

Retail Demand Outlook

Taney County, MO (29213)
Taney County
Geography: County



Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Rural Resort Dwellers (I5)	15.4%	Population	58,428	59,513
Rural Versatility (E5)	11.1%	Households	23,505	23,976
Southern Satellites (I6)	10.8%	Families	14,909	15,067
Rooted Rural (I4)	10.5%	Median Age	42.9	43.8
Loyal Locals (K3)	8.1%	Median Household Income	\$61,426	\$67,071

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$41,205,093	\$47,185,162	\$5,980,069
Men's	\$8,263,645	\$9,461,517	\$1,197,872
Women's	\$13,724,709	\$15,717,305	\$1,992,596
Children's	\$5,393,851	\$6,177,791	\$783,940
Footwear	\$9,990,773	\$11,438,393	\$1,447,620
Watches & Jewelry	\$2,461,362	\$2,820,140	\$358,778
Apparel Products and Services (1)	\$1,370,753	\$1,570,016	\$199,263
Computer			
Computers and Hardware for Home Use	\$3,350,262	\$3,837,306	\$487,044
Portable Memory	\$65,788	\$75,325	\$9,537
Computer Software	\$293,253	\$335,922	\$42,669
Computer Accessories	\$309,396	\$354,244	\$44,848
Education			
Educational Books/Supplies/Other Expenditures	\$707,831	\$811,064	\$103,233
Other School Supplies	\$1,537,237	\$1,760,034	\$222,797

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$72,422,919	\$82,916,000	\$10,493,081
Fees and Admissions	\$14,949,427	\$17,125,790	\$2,176,363
Membership Fees for Clubs (2)	\$5,181,917	\$5,935,552	\$753,635
Fees for Participant Sports, excl. Trips	\$2,786,042	\$3,192,060	\$406,018
Tickets to Theatre/Operas/Concerts	\$1,993,209	\$2,283,077	\$289,868
Tickets to Movies	\$531,176	\$608,548	\$77,372
Tickets to Parks or Museums	\$673,183	\$770,610	\$97,427
Admission to Sporting Events, excl. Trips	\$1,769,858	\$2,027,674	\$257,816
Fees for Recreational Lessons	\$1,993,739	\$2,284,996	\$291,257
Dating Services	\$20,303	\$23,273	\$2,970
TV/Video/Audio	\$21,661,643	\$24,794,873	\$3,133,230
Cable and Satellite Television Services	\$11,735,576	\$13,428,776	\$1,693,200
Televisions	\$1,782,139	\$2,041,018	\$258,879
Satellite Dishes	\$15,643	\$17,891	\$2,248
VCRs, Video Cameras, and DVD Players	\$65,278	\$74,707	\$9,429
Miscellaneous Video Equipment	\$606,641	\$693,679	\$87,038
Video Cassettes and DVDs	\$64,051	\$73,306	\$9,255
Video Game Hardware/Accessories	\$732,704	\$838,991	\$106,287
Video Game Software	\$345,197	\$395,382	\$50,185
Rental/Streaming/Downloaded Video	\$3,740,706	\$4,283,947	\$543,241
Installation of Televisions	\$24,574	\$28,141	\$3,567
Audio (3)	\$2,490,245	\$2,851,593	\$361,348
Repair of TV/Radio/Sound Equipment	\$58,889	\$67,442	\$8,553
Pets	\$20,663,094	\$23,650,895	\$2,987,801
Toys/Games/Crafts/Hobbies (4)	\$3,233,616	\$3,702,697	\$469,081
Recreational Vehicles and Fees (5)	\$2,831,543	\$3,242,880	\$411,337
Sports/Recreation/Exercise Equipment (6)	\$4,862,088	\$5,565,419	\$703,331
Photo Equipment and Supplies (7)	\$1,075,895	\$1,232,169	\$156,274
Reading (8)	\$2,209,642	\$2,529,516	\$319,874
Catered Affairs	\$903,854	\$1,035,627	\$131,773

