

Retail Demand Outlook

405 E Loop St, Buda, Texas, 78610 2

405 E Loop St, Buda, Texas, 78610

Drive time (Mon 12:00 PM): 5 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Modern Minds (D3)	56.8%	Population	4,658	5,028
Retirement Communities (J3)	28.5%	Households	2,004	2,222
Up and Coming Families (G2)	12.5%	Families	1,095	1,184
Boomburbs (H2)	2.1%	Median Age	36.8	38.4
Small Town Sincerity (I1)	0.0%	Median Household Income	\$89,206	\$95,491

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$5,002,140	\$6,083,766	\$1,081,626
Men's	\$973,719	\$1,184,822	\$211,103
Women's	\$1,689,458	\$2,056,806	\$367,348
Children's	\$717,418	\$870,282	\$152,864
Footwear	\$1,132,415	\$1,376,500	\$244,085
Watches & Jewelry	\$399,577	\$486,234	\$86,657
Apparel Products and Services (1)	\$89,553	\$109,122	\$19,569
Computer			
Computers and Hardware for Home Use	\$473,851	\$576,231	\$102,380
Portable Memory	\$8,181	\$9,936	\$1,755
Computer Software	\$36,889	\$44,775	\$7,886
Computer Accessories	\$39,570	\$48,135	\$8,565
Education			
Educational Books/Supplies/Other Expenditures	\$196,173	\$238,360	\$42,187
Other School Supplies	\$176,914	\$215,130	\$38,216

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.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$7,940,396	\$9,671,355	\$1,730,959
Fees and Admissions	\$1,880,233	\$2,289,349	\$409,116
Membership Fees for Clubs (2)	\$623,495	\$760,045	\$136,550
Fees for Participant Sports, excl. Trips	\$344,424	\$419,160	\$74,736
Tickets to Theatre/Operas/Concerts	\$221,866	\$270,406	\$48,540
Tickets to Movies	\$80,787	\$98,142	\$17,355
Tickets to Parks or Museums	\$85,651	\$104,093	\$18,442
Admission to Sporting Events, excl. Trips	\$189,335	\$230,258	\$40,923
Fees for Recreational Lessons	\$332,132	\$404,146	\$72,014
Dating Services	\$2,542	\$3,099	\$557
TV/Video/Audio	\$2,425,924	\$2,955,406	\$529,482
Cable and Satellite Television Services	\$1,206,017	\$1,473,338	\$267,321
Televisions	\$251,622	\$305,938	\$54,316
Satellite Dishes	\$2,466	\$2,999	\$533
VCRs, Video Cameras, and DVD Players	\$8,419	\$10,234	\$1,815
Miscellaneous Video Equipment	\$100,417	\$121,675	\$21,258
Video Cassettes and DVDs	\$8,431	\$10,278	\$1,847
Video Game Hardware/Accessories	\$101,298	\$122,784	\$21,486
Video Game Software	\$50,547	\$61,320	\$10,773
Rental/Streaming/Downloaded Video	\$412,384	\$500,787	\$88,403
Installation of Televisions	\$3,008	\$3,679	\$671
Audio (3)	\$276,814	\$336,909	\$60,095
Rental of TV/VCR/Radio/Sound Equipment	\$388	\$469	\$81
Repair of TV/Radio/Sound Equipment	\$4,113	\$4,996	\$883
Pets	\$1,957,941	\$2,385,959	\$428,018
Toys/Games/Crafts/Hobbies (4)	\$351,253	\$427,139	\$75,886
Recreational Vehicles and Fees (5)	\$365,625	\$445,356	\$79,731
Sports/Recreation/Exercise Equipment (6)	\$499,997	\$607,743	\$107,746
Photo Equipment and Supplies (7)	\$131,618	\$160,297	\$28,679
Reading (8)	\$241,630	\$295,131	\$53,501
Live Entertainment-for Catered Affairs	\$35,803	\$43,737	\$7,934
Rental of Party Supplies for Catered Affairs	\$50,374	\$61,236	\$10,862

