



# Retail Demand Outlook

Palm Desert city, CA (0655184)  
 Palm Desert city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Golden Years (9B)	26.7%	Population	52,284	53,444
Old and Newcomers (8F)	21.4%	Households	24,956	25,508
Silver & Gold (9A)	19.3%	Families	14,171	14,487
The Elders (9C)	15.1%	Median Age	59.1	61.0
Retirement Communities (9E)	10.4%	Median Household Income	\$74,103	\$88,534
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$59,047,010	\$69,853,240	\$10,806,230
Men's		\$11,661,398	\$13,789,512	\$2,128,114
Women's		\$20,691,458	\$24,475,036	\$3,783,578
Children's		\$7,796,180	\$9,223,725	\$1,427,545
Footwear		\$13,032,313	\$15,420,950	\$2,388,637
Watches & Jewelry		\$4,545,071	\$5,381,605	\$836,534
Apparel Products and Services (1)		\$1,320,590	\$1,562,413	\$241,823
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,993,690	\$8,270,512	\$1,276,822
Portable Memory		\$123,906	\$146,550	\$22,644
Computer Software		\$410,092	\$485,050	\$74,958
Computer Accessories		\$732,342	\$865,820	\$133,478
<b>Entertainment &amp; Recreation</b>		\$104,958,790	\$124,128,135	\$19,169,345
Fees and Admissions		\$19,897,289	\$23,545,254	\$3,647,965
Membership Fees for Clubs (2)		\$7,909,325	\$9,359,918	\$1,450,593
Fees for Participant Sports, excl. Trips		\$3,759,595	\$4,445,051	\$685,456
Tickets to Theatre/Operas/Concerts		\$1,622,538	\$1,920,140	\$297,602
Tickets to Movies		\$747,513	\$883,621	\$136,108
Tickets to Parks or Museums		\$705,570	\$834,039	\$128,469
Admission to Sporting Events, excl. Trips		\$1,530,107	\$1,812,092	\$281,985
Fees for Recreational Lessons		\$3,592,420	\$4,254,606	\$662,186
Dating Services		\$30,222	\$35,786	\$5,564
TV/Video/Audio		\$38,353,961	\$45,349,384	\$6,995,423
Cable and Satellite Television Services		\$25,213,296	\$29,813,467	\$4,600,171
Televisions		\$3,949,620	\$4,668,868	\$719,248
Satellite Dishes		\$40,220	\$47,539	\$7,319
VCRs, Video Cameras, and DVD Players		\$124,833	\$147,526	\$22,693
Miscellaneous Video Equipment		\$367,136	\$434,527	\$67,391
Video Cassettes and DVDs		\$185,981	\$219,773	\$33,792
Video Game Hardware/Accessories		\$999,763	\$1,182,023	\$182,260
Video Game Software		\$497,450	\$588,018	\$90,568
Rental/Streaming/Downloaded Video		\$3,204,590	\$3,787,876	\$583,286
Installation of Televisions		\$46,573	\$55,084	\$8,511
Audio (3)		\$3,649,950	\$4,316,557	\$666,607
Rental and Repair of TV/Radio/Sound Equipment		\$74,550	\$88,126	\$13,576
Pets		\$25,517,227	\$30,174,106	\$4,656,879
Toys/Games/Crafts/Hobbies (4)		\$4,174,128	\$4,935,312	\$761,184
Recreational Vehicles and Fees (5)		\$3,758,201	\$4,447,768	\$689,567
Sports/Recreation/Exercise Equipment (6)		\$7,371,430	\$8,713,403	\$1,341,973
Photo Equipment and Supplies (7)		\$1,257,384	\$1,487,469	\$230,085
Reading (8)		\$3,905,807	\$4,619,140	\$713,333
Catered Affairs (9)		\$723,363	\$856,299	\$132,936
<b>Food</b>		\$290,301,549	\$343,328,011	\$53,026,462
Food at Home		\$189,452,073	\$224,055,082	\$34,603,009
Bakery and Cereal Products		\$24,527,768	\$29,010,971	\$4,483,203
Meats, Poultry, Fish, and Eggs		\$40,853,849	\$48,316,035	\$7,462,186
Dairy Products		\$18,526,443	\$21,910,227	\$3,383,784
Fruits and Vegetables		\$37,794,906	\$44,701,029	\$6,906,123
Snacks and Other Food at Home (10)		\$67,749,107	\$80,116,820	\$12,367,713
Food Away from Home		\$100,849,475	\$119,272,929	\$18,423,454
Alcoholic Beverages		\$19,666,006	\$23,266,240	\$3,600,234

