

# Market Analysis Update and Activity Report



 The**Retail**Coach®



# Seguin Cell Phone Analysis - H-E-B

## Foot-Traffic Trends

Past 12 Months   

**254,347**  
Avg  
Visits/Month

**3,052,165**  
Total Visits

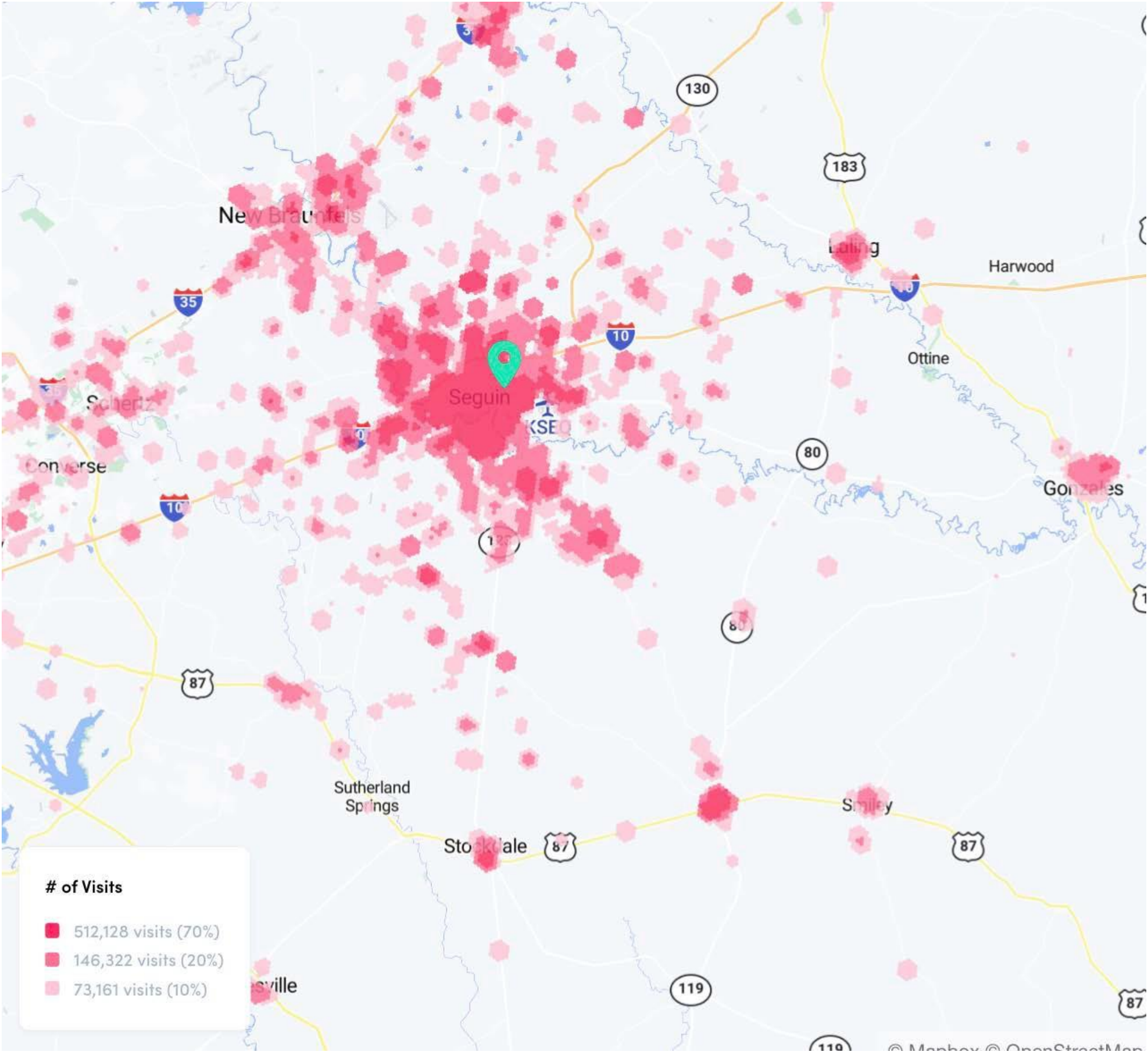




