

# SWEETWATER, TENNESSEE

## Market Guide

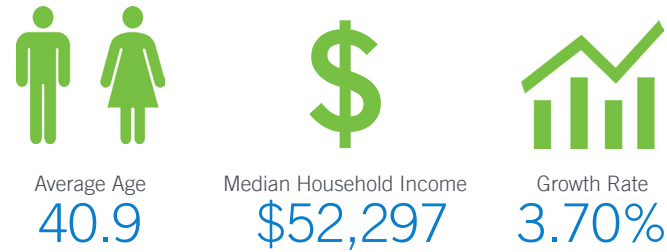
www.sweetwatertn.net

### City Contact Information

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### Demographics

(Custom Trade Area)



### Peer Analysis

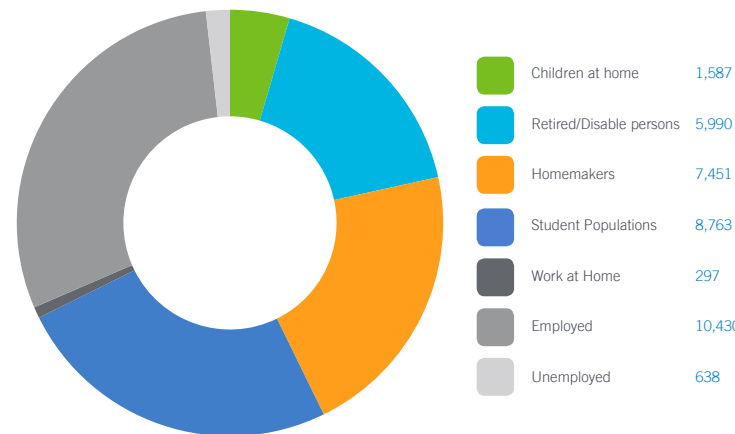
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

#### Peer Trade Areas

Covington, TN	201 Lanny Bridges Ave
Lewisburg, TN	1334 No. Ellington P
Fayetteville, TN	1224 Huntsville Hwy
Clinton, TN	150 Tanner Ln
Manchester, TN	2518 Hillsboro Blvd
Winchester, TN	2675 Decherd Blvd
Soddy Daisy, TN	9334 Dayton Pike

### Daytime Population 35,156

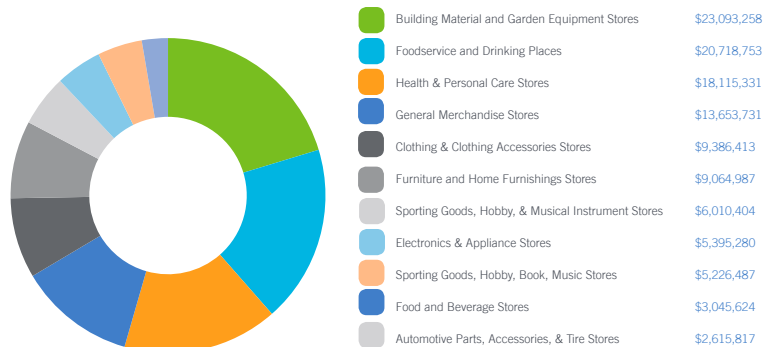
(Custom Trade Area)



### GAP Analysis \$211,419,997

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



### Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!

