



CIBOLO, TX

**RETAIL MARKETPLACE
PROFILE**





Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Summary Demographics

2021 Population	38,066 **
2021 Households	13,177
2021 Median Disposable Income	\$76,790
2021 Per Capita Income	\$36,811

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$544,032,188	\$164,241,344	\$379,790,844	53.6	93
Total Retail Trade	44-45	\$489,096,203	\$151,157,181	\$337,939,022	52.8	61
Total Food & Drink	722	\$54,935,985	\$13,084,163	\$41,851,822	61.5	33
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$106,336,355	\$7,078,964	\$99,257,391	87.5	6
Automobile Dealers	4411	\$85,508,639	\$3,414,448	\$82,094,191	92.3	2
Other Motor Vehicle Dealers	4412	\$11,559,268	\$692,483	\$10,866,785	88.7	1
Auto Parts, Accessories & Tire Stores	4413	\$9,268,447	\$2,972,033	\$6,296,414	51.4	2
Furniture & Home Furnishings Stores	442	\$17,369,769	\$2,846,210	\$14,523,559	71.8	3
Furniture Stores	4421	\$10,046,364	\$2,401,346	\$7,645,018	61.4	1
Home Furnishings Stores	4422	\$7,323,405	\$444,864	\$6,878,541	88.5	2
Electronics & Appliance Stores	443	\$17,936,306	\$2,489,398	\$15,446,908	75.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,919,677	\$31,468,633	\$1,451,044	2.3	8
Bldg Material & Supplies Dealers	4441	\$31,108,201	\$31,046,781	\$61,420	0.1	6
Lawn & Garden Equip & Supply Stores	4442	\$1,811,476	\$421,852	\$1,389,624	62.2	2
Food & Beverage Stores	445	\$87,191,796	\$13,552,211	\$73,639,585	73.1	9
Grocery Stores	4451	\$79,064,677	\$13,035,968	\$66,028,709	71.7	8
Specialty Food Stores	4452	\$3,696,169	\$0	\$3,696,169	100.0	0
Beer, Wine & Liquor Stores	4453	\$4,430,950	\$487,857	\$3,943,093	80.2	1
Health & Personal Care Stores	446,4461	\$27,497,702	\$8,012,729	\$19,484,973	54.9	5
Gasoline Stations	447,4471	\$48,501,054	\$19,948,797	\$28,552,257	41.7	6
Clothing & Clothing Accessories Stores	448	\$22,439,520	\$1,560,093	\$20,879,427	87.0	5
Clothing Stores	4481	\$14,846,131	\$1,236,871	\$13,609,260	84.6	4
Shoe Stores	4482	\$3,187,213	\$0	\$3,187,213	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,406,176	\$311,848	\$4,094,328	86.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$17,036,372	\$1,763,533	\$15,272,839	81.2	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,224,283	\$1,741,006	\$13,483,277	79.5	3
Book, Periodical & Music Stores	4512	\$1,812,089	\$0	\$1,812,089	100.0	0
General Merchandise Stores	452	\$85,402,419	\$58,428,909	\$26,973,510	18.8	3
Department Stores Excluding Leased Depts.	4521	\$59,646,084	\$55,617,755	\$4,028,329	3.5	1
Other General Merchandise Stores	4529	\$25,756,335	\$2,811,154	\$22,945,181	80.3	2
Miscellaneous Store Retailers	453	\$19,204,025	\$3,818,980	\$15,385,045	66.8	10
Florists	4531	\$822,792	\$336,388	\$486,404	42.0	2
Office Supplies, Stationery & Gift Stores	4532	\$4,173,641	\$359,570	\$3,814,071	84.1	3
Used Merchandise Stores	4533	\$3,284,278	\$163,596	\$3,120,682	90.5	1
Other Miscellaneous Store Retailers	4539	\$10,923,315	\$2,959,427	\$7,963,888	57.4	3
Nonstore Retailers	454	\$7,261,207	\$0	\$7,261,207	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,357,554	\$0	\$5,357,554	100.0	0
Vending Machine Operators	4542	\$432,579	\$0	\$432,579	100.0	0
Direct Selling Establishments	4543	\$1,471,075	\$0	\$1,471,075	100.0	0
Food Services & Drinking Places	722	\$54,935,985	\$13,084,163	\$41,851,822	61.5	33
Special Food Services	7223	\$666,663	\$539,730	\$126,933	10.5	2
Drinking Places - Alcoholic Beverages	7224	\$1,987,336	\$172,399	\$1,814,937	84.0	1
Restaurants/Other Eating Places	7225	\$52,281,986	\$12,372,033	\$39,909,953	61.7	29

