



Retail Demand Outlook

Palm Desert city, CA (0655184)
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 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Golden Years (9B)	26.6%	Population	51,638	52,542
Old and Newcomers (8F)	21.6%	Households	24,644	25,133
Silver & Gold (9A)	19.3%	Families	13,892	14,184
The Elders (9C)	15.2%	Median Age	58.8	60.8
Retirement Communities (9E)	10.3%	Median Household Income	\$76,812	\$99,260
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$68,582,329	\$84,658,780	\$16,076,451
Men's		\$14,042,848	\$17,325,550	\$3,282,702
Women's		\$24,603,826	\$30,369,007	\$5,765,181
Children's		\$8,518,996	\$10,518,708	\$1,999,712
Footwear		\$15,848,359	\$19,569,821	\$3,721,462
Watches & Jewelry		\$4,118,509	\$5,085,606	\$967,097
Apparel Products and Services (1)		\$1,962,477	\$2,423,235	\$460,758
Computer				
Computers and Hardware for Home Use		\$5,593,540	\$6,901,289	\$1,307,749
Portable Memory		\$141,181	\$174,200	\$33,019
Computer Software		\$321,687	\$397,111	\$75,424
Computer Accessories		\$631,089	\$777,955	\$146,866
Entertainment & Recreation		\$106,234,715	\$131,096,728	\$24,862,013
Fees and Admissions		\$24,559,297	\$30,334,132	\$5,774,835
Membership Fees for Clubs (2)		\$8,427,904	\$10,410,840	\$1,982,936
Fees for Participant Sports, excl. Trips		\$4,248,837	\$5,239,441	\$990,604
Tickets to Theatre/Operas/Concerts		\$2,814,099	\$3,477,478	\$663,379
Tickets to Movies		\$1,771,096	\$2,184,766	\$413,670
Tickets to Parks or Museums		\$1,066,770	\$1,315,666	\$248,896
Admission to Sporting Events, excl. Trips		\$2,051,367	\$2,534,860	\$483,493
Fees for Recreational Lessons		\$4,138,729	\$5,120,937	\$982,208
Dating Services		\$40,496	\$50,143	\$9,647
TV/Video/Audio		\$39,351,445	\$48,538,775	\$9,187,330
Cable and Satellite Television Services		\$27,788,814	\$34,278,744	\$6,489,930
Televisions		\$3,577,142	\$4,411,356	\$834,214
Satellite Dishes		\$47,688	\$58,782	\$11,094
VCRs, Video Cameras, and DVD Players		\$151,441	\$186,773	\$35,332
Miscellaneous Video Equipment		\$537,588	\$664,082	\$126,494
Video Cassettes and DVDs		\$243,572	\$300,219	\$56,647
Video Game Hardware/Accessories		\$831,448	\$1,025,325	\$193,877
Video Game Software		\$486,905	\$600,168	\$113,263
Rental/Streaming/Downloaded Video		\$2,170,132	\$2,675,025	\$504,893
Installation of Televisions		\$32,184	\$39,694	\$7,510
Audio (3)		\$3,398,619	\$4,192,592	\$793,973
Rental and Repair of TV/Radio/Sound Equipment		\$85,912	\$106,015	\$20,103
Pets		\$23,816,587	\$29,381,615	\$5,565,028
Toys/Games/Crafts/Hobbies (4)		\$3,503,624	\$4,320,954	\$817,330
Recreational Vehicles and Fees (5)		\$3,327,338	\$4,113,572	\$786,234
Sports/Recreation/Exercise Equipment (6)		\$5,504,150	\$6,789,132	\$1,284,982
Photo Equipment and Supplies (7)		\$1,425,562	\$1,759,181	\$333,619
Reading (8)		\$3,832,558	\$4,728,749	\$896,191
Catered Affairs (9)		\$922,982	\$1,141,560	\$218,578
Food		\$304,044,110	\$375,179,771	\$71,135,661
Food at Home		\$181,047,644	\$223,391,444	\$42,343,800
Bakery and Cereal Products		\$23,194,940	\$28,625,585	\$5,430,645
Meats, Poultry, Fish, and Eggs		\$38,933,465	\$48,043,491	\$9,110,026
Dairy Products		\$18,318,733	\$22,605,229	\$4,286,496
Fruits and Vegetables		\$35,733,971	\$44,096,450	\$8,362,479
Snacks and Other Food at Home (10)		\$64,866,534	\$80,020,689	\$15,154,155
Food Away from Home		\$122,996,466	\$151,788,327	\$28,791,861
Alcoholic Beverages		\$21,499,370	\$26,544,811	\$5,045,441