# Seguin Cell Phone Analysis - H-E-

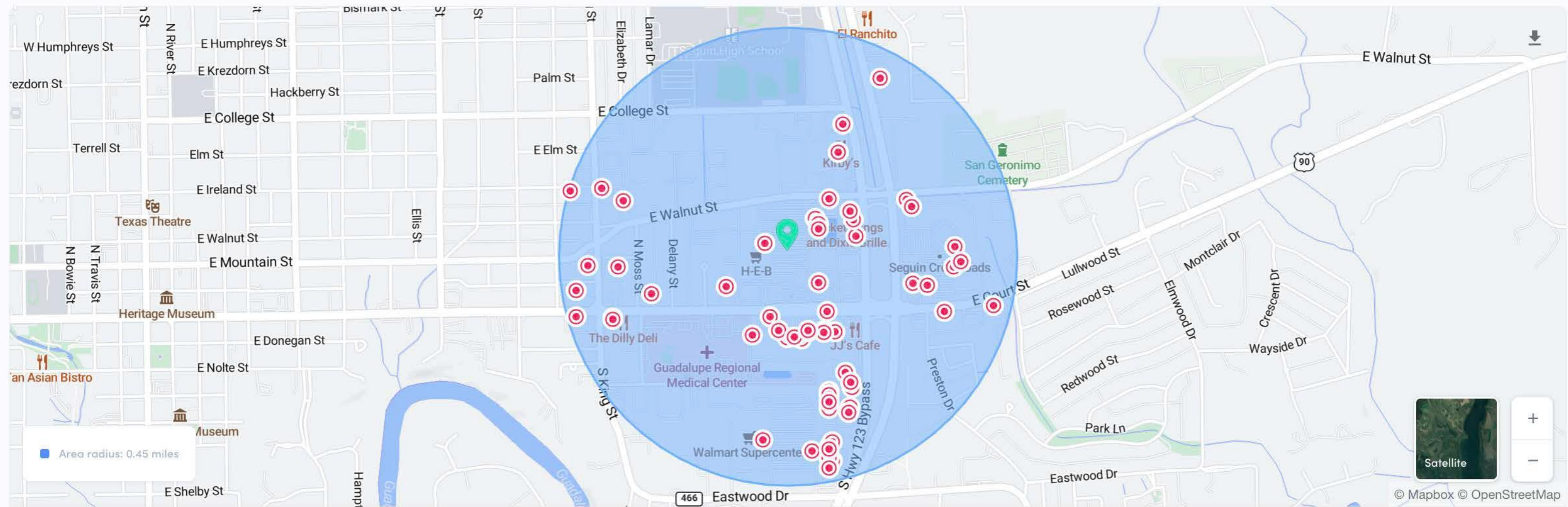
B

Consumer Home  
Location Heat Map



# Sequin Cell Phone Analysis - H-E-B

## Area Visits



Area radius (miles):

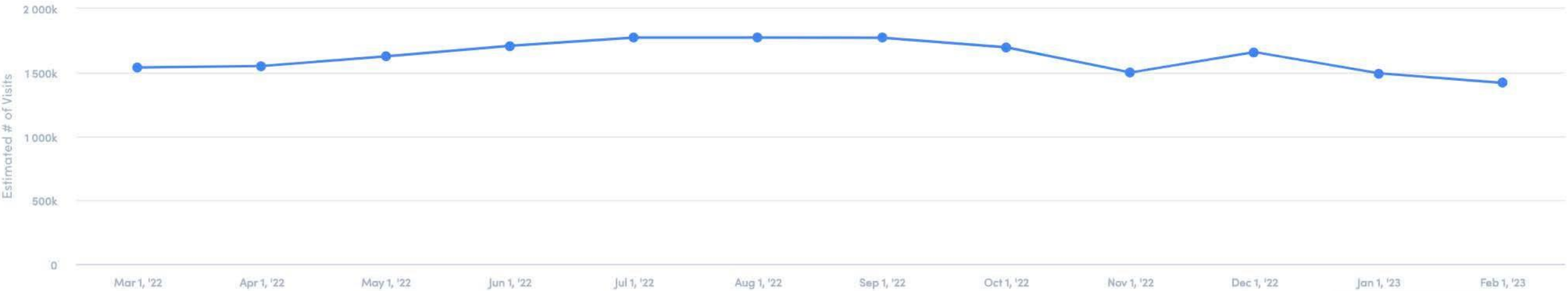
Would you like to see foot traffic on a weekly basis or a monthly basis?