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

April 11, 2022

**Note: The Texas State Demographer population estimate is 32,357 as of January 1, 2021

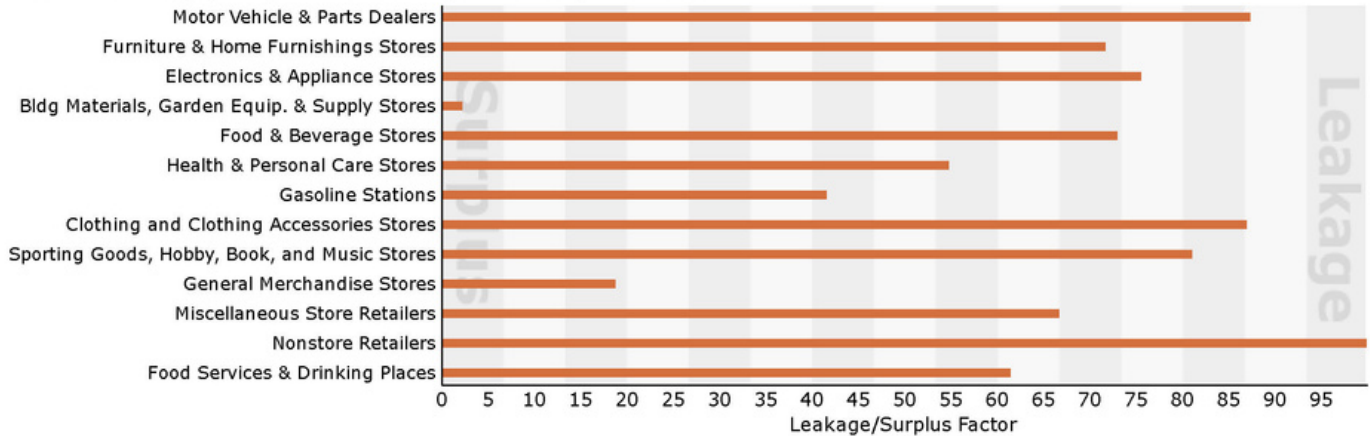


Retail MarketPlace Profile

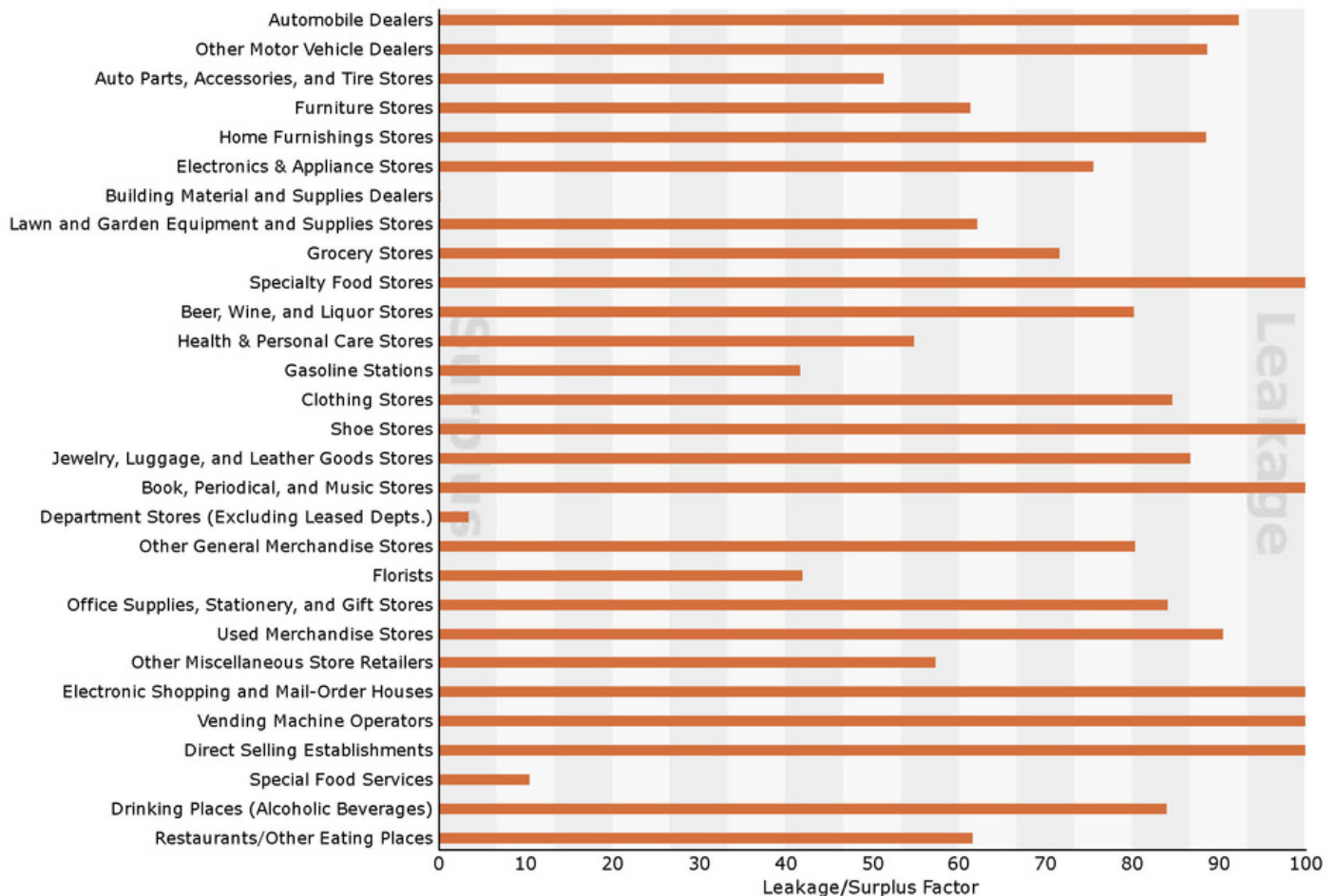
200 S Main St, Cibolo, Texas, 78108
Ring Band: 0 - 3 mile radius

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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200 S Main St, Cibolo, Texas, 78108
Ring Band: 3 - 5 mile radius

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Summary Demographics

2021 Population	**	50,469
2021 Households		17,904
2021 Median Disposable Income		\$71,067
2021 Per Capita Income		\$35,947