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,031,823,098	\$1,273,429,110	\$241,606,012
Value of Retirement Plans	\$3,499,186,628	\$4,321,978,349	\$822,791,721
Value of Other Financial Assets	\$378,650,410	\$466,770,175	\$88,119,765
Vehicle Loan Amount excluding Interest	\$88,862,273	\$109,564,513	\$20,702,240
Value of Credit Card Debt	\$89,578,569	\$110,570,056	\$20,991,487
Health			
Nonprescription Drugs	\$5,248,562	\$6,470,622	\$1,222,060
Prescription Drugs	\$11,859,130	\$14,618,035	\$2,758,905
Eyeglasses and Contact Lenses	\$3,207,084	\$3,957,862	\$750,778
Home			
Mortgage Payment and Basics (11)	\$337,595,902	\$417,024,184	\$79,428,282
Maintenance and Remodeling Services	\$100,526,481	\$124,090,670	\$23,564,189
Maintenance and Remodeling Materials (12)	\$18,992,992	\$23,431,644	\$4,438,652
Utilities, Fuel, and Public Services	\$162,902,820	\$200,943,286	\$38,040,466
Household Furnishings and Equipment			
Household Textiles (13)	\$3,305,707	\$4,079,829	\$774,122
Furniture	\$20,424,866	\$25,208,238	\$4,783,372
Rugs	\$1,064,433	\$1,314,244	\$249,811
Major Appliances (14)	\$12,341,350	\$15,226,278	\$2,884,928
Housewares (15)	\$3,062,732	\$3,778,072	\$715,340
Small Appliances	\$1,706,537	\$2,104,665	\$398,128
Luggage	\$576,030	\$710,557	\$134,527
Telephones and Accessories	\$3,422,852	\$4,223,686	\$800,834
Household Operations			
Child Care	\$14,294,209	\$17,669,627	\$3,375,418
Lawn and Garden (16)	\$17,464,953	\$21,551,836	\$4,086,883
Moving/Storage/Freight Express	\$2,340,078	\$2,884,737	\$544,659
Housekeeping Supplies (17)	\$26,612,351	\$32,823,011	\$6,210,660
Insurance			
Owners and Renters Insurance	\$20,691,616	\$25,520,957	\$4,829,341
Vehicle Insurance	\$60,172,398	\$74,210,547	\$14,038,149
Life/Other Insurance	\$19,910,066	\$24,581,314	\$4,671,248
Health Insurance	\$143,514,536	\$177,016,558	\$33,502,022
Personal Care Products (18)	\$16,674,940	\$20,570,382	\$3,895,442
School Books and Supplies (19)	\$4,052,940	\$5,000,519	\$947,579
Smoking Products	\$11,593,823	\$14,297,580	\$2,703,757
Transportation			
Payments on Vehicles excluding Leases	\$79,536,086	\$98,093,232	\$18,557,146
Gasoline and Motor Oil	\$74,969,264	\$92,462,837	\$17,493,573
Vehicle Maintenance and Repairs	\$36,725,142	\$45,285,964	\$8,560,822
Travel			
Airline Fares	\$21,828,207	\$26,948,542	\$5,120,335
Lodging on Trips	\$24,075,220	\$29,725,324	\$5,650,104
Auto/Truck Rental on Trips	\$1,915,357	\$2,363,637	\$448,280
Food and Drink on Trips	\$20,256,527	\$25,002,057	\$4,745,530

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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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