### Foot-Traffic Trends

Based on 70 Venues in Area

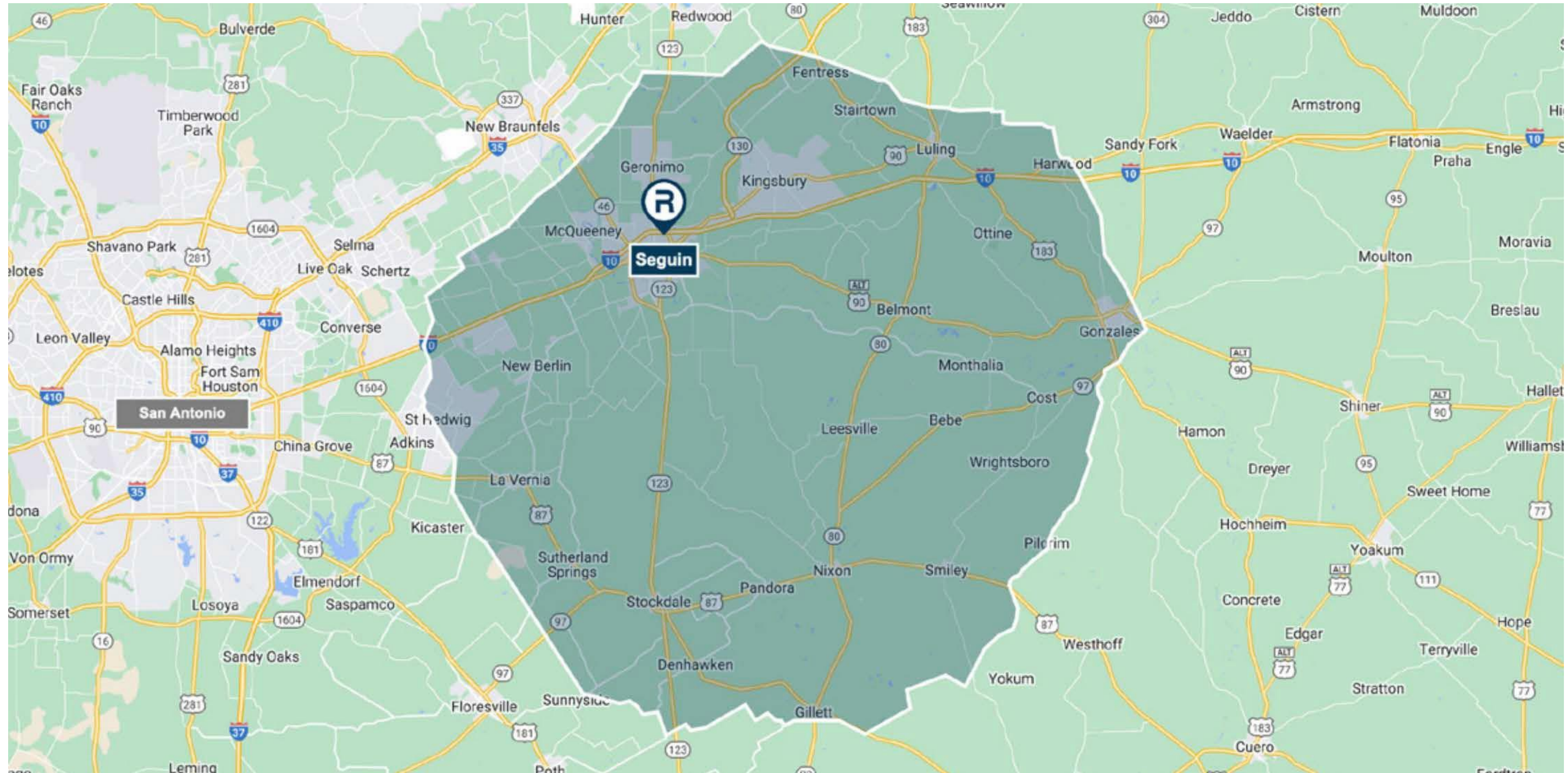
Trend Type: **Total Visits** | **Past 12 Months** | **Monthly** | |