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$696,713,419	\$566,816,685	\$129,896,734	10.3	221
Total Retail Trade	44-45	\$626,357,581	\$499,577,659	\$126,779,922	11.3	135
Total Food & Drink	722	\$70,355,839	\$67,239,025	\$3,116,814	2.3	86
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$136,147,989	\$103,233,203	\$32,914,786	13.7	24
Automobile Dealers	4411	\$109,523,326	\$76,685,665	\$32,837,661	17.6	8
Other Motor Vehicle Dealers	4412	\$14,748,960	\$9,955,436	\$4,793,524	19.4	5
Auto Parts, Accessories & Tire Stores	4413	\$11,875,703	\$16,592,102	-\$4,716,399	-16.6	11
Furniture & Home Furnishings Stores	442	\$22,166,897	\$4,731,171	\$17,435,726	64.8	2
Furniture Stores	4421	\$12,840,237	\$4,494,728	\$8,345,509	48.1	2
Home Furnishings Stores	4422	\$9,326,660	\$0	\$9,326,660	100.0	0
Electronics & Appliance Stores	443	\$22,891,362	\$10,292,600	\$12,598,762	38.0	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,808,523	\$41,517,192	\$291,331	0.3	13
Bldg Material & Supplies Dealers	4441	\$39,511,097	\$40,693,351	-\$1,182,254	-1.5	12
Lawn & Garden Equip & Supply Stores	4442	\$2,297,425	\$823,842	\$1,473,583	47.2	1
Food & Beverage Stores	445	\$112,022,250	\$71,996,076	\$40,026,174	21.8	16
Grocery Stores	4451	\$101,607,139	\$68,313,775	\$33,293,364	19.6	10
Specialty Food Stores	4452	\$4,752,917	\$1,274,784	\$3,478,133	57.7	3
Beer, Wine & Liquor Stores	4453	\$5,662,194	\$2,407,517	\$3,254,677	40.3	3
Health & Personal Care Stores	446,4461	\$35,220,210	\$20,886,809	\$14,333,401	25.5	12
Gasoline Stations	447,4471	\$62,413,217	\$40,889,613	\$21,523,604	20.8	13
Clothing & Clothing Accessories Stores	448	\$28,668,478	\$4,375,248	\$24,293,230	73.5	9
Clothing Stores	4481	\$18,992,148	\$3,273,656	\$15,718,492	70.6	7
Shoe Stores	4482	\$4,080,779	\$693,790	\$3,386,989	70.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$5,595,550	\$407,801	\$5,187,749	86.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$21,774,351	\$9,518,665	\$12,255,686	39.2	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,449,226	\$5,216,338	\$14,232,888	57.7	5
Book, Periodical & Music Stores	4512	\$2,325,124	\$4,302,326	-\$1,977,202	-29.8	5
General Merchandise Stores	452	\$109,425,659	\$177,955,717	-\$68,530,058	-23.8	7
Department Stores Excluding Leased Depts.	4521	\$76,349,653	\$146,846,001	-\$70,496,348	-31.6	2
Other General Merchandise Stores	4529	\$33,076,006	\$31,109,717	\$1,966,289	3.1	5
Miscellaneous Store Retailers	453	\$24,537,927	\$13,850,679	\$10,687,248	27.8	20
Florists	4531	\$1,041,895	\$207,991	\$833,904	66.7	1
Office Supplies, Stationery & Gift Stores	4532	\$5,343,548	\$500,315	\$4,843,233	82.9	2
Used Merchandise Stores	4533	\$4,198,844	\$4,392,017	-\$193,173	-2.2	6
Other Miscellaneous Store Retailers	4539	\$13,953,639	\$8,750,356	\$5,203,283	22.9	10
Nonstore Retailers	454	\$9,280,719	\$330,687	\$8,950,032	93.1	1
Electronic Shopping & Mail-Order Houses	4541	\$6,855,104	\$0	\$6,855,104	100.0	0
Vending Machine Operators	4542	\$556,233	\$0	\$556,233	100.0	0
Direct Selling Establishments	4543	\$1,869,383	\$330,687	\$1,538,696	69.9	1
Food Services & Drinking Places	722	\$70,355,839	\$67,239,025	\$3,116,814	2.3	86
Special Food Services	7223	\$852,642	\$0	\$852,642	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,539,789	\$1,804,453	\$735,336	16.9	6
Restaurants/Other Eating Places	7225	\$66,963,407	\$65,134,935	\$1,828,472	1.4	80

