

# Demand Gaps

## Identify Consumer Demand Gaps in Your Trade Areas

Does the existing supply of retail goods in your trade areas meet the current consumer demand? Knowing the answer could help your company discover opportunity gaps and capitalize on unmet demand for products — especially in fast-growing trade areas.

There are sales gaps in every U.S. market — in other words, consumer product needs and wants that are not being met. Finding what these unmet demands are in your trade areas requires precise analysis. STI: Market Outlook delivers the supply-demand insight you need to take proactive steps to supplying real and accurate consumer demands as they exist today.

When you choose STI: Market Outlook, you gain dependable insight, the first-mover advantage, and an ideal companion to other STI data products.

- **Measures retail activity by common retail product categories.** STI: Market Outlook provides a direct comparison between retail sales and consumer spending by industry sector, according to the leading retail product categories outlined by NAICS (the North American Industry Classification System).
- **Allows you to capitalize on unmet product demand — especially in fast growing markets.** In the consumer world, it's all about first-come, first-serve. When you proactively identify demand gaps in your market, you gain the first-mover advantage, thereby, increasing your chances of winning greater consumer mind- and pocket-share.
- **Provides the companion data to STI: Spending Patterns.** Market analysis using STI: Spending Patterns tells businesses how much consumers are willing to spend on common consumer products, such as a loaf of bread. STI: Market Outlook reveals the other side of the equation by comparing the current supply to the current demand of, for example, a loaf of bread. These two products work well together when market researchers want to gain in-depth knowledge of consumers in their markets.

A critical question of every business is — or should be: What consumer household purchasing demands are not being met that we can supply? Retail businesses today can profit greatly from learning the answers to this question with precise and real-world insight from STI: Market Outlook.



## STI: Market Outlook Benefits

With STI: Market Outlook, your company can achieve the following benefits.

| FEATURES   | BENEFITS   |
|--|--|
| <b>Measure Consumer Demand by Market</b>           | Determine if your merchandise is meeting local consumer household demand in your trade areas   |
| <b>Pinpoint Product Demand Gaps</b>                | Discover exactly where opportunities lie to meet consumers' product needs and wants  |
| <b>Retain Customer Loyalty within Your Markets</b> | Understand what products are missing and by how much to better understand how to keep consumers shopping in your markets versus driving to other trade areas |
| <b>Prevent Losses in Oversaturated Markets</b>     | Learn if there is currently an vast oversupply of goods for the current demand to avoid saturation miscalculations   |
| <b>Enjoy STI's Responsive Customer Service</b>     | Receive STI's industry-leading customer service — the highest in the data industry   |

## Test STI: Market Outlook in Your Trade Area

Gain every advantage from today's leading consumer supply-and-demand data — and find the opportunity gaps in your trade areas.

To test-drive STI: Market Outlook in your market of choice, contact us today.

### Visit Our Web Site:

[www.popstats.com](http://www.popstats.com)

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