

Retail Demand Outlook



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	84.4%	Population	85,883	90,628
Laptops and Lattes (D5)	12.7%	Households	52,380	56,302
Social Security Set (A3)	1.5%	Families	14,391	15,357
College Towns (B2)	1.4%	Median Age	32.5	32.9
Urban Chic (H4)	0.0%	Median Household Income	\$138,427	\$147,664

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$235,045,630	\$262,849,250	\$27,803,620
Men's	\$47,188,284	\$52,770,653	\$5,582,369
Women's	\$76,615,881	\$85,673,848	\$9,057,967
Children's	\$31,597,642	\$35,341,024	\$3,743,382
Footwear	\$53,275,130	\$59,577,580	\$6,302,450
Watches & Jewelry	\$21,623,055	\$24,179,925	\$2,556,870
Apparel Products and Services (1)	\$4,745,638	\$5,306,220	\$560,582
Computer			
Computers and Hardware for Home Use	\$22,055,164	\$24,666,480	\$2,611,316
Portable Memory	\$413,089	\$462,126	\$49,037
Computer Software	\$2,010,225	\$2,248,654	\$238,429
Computer Accessories	\$2,072,488	\$2,317,600	\$245,112
Education			
Educational Books/Supplies/Other Expenditures	\$9,107,130	\$10,187,847	\$1,080,717
Other School Supplies	\$7,712,421	\$8,625,547	\$913,126


Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$340,124,224	\$380,314,330	\$40,190,106
Fees and Admissions	\$77,906,983	\$87,101,115	\$9,194,132
Membership Fees for Clubs (2)	\$27,941,232	\$31,237,996	\$3,296,764
Fees for Participant Sports, excl. Trips	\$11,855,930	\$13,256,059	\$1,400,129
Tickets to Theatre/Operas/Concerts	\$10,542,642	\$11,786,701	\$1,244,059
Tickets to Movies	\$3,747,798	\$4,191,517	\$443,719
Tickets to Parks or Museums	\$3,635,234	\$4,064,470	\$429,236
Admission to Sporting Events, excl. Trips	\$6,909,655	\$7,728,013	\$818,358
Fees for Recreational Lessons	\$13,086,582	\$14,626,261	\$1,539,679
Dating Services	\$187,910	\$210,098	\$22,188
TV/Video/Audio	\$102,175,359	\$114,253,723	\$12,078,364
Cable and Satellite Television Services	\$47,066,878	\$52,610,661	\$5,543,783
Televisions	\$10,936,885	\$12,231,909	\$1,295,024
Satellite Dishes	\$110,364	\$123,437	\$13,073
VCRs, Video Cameras, and DVD Players	\$365,614	\$408,904	\$43,290
Miscellaneous Video Equipment	\$2,957,138	\$3,309,319	\$352,181
Video Cassettes and DVDs	\$511,617	\$571,946	\$60,329
Video Game Hardware/Accessories	\$5,381,591	\$6,021,176	\$639,585
Video Game Software	\$3,135,382	\$3,508,007	\$372,625
Rental/Streaming/Downloaded Video	\$18,760,722	\$20,987,126	\$2,226,404
Installation of Televisions	\$114,473	\$127,939	\$13,466
Audio (3)	\$12,648,319	\$14,144,826	\$1,496,507
Rental of TV/VCR/Radio/Sound Equipment	\$19,293	\$21,607	\$2,314
Repair of TV/Radio/Sound Equipment	\$167,082	\$186,865	\$19,783
Pets	\$85,911,085	\$96,066,839	\$10,155,754
Toys/Games/Crafts/Hobbies (4)	\$15,858,622	\$17,735,730	\$1,877,108
Recreational Vehicles and Fees (5)	\$12,639,506	\$14,129,240	\$1,489,734
Sports/Recreation/Exercise Equipment (6)	\$22,588,499	\$25,264,330	\$2,675,831
Photo Equipment and Supplies (7)	\$7,061,118	\$7,895,948	\$834,830
Reading (8)	\$11,124,642	\$12,435,346	\$1,310,704
Live Entertainment-for Catered Affairs	\$1,975,933	\$2,208,761	\$232,828
Rental of Party Supplies for Catered Affairs	\$2,882,476	\$3,223,298	\$340,822