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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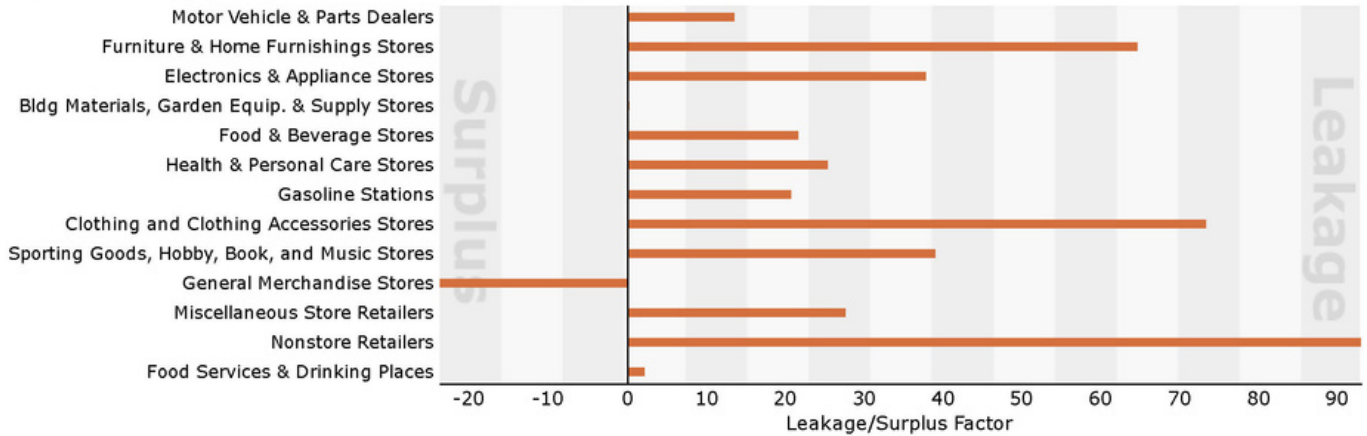


Retail MarketPlace Profile

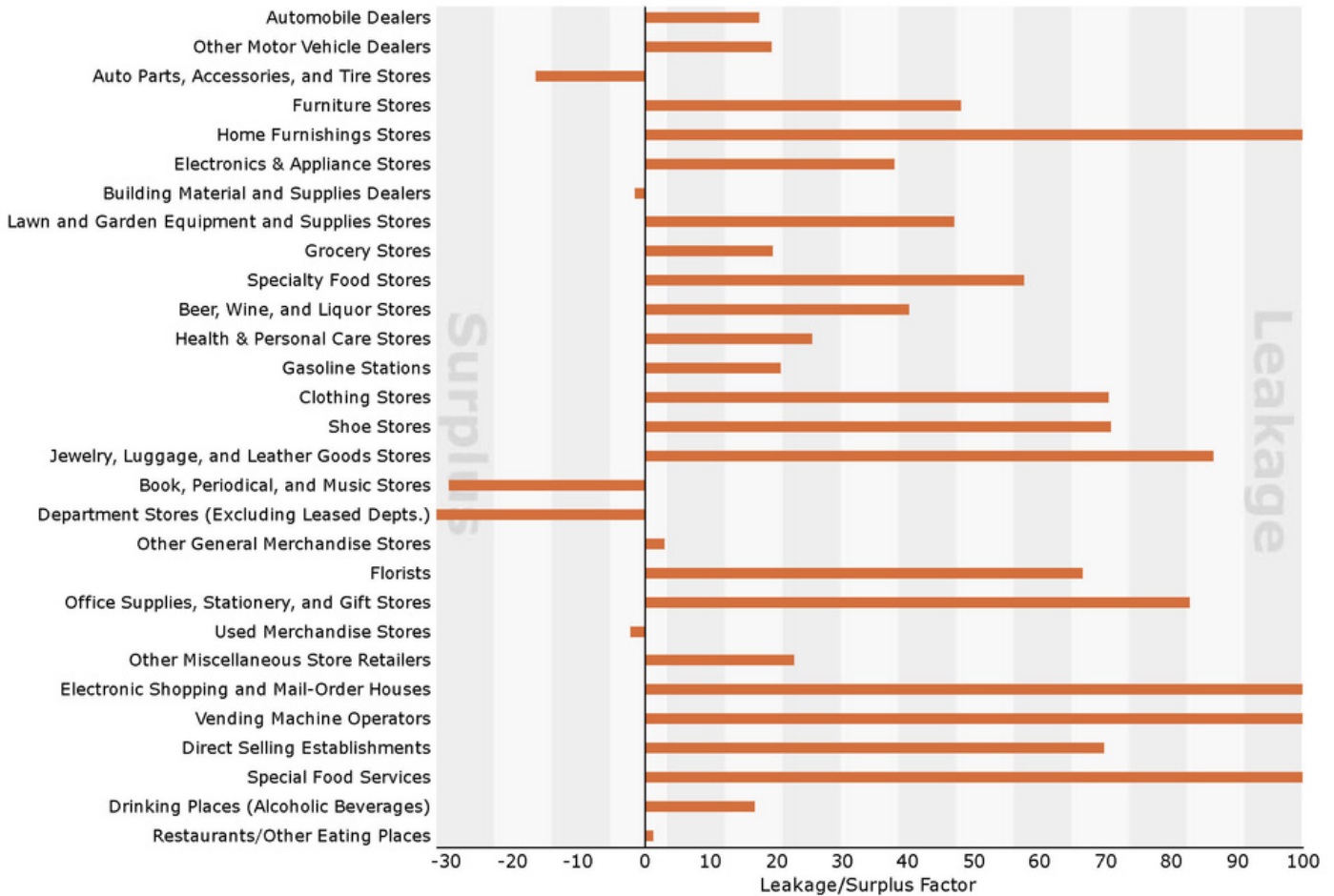
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
Ring Band: 5 - 10 mile radius