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$22,922,060	\$27,900,789	\$4,978,729
Food at Home	\$14,592,232	\$17,766,124	\$3,173,892
Bakery and Cereal Products	\$1,927,668	\$2,347,816	\$420,148
Meats, Poultry, Fish, and Eggs	\$3,023,886	\$3,681,368	\$657,482
Dairy Products	\$1,477,884	\$1,799,650	\$321,766
Fruits and Vegetables	\$2,489,737	\$3,032,398	\$542,661
Snacks and Other Food at Home (9)	\$5,673,057	\$6,904,891	\$1,231,834
Food Away from Home	\$8,329,828	\$10,134,665	\$1,804,837
Alcoholic Beverages	\$1,334,559	\$1,626,429	\$291,870
Financial			
Value of Stocks/Bonds/Mutual Funds	\$83,758,648	\$102,707,298	\$18,948,650
Value of Retirement Plans	\$267,211,163	\$326,940,669	\$59,729,506
Value of Other Financial Assets	\$25,306,033	\$30,904,621	\$5,598,588
Vehicle Loan Amount excluding Interest	\$7,472,310	\$9,077,380	\$1,605,070
Value of Credit Card Debt	\$6,068,680	\$7,386,552	\$1,317,872
Health			
Nonprescription Drugs	\$396,619	\$483,367	\$86,748
Prescription Drugs	\$738,455	\$901,773	\$163,318
Eyeglasses and Contact Lenses	\$243,151	\$296,541	\$53,390
Personal Care Products (10)	\$1,241,727	\$1,509,796	\$268,069
Smoking Products	\$881,839	\$1,072,035	\$190,196
Home			
Mortgage Payment and Basics (11)	\$24,556,488	\$29,968,049	\$5,411,561
Maintenance and Remodeling Services	\$8,212,306	\$10,035,898	\$1,823,592
Maintenance and Remodeling Materials (12)	\$1,396,808	\$1,703,416	\$306,608
Utilities, Fuel, and Public Services	\$11,501,737	\$14,007,560	\$2,505,823

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.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$236,771	\$288,157	\$51,386
Furniture	\$1,790,680	\$2,178,556	\$387,876
Rugs	\$75,959	\$92,567	\$16,608
Major Appliances (14)	\$966,472	\$1,177,645	\$211,173
Housewares (15)	\$190,062	\$231,584	\$41,522
Small Appliances	\$2,667,444	\$3,248,460	\$34,066
Luggage	\$49,597	\$60,377	\$10,780
Telephones and Accessories	\$150,108	\$183,193	\$33,085
Household Operations			
Child Care	\$1,208,769	\$1,467,973	\$259,204
Lawn/Garden (16)	\$1,212,478	\$1,481,537	\$269,059
Moving/Storage/Freight Express	\$263,816	\$320,904	\$57,088
Housekeeping Supplies (17)	\$1,694,201	\$2,063,173	\$368,972
Insurance			
Owners and Renters Insurance	\$1,571,139	\$1,916,826	\$345,687
Vehicle Insurance	\$4,521,483	\$5,498,167	\$976,684
Life/Other Insurance	\$1,301,697	\$1,587,279	\$285,582
Health Insurance	\$9,493,396	\$11,577,068	\$2,083,672
Transportation			
Payments on Vehicles excluding Leases	\$6,157,571	\$7,482,796	\$1,325,225
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$6,989,722	\$8,497,531	\$1,507,809
Vehicle Maintenance and Repairs	\$2,713,619	\$3,301,420	\$587,801
Travel			
Airline Fares	\$1,655,632	\$2,018,107	\$362,475
Lodging on Trips	\$2,069,305	\$2,524,040	\$454,735
Auto/Truck Rental on Trips	\$247,599	\$301,345	\$53,746
Food and Drink on Trips	\$1,651,003	\$2,011,123	\$360,120

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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.



