



# Retail Demand Outlook

Moreno Valley city, CA (0649270)  
 Moreno Valley city  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Edge Families (7C)	24.7%	Population	212,956	220,289
Up and Coming Families (7A)	20.4%	Households	57,235	59,177
Urban Villages (7B)	18.4%	Families	47,438	49,038
Home Improvement (4B)	12.3%	Median Age	31.8	33.3
Forging Opportunity (7D)	4.8%	Median Household Income	\$79,032	\$88,498
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$117,807,285	\$138,824,138	\$21,016,853
Men's		\$22,503,108	\$26,515,544	\$4,012,436
Women's		\$40,051,608	\$47,193,594	\$7,141,986
Children's		\$18,576,788	\$21,912,170	\$3,335,382
Footwear		\$26,616,821	\$31,348,747	\$4,731,926
Watches & Jewelry		\$7,892,481	\$9,303,568	\$1,411,087
Apparel Products and Services (1)		\$2,166,478	\$2,550,514	\$384,036
<b>Computer</b>				
Computers and Hardware for Home Use		\$14,508,313	\$17,092,861	\$2,584,548
Portable Memory		\$242,801	\$286,248	\$43,447
Computer Software		\$768,342	\$904,535	\$136,193
Computer Accessories		\$1,357,031	\$1,599,934	\$242,903
<b>Entertainment &amp; Recreation</b>		\$196,293,693	\$231,529,137	\$35,235,444
Fees and Admissions		\$38,247,704	\$45,148,672	\$6,900,968
Membership Fees for Clubs (2)		\$14,137,400	\$16,684,184	\$2,546,784
Fees for Participant Sports, excl. Trips		\$6,574,943	\$7,762,083	\$1,187,140
Tickets to Theatre/Operas/Concerts		\$2,781,778	\$3,281,598	\$499,820
Tickets to Movies		\$1,733,499	\$2,044,652	\$311,153
Tickets to Parks or Museums		\$1,662,085	\$1,964,366	\$302,281
Admission to Sporting Events, excl. Trips		\$2,665,907	\$3,147,579	\$481,672
Fees for Recreational Lessons		\$8,645,862	\$10,209,816	\$1,563,954
Dating Services		\$46,229	\$54,394	\$8,165
TV/Video/Audio		\$69,690,145	\$82,132,267	\$12,442,122
Cable and Satellite Television Services		\$42,256,109	\$49,786,823	\$7,530,714
Televisions		\$8,113,885	\$9,562,281	\$1,448,396
Satellite Dishes		\$96,850	\$114,161	\$17,311
VCRs, Video Cameras, and DVD Players		\$293,495	\$345,906	\$52,411
Miscellaneous Video Equipment		\$616,002	\$726,014	\$110,012
Video Cassettes and DVDs		\$382,334	\$451,277	\$68,943
Video Game Hardware/Accessories		\$2,186,190	\$2,576,175	\$389,985
Video Game Software		\$1,062,264	\$1,251,415	\$189,151
Rental/Streaming/Downloaded Video		\$7,103,929	\$8,378,700	\$1,274,771
Installation of Televisions		\$88,044	\$103,719	\$15,675
Audio (3)		\$7,370,993	\$8,694,623	\$1,323,630
Rental and Repair of TV/Radio/Sound Equipment		\$120,049	\$141,172	\$21,123
Pets		\$45,605,074	\$53,765,792	\$8,160,718
Toys/Games/Crafts/Hobbies (4)		\$8,531,826	\$10,066,415	\$1,534,589
Recreational Vehicles and Fees (5)		\$7,001,807	\$8,270,874	\$1,269,067
Sports/Recreation/Exercise Equipment (6)		\$16,482,264	\$19,491,523	\$3,009,259
Photo Equipment and Supplies (7)		\$2,494,782	\$2,943,200	\$448,418
Reading (8)		\$6,484,193	\$7,640,696	\$1,156,503
Catered Affairs (9)		\$1,755,897	\$2,069,697	\$313,800
<b>Food</b>		\$562,582,928	\$662,892,688	\$100,309,760
Food at Home		\$357,226,872	\$420,847,570	\$63,620,698
Bakery and Cereal Products		\$45,201,611	\$53,256,464	\$8,054,853
Meats, Poultry, Fish, and Eggs		\$77,868,651	\$91,706,683	\$13,838,032
Dairy Products		\$34,399,982	\$40,529,049	\$6,129,067
Fruits and Vegetables		\$71,168,292	\$83,822,249	\$12,653,957
Snacks and Other Food at Home (10)		\$128,588,336	\$151,533,126	\$22,944,790
Food Away from Home		\$205,356,057	\$242,045,117	\$36,689,060
Alcoholic Beverages		\$34,647,691	\$40,823,998	\$6,176,307