Prepared by Esri
Latitude: 29.56023
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Summary Demographics

2021 Population	222,146
2021 Households	77,648
2021 Median Disposable Income	\$54,316
2021 Per Capita Income	\$28,661

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	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$2,595,961,687	\$3,027,749,023	-\$431,787,336	-7.7	964
Total Retail Trade	44-45	\$2,335,432,404	\$2,811,449,274	-\$476,016,870	-9.2	692
Total Food & Drink	722	\$260,529,283	\$216,299,749	\$44,229,534	9.3	272
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$506,423,147	\$901,286,291	-\$394,863,144	-28.1	127
Automobile Dealers	4411	\$407,380,123	\$772,602,047	-\$365,221,924	-31.0	63
Other Motor Vehicle Dealers	4412	\$54,414,434	\$81,137,119	-\$26,722,685	-19.7	24
Auto Parts, Accessories & Tire Stores	4413	\$44,628,591	\$47,547,124	-\$2,918,533	-3.2	40
Furniture & Home Furnishings Stores	442	\$82,349,320	\$116,914,726	-\$34,565,406	-17.3	43
Furniture Stores	4421	\$47,781,561	\$97,444,785	-\$49,663,224	-34.2	26
Home Furnishings Stores	4422	\$34,567,759	\$19,469,941	\$15,097,818	27.9	16
Electronics & Appliance Stores	443	\$85,624,945	\$60,799,383	\$24,825,562	17.0	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$154,323,186	\$155,834,034	-\$1,510,848	-0.5	52
Bldg Material & Supplies Dealers	4441	\$145,889,201	\$150,464,157	-\$4,574,956	-1.5	41
Lawn & Garden Equip & Supply Stores	4442	\$8,433,984	\$5,369,877	\$3,064,107	22.2	11
Food & Beverage Stores	445	\$419,646,976	\$321,755,396	\$97,891,580	13.2	65
Grocery Stores	4451	\$380,668,162	\$302,980,624	\$77,687,538	11.4	45
Specialty Food Stores	4452	\$17,800,140	\$8,276,450	\$9,523,690	36.5	11
Beer, Wine & Liquor Stores	4453	\$21,178,674	\$10,498,323	\$10,680,351	33.7	8
Health & Personal Care Stores	446,4461	\$133,132,899	\$117,949,349	\$15,183,550	6.0	52
Gasoline Stations	447,4471	\$234,110,846	\$189,506,489	\$44,604,357	10.5	48
Clothing & Clothing Accessories Stores	448	\$106,325,499	\$111,802,487	-\$5,476,988	-2.5	84
Clothing Stores	4481	\$70,388,087	\$74,177,909	-\$3,789,822	-2.6	51
Shoe Stores	4482	\$14,972,652	\$22,796,928	-\$7,824,276	-20.7	16
Jewelry, Luggage & Leather Goods Stores	4483	\$20,964,761	\$14,827,650	\$6,137,111	17.1	18
Sporting Goods, Hobby, Book & Music Stores	451	\$80,398,905	\$49,898,345	\$30,500,560	23.4	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$71,739,577	\$48,858,384	\$22,881,193	19.0	32
Book, Periodical & Music Stores	4512	\$8,659,328	\$1,039,962	\$7,619,366	78.6	3
General Merchandise Stores	452	\$406,746,553	\$693,659,081	-\$286,912,528	-26.1	48
Department Stores Excluding Leased Depts.	4521	\$283,226,643	\$445,643,985	-\$162,417,342	-22.3	16
Other General Merchandise Stores	4529	\$123,519,910	\$248,015,096	-\$124,495,186	-33.5	32
Miscellaneous Store Retailers	453	\$91,416,891	\$70,220,482	\$21,196,409	13.1	80
Florists	4531	\$3,839,234	\$930,967	\$2,908,267	61.0	6
Office Supplies, Stationery & Gift Stores	4532	\$19,860,401	\$14,450,346	\$5,410,055	15.8	21
Used Merchandise Stores	4533	\$15,612,030	\$4,785,557	\$10,826,473	53.1	12
Other Miscellaneous Store Retailers	4539	\$52,105,227	\$50,053,612	\$2,051,615	2.0	41
Nonstore Retailers	454	\$34,933,236	\$21,823,211	\$13,110,025	23.1	20
Electronic Shopping & Mail-Order Houses	4541	\$25,675,487	\$10,466,758	\$15,208,729	42.1	6
Vending Machine Operators	4542	\$2,082,462	\$4,165,788	-\$2,083,326	-33.3	2
Direct Selling Establishments	4543	\$7,175,287	\$7,190,665	-\$15,378	-0.1	13
Food Services & Drinking Places	722	\$260,529,283	\$216,299,749	\$44,229,534	9.3	272
Special Food Services	7223	\$3,093,969	\$1,789,289	\$1,304,680	26.7	2
Drinking Places - Alcoholic Beverages	7224	\$9,439,694	\$8,547,809	\$891,885	5.0	20
Restaurants/Other Eating Places	7225	\$247,995,620	\$205,962,652	\$42,032,968	9.3	249

