



Downtown Concord Retail Marketplace Snapshot-February of 2026

The purpose of this report is to give Downtown Concord the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within a 10- and 20- minute drive time to the downtown area. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gap, we can:

- Understand how well the retail needs of residents are being met
- Uncover unmet demand and possible opportunities
- Understand the strengths and weaknesses of the local retail sector

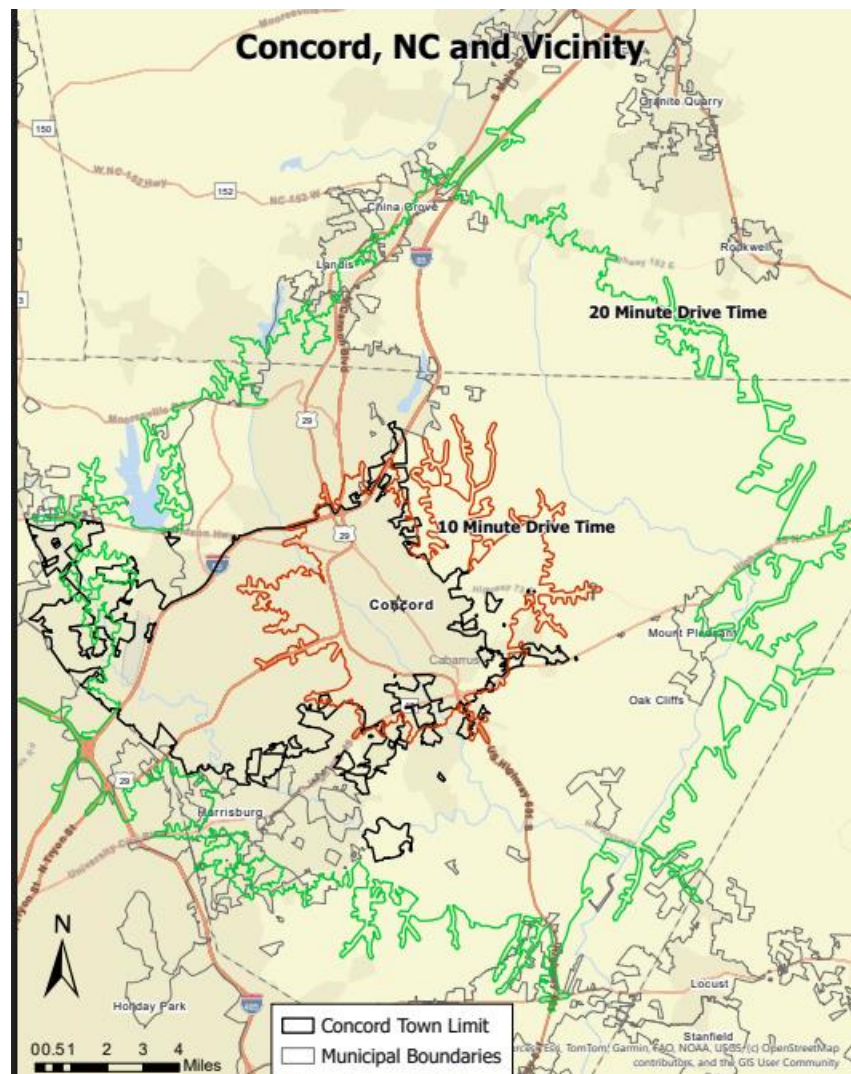
When consumers spend their dollars outside the specific drive time of Downtown Concord this is known as “Retail Gap” throughout this report. Retail Gap or leakage indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area indicating opportunity to capture those dollars within the downtown district.

There are also categories for which Downtown Concord exceeds the local market demand. Those are measured as red numbers on the below report. For the 10-and 20- minute drive time information, this means that Downtown Concord is exceeding its market potential in these categories. This retail surplus means the community’s trade area is capturing local market plus

attracting non-local shoppers. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

You can also seek additional retail market data that Cabarrus County Economic Development or the Centralina Council of Governments can provide. This report is based on the data collected and should serve as a starting point for your economic vitality efforts.

We highly encourage you to couple this report with consumer surveys to get a complete understanding of the Downtown Concord potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.



The above Cabarrus County map outlines the two trade areas within the 10-and 20-minute drive time to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Downtown Concord should be targeting residents within

these two areas. The goal is to capture the retail sales volume leaking to neighboring communities, such as Charlotte.