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$1,056,859,363	\$1,181,799,191	\$124,939,828
Food at Home	\$662,038,883	\$740,272,597	\$78,233,714
Bakery and Cereal Products	\$87,505,464	\$97,841,864	\$10,336,400
Meats, Poultry, Fish, and Eggs	\$136,174,792	\$152,266,829	\$16,092,037
Dairy Products	\$66,108,744	\$73,920,110	\$7,811,366
Fruits and Vegetables	\$115,477,229	\$129,111,282	\$13,634,053
Snacks and Other Food at Home (9)	\$179,100,605	\$200,275,377	\$21,174,772
Food Away from Home	\$394,820,481	\$441,526,594	\$46,706,113
Alcoholic Beverages	\$63,178,295	\$70,641,902	\$7,463,607
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,935,649,512	\$3,279,891,070	\$344,241,558
Value of Retirement Plans	\$8,671,797,995	\$9,690,668,380	\$1,018,870,385
Value of Other Financial Assets	\$773,581,810	\$864,749,184	\$91,167,374
Vehicle Loan Amount excluding Interest	\$316,251,055	\$353,788,830	\$37,537,775
Value of Credit Card Debt	\$255,793,944	\$286,036,010	\$30,242,066
Health			
Nonprescription Drugs	\$15,783,859	\$17,649,239	\$1,865,380
Prescription Drugs	\$27,486,312	\$30,733,074	\$3,246,762
Eyeglasses and Contact Lenses	\$9,841,975	\$11,003,118	\$1,161,143
Personal Care Products (10)	\$58,019,573	\$64,893,515	\$6,873,942
Smoking Products	\$41,714,792	\$46,662,254	\$4,947,462
Home			
Mortgage Payment and Basics (11)	\$774,875,010	\$866,073,730	\$91,198,720
Maintenance and Remodeling Services	\$240,196,818	\$268,429,298	\$28,232,480
Maintenance and Remodeling Materials (12)	\$37,534,784	\$41,961,752	\$4,426,968
Utilities, Fuel, and Public Services	\$471,794,510	\$527,607,064	\$55,812,554

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$10,688,162	\$11,952,249	\$1,264,087
Furniture	\$75,634,799	\$84,589,364	\$8,954,565
Rugs	\$3,181,250	\$3,556,962	\$375,712
Major Appliances (14)	\$35,302,981	\$39,472,835	\$4,169,854
Housewares (15)	\$8,883,411	\$9,933,327	\$1,049,916
Small Appliances	\$117,563,008	\$131,461,736	\$954,414
Luggage	\$2,220,583	\$2,482,931	\$262,348
Telephones and Accessories	\$8,006,904	\$8,953,998	\$947,094
Household Operations			
Child Care	\$56,631,652	\$63,332,565	\$6,700,913
Lawn/Garden (16)	\$39,978,434	\$44,688,614	\$4,710,180
Moving/Storage/Freight Express	\$14,336,840	\$16,031,774	\$1,694,934
Housekeeping Supplies (17)	\$74,363,900	\$83,156,473	\$8,792,573
Insurance			
Owners and Renters Insurance	\$48,647,388	\$54,391,336	\$5,743,948
Vehicle Insurance	\$193,145,778	\$216,034,146	\$22,888,368
Life/Other Insurance	\$47,073,315	\$52,621,359	\$5,548,044
Health Insurance	\$362,803,858	\$405,636,322	\$42,832,464
Transportation			
Payments on Vehicles excluding Leases	\$253,605,634	\$283,683,464	\$30,077,830
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$298,741,057	\$334,145,337	\$35,404,280
Vehicle Maintenance and Repairs	\$112,439,662	\$125,751,321	\$13,311,659
Travel			
Airline Fares	\$76,225,642	\$85,215,508	\$8,989,866
Lodging on Trips	\$85,299,871	\$95,357,894	\$10,058,023
Auto/Truck Rental on Trips	\$10,844,787	\$12,126,792	\$1,282,005
Food and Drink on Trips	\$71,492,013	\$79,934,754	\$8,442,741

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 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 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) 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.
- (10) 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.
- (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.



