,251
Eyeglasses and Contact Lenses	\$5,302,328	\$6,122,727	\$820,399
<b>Home</b>			
Mortgage Payment and Basics (11)	\$584,775,533	\$676,342,709	\$91,567,176
Maintenance and Remodeling Services	\$175,066,748	\$202,391,680	\$27,324,932
Maintenance and Remodeling Materials (12)	\$41,773,677	\$48,178,507	\$6,404,830
Utilities, Fuel, and Public Services	\$285,271,579	\$329,422,298	\$44,150,719
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$5,687,798	\$6,574,983	\$887,185
Furniture	\$39,907,648	\$46,126,845	\$6,219,197
Rugs	\$1,883,198	\$2,176,180	\$292,982
Major Appliances (14)	\$25,935,154	\$29,954,998	\$4,019,844
Housewares (15)	\$4,883,443	\$5,649,931	\$766,488
Small Appliances	\$3,315,537	\$3,833,739	\$518,202
Luggage	\$661,857	\$765,578	\$103,721
Telephones and Accessories	\$5,263,540	\$6,072,737	\$809,197
<b>Household Operations</b>			
Child Care	\$23,169,535	\$26,831,118	\$3,661,583
Lawn and Garden (16)	\$32,013,058	\$36,959,422	\$4,946,364
Moving/Storage/Freight Express	\$4,152,883	\$4,802,745	\$649,862
Housekeeping Supplies (17)	\$44,646,506	\$51,576,680	\$6,930,174
<b>Insurance</b>			
Owners and Renters Insurance	\$39,540,632	\$45,646,367	\$6,105,735
Vehicle Insurance	\$108,101,483	\$124,859,280	\$16,757,797
Life/Other Insurance	\$33,556,508	\$38,750,069	\$5,193,561
Health Insurance	\$242,771,798	\$280,314,635	\$37,542,837
Personal Care Products (18)	\$25,415,296	\$29,384,945	\$3,969,649
School Books and Supplies (19)	\$6,422,939	\$7,426,347	\$1,003,408
Smoking Products	\$24,269,165	\$27,950,519	\$3,681,354
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$154,950,758	\$178,996,955	\$24,046,197
Gasoline and Motor Oil	\$127,027,745	\$146,653,960	\$19,626,215
Vehicle Maintenance and Repairs	\$63,344,143	\$73,195,381	\$9,851,238
<b>Travel</b>			
Airline Fares	\$20,133,587	\$23,305,830	\$3,172,243
Lodging on Trips	\$33,798,586	\$39,063,923	\$5,265,337
Auto/Truck Rental on Trips	\$3,559,844	\$4,120,555	\$560,711
Food and Drink on Trips	\$25,673,581	\$29,687,655	\$4,014,074

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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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