

# Discover: Total Market Supply



## Total Market Supply \$2.187 billion

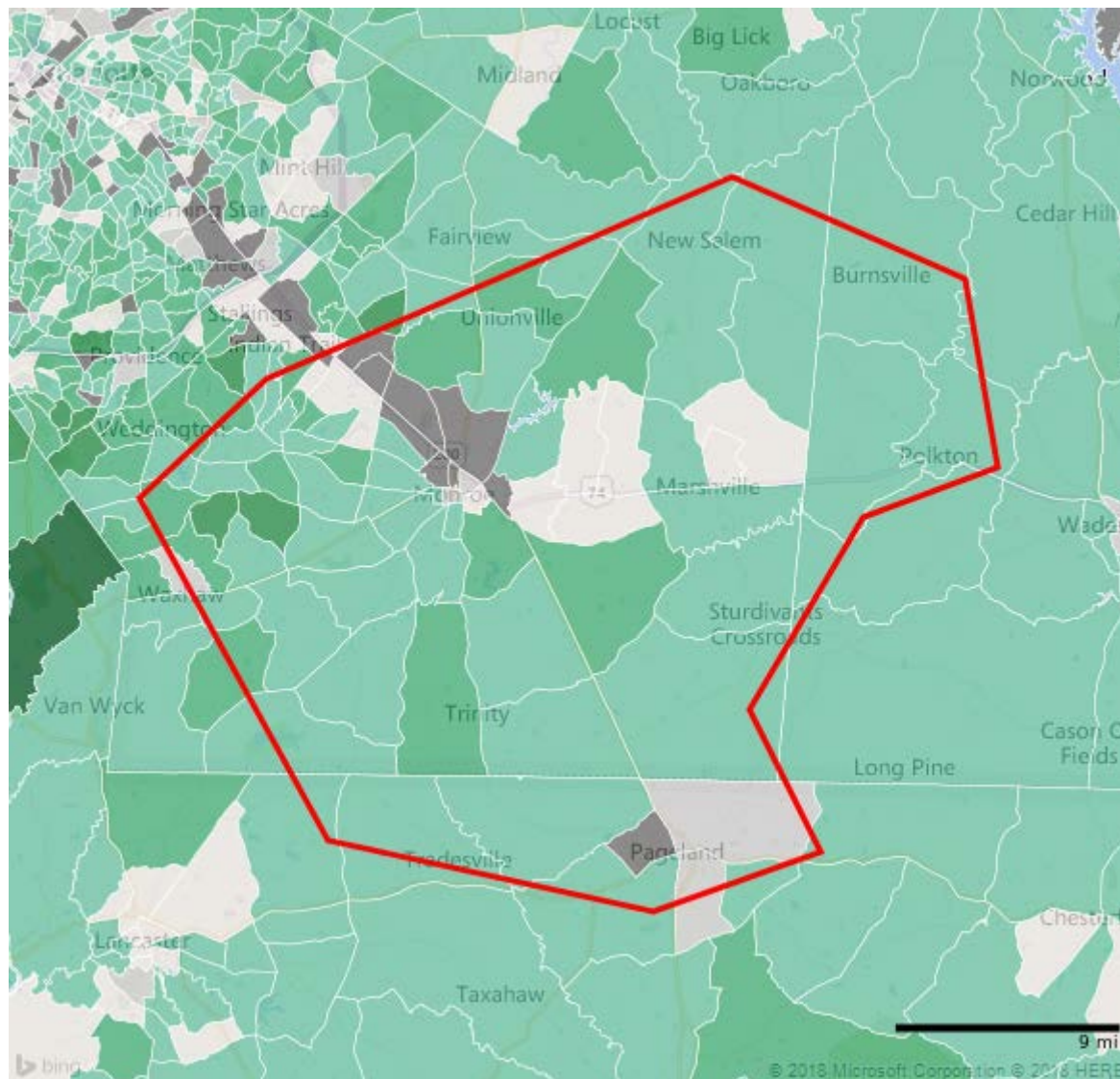
This represents the amount spent by consumers located in the defined trade area.

## Total Market Demand \$2.192 billion

This represents the amount spent by consumers located in the defined trade area.

## Total Market Leakage \$5.4 million

This means more people purchase items outside of the defined Monroe trade area than inside the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key.





## Customized Retail Category GAP Analysis





## Customized Retail Category Surplus Analysis