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Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	35.9%	Population	40,118	43,554
Up and Coming Families (G2)	18.1%	Households	15,327	17,075
City Greens (K6)	14.4%	Families	10,357	11,376
Savvy Suburbanites (L1)	8.9%	Median Age	37.3	38.8
Modern Minds (D3)	7.7%	Median Household Income	\$105,657	\$116,955

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$43,455,318	\$54,406,811	\$10,951,493
Men's	\$8,367,747	\$10,474,932	\$2,107,185
Women's	\$14,467,461	\$18,124,807	\$3,657,346
Children's	\$6,539,540	\$8,188,434	\$1,648,894
Footwear	\$9,819,071	\$12,290,528	\$2,471,457
Watches & Jewelry	\$3,476,558	\$4,346,958	\$870,400
Apparel Products and Services (1)	\$784,941	\$981,151	\$196,210
Computer			
Computers and Hardware for Home Use	\$4,033,031	\$5,050,617	\$1,017,586
Portable Memory	\$64,061	\$80,121	\$16,060
Computer Software	\$293,601	\$366,880	\$73,279
Computer Accessories	\$334,101	\$417,920	\$83,819
Education			
Educational Books/Supplies/Other Expenditures	\$1,673,650	\$2,095,747	\$422,097
Other School Supplies	\$1,552,968	\$1,945,534	\$392,566

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$71,170,021	\$89,194,327	\$18,024,306
Fees and Admissions	\$17,321,759	\$21,703,554	\$4,381,795
Membership Fees for Clubs (2)	\$5,535,550	\$6,934,750	\$1,399,200
Fees for Participant Sports, excl. Trips	\$3,221,495	\$4,041,071	\$819,576
Tickets to Theatre/Operas/Concerts	\$1,994,236	\$2,495,693	\$501,457
Tickets to Movies	\$704,661	\$881,942	\$177,281
Tickets to Parks or Museums	\$803,735	\$1,006,715	\$202,980
Admission to Sporting Events, excl. Trips	\$1,747,271	\$2,191,757	\$444,486
Fees for Recreational Lessons	\$3,296,635	\$4,129,043	\$832,408
Dating Services	\$18,175	\$22,583	\$4,408
TV/Video/Audio	\$20,945,818	\$26,260,570	\$5,314,752
Cable and Satellite Television Services	\$10,418,542	\$13,069,519	\$2,650,977
Televisions	\$2,194,199	\$2,749,743	\$555,544
Satellite Dishes	\$22,687	\$28,479	\$5,792
VCRs, Video Cameras, and DVD Players	\$73,792	\$92,501	\$18,709
Miscellaneous Video Equipment	\$848,830	\$1,069,705	\$220,875
Video Cassettes and DVDs	\$72,365	\$90,371	\$18,006
Video Game Hardware/Accessories	\$833,955	\$1,042,778	\$208,823
Video Game Software	\$394,924	\$492,844	\$97,920
Rental/Streaming/Downloaded Video	\$3,562,738	\$4,463,515	\$900,777
Installation of Televisions	\$25,786	\$32,390	\$6,604
Audio (3)	\$2,460,648	\$3,081,842	\$621,194
Rental of TV/VCR/Radio/Sound Equipment	\$3,196	\$4,003	\$807
Repair of TV/Radio/Sound Equipment	\$34,157	\$42,880	\$8,723
Pets	\$17,457,677	\$21,883,510	\$4,425,833
Toys/Games/Crafts/Hobbies (4)	\$3,127,899	\$3,915,500	\$787,601
Recreational Vehicles and Fees (5)	\$3,614,459	\$4,534,234	\$919,775
Sports/Recreation/Exercise Equipment (6)	\$4,629,620	\$5,801,534	\$1,171,914
Photo Equipment and Supplies (7)	\$1,184,759	\$1,481,084	\$296,325
Reading (8)	\$2,073,175	\$2,596,344	\$523,169
Live Entertainment-for Catered Affairs	\$335,127	\$419,016	\$83,889
Rental of Party Supplies for Catered Affairs	\$479,727	\$598,979	\$119,252

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.