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	\$206,528,850	\$236,463,774	\$29,934,924
Food at Home	\$135,702,733	\$155,352,110	\$19,649,377
Bakery and Cereal Products	\$18,179,300	\$20,811,979	\$2,632,679
Meats, Poultry, Fish, and Eggs	\$28,724,148	\$32,885,256	\$4,161,108
Dairy Products	\$14,029,768	\$16,059,762	\$2,029,994
Fruits and Vegetables	\$20,931,960	\$23,964,641	\$3,032,681
Snacks and Other Food at Home (9)	\$38,085,349	\$43,598,545	\$5,513,196
Food Away from Home	\$70,826,117	\$81,111,664	\$10,285,547
Alcoholic Beverages	\$11,085,502	\$12,695,283	\$1,609,781
Financial			
Value of Stocks/Bonds/Mutual Funds	\$865,998,586	\$991,428,185	\$125,429,599
Value of Retirement Plans	\$2,697,558,283	\$3,088,640,606	\$391,082,323
Value of Other Financial Assets	\$250,352,234	\$286,550,488	\$36,198,254
Vehicle Loan Amount excluding Interest	\$69,716,171	\$79,833,073	\$10,116,902
Value of Credit Card Debt	\$54,857,058	\$62,812,973	\$7,955,915
Health			
Nonprescription Drugs	\$3,919,488	\$4,485,639	\$566,151
Prescription Drugs	\$9,121,048	\$10,436,907	\$1,315,859
Eyeglasses and Contact Lenses	\$2,437,580	\$2,790,442	\$352,862
Personal Care Products (10)	\$10,603,701	\$12,141,671	\$1,537,970
Smoking Products	\$9,993,809	\$11,430,404	\$1,436,595
Home			
Mortgage Payment and Basics (11)	\$219,906,098	\$251,838,307	\$31,932,209
Maintenance and Remodeling Services	\$78,294,092	\$89,648,619	\$11,354,527
Maintenance and Remodeling Materials (12)	\$15,378,260	\$17,592,939	\$2,214,679
Utilities, Fuel, and Public Services	\$109,648,393	\$125,516,673	\$15,868,280

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$1,741,497	\$1,994,043	\$252,546
Furniture	\$13,393,660	\$15,338,203	\$1,944,543
Rugs	\$614,144	\$703,388	\$89,244
Major Appliances (14)	\$8,723,401	\$9,987,202	\$1,263,801
Housewares (15)	\$2,103,357	\$2,406,351	\$302,994
Small Appliances	\$22,885,207	\$26,201,862	\$171,659
Luggage	\$371,926	\$425,967	\$54,041
Telephones and Accessories	\$1,080,467	\$1,237,295	\$156,828
Household Operations			
Child Care	\$8,358,315	\$9,580,227	\$1,221,912
Lawn/Garden (16)	\$13,586,351	\$15,548,622	\$1,962,271
Moving/Storage/Freight Express	\$1,461,039	\$1,672,807	\$211,768
Housekeeping Supplies (17)	\$16,850,952	\$19,289,063	\$2,438,111
Insurance			
Owners and Renters Insurance	\$18,343,646	\$20,997,942	\$2,654,296
Vehicle Insurance	\$43,319,728	\$49,599,570	\$6,279,842
Life/Other Insurance	\$12,808,194	\$14,663,809	\$1,855,615
Health Insurance	\$94,827,614	\$108,546,178	\$13,718,564
Transportation			
Payments on Vehicles excluding Leases	\$58,121,743	\$66,544,262	\$8,422,519
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$58,410,461	\$66,864,395	\$8,453,934
Vehicle Maintenance and Repairs	\$21,602,858	\$24,729,760	\$3,126,902
Travel			
Airline Fares	\$13,169,625	\$15,084,356	\$1,914,731
Lodging on Trips	\$18,736,829	\$21,456,546	\$2,719,717
Food and Drink on Trips	\$14,147,502	\$16,199,249	\$2,051,747

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

- (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 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) 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.
- (10) 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.
- (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.



Source: Esri forecasts for 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.