Retail Demand Outlook



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	48.9%	Population	404,831	413,853
Laptops and Lattes (D5)	28.2%	Households	224,866	234,916
Downtown Melting Pot (F3)	4.3%	Families	77,401	79,857
Trendsetters (D2)	3.7%	Median Age	34.0	34.8
Diverse Horizons (C5)	2.4%	Median Household Income	\$118,422	\$128,064

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$885,475,810	\$977,711,998	\$92,236,188
Men's	\$176,499,788	\$194,927,833	\$18,428,045
Women's	\$290,587,270	\$320,785,330	\$30,198,060
Children's	\$118,930,446	\$131,325,580	\$12,395,134
Footwear	\$199,993,873	\$220,834,151	\$20,840,278
Watches & Jewelry	\$81,358,668	\$89,854,848	\$8,496,180
Apparel Products and Services (1)	\$18,105,766	\$19,984,256	\$1,878,490
Computer			
Computers and Hardware for Home Use	\$81,959,813	\$90,529,476	\$8,569,663
Portable Memory	\$1,490,410	\$1,647,558	\$157,148
Computer Software	\$7,205,165	\$7,966,410	\$761,245
Computer Accessories	\$7,701,418	\$8,506,439	\$805,021
Education			
Educational Books/Supplies/Other Expenditures	\$33,443,431	\$36,952,961	\$3,509,530
Other School Supplies	\$28,814,082	\$31,821,764	\$3,007,682

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$1,305,139,125	\$1,440,422,413	\$135,283,288
Fees and Admissions	\$306,522,694	\$338,121,688	\$31,598,994
Membership Fees for Clubs (2)	\$109,418,087	\$120,716,527	\$11,298,440
Fees for Participant Sports, excl. Trips	\$46,614,874	\$51,419,138	\$4,804,264
Tickets to Theatre/Operas/Concerts	\$41,096,512	\$45,340,647	\$4,244,135
Tickets to Movies	\$13,921,800	\$15,377,321	\$1,455,521
Tickets to Parks or Museums	\$14,210,513	\$15,677,108	\$1,466,595
Admission to Sporting Events, excl. Trips	\$25,951,862	\$28,661,489	\$2,709,627
Fees for Recreational Lessons	\$54,635,676	\$60,185,018	\$5,549,342
Dating Services	\$673,370	\$744,440	\$71,070
TV/Video/Audio	\$388,248,515	\$428,543,689	\$40,295,174
Cable and Satellite Television Services	\$188,147,405	\$207,378,309	\$19,230,904
Televisions	\$40,607,068	\$44,850,940	\$4,243,872
Satellite Dishes	\$415,454	\$458,707	\$43,253
VCRs, Video Cameras, and DVD Players	\$1,335,545	\$1,475,760	\$140,215
Miscellaneous Video Equipment	\$9,771,580	\$10,827,393	\$1,055,813
Video Cassettes and DVDs	\$1,900,788	\$2,099,397	\$198,609
Video Game Hardware/Accessories	\$18,863,492	\$20,870,435	\$2,006,943
Video Game Software	\$10,804,265	\$11,960,279	\$1,156,014
Rental/Streaming/Downloaded Video	\$67,470,654	\$74,595,348	\$7,124,694
Installation of Televisions	\$474,912	\$523,213	\$48,301
Audio (3)	\$47,794,074	\$52,770,566	\$4,976,492
Rental of TV/VCR/Radio/Sound Equipment	\$62,208	\$69,006	\$6,798
Repair of TV/Radio/Sound Equipment	\$601,069	\$664,336	\$63,267
Pets	\$326,370,398	\$360,292,964	\$33,922,566
Toys/Games/Crafts/Hobbies (4)	\$59,902,457	\$66,138,480	\$6,236,023
Recreational Vehicles and Fees (5)	\$51,762,521	\$57,039,410	\$5,276,889
Sports/Recreation/Exercise Equipment (6)	\$83,264,069	\$92,000,455	\$8,736,386
Photo Equipment and Supplies (7)	\$26,785,325	\$29,576,172	\$2,790,847
Reading (8)	\$43,747,055	\$48,245,690	\$4,498,635
Live Entertainment-for Catered Affairs	\$7,670,127	\$8,464,522	\$794,395
Rental of Party Supplies for Catered Affairs	\$10,865,965	\$11,999,343	\$1,133,378