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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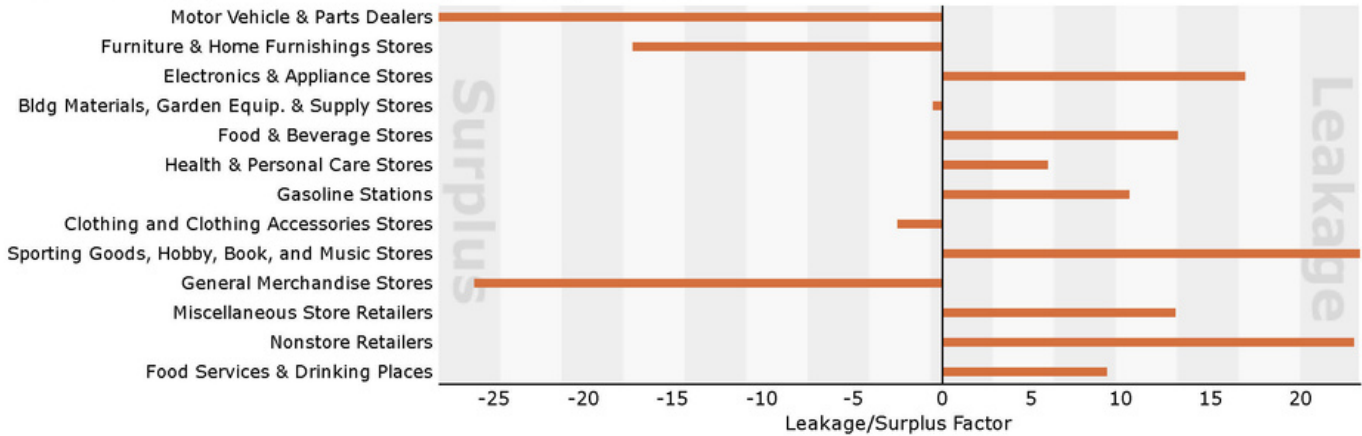