The chart below shows total industry summaries for the 10-and 20-minute drive time to downtown. It details the total retail sales gap, potential 10% capture and retail square footage needed to attract this sales volume.

The sales per square foot column in the charts is the average number based on recent research across the state. Typically, restaurant annual retail sales are higher than \$300 per square foot. There are variables that impact this number such as building owned versus rented, rental rates either higher or lower as well as overall expenses, such as employee wages, insurance, utilities, etc. **Surplus is shown as a red number and retail gap is shown as a black number.**

Distance	Total Retail Gap	10% Capture	Sales/SF	S.F. Needed
10-Minute Drive Time	\$ 39,452,522	\$ 3,945,252	\$300	13,151
20-Minute Drive Time	\$337,383,614	\$33,738,361	\$300	112,461

The above chart shows the aggregate number of potential sales within the 10-and 20-minute drive-time from Downtown Concord. Below you will see these numbers broken down by retail category.

10-Minute Drive Time Measurement

Concord				
Primary Trade Area 10-Minute Drive Time Measurement		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Nursery, Garden Center and Farm Supply Stores	\$ 3,026,124	\$ 302,612	\$ 300	1,009
Grocery Stores	\$ 1,158,186	\$ 115,819	\$ 300	386
Beer, Wine and Liquor Stores	\$ 3,550,040	\$ 355,004	\$ 300	1,183
Furniture Stores	\$ 8,897,859	\$ 889,786	\$ 300	2,966
Home Furnishings Stores	\$ 1,119,562	\$ 111,956	\$ 300	373
Electronics and Appliance Stores	\$ 15,797,910	\$ 1,579,791	\$ 300	5,266
Sporting Goods Stores	\$ 2,989,329	\$ 298,933	\$ 300	996
Drinking Places	\$ 2,913,512	\$ 291,351	\$ 300	971
Total Gap	\$ 39,452,522	\$ 3,945,252	\$ 300	13,151

20-Minute Drive Time Measurement

Concord				
Primary Trade Area 20-Minute Drive Time Measurement		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Nursery, Garden Center and Farm Supply Stores	\$ 12,947,248	\$ 1,294,725	\$ 300	4,316
Grocery Stores	\$ 30,028,535	\$ 3,002,854	\$ 300	10,010
Specialty Food Stores	\$ 21,166,320	\$ 2,116,632	\$ 300	7,055
Beer, Wine and Liquor Stores	\$ 16,668,303	\$ 1,666,830	\$ 300	5,556
Furniture Stores	\$ 2,344,156	\$ 234,416	\$ 300	781
Electronics and Appliance Stores	\$ 71,514,254	\$ 7,151,425	\$ 300	23,838
Department Stores	\$ 11,023,974	\$ 1,102,397	\$ 300	3,675
Pharmacies and Drug Stores	\$ 128,636,047	\$ 12,863,605	\$ 300	42,879
Cosmetics and Beauty Supplies Stores	\$ 3,588,916	\$ 358,892	\$ 300	1,196
Luggage and Leather Goods Stores	\$ 2,783,714	\$ 278,371	\$ 300	928
Book Stores	\$ 1,246,330	\$ 124,633	\$ 300	415
Florists	\$ 4,010,940	\$ 401,094	\$ 300	1,337
Office Supplies and Stationary Stores	\$ 8,322,078	\$ 832,208	\$ 300	2,774
Pet and Pet Supplies Stores	\$ 3,428,340	\$ 342,834	\$ 300	1,143
Drinking Places	\$ 19,674,459	\$ 1,967,446	\$ 300	6,558
Total Gap	\$ 337,383,614	\$ 33,738,361	\$ 300	112,461

10-Minute Drive Time Retail Surplus

Category	Retail Surplus
Home Centers	\$ 58,725,344
Paint and Wallpaper Stores	\$ 6,669,538
Hardware Stores	\$ 6,960,768
Specialty Food Stores	\$ 485,476
Department Stores	\$ 781,218
Clothing and Clothing Accessories	\$ 9,469,560
Shoe Stores	\$ 1,498,604
Jewelry Stores	\$ 1,058,242
Luggage and Leather Goods Stores	\$ 882,415
Hobby, Toy and Game Stores	\$ 1,544,218
Book Stores	\$ 1,062,150
Office Supply and Stationary Stores	\$ 8,202,351
Used Merchandise Stores	\$ 7,214,147
Full-Service Restaurants	\$ 52,504,332
Limited-Service Restaurants	\$ 95,073,534