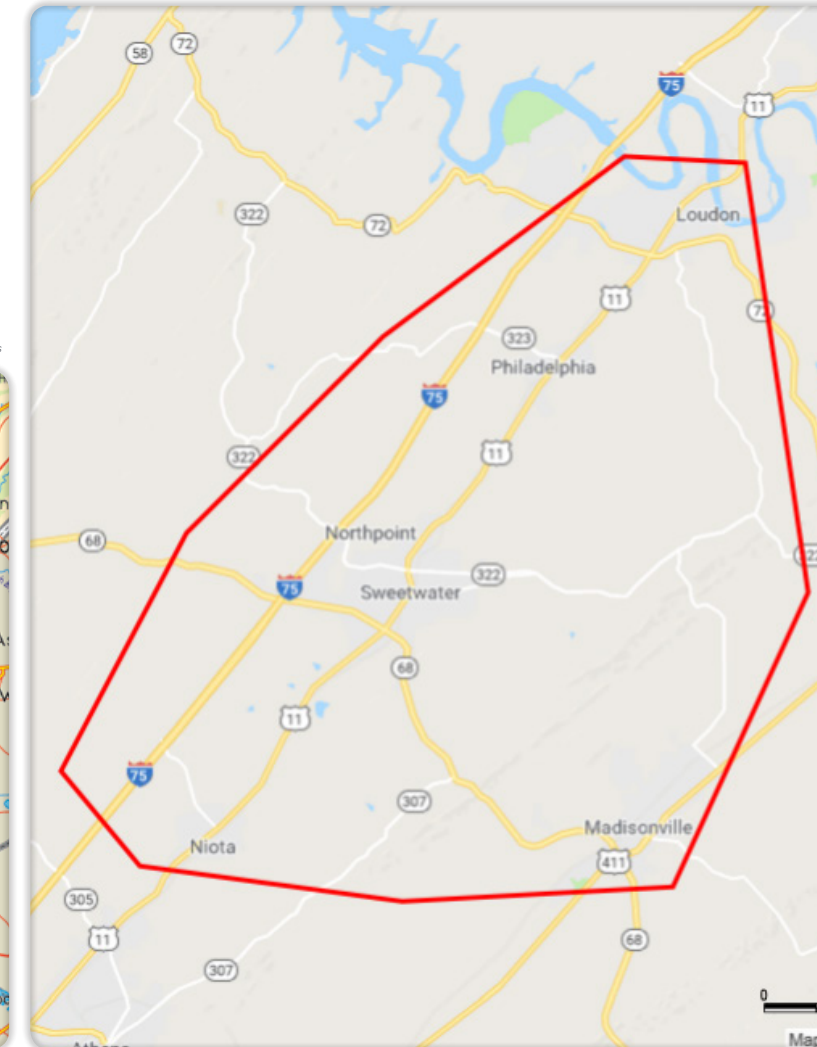
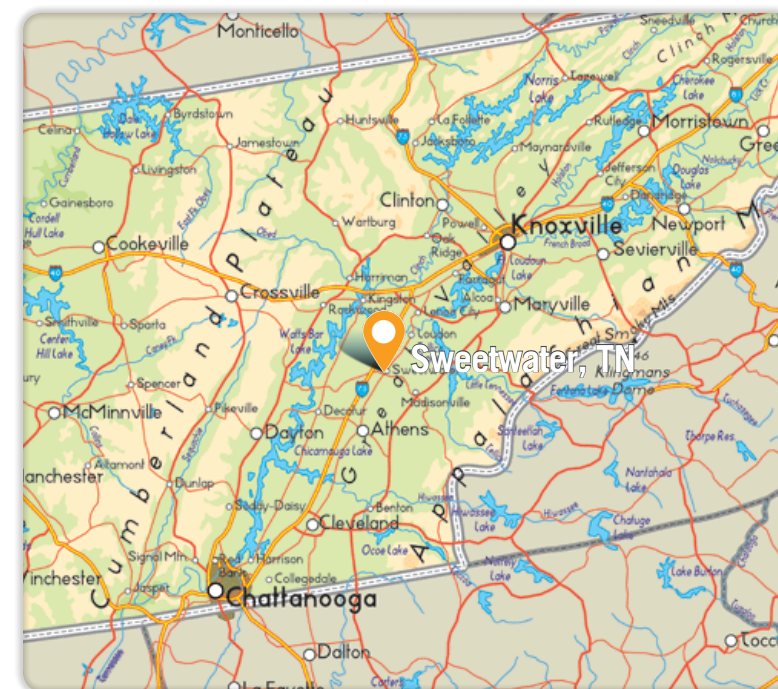


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	8,102	12,755	39,750
Daytime Population	9,934	11,880	31,861
Median HH Income	\$37,429	\$38,424	\$38,435
Number of Households	3,269	5,088	15,495

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	2,608	10,699	22,600
Daytime Population	5,853	11,649	21,732
Median HH Income	\$35,694	\$38,541	\$38,779
Number of Households	1,123	4,312	8,999