**19,520,899**  
Total Visits





# Seguin Retail Trade Area





# Retail Trade Area Snapshot

Population		Age	
2020	110,744	0 - 9 Years	12.04%
2023	115,476	10 - 17 Years	10.71%
2028	121,504	18 - 24 Years	9.17%
Educational Attainment (%)		25 - 34 Years	11.87%
		35 - 44 Years	12.63%
		45 - 54 Years	11.91%
		55 - 64 Years	12.54%
		65 and Older	19.13%
		Median Age	39.92
		Average Age	40.49
Graduate or Professional Degree	5.52%	Race Distribution (%)	
Bachelors Degree	13.18%		
Associate Degree	7.21%		
Some College	19.80%		
High School Graduate (GED)	38.29%		
Some High School, No Degree	10.10%		
Less than 9th Grade	5.89%		
Income		White	61.80%
		Black/African American	4.31%
		American Indian/Alaskan	0.92%
		Asian	0.64%
		Native Hawaiian/Islander	0.08%
		Other Race	13.13%
Average HH	\$92,662	Two or More Races	19.13%
Median HH	\$72,017	Hispanic	43.25%
Per Capita	\$34,337		



# Retail Demand Outlook

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$1,049,334,563	\$1,223,796,830	\$174,462,267	3.12%
441	Motor vehicle and parts dealers	\$242,108,358	\$284,659,488	\$42,551,130	3.29%
4411	Automobile dealers	\$218,448,919	\$256,359,127	\$37,910,208	3.25%
4412	Other motor vehicle dealers	\$11,154,992	\$13,415,873	\$2,260,881	3.76%
4413	Automotive parts, accessories, and tire stores	\$12,504,447	\$14,884,488	\$2,380,041	3.55%
442	Furniture and home furnishings stores	\$12,431,366	\$14,439,505	\$2,008,139	3.04%
4421	Furniture stores	\$8,261,266	\$9,587,250	\$1,325,984	3.02%
4422	Home furnishings stores	\$4,170,099	\$4,852,255	\$682,156	3.08%
443	Electronics and appliance stores	\$16,733,647	\$19,271,472	\$2,537,825	2.86%
443141	Household appliance stores	\$3,425,033	\$3,954,945	\$529,912	2.92%
443142	Electronics stores	\$13,308,613	\$15,316,527	\$2,007,913	2.85%
444	Building material and garden equipment and supplies dealers	\$69,790,056	\$83,939,849	\$14,149,794	3.76%
4441	Building material and supplies dealers	\$62,086,717	\$74,884,963	\$12,798,247	3.82%
44411	Home centers	\$34,478,519	\$41,313,709	\$6,835,189	3.68%
44412	Paint and wallpaper stores	\$2,845,254	\$3,896,370	\$1,051,116	6.49%
44413	Hardware stores	\$5,098,195	\$6,107,565	\$1,009,370	3.68%
44419	Other building material dealers	\$19,664,747	\$23,567,319	\$3,902,572	3.69%
4442	Lawn and garden equipment and supplies stores	\$7,703,339	\$9,054,886	\$1,351,547	3.29%
44421	Outdoor power equipment stores	\$1,563,676	\$1,825,361	\$261,685	3.14%
44422	Nursery, garden center, and farm supply stores	\$6,139,663	\$7,229,525	\$1,089,862	3.32%
445	Food and beverage stores	\$149,816,481	\$177,010,700	\$27,194,219	3.39%
4451	Grocery stores	\$135,545,398	\$160,089,449	\$24,544,051	3.38%
44511	Supermarkets and other grocery (except convenience) stores	\$129,850,995	\$153,411,739	\$23,560,744	3.39%
44512	Convenience stores	\$5,694,402	\$6,677,710	\$983,307	3.24%
4452	Specialty food stores	\$4,144,558	\$4,892,542	\$747,985	3.37%
4453	Beer, wine, and liquor stores	\$10,126,525	\$12,028,709	\$1,902,184	3.50%
446	Health and personal care stores	\$27,534,901	\$31,665,626	\$4,130,725	2.83%
44611	Pharmacies and drug stores	\$21,031,817	\$24,013,229	\$2,981,412	2.69%
44612	Cosmetics, beauty supplies, and perfume stores	\$1,410,744	\$1,621,102	\$210,358	2.82%
44613	Optical goods stores	\$3,911,422	\$4,689,035	\$777,613	3.69%
44619	Other health and personal care stores	\$1,180,918	\$1,342,260	\$161,342	2.59%
447	Gasoline stations	\$96,125,446	\$117,425,528	\$21,300,082	4.08%