20-Minute Drive Time Retail Surplus

Category	Retail Surplus
Home Centers	\$ 52,032,549
Paint and Wallpaper Stores	\$ 8,358,341
Hardware Stores	\$ 907,131

Home Furnishings Stores	\$ 6,903,084
Clothing and Clothing Accessories Stores	\$ 26,270,706
Shoe Stores	\$ 48,632,310
Jewelry Stores	\$ 4,652,561
Sporting Goods Stores	\$ 45,042,808
Hobby, Toy and Game Stores	\$ 16,512,451
Used Merchandise Stores	\$ 19,507,180
Full-Service Restaurants	\$ 64,605,001
Limited-Service Restaurants	\$ 245,782,241

The retail surpluses confirm that Downtown Concord is attracting a disproportionate amount of retail sales in these categories and potential exists to attract additional retail and restaurant establishments to take advantage of the additional business potential.

Below are two tables showing the projected sales growth in different commercial categories. This information can help your recruitment process.

10-Minute Drive Time Measurement

Concord Demand Growth by Retail Store Types				
Primary Trade Area: 10-Minute Drive Time Measurement				Compound
Business Type	2026	2031	Growth	Growth
	Demand	Demand	\$	Rate (%)
Home Centers	\$ 28,207,734	\$ 33,158,759	\$ 4,951,024	3
Paint and Wallpaper Stores	\$ 2,169,658	\$ 2,548,447	\$ 378,790	3
Hardware Stores	\$ 5,364,163	\$ 6,267,610	\$ 903,447	3
Nursery, Garden Center and Farm Supply Stores	\$ 6,209,498	\$ 7,257,494	\$ 1,047,996	3
Grocery Stores	\$ 105,579,629	\$ 121,188,806	\$ 15,609,177	3
Specialty Food Stores	\$ 6,200,244	\$ 7,090,227	\$ 889,983	3
Beer, Wine and Liquor Stores	\$ 8,761,509	\$ 10,275,506	\$ 1,513,996	3
Furniture Stores	\$ 11,469,922	\$ 13,393,291	\$ 1,923,469	3
Home Furnishings Stores	\$ 12,578,696	\$ 14,670,955	\$ 2,092,259	3
Electronics and Appliance Stores	\$ 23,381,525	\$ 27,206,127	\$ 3,824,601	3
Department Stores	\$ 7,055,364	\$ 7,612,517	\$ 557,153	2
Pharmacies and Drug Stores	\$ 79,770,522	\$ 87,976,351	\$ 8,205,829	2
Cosmetics and Beauty Supply Stores	\$ 7,102,936	\$ 8,354,264	\$ 1,251,327	3
Clothing and Clothing Accessories Stores	\$ 40,517,528	\$ 43,028,724	\$ 2,511,196	1
Shoe Stores	\$ 6,519,365	\$ 7,049,086	\$ 529,721	2
Luggage and Leather Goods Stores	\$ 1,035,317	\$ 1,208,042	\$ 172,725	3
Sporting Goods Stores	\$ 9,314,607	\$ 10,588,249	\$ 1,273,642	3
Hobby, Toy and Game Stores	\$ 3,705,345	\$ 4,227,907	\$ 522,562	3
Florists	\$ 1,362,790	\$ 1,611,520	\$ 248,731	3
Office Supplies and Stationary Stores	\$ 4,047,729	\$ 4,563,360	\$ 515,632	2
Gift, Novelty and Souvenir Stores	\$ 3,442,422	\$ 3,923,371	\$ 480,452	3
Used Merchandise Stores	\$ 3,439,422	\$ 3,806,366	\$ 366,944	2
Pet and Pet Supply Stores	\$ 5,453,600	\$ 6,346,293	\$ 892,693	3
Drinking Places	\$ 4,656,410	\$ 5,384,688	\$ 728,278	3
Full Service Restaurants	\$ 55,620,950	\$ 63,475,032	\$ 7,854,082	3
Limited Service Restaurants	\$ 50,700,380	\$ 57,737,396	\$ 7,037,016	3
Total Sales	\$ 493,667,265	\$ 559,950,388	\$ 66,282,725	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