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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$197,964,516	\$247,937,660	\$49,973,144
Food at Home	\$124,953,498	\$156,488,217	\$31,534,719
Bakery and Cereal Products	\$16,605,528	\$20,793,299	\$4,187,771
Meats, Poultry, Fish, and Eggs	\$25,700,091	\$32,193,029	\$6,492,938
Dairy Products	\$12,663,344	\$15,860,191	\$3,196,847
Fruits and Vegetables	\$21,412,935	\$26,808,606	\$5,395,671
Snacks and Other Food at Home (9)	\$48,571,601	\$60,833,091	\$12,261,490
Food Away from Home	\$73,011,017	\$91,449,443	\$18,438,426
Alcoholic Beverages	\$11,685,630	\$14,638,467	\$2,952,837
Financial			
Value of Stocks/Bonds/Mutual Funds	\$770,151,528	\$967,377,528	\$197,226,000
Value of Retirement Plans	\$2,544,071,180	\$3,194,450,500	\$650,379,320
Value of Other Financial Assets	\$233,509,470	\$293,616,871	\$60,107,401
Vehicle Loan Amount excluding Interest	\$66,444,639	\$83,362,454	\$16,917,815
Value of Credit Card Debt	\$53,601,115	\$67,175,208	\$13,574,093
Health			
Nonprescription Drugs	\$3,410,335	\$4,278,639	\$868,304
Prescription Drugs	\$6,424,296	\$8,058,886	\$1,634,590
Eyeglasses and Contact Lenses	\$2,188,117	\$2,741,809	\$553,692
Personal Care Products (10)	\$10,453,169	\$13,094,564	\$2,641,395
Smoking Products	\$6,911,222	\$8,654,566	\$1,743,344
Home			
Mortgage Payment and Basics (11)	\$246,268,696	\$309,376,452	\$63,107,756
Maintenance and Remodeling Services	\$82,048,208	\$103,158,710	\$21,110,502
Maintenance and Remodeling Materials (12)	\$14,538,004	\$18,270,046	\$3,732,042
Utilities, Fuel, and Public Services	\$100,418,134	\$125,953,289	\$25,535,155

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$2,039,925	\$2,555,547	\$515,622
Furniture	\$15,907,306	\$19,948,748	\$4,041,442
Rugs	\$683,941	\$857,304	\$173,363
Major Appliances (14)	\$9,018,497	\$11,320,658	\$2,302,161
Housewares (15)	\$1,654,060	\$2,072,415	\$418,355
Small Appliances	\$23,558,750	\$29,519,208	\$333,665
Luggage	\$436,054	\$546,127	\$110,073
Telephones and Accessories	\$1,278,106	\$1,598,013	\$319,907
Household Operations			
Child Care	\$11,370,742	\$14,231,235	\$2,860,493
Lawn/Garden (16)	\$11,262,691	\$14,151,107	\$2,888,416
Moving/Storage/Freight Express	\$2,111,444	\$2,640,349	\$528,905
Housekeeping Supplies (17)	\$14,501,834	\$18,172,385	\$3,670,551
Insurance			
Owners and Renters Insurance	\$15,158,645	\$19,052,476	\$3,893,831
Vehicle Insurance	\$38,637,298	\$48,454,309	\$9,817,011
Life/Other Insurance	\$12,046,157	\$15,112,239	\$3,066,082
Health Insurance	\$83,987,243	\$105,392,773	\$21,405,530
Transportation			
Payments on Vehicles excluding Leases	\$54,955,511	\$68,928,110	\$13,972,599
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$60,624,337	\$76,024,761	\$15,400,424
Vehicle Maintenance and Repairs	\$23,401,649	\$29,342,271	\$5,940,622
Travel			
Airline Fares	\$15,103,521	\$18,918,179	\$3,814,658
Lodging on Trips	\$19,149,129	\$24,009,550	\$4,860,421
Auto/Truck Rental on Trips	\$2,217,201	\$2,777,599	\$560,398
Food and Drink on Trips	\$14,873,454	\$18,638,554	\$3,765,100

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- (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.
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Drive time (Mon 12:00 PM): 15 minute radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Up and Coming Families (G2)	23.4%	Population	154,962	171,927
Boomburbs (H2)	21.5%	Households	60,120	67,878
Modern Minds (D3)	15.3%	Families	36,875	41,320
City Greens (K6)	8.0%	Median Age	35.4	36.8
Savvy Suburbanites (L1)	4.3%	Median Household Income	\$100,942	\$110,030

