



Health and Beauty Market Potential

Salt River Pima-Maricopa
Area: 683.34 square miles

Prepared by Esri

Demographic Summary		2023	2028
Population		20,644	20,255
Population 18+		14,524	14,274
Households		5,715	5,635
Median Household Income		\$37,550	\$45,466
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	3,507	24.1%	96
Typically Spend 4-6 Hrs Exercising/Wk	2,684	18.5%	83
Typically Spend 7+ Hrs Exercising/Wk	3,383	23.3%	96
Exercise at Home 2+ Times/Wk	6,384	44.0%	89
Exercise at Club 2+ Times/Wk	1,207	8.3%	71
Exercise at Oth Facility (Not Club) 2+ Times/Wk	984	6.8%	87
Member of LA Fitness Club/Gym	257	1.8%	105
Member of Planet Fitness Club/Gym	653	4.5%	102
Member of YMCA Fitness Club/Gym	517	3.6%	128
Own Elliptical	658	4.5%	84
Own Stationary Bicycle	1,168	8.0%	76
Own Treadmill	1,461	10.1%	85
Own Weight Lifting Equipment	2,286	15.7%	82
Control Diet for Blood Sugar Level	1,677	11.5%	95
Control Diet for Cholesterol Level	1,911	13.2%	102
Control Diet for Food Allergies	361	2.5%	107
Control Diet to Maintain Weight	1,207	8.3%	72
Control Diet for Physical Fitness	2,063	14.2%	99
Control Diet for Salt Restriction	654	4.5%	107
Control Diet for Weight Loss	3,146	21.7%	103
Use Doctor's Care/Diet for Diet Method	808	5.6%	127
Use Exercise Program for Diet Method	1,412	9.7%	97
Buy Foods Specifically Labeled: Fat-Free	1,356	9.3%	101
Buy Foods Specifically Labeled: Gluten-Free	1,125	7.7%	138
Buy Foods Specifically Labeled: High Fiber	1,287	8.9%	111
Buy Foods Specifically Labeled: High Protein	1,522	10.5%	106
Buy Foods Specifically Labeled: Hormone-Free	515	3.5%	107
Buy Foods Specifically Labeled: Lactose-Free	1,106	7.6%	137
Buy Foods Specifically Labeled: Low-Calorie	952	6.6%	88
Buy Foods Specifically Labeled: Low-Carb	1,321	9.1%	89
Buy Foods Specifically Labeled: Low-Cholesterol	716	4.9%	95
Buy Foods Specifically Labeled: Low-Fat	1,036	7.1%	78
Buy Foods Specifically Labeled: Low-Sodium	1,963	13.5%	106
Buy Foods Specifically Labeled: Natural/Organic	2,208	15.2%	88
Buy Foods Specifically Labeled: Probiotic	746	5.1%	107
Buy Foods Specifically Labeled: Sugar-Free	2,008	13.8%	108
Consider Self to Be Semi-Vegetarian	1,257	8.7%	101
Used Meal/Dietary/Weight Loss Supplement/6 Mo	1,610	11.1%	110
Used Vitamins or Dietary Supplements/6 Mo	9,042	62.3%	94
Provide Services as Primary Caregiver/Caretaker	938	6.5%	107
Assist w/Chores as Caregiver/Caretaker	561	3.9%	98
Assist w/Personal Care as Caregiver/Caretaker	495	3.4%	113
Give Medication as Caregiver/Caretaker	407	2.8%	105
Make Doctor Appointments as Caregiver/Caretaker	554	3.8%	105
Provide Transportation as Caregiver/Caretaker	617	4.2%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	10,786	74.3%	93
Visited Doctor 1-2 Times/12 Mo	2,840	19.6%	87
Visited Doctor 3-5 Times/12 Mo	3,170	21.8%	94
Visited Doctor 6+ Times/12 Mo	4,775	32.9%	96
Visited Acupuncturist Doctor/12 Mo	155	1.1%	64
Visited Allergist Doctor/12 Mo	295	2.0%	99
Visited Cardiologist Doctor/12 Mo	1,199	8.3%	98
Visited Chiropractor/12 Mo	893	6.1%	73
Visited Dentist/12 Mo	5,202	35.8%	86
Visited Dermatologist Doctor/12 Mo	1,355	9.3%	81
Visited Ear or Nose or Throat Doctor/12 Mo	763	5.3%	115
Visited Eye Doctor/12 Mo	2,511	17.3%	80
Visited Gastroenterologist Doctor/12 Mo	633	4.4%	81
Visited General or Family Doctor/12 Mo	5,448	37.5%	88
Visited Internist Doctor/12 Mo	541	3.7%	70
Visited Physical Therapist Doctor/12 Mo	658	4.5%	81
Visited Podiatrist Doctor/12 Mo	382	2.6%	77
Visited Psychiatrist/Psychologist Doctor/12 Mo	796	5.5%	122
Visited Urologist Doctor/12 Mo	687	4.7%	101
Visited Nurse Practitioner/12 Mo	1,214	8.4%	116
Wear Regular/Sun/Tinted Prescription Eyeglasses	6,376	43.9%	94
Wear Bi-Focal/Multi-Focal/Progressive Glasses	2,506	17.3%	84
Wear Soft Contact Lenses	1,820	12.5%	85
Spent \$1-99 on Eyeglasses/12 Mo	500	3.4%	95
Spent \$100-199 on Eyeglasses/12 Mo	799	5.5%	101
Spent \$200-249 on Eyeglasses/12 Mo	604	4.2%	124
Spent \$250+ on Eyeglasses/12 Mo	1,430	9.8%	89
Spent \$1-199 on Contact Lenses/12 Mo	751	5.2%	90
Spent \$200+ on Contact Lenses/12 Mo	575	4.0%	71
Bought Prescrp Eyewear at Discount Optical Ctr	874	6.0%	88
Bought Prescrp Eyewear at Private Eye Doctor	3,253	22.4%	87
Bought Prescrp Eyewear at Retail Optical Chain	2,333	16.1%	106
Bought Prescrp Eyewear Online	791	5.4%	85
Used Acne Prescription Drug	549	3.8%	131
Used Allergy or Hay Fever Prescription Drug	954	6.6%	100
Used Anxiety or Panic Prescription Drug	1,229	8.5%	107
Used Arthritis/Osteoarthritis Prescription Drug	681	4.7%	132
Used Rheumatoid Arthritis Prescription Drug	515	3.5%	150
Used Asthma Prescription Drug	614	4.2%	87
Used Backache or Back Pain Prescription Drug	1,533	10.6%	143
Used Depression Prescription Drug	1,106	7.6%	103
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	925	6.4%	104
Used Heartburn or Acid Reflux Prescription Drug	1,160	8.0%	115
Used High Blood Pressure Prescription Drug	2,251	15.5%	99
Used High Cholesterol Prescription Drug	1,709	11.8%	100
Used Insomnia Prescription Drug	416	2.9%	112
Used Migraine Headache Prescription Drug	516	3.6%	118
Used Sinus Congestion/Headache Prescription Drug	425	2.9%	96
Used Urinary Tract Infection Prescription Drug	551	3.8%	114
Filled Prescription at Discount/Dept Store/12 Mo	648	4.5%	99
Filled Prescription at Drug Store/Pharmacy/12 Mo	5,133	35.3%	98
Filled Prescription at Supermarket/12 Mo	1,333	9.2%	87
Filled Prescription by Mail Order/12 Mo	1,229	8.5%	76
Filled Prescription Online/12 Mo	668	4.6%	63
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	1,142	7.9%	99
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	1,182	8.1%	79
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	1,067	7.3%	102
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	1,210	8.3%	109
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	917	6.3%	89
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	397	2.7%	84
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	515	3.5%	103