\*Source: STI PopStats

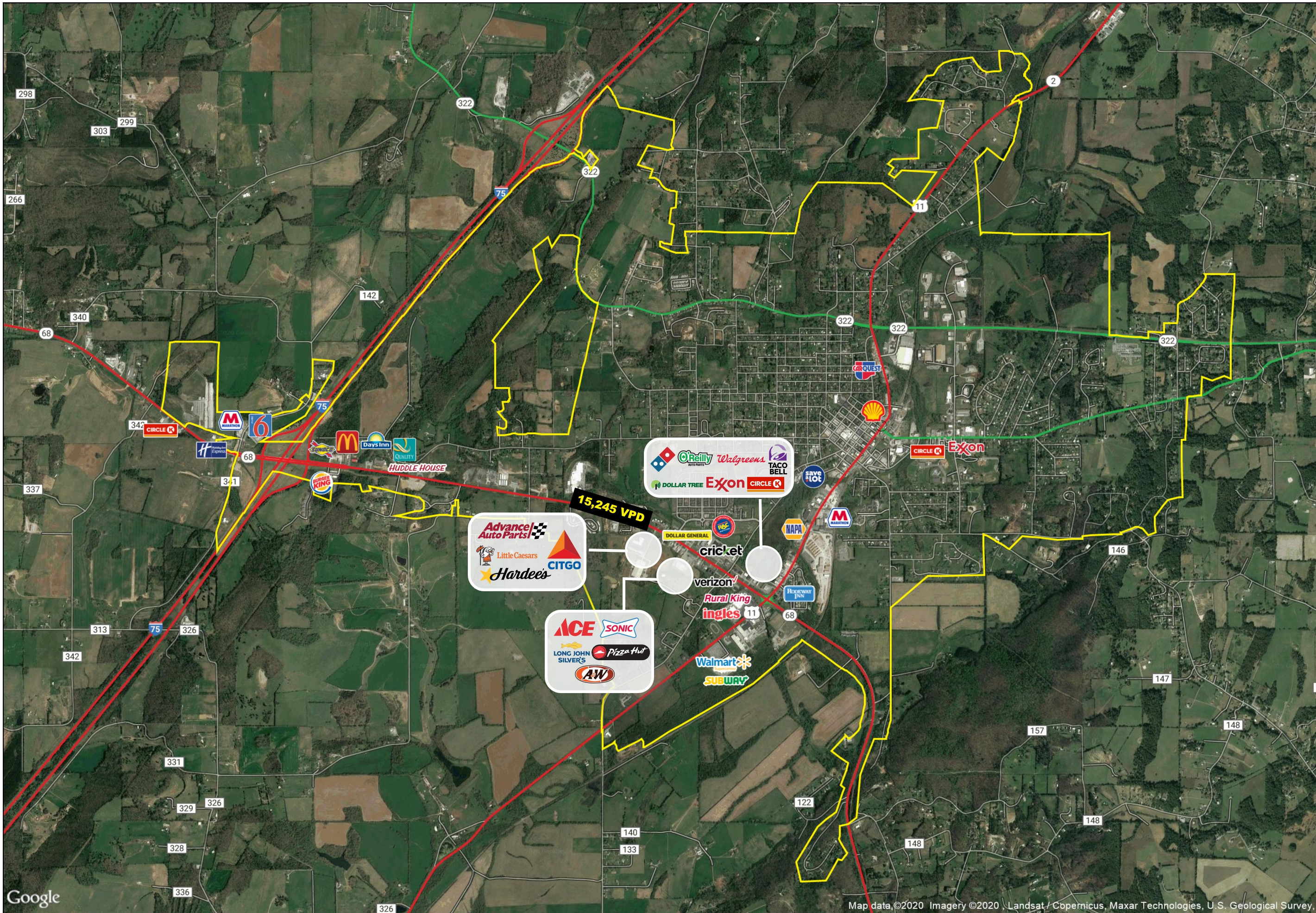






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Major Retail & Restaurants



Map data ©2020 Imagery ©2020 Landsat / Copernicus, Maxar Technologies, U.S. Geological Survey.