20-Minute Drive Time Measurement

Concord Demand Growth by Retail Store Types				
Primary Trade Area 20-Minute Drive Time Measurement		DOWNTOWN POTENTIAL		Compound
Business Type	2026	2031	Growth	Growth
	Demand	Demand	\$	Rate (%)
Home Centers	\$ 152,282,403	\$ 184,193,793	\$ 31,911,391	4
Paint and Wallpaper Stores	\$ 12,294,482	\$ 14,829,239	\$ 2,534,757	4
Hardware Stores	\$ 28,915,411	\$ 34,810,842	\$ 5,895,430	4
Nursery, Garden and Farm Supply Stores	\$ 33,130,393	\$ 39,772,957	\$ 6,642,564	4
Grocery Stores	\$ 573,306,203	\$ 677,233,995	\$ 103,927,792	3
Specialty Food Stores	\$ 33,753,255	\$ 39,727,503	\$ 5,974,249	3
Beer, Wine and Liquor Stores	\$ 45,328,035	\$ 54,790,042	\$ 9,462,006	4
Furniture Stores	\$ 59,466,715	\$ 71,454,311	\$ 11,987,595	4
Home Furnishings Stores	\$ 66,505,172	\$ 79,931,832	\$ 13,426,660	4
Electronics and Appliance Stores	\$ 124,710,192	\$ 149,223,952	\$ 24,513,760	4
Department Stores	\$ 38,009,970	\$ 42,173,140	\$ 4,163,171	2
Pharmacies and Drug Stores	\$ 424,816,268	\$ 482,063,143	\$ 57,246,875	3
Cosmetics and Beauty Supplies	\$ 38,214,997	\$ 46,080,968	\$ 7,865,971	4
Clothing and Clothing Accessories Stores	\$ 218,642,978	\$ 239,017,019	\$ 20,374,041	2
Shoe Stores	\$ 35,354,552	\$ 39,333,267	\$ 3,978,714	2
Jewelry Stores	\$ 26,498,647	\$ 26,945,416	\$ 446,769	1
Luggage and Leather Goods Stores	\$ 5,557,765	\$ 6,625,163	\$ 1,067,398	4
Sporting Goods Stores	\$ 50,081,956	\$ 58,492,026	\$ 8,410,069	3
Hobby, Toy and Game Stores	\$ 20,383,297	\$ 23,877,407	\$ 3,494,110	3
Florists	\$ 7,160,890	\$ 8,704,093	\$ 1,543,203	4
Office Supplies and Stationary Stores	\$ 21,677,649	\$ 25,119,067	\$ 3,441,418	3
Gift, Novelty and Souvenir Stores	\$ 18,471,237	\$ 21,630,565	\$ 3,159,328	3
Used Merchandise Stores	\$ 17,545,265	\$ 20,069,798	\$ 2,524,534	3
Pet and Pet Supply Stores	\$ 28,922,974	\$ 34,552,781	\$ 5,629,807	4
Drinking Places	\$ 24,267,939	\$ 28,876,591	\$ 4,608,652	4
Full Service Restaurants	\$ 295,061,320	\$ 346,430,385	\$ 51,369,065	3
Limited Service Restaurants	\$ 269,696,720	\$ 315,986,323	\$ 46,289,603	3
Total Sales	\$ 2,670,056,685	\$ 3,111,945,618	\$ 441,888,932	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

Concord Demographics (Source: U.S. Census and Placer.ai mobile location data)

Population: 112,395 (2024)

105,329 (2020)

+6.7%

	<u>Concord</u>	<u>Cabarrus</u>	<u>NC</u>	<u>U.S.</u>
Median Household Income:	\$86,921	\$89,001	\$72,388	\$80,734
	20% higher than the NC average 7.6% higher than the U.S. average			

	<u>Concord</u>	<u>Cabarrus County</u>	<u>NC</u>	<u>U.S.</u>
Annual Retail Sales (\$1,000)	\$3,990,554	\$5,290,219		

- Concord generates 75.4% of Cabarrus County retail sales but only accounts for 45.8% of the county population, illustrating a disproportionate number of sales coming from Concord relative to its population.

Total retail sales:2022 (\$1,000)	\$3,990,554	\$5,290,219
2017	\$2,490,563	\$3,302,549
Diff:	+60.2%	+60.1%

- 60.2% increase in total retail sales from 2017-2022.