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Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	6,452	44.4%	98
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	4,004	27.6%	122
Used Medicated Skin Cream/Lotion/Spray/6 Mo	4,418	30.4%	104
Used Non-Medicated Nasal Spray/6 Mo	1,776	12.2%	110
Used Pain Relieving Rub or Liquid or Patch/6 Mo	4,055	27.9%	101
Used Sleeping Aid or Snore Relief/6 Mo	2,202	15.2%	108
Used Sore Throat Remedy or Cough Drops/6 Mo	5,554	38.2%	106
Used Sunburn Remedy/12 Mo	1,280	8.8%	76
Used Suntan or Sunscreen Prod/12 Mo	4,151	28.6%	72
Used Toothache/Gum/Canker Sore Remedy/6 Mo	1,559	10.7%	147
HH Used Children`s Cold Tablets/Liquids/6 Mo	566	9.9%	124
HH Used Children`s Cough Syrup/6 Mo	463	8.1%	131
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	893	15.6%	106
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	799	14.0%	122
Used Body Wash or Shower Gel/6 Mo	10,213	70.3%	110
Used Breath Freshener/6 Mo	5,376	37.0%	113
Used Gum Breath Freshener/6 Mo	3,470	23.9%	121
Used Mints Breath Freshener/6 Mo	2,352	16.2%	111
Used Thin Film Breath Freshener/6 Mo	387	2.7%	118
Used Complexion Care Prod/6 Mo	7,718	53.1%	100
Used Denture Adhesive or Fixative/6 Mo	916	6.3%	163
Used Denture Cleaner/6 Mo	1,185	8.2%	110
Used Eyeliner/Eyebrow Pencil/6 Mo	3,731	25.7%	106
Used Facial Moisturizer/6 Mo	6,803	46.8%	95
Used Personal Foot Care Prod/6 Mo	2,951	20.3%	111
Used Hair Coloring Prod at Home/6 Mo	2,801	19.3%	115
Used Hair Conditioning Treatment at Home/6 Mo	4,888	33.7%	131
Used Hair Growth Prod/6 Mo	980	6.7%	168
Used Hair Spray at Home/6 Mo	3,101	21.4%	87
Used Hair Styling Gel/Lotion/Mousse/6 Mo	5,533	38.1%	107
Used Mouthwash/6 Mo	10,127	69.7%	106
Used Mouthwash 8+ Times/7 Days	2,861	19.7%	121
Used Sensitive Toothpaste/6 Mo	3,009	20.7%	103
Used Whitening Toothpaste/6 Mo	5,491	37.8%	96
Used Tooth Whitener (Not Toothpaste)/6 Mo	1,294	8.9%	96
Used Tooth Whitener (Gel)/6 Mo	323	2.2%	132
Used Tooth Whitener (Strips)/6 Mo	804	5.5%	106
Visited Day Spa/6 Mo	622	4.3%	111
Purchased Prod at Salon or Day Spa/6 Mo	525	3.6%	96
Used Prof Service for Haircut/6 Mo	7,467	51.4%	88
Used Prof Svc for Hair Color/Highlights/6 Mo	1,823	12.6%	89
Used Prof Service for Facial/6 Mo	416	2.9%	122
Used Prof Service for Massage/6 Mo	919	6.3%	98
Used Prof Service for Manicure/6 Mo	1,886	13.0%	127
Used Prof Service for Pedicure/6 Mo	2,279	15.7%	117
Spent \$1-99 at Barber Shop/6 Mo	2,008	13.8%	95
Spent \$100+ at Barber Shop/6 Mo	1,041	7.2%	89
Spent \$1-99 at Beauty Salon/6 Mo	1,709	11.8%	94
Spent \$100+ at Beauty Salon/6 Mo	2,245	15.5%	81

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