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$4,001,380,263	\$4,417,390,277	\$416,010,014
Food at Home	\$2,519,352,965	\$2,780,742,366	\$261,389,401
Bakery and Cereal Products	\$335,043,385	\$369,748,427	\$34,705,042
Meats, Poultry, Fish, and Eggs	\$518,632,931	\$572,410,064	\$53,777,133
Dairy Products	\$252,139,311	\$278,277,794	\$26,138,483
Fruits and Vegetables	\$444,497,037	\$490,467,027	\$45,969,990
Snacks and Other Food at Home (9)	\$676,834,266	\$747,221,095	\$70,386,829
Food Away from Home	\$1,482,027,298	\$1,636,647,911	\$154,620,613
Alcoholic Beverages	\$240,386,777	\$265,386,865	\$25,000,088
Financial			
Value of Stocks/Bonds/Mutual Funds	\$12,655,399,965	\$13,928,010,108	\$1,272,610,143
Value of Retirement Plans	\$37,013,439,618	\$40,745,040,195	\$3,731,600,577
Value of Other Financial Assets	\$3,097,939,017	\$3,415,311,840	\$317,372,823
Vehicle Loan Amount excluding Interest	\$1,145,222,694	\$1,265,975,600	\$120,752,906
Value of Credit Card Debt	\$975,916,942	\$1,077,162,267	\$101,245,325
Health			
Nonprescription Drugs	\$59,357,112	\$65,534,650	\$6,177,538
Prescription Drugs	\$105,104,547	\$115,986,142	\$10,881,595
Eyeglasses and Contact Lenses	\$38,856,057	\$42,847,645	\$3,991,588
Personal Care Products (10)	\$212,994,720	\$235,335,135	\$22,340,415
Smoking Products	\$150,111,805	\$165,917,399	\$15,805,594
Home			
Mortgage Payment and Basics (11)	\$3,271,863,245	\$3,603,021,703	\$331,158,458
Maintenance and Remodeling Services	\$1,033,716,772	\$1,137,759,540	\$104,042,768
Maintenance and Remodeling Materials (12)	\$157,459,159	\$173,412,157	\$15,952,998
Utilities, Fuel, and Public Services	\$1,793,634,146	\$1,979,782,485	\$186,148,339

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$40,439,559	\$44,644,289	\$4,204,730
Furniture	\$283,864,759	\$313,481,321	\$29,616,562
Rugs	\$12,397,026	\$13,677,261	\$1,280,235
Major Appliances (14)	\$139,058,018	\$153,364,002	\$14,305,984
Housewares (15)	\$33,670,565	\$37,169,647	\$3,499,082
Small Appliances	\$447,905,995	\$494,429,191	\$3,129,046
Luggage	\$8,555,853	\$9,442,111	\$886,258
Telephones and Accessories	\$29,938,588	\$33,069,551	\$3,130,963
Household Operations			
Child Care	\$215,748,746	\$238,243,914	\$22,495,168
Lawn/Garden (16)	\$163,344,022	\$179,987,807	\$16,643,785
Moving/Storage/Freight Express	\$53,106,778	\$58,661,029	\$5,554,251
Housekeeping Supplies (17)	\$280,782,604	\$309,984,668	\$29,202,064
Insurance			
Owners and Renters Insurance	\$194,394,833	\$214,321,722	\$19,926,889
Vehicle Insurance	\$711,874,352	\$786,426,916	\$74,552,564
Life/Other Insurance	\$190,043,026	\$209,464,283	\$19,421,257
Health Insurance	\$1,406,455,107	\$1,551,623,934	\$145,168,827
Transportation			
Payments on Vehicles excluding Leases	\$930,308,096	\$1,027,975,547	\$97,667,451
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,105,735,278	\$1,221,407,996	\$115,672,718
Vehicle Maintenance and Repairs	\$420,356,269	\$464,202,739	\$43,846,470
Travel			
Airline Fares	\$300,355,252	\$331,301,597	\$30,946,345
Lodging on Trips	\$339,547,074	\$374,441,549	\$34,894,475
Auto/Truck Rental on Trips	\$41,551,926	\$45,863,452	\$4,311,526
Food and Drink on Trips	\$277,698,207	\$306,412,012	\$28,713,805

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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 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) 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.
- (10) 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.
- (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.