# Retail Demand Outlook

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$30,051,776	\$30,367,933	\$316,157	0.21%
4481	Clothing stores	\$19,538,395	\$19,388,350	-\$150,045	-0.15%
44811	Men's clothing stores	\$552,190	\$529,556	-\$22,634	-0.83%
44812	Women's clothing stores	\$2,919,907	\$2,886,295	-\$33,612	-0.23%
44813	Children's and infants' clothing stores	\$2,336,322	\$2,293,214	-\$43,108	-0.37%
44814	Family clothing stores	\$11,631,710	\$11,647,676	\$15,966	0.03%
44815	Clothing accessories stores	\$740,075	\$718,415	-\$21,660	-0.59%
44819	Other clothing stores	\$1,358,191	\$1,313,194	-\$44,997	-0.67%
4482	Shoe stores	\$4,345,171	\$4,366,589	\$21,417	0.10%
4483	Jewelry, luggage, and leather goods stores	\$6,168,210	\$6,612,995	\$444,785	1.40%
44831	Jewelry stores	\$4,473,658	\$4,954,385	\$480,727	2.06%
44832	Luggage and leather goods stores	\$1,694,552	\$1,658,610	-\$35,942	-0.43%
451	Sporting goods, hobby, musical instrument, and book stores	\$18,516,723	\$20,807,769	\$2,291,046	2.36%
4511	Sporting goods, hobby, and musical instrument stores	\$13,139,998	\$14,536,493	\$1,396,495	2.04%
45111	Sporting goods stores	\$8,168,371	\$8,900,194	\$731,824	1.73%
45112	Hobby, toy, and game stores	\$3,589,099	\$4,108,160	\$519,061	2.74%
45113	Sewing, needlework, and piece goods stores	\$578,493	\$608,470	\$29,977	1.02%
45114	Musical instrument and supplies stores	\$804,035	\$919,669	\$115,633	2.72%
4512	Book stores and news dealers	\$5,376,725	\$6,271,276	\$894,551	3.13%
452	General merchandise stores	\$111,962,741	\$128,984,117	\$17,021,376	2.87%
4522	Department stores	\$9,545,490	\$9,608,978	\$63,488	0.13%
4523	Other general merchandise stores	\$102,417,251	\$119,375,139	\$16,957,888	3.11%
453	Miscellaneous store retailers	\$17,024,806	\$19,768,062	\$2,743,256	3.03%
4531	Florists	\$836,405	\$975,675	\$139,270	3.13%
4532	Office supplies, stationery, and gift stores	\$2,719,384	\$3,150,034	\$430,650	2.98%
45321	Office supplies and stationery stores	\$1,314,189	\$1,567,787	\$253,598	3.59%
45322	Gift, novelty, and souvenir stores	\$1,405,195	\$1,582,247	\$177,052	2.40%
4533	Used merchandise stores	\$2,410,960	\$2,683,775	\$272,814	2.17%
4539	Other miscellaneous store retailers	\$11,058,056	\$12,958,578	\$1,900,522	3.22%
45391	Pet and pet supplies stores	\$4,170,690	\$5,077,911	\$907,221	4.01%
45399	All other miscellaneous store retailers	\$6,887,366	\$7,880,667	\$993,301	2.73%
454	Non-store retailers	\$142,679,569	\$162,511,271	\$19,831,702	2.64%
722	Food services and drinking places	\$114,558,696	\$132,945,511	\$18,386,816	3.02%
7223	Special food services	\$7,703,112	\$8,905,532	\$1,202,419	2.94%
7224	Drinking places (alcoholic beverages)	\$2,678,472	\$3,081,722	\$403,249	2.84%
7225	Restaurants and other eating places	\$104,177,111	\$120,958,258	\$16,781,147	3.03%
722511	Full-service restaurants	\$49,943,892	\$57,938,825	\$7,994,933	3.01%
722513	Limited-service restaurants	\$45,981,844	\$53,426,959	\$7,445,115	3.05%
722514	Cafeterias, grill buffets, and buffets	\$1,173,140	\$1,363,059	\$189,919	3.05%
722515	Snack and nonalcoholic beverage bars	\$7,078,235	\$8,229,415	\$1,151,181	3.06%