**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	\$1,838,823,947	\$2,167,786,572	\$328,962,625
Value of Retirement Plans	\$6,691,363,262	\$7,896,512,494	\$1,205,149,232
Value of Other Financial Assets	\$446,201,781	\$525,329,770	\$79,127,989
Vehicle Loan Amount excluding Interest	\$207,694,032	\$245,127,297	\$37,433,265
Value of Credit Card Debt	\$163,327,219	\$192,489,690	\$29,162,471
<b>Health</b>			
Nonprescription Drugs	\$8,604,900	\$10,149,967	\$1,545,067
Prescription Drugs	\$17,021,564	\$20,077,127	\$3,055,563
Eyeglasses and Contact Lenses	\$5,354,501	\$6,314,414	\$959,913
<b>Home</b>			
Mortgage Payment and Basics (11)	\$722,454,635	\$852,796,205	\$130,341,570
Maintenance and Remodeling Services	\$207,388,782	\$244,885,270	\$37,496,488
Maintenance and Remodeling Materials (12)	\$41,558,183	\$49,125,855	\$7,567,672
Utilities, Fuel, and Public Services	\$305,031,478	\$359,489,301	\$54,457,823
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$6,563,197	\$7,736,159	\$1,172,962
Furniture	\$44,258,161	\$52,201,287	\$7,943,126
Rugs	\$2,026,720	\$2,390,857	\$364,137
Major Appliances (14)	\$28,495,340	\$33,619,635	\$5,124,295
Housewares (15)	\$5,932,685	\$6,994,943	\$1,062,258
Small Appliances	\$4,099,528	\$4,828,242	\$728,714
Luggage	\$805,114	\$949,399	\$144,285
Telephones and Accessories	\$5,580,751	\$6,575,648	\$994,897
<b>Household Operations</b>			
Child Care	\$28,374,734	\$33,508,206	\$5,133,472
Lawn and Garden (16)	\$33,500,323	\$39,527,608	\$6,027,285
Moving/Storage/Freight Express	\$4,963,656	\$5,846,194	\$882,538
Housekeeping Supplies (17)	\$48,392,771	\$57,038,175	\$8,645,404
<b>Insurance</b>			
Owners and Renters Insurance	\$39,613,691	\$46,758,172	\$7,144,481
Vehicle Insurance	\$120,280,537	\$141,752,047	\$21,471,510
Life/Other Insurance	\$33,785,057	\$39,871,326	\$6,086,269
Health Insurance	\$248,024,195	\$292,467,462	\$44,443,267
Personal Care Products (18)	\$30,211,271	\$35,599,059	\$5,387,788
School Books and Supplies (19)	\$7,368,446	\$8,688,882	\$1,320,436
Smoking Products	\$19,180,420	\$22,586,975	\$3,406,555
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$164,071,357	\$193,591,897	\$29,520,540
Gasoline and Motor Oil	\$140,947,511	\$166,079,229	\$25,131,718
Vehicle Maintenance and Repairs	\$70,553,447	\$83,182,252	\$12,628,805
<b>Travel</b>			
Airline Fares	\$26,372,488	\$31,095,974	\$4,723,486
Lodging on Trips	\$37,617,543	\$44,386,180	\$6,768,637
Auto/Truck Rental on Trips	\$4,220,469	\$4,977,834	\$757,365
Food and Drink on Trips	\$29,818,107	\$35,165,364	\$5,347,257

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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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