Retail Demand Outlook




100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	35.4%	Population	860,198	862,494
Laptops and Lattes (D5)	27.1%	Households	431,408	442,972
Trendsetters (D2)	6.5%	Families	169,567	171,987
Diverse Horizons (C5)	4.1%	Median Age	33.9	34.7
City Commons (A2)	3.9%	Median Household Income	\$102,657	\$111,418

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$1,506,994,671	\$1,653,859,506	\$146,864,835
Men's	\$298,706,551	\$327,890,720	\$29,184,169
Women's	\$497,821,068	\$546,218,411	\$48,397,343
Children's	\$204,012,715	\$223,853,891	\$19,841,176
Footwear	\$340,113,740	\$373,245,946	\$33,132,206
Watches & Jewelry	\$135,697,056	\$149,024,767	\$13,327,711
Apparel Products and Services (1)	\$30,643,540	\$33,625,772	\$2,982,232
Computer			
Computers and Hardware for Home Use	\$138,556,447	\$152,110,810	\$13,554,363
Portable Memory	\$2,476,201	\$2,720,594	\$244,393
Computer Software	\$11,958,718	\$13,139,961	\$1,181,243
Computer Accessories	\$12,953,162	\$14,221,231	\$1,268,069
Education			
Educational Books/Supplies/Other Expenditures	\$56,492,247	\$62,028,216	\$5,535,969
Other School Supplies	\$49,240,369	\$54,040,590	\$4,800,221

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$2,223,734,921	\$2,440,020,198	\$216,285,277
Fees and Admissions	\$518,917,268	\$569,382,268	\$50,465,000
Membership Fees for Clubs (2)	\$183,843,563	\$201,774,196	\$17,930,633
Fees for Participant Sports, excl. Trips	\$79,864,474	\$87,613,302	\$7,748,828
Tickets to Theatre/Operas/Concerts	\$69,272,443	\$76,015,404	\$6,742,961
Tickets to Movies	\$23,450,029	\$25,744,927	\$2,294,898
Tickets to Parks or Museums	\$24,128,078	\$26,471,975	\$2,343,897
Admission to Sporting Events, excl. Trips	\$44,069,552	\$48,380,539	\$4,310,987
Fees for Recreational Lessons	\$93,158,916	\$102,140,668	\$8,981,752
Dating Services	\$1,130,213	\$1,241,257	\$111,044
TV/Video/Audio	\$666,926,411	\$731,638,648	\$64,712,237
Cable and Satellite Television Services	\$329,251,744	\$360,809,623	\$31,557,879
Televisions	\$69,227,924	\$75,981,711	\$6,753,787
Satellite Dishes	\$725,310	\$795,468	\$70,158
VCRs, Video Cameras, and DVD Players	\$2,272,863	\$2,495,233	\$222,370
Miscellaneous Video Equipment	\$16,414,017	\$18,046,392	\$1,632,375
Video Cassettes and DVDs	\$3,210,246	\$3,523,956	\$313,710
Video Game Hardware/Accessories	\$31,622,967	\$34,748,310	\$3,125,343
Video Game Software	\$17,762,447	\$19,532,433	\$1,769,986
Rental/Streaming/Downloaded Video	\$113,595,283	\$124,776,347	\$11,181,064
Installation of Televisions	\$809,156	\$887,350	\$78,194
Audio (3)	\$80,872,291	\$88,766,524	\$7,894,233
Rental of TV/VCR/Radio/Sound Equipment	\$110,929	\$121,904	\$10,975
Repair of TV/Radio/Sound Equipment	\$1,051,235	\$1,153,397	\$102,162
Pets	\$556,601,893	\$610,799,979	\$54,198,086
Toys/Games/Crafts/Hobbies (4)	\$101,890,966	\$111,820,710	\$9,929,744
Recreational Vehicles and Fees (5)	\$89,193,117	\$97,786,740	\$8,593,623
Sports/Recreation/Exercise Equipment (6)	\$140,103,348	\$153,864,214	\$13,760,866
Photo Equipment and Supplies (7)	\$44,679,255	\$49,061,655	\$4,382,400
Reading (8)	\$74,370,454	\$81,576,231	\$7,205,777
Live Entertainment-for Catered Affairs	\$12,878,472	\$14,135,710	\$1,257,238
Rental of Party Supplies for Catered Affairs	\$18,173,736	\$19,954,044	\$1,780,308