# **Retail Activity Report**

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## **Recently Opened**

- Marshalls
- Boot Barn

## **Locating/Coming Soon**

- Discount Tire
- Harbor Freight Tools
- HTeaO
- Ross



# **Retail Activity Report**

## **Retail Developer Interest**

- Strong interest from at least two national shopping center developers

## **Interested Retailers**

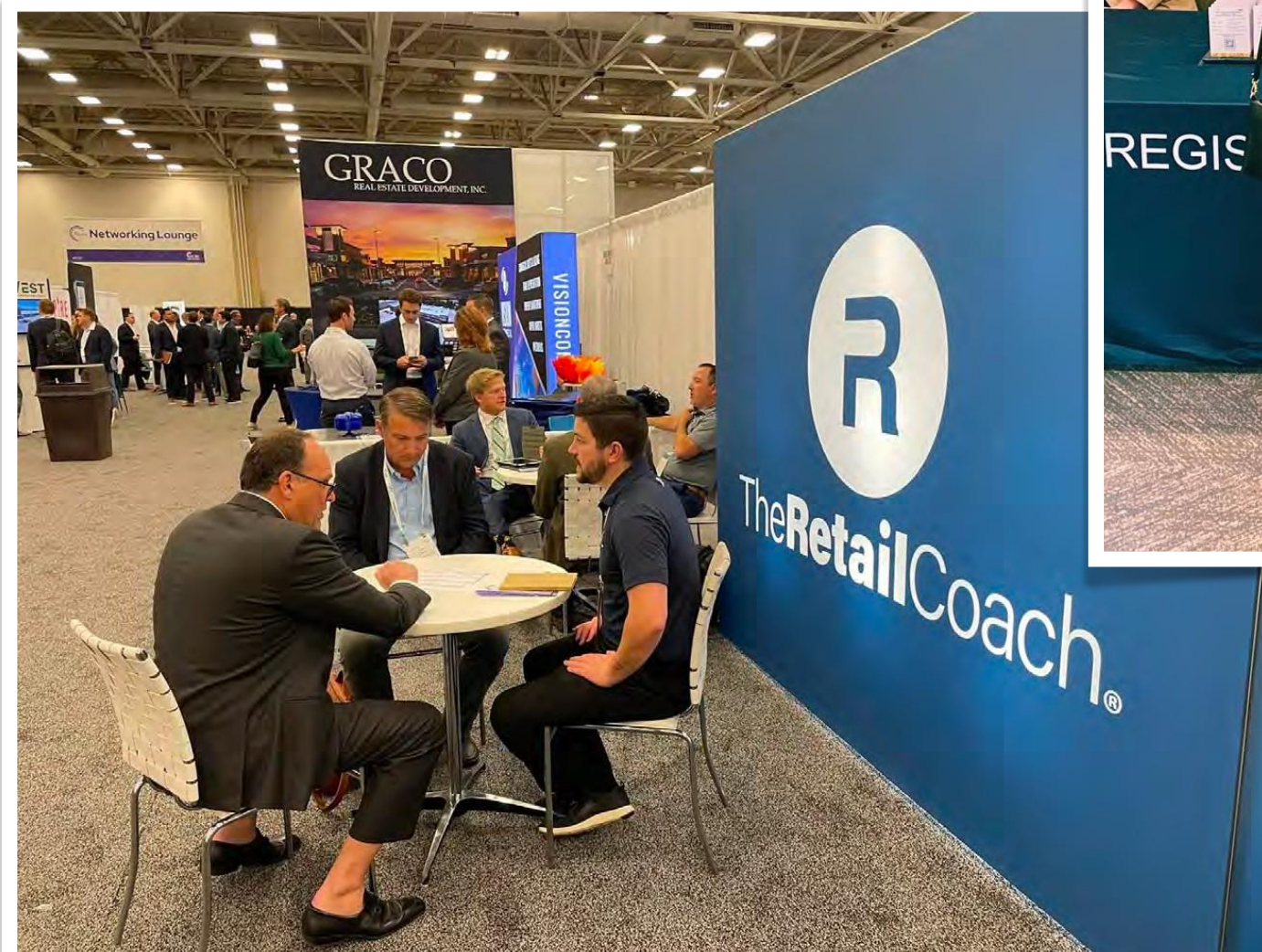
The Retail Coach and Seguin EDC Staff are in touch with retailers from the following categories that are eyeing Seguin for future expansion:

- 5 Fast Casual Restaurants
- 4 Casual Sit Down Restaurants
- 5 Fast Food Restaurants
- National Jewelry Store
- Craft/Hobby Store
- Family Clothing Store
- 2 Ranch Supply Store
- Shoe Store
- Hotel Group
- Wine, Beer, Liquor Store Chain





**May 21-23 – Las Vegas, NV**





# TAKE A LONG TERM

## APPROACH

Retail Recruitment is a *process*, not an *event*!

# RETAIL TRENDS



# Smart investors/developers have been hoarding cash - gives them flexibility to quickly capitalize on opportunities

- Lack of liquidity is major issue in high-interest cycles
- Expect macroeconomic climate to improve in 3-4Q 2023
- Delay dividend payments, delay unnecessary capital improvements, communicate with lenders and prioritize debt payments, and offer tenants free rent in lieu of interior space improvements/upgrades
- Many in 2008 recession went out of business due to lack of cash

# **Smart investors/developers are pursuing value-add, redevelopment opportunities**

- **New speculative construction is not happening**
- **Increased land costs, increased construction costs, inflation and continued fears of a recession have strapped new construction projects across all markets**
- **Look for developers to aggressively pursue incentive assistance to lessen risks**



## Restaurant formats are shrinking

- Allows for more potential locations; flexibility
- Lesser initial investment
- Requires fewer workers
- Limited or no indoor seating
- Emphasizes walk-up, drive-thru's, patio seating, and take-out platforms



Jamie Grill-Goodman Editor in Chief | RIS/Retail Info Systems 12/21

## Digital ordering is here to stay

- As much as 60% total restaurant sales (Chipotle) come from the company's website, their app, third-party apps
- Walk-up window, patio seating, and drive-thru lane
- Location flexibility
- Smaller footprint
- Smaller investment

Chipotlane Digital Kitchen



Jamie Grill-Goodman Editor in Chief | RIS/Retail Info Systems 12/21



# Drive-Thru's spur growth & competitive advantages

Applebee's wants to be more like McDonald's than Olive Garden

The lines between casual dining and QSR's are continuing to blur

"We are competing directly with quick-serve restaurants and fast casual."

John Cywinaki, Applebee's Brand President



CNN Business/Applebee's 3/22



# A majority of restaurants say they plan to expand in 2023

Regardless of economic conditions consumers will continue to frequent restaurants

According to a recent R365 State of the Industry Customer Survey (Restaurant 365) of more than 10,000 quick-serve, fast casual, casual dining, and fine dining restaurants across the US:

- Approx. 60% have plans for growth in 2023
- 75% expect labor costs to increase
- 2022 brought an increase in sales across all concepts with the return to in-store dining
- Many struggled with profitability due to increases in labor and food costs - labor up 9% and food 10%, on average
- 92% increased menu prices in 2022 and 73% anticipate additional increases in 2023 - many are passing through credit card costs to the consumer