**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	\$1,233,702,890	\$1,460,965,860	\$227,262,970
Value of Retirement Plans	\$4,213,532,056	\$4,987,232,227	\$773,700,171
Value of Other Financial Assets	\$265,616,313	\$314,319,262	\$48,702,949
Vehicle Loan Amount excluding Interest	\$93,138,172	\$110,088,066	\$16,949,894
Value of Credit Card Debt	\$86,841,591	\$102,735,566	\$15,893,975
<b>Health</b>			
Nonprescription Drugs	\$4,976,785	\$5,882,230	\$905,445
Prescription Drugs	\$10,987,010	\$12,987,479	\$2,000,469
Eyeglasses and Contact Lenses	\$3,112,086	\$3,681,283	\$569,197
<b>Home</b>			
Mortgage Payment and Basics (11)	\$349,589,731	\$413,690,350	\$64,100,619
Maintenance and Remodeling Services	\$110,511,317	\$130,697,258	\$20,185,941
Maintenance and Remodeling Materials (12)	\$20,518,587	\$24,254,247	\$3,735,660
Utilities, Fuel, and Public Services	\$159,453,141	\$188,546,268	\$29,093,127
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,427,435	\$4,053,088	\$625,653
Furniture	\$22,739,305	\$26,885,645	\$4,146,340
Rugs	\$1,194,934	\$1,413,757	\$218,823
Major Appliances (14)	\$14,510,288	\$17,157,508	\$2,647,220
Housewares (15)	\$3,083,322	\$3,645,922	\$562,600
Small Appliances	\$1,992,068	\$2,355,168	\$363,100
Luggage	\$399,552	\$472,467	\$72,915
Telephones and Accessories	\$3,029,767	\$3,582,374	\$552,607
<b>Household Operations</b>			
Child Care	\$11,909,324	\$14,102,027	\$2,192,703
Lawn and Garden (16)	\$19,127,855	\$22,625,798	\$3,497,943
Moving/Storage/Freight Express	\$2,592,036	\$3,063,982	\$471,946
Housekeeping Supplies (17)	\$26,730,982	\$31,607,285	\$4,876,303
<b>Insurance</b>			
Owners and Renters Insurance	\$21,793,778	\$25,772,289	\$3,978,511
Vehicle Insurance	\$58,913,231	\$69,643,287	\$10,730,056
Life/Other Insurance	\$19,336,880	\$22,878,241	\$3,541,361
Health Insurance	\$143,661,454	\$169,863,108	\$26,201,654
Personal Care Products (18)	\$15,483,245	\$18,309,730	\$2,826,485
School Books and Supplies (19)	\$3,558,738	\$4,207,645	\$648,907
Smoking Products	\$11,211,164	\$13,253,614	\$2,042,450
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$77,622,692	\$91,770,397	\$14,147,705
Gasoline and Motor Oil	\$66,126,955	\$78,171,613	\$12,044,658
Vehicle Maintenance and Repairs	\$36,197,356	\$42,791,084	\$6,593,728
<b>Travel</b>			
Airline Fares	\$13,106,247	\$15,502,417	\$2,396,170
Lodging on Trips	\$19,769,726	\$23,389,214	\$3,619,488
Auto/Truck Rental on Trips	\$2,225,346	\$2,632,095	\$406,749
Food and Drink on Trips	\$15,418,486	\$18,237,615	\$2,819,129

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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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