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$6,831,292,712	\$7,495,748,007	\$664,455,295
Food at Home	\$4,322,219,615	\$4,741,561,886	\$419,342,271
Bakery and Cereal Products	\$574,270,445	\$629,962,568	\$55,692,123
Meats, Poultry, Fish, and Eggs	\$893,769,099	\$980,328,463	\$86,559,364
Dairy Products	\$432,619,835	\$474,572,160	\$41,952,325
Fruits and Vegetables	\$762,183,326	\$836,020,330	\$73,837,004
Snacks and Other Food at Home (9)	\$1,157,425,829	\$1,269,976,219	\$112,550,390
Food Away from Home	\$2,509,073,097	\$2,754,186,120	\$245,113,023
Alcoholic Beverages	\$404,375,985	\$443,919,736	\$39,543,751
Financial			
Value of Stocks/Bonds/Mutual Funds	\$21,743,905,162	\$23,828,502,764	\$2,084,597,602
Value of Retirement Plans	\$64,259,116,273	\$70,410,800,095	\$6,151,683,822
Value of Other Financial Assets	\$5,407,593,535	\$5,928,755,112	\$521,161,577
Vehicle Loan Amount excluding Interest	\$1,940,754,309	\$2,131,415,420	\$190,661,111
Value of Credit Card Debt	\$1,671,329,244	\$1,833,668,156	\$162,338,912
Health			
Nonprescription Drugs	\$101,805,844	\$111,706,004	\$9,900,160
Prescription Drugs	\$183,708,891	\$201,442,984	\$17,734,093
Eyeglasses and Contact Lenses	\$66,890,910	\$73,348,195	\$6,457,285
Personal Care Products (10)	\$360,708,441	\$396,019,415	\$35,310,974
Smoking Products	\$259,437,746	\$284,720,582	\$25,282,836
Home			
Mortgage Payment and Basics (11)	\$5,692,812,828	\$6,238,650,859	\$545,838,031
Maintenance and Remodeling Services	\$1,809,385,820	\$1,982,224,866	\$172,839,046
Maintenance and Remodeling Materials (12)	\$277,736,084	\$304,284,633	\$26,548,549
Utilities, Fuel, and Public Services	\$3,107,739,733	\$3,408,633,674	\$300,893,941

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$69,242,881	\$75,972,489	\$6,729,608
Furniture	\$482,984,408	\$530,143,870	\$47,159,462
Rugs	\$21,122,141	\$23,174,737	\$2,052,596
Major Appliances (14)	\$242,090,190	\$265,426,952	\$23,336,762
Housewares (15)	\$57,259,072	\$62,832,945	\$5,573,873
Small Appliances	\$759,293,230	\$833,307,236	\$4,959,313
Luggage	\$14,498,042	\$15,909,891	\$1,411,849
Telephones and Accessories	\$49,811,281	\$54,707,721	\$4,896,440
Household Operations			
Child Care	\$360,490,728	\$395,892,120	\$35,401,392
Lawn/Garden (16)	\$284,280,037	\$311,596,558	\$27,316,521
Moving/Storage/Freight Express	\$89,669,776	\$98,439,688	\$8,769,912
Housekeeping Supplies (17)	\$481,355,628	\$528,132,872	\$46,777,244
Insurance			
Owners and Renters Insurance	\$340,665,678	\$373,430,183	\$32,764,505
Vehicle Insurance	\$1,220,425,464	\$1,339,415,650	\$118,990,186
Life/Other Insurance	\$328,215,166	\$359,826,994	\$31,611,828
Health Insurance	\$2,432,483,548	\$2,667,626,224	\$235,142,676
Transportation			
Payments on Vehicles excluding Leases	\$1,590,403,713	\$1,745,895,432	\$155,491,719
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$1,905,144,803	\$2,090,549,660	\$185,404,857
Vehicle Maintenance and Repairs	\$720,725,928	\$790,882,124	\$70,156,196
Travel			
Airline Fares	\$506,212,723	\$555,467,449	\$49,254,726
Lodging on Trips	\$576,770,069	\$632,746,894	\$55,976,825
Auto/Truck Rental on Trips	\$70,122,103	\$76,964,980	\$6,842,877
Food and Drink on Trips	\$469,519,391	\$515,246,494	\$45,727,103

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 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 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) 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.
- (10) 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.
- (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.
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