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$162,175,373	\$204,809,376	\$42,634,003
Men's	\$31,249,685	\$39,453,555	\$8,203,870
Women's	\$53,929,142	\$68,085,425	\$14,156,283
Children's	\$24,534,204	\$31,026,075	\$6,491,871
Footwear	\$36,913,865	\$46,644,259	\$9,730,394
Watches & Jewelry	\$12,670,275	\$15,965,343	\$3,295,068
Apparel Products and Services (1)	\$2,878,201	\$3,634,718	\$756,517
Computer			
Computers and Hardware for Home Use	\$15,131,236	\$19,098,116	\$3,966,880
Portable Memory	\$246,314	\$310,031	\$63,717
Computer Software	\$1,129,932	\$1,421,218	\$291,286
Computer Accessories	\$1,251,970	\$1,581,248	\$329,278
Education			
Educational Books/Supplies/Other Expenditures	\$6,364,118	\$8,031,497	\$1,667,379
Other School Supplies	\$5,747,944	\$7,261,654	\$1,513,710

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.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$258,712,842	\$327,004,994	\$68,292,152
Fees and Admissions	\$61,212,577	\$77,213,268	\$16,000,691
Membership Fees for Clubs (2)	\$19,706,175	\$24,861,062	\$5,154,887
Fees for Participant Sports, excl. Trips	\$11,333,578	\$14,294,538	\$2,960,960
Tickets to Theatre/Operas/Concerts	\$7,065,769	\$8,907,273	\$1,841,504
Tickets to Movies	\$2,614,151	\$3,297,917	\$683,766
Tickets to Parks or Museums	\$2,863,442	\$3,616,793	\$753,351
Admission to Sporting Events, excl. Trips	\$6,283,004	\$7,926,382	\$1,643,378
Fees for Recreational Lessons	\$11,273,651	\$14,218,189	\$2,944,538
Dating Services	\$72,808	\$91,115	\$18,307
TV/Video/Audio	\$78,264,442	\$99,057,285	\$20,792,843
Cable and Satellite Television Services	\$38,240,708	\$48,460,326	\$10,219,618
Televisions	\$8,220,731	\$10,382,068	\$2,161,337
Satellite Dishes	\$86,357	\$110,226	\$23,869
VCRs, Video Cameras, and DVD Players	\$277,957	\$351,525	\$73,568
Miscellaneous Video Equipment	\$3,505,468	\$4,475,104	\$969,636
Video Cassettes and DVDs	\$268,110	\$338,520	\$70,410
Video Game Hardware/Accessories	\$3,290,768	\$4,153,507	\$862,739
Video Game Software	\$1,563,140	\$1,965,063	\$401,923
Rental/Streaming/Downloaded Video	\$13,550,006	\$17,118,248	\$3,568,242
Installation of Televisions	\$89,832	\$113,322	\$23,490
Audio (3)	\$9,021,203	\$11,398,840	\$2,377,637
Rental of TV/VCR/Radio/Sound Equipment	\$14,413	\$18,256	\$3,843
Repair of TV/Radio/Sound Equipment	\$135,747	\$172,279	\$36,532
Pets	\$63,890,225	\$80,844,985	\$16,954,760
Toys/Games/Crafts/Hobbies (4)	\$11,484,714	\$14,491,449	\$3,006,735
Recreational Vehicles and Fees (5)	\$12,542,419	\$15,846,115	\$3,303,696
Sports/Recreation/Exercise Equipment (6)	\$16,783,971	\$21,202,513	\$4,418,542
Photo Equipment and Supplies (7)	\$4,235,526	\$5,335,119	\$1,099,593
Reading (8)	\$7,408,004	\$9,356,820	\$1,948,816
Live Entertainment-for Catered Affairs	\$1,154,545	\$1,458,220	\$303,675
Rental of Party Supplies for Catered Affairs	\$1,736,419	\$2,199,219	\$462,800