Retail MarketPlace Profile

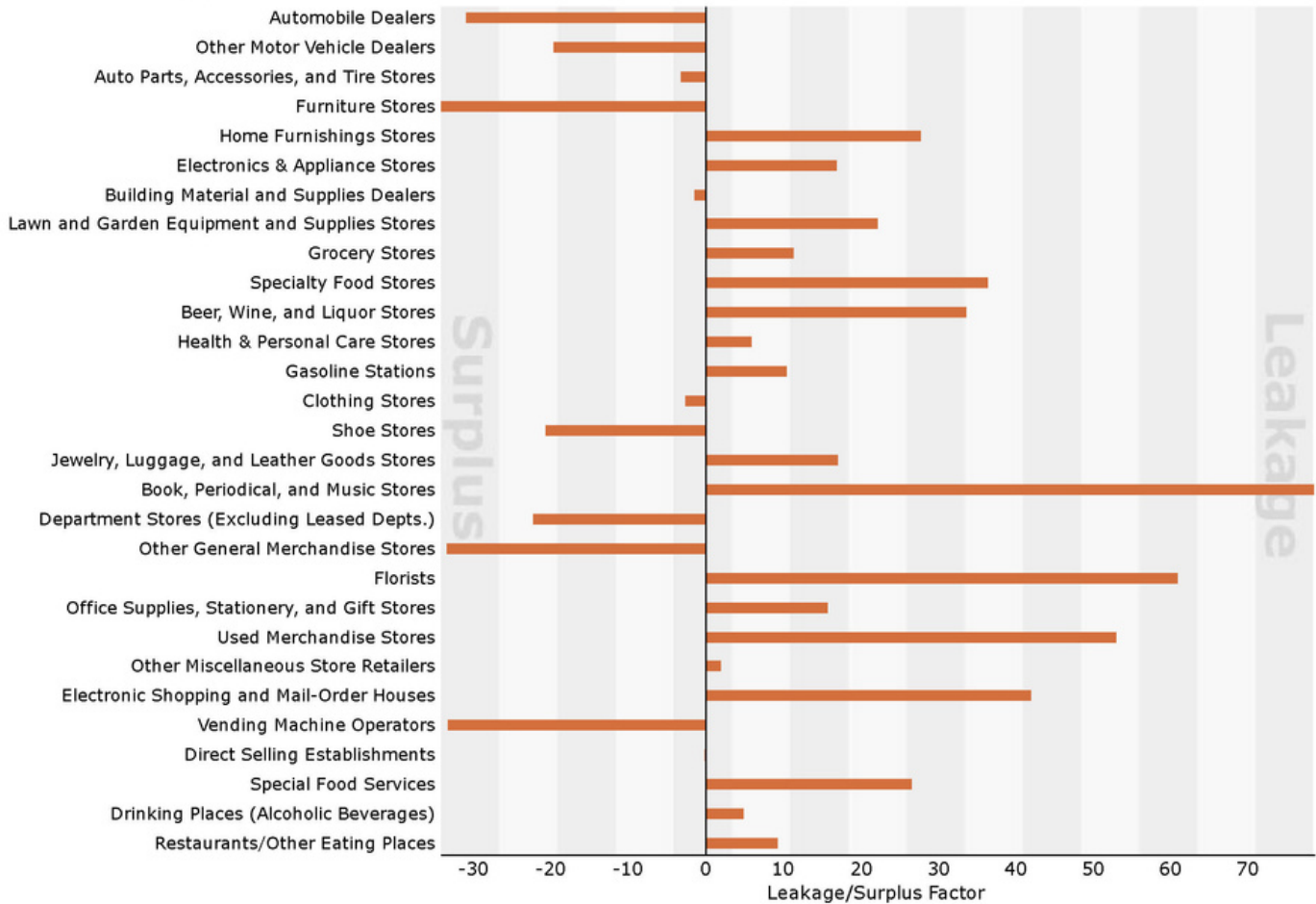
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2017 Leakage/Surplus Factor by Industry Subsector



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