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.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	\$741,855,661	\$938,263,373	\$196,407,712
Food at Home	\$468,617,155	\$592,590,876	\$123,973,721
Bakery and Cereal Products	\$61,694,683	\$77,963,710	\$16,269,027
Meats, Poultry, Fish, and Eggs	\$97,385,714	\$123,252,234	\$25,866,520
Dairy Products	\$47,276,526	\$59,769,655	\$12,493,129
Fruits and Vegetables	\$79,716,571	\$100,794,960	\$21,078,389
Snacks and Other Food at Home (9)	\$182,543,661	\$230,810,317	\$48,266,656
Food Away from Home	\$273,238,506	\$345,672,497	\$72,433,991
Alcoholic Beverages	\$42,528,078	\$53,698,692	\$11,170,614
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,585,290,027	\$3,268,513,170	\$683,223,143
Value of Retirement Plans	\$8,632,983,801	\$10,917,824,916	\$2,284,841,115
Value of Other Financial Assets	\$820,361,503	\$1,038,766,717	\$218,405,214
Vehicle Loan Amount excluding Interest	\$252,562,837	\$319,673,990	\$67,111,153
Value of Credit Card Debt	\$197,496,266	\$249,588,849	\$52,092,583
Health			
Nonprescription Drugs	\$12,660,064	\$16,020,580	\$3,360,516
Prescription Drugs	\$23,427,206	\$29,645,374	\$6,218,168
Eyeglasses and Contact Lenses	\$7,849,345	\$9,922,442	\$2,073,097
Personal Care Products (10)	\$39,937,265	\$50,500,308	\$10,563,043
Smoking Products	\$27,847,151	\$35,252,348	\$7,405,197
Home			
Mortgage Payment and Basics (11)	\$849,610,317	\$1,076,724,736	\$227,114,419
Maintenance and Remodeling Services	\$281,483,901	\$356,863,965	\$75,380,064
Maintenance and Remodeling Materials (12)	\$50,187,334	\$63,717,165	\$13,529,831
Utilities, Fuel, and Public Services	\$378,303,907	\$479,370,770	\$101,066,863

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.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	\$7,670,885	\$9,704,166	\$2,033,281
Furniture	\$58,926,588	\$74,508,042	\$15,581,454
Rugs	\$2,439,743	\$3,079,730	\$639,987
Major Appliances (14)	\$32,746,897	\$41,513,691	\$8,766,794
Housewares (15)	\$6,165,620	\$7,803,354	\$1,637,734
Small Appliances	\$86,071,030	\$108,760,339	\$1,353,717
Luggage	\$1,588,870	\$2,004,211	\$415,341
Telephones and Accessories	\$4,621,696	\$5,834,183	\$1,212,487
Household Operations			
Child Care	\$40,564,916	\$51,097,340	\$10,532,424
Lawn/Garden (16)	\$39,728,677	\$50,343,356	\$10,614,679
Moving/Storage/Freight Express	\$8,129,364	\$10,270,525	\$2,141,161
Housekeeping Supplies (17)	\$54,389,199	\$68,821,926	\$14,432,727
Insurance			
Owners and Renters Insurance	\$54,317,753	\$68,937,878	\$14,620,125
Vehicle Insurance	\$148,614,017	\$188,232,050	\$39,618,033
Life/Other Insurance	\$42,766,059	\$54,099,255	\$11,333,196
Health Insurance	\$308,189,570	\$390,284,484	\$82,094,914
Transportation			
Payments on Vehicles excluding Leases	\$207,415,677	\$262,597,619	\$55,181,942
Gasoline, Diesel Fuel, & Electric Vehicle Charging	\$232,747,500	\$295,088,270	\$62,340,770
Vehicle Maintenance and Repairs	\$87,865,789	\$111,168,555	\$23,302,766
Travel			
Airline Fares	\$53,546,472	\$67,609,653	\$14,063,181
Lodging on Trips	\$67,325,971	\$85,061,532	\$17,735,561
Auto/Truck Rental on Trips	\$7,994,248	\$10,085,641	\$2,091,393
Food and Drink on Trips	\$53,343,135	\$67,356,713	\$14,013,578

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.



Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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.