Per Capita Income:	\$20,928	\$19,567	\$22,425	\$36,714
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Bachelor Degree or +	40.97%	37.9%	35.7%	35.7%
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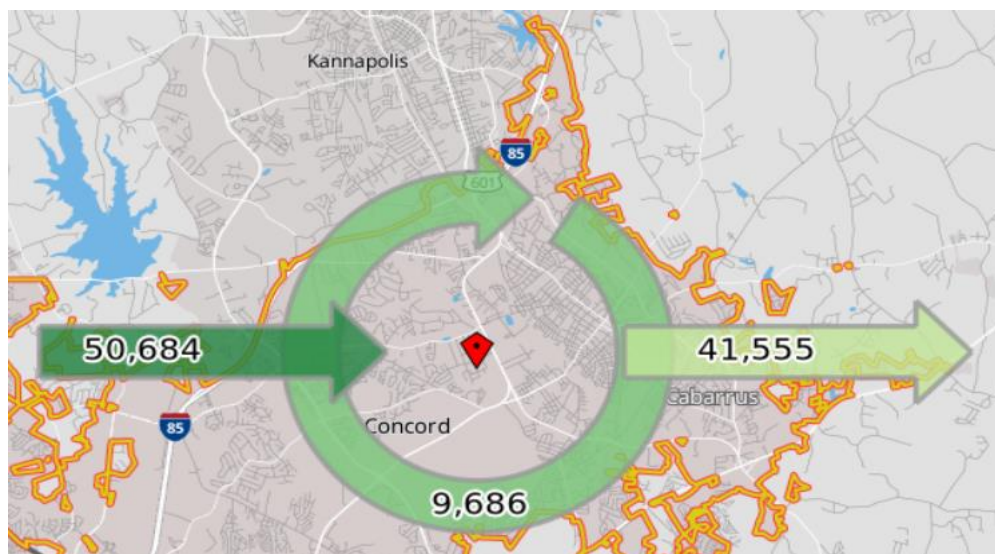
- Higher education translates into more spending power. Over a lifetime, college graduates earn between \$1 and \$1.2 million more than those without this level of education.

Poverty Level:	9.6%	8.5%	12.5%	10.6%
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- Concord's poverty level is 23.2% lower than NC and 9.4% lower than the U.S.
 - This translates into a healthier consumer market.

Labor Force Participation:	70.6%	68.2%	61.5%	63.0%
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1.8 million annual Downtown visitors



U.S. Census on the Map

- 50,684 workers enter Concord daily for employment.
- 41,555 workers exit Concord daily for employment.
- 9,686 workers both live and work in Concord.
 - 21.9% more workers enter Concord daily than exit daily.
 - These are potential Downtown Concord consumers.

The above data can be used to help recruit businesses to Downtown Concord to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 10-minute drive time to downtown. This data can help existing businesses realize there may be potential to expand to capture additional retail sales.

Walkscore

Walk Score  Get Scores My Favorites Add to Your Site

Type an address, neighborhood or city **Go**

40 Union Street South [Add scores to your site](#)

Downtown, Concord, 28025

Commute to **Downtown Concord** 

 4 min  8 min  1 min  2 min [View Routes](#)

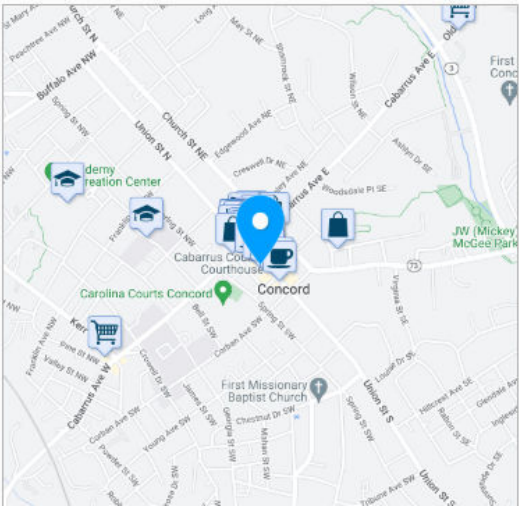
 **Favorite**  **Map**  **Nearby Concord Apartments on Redfin**

[More about 40 Union Street South](#) 

Walk Score
80
Very Walkable
Most errands can be accomplished on foot.

Transit Score
24
Minimal Transit
It is possible to get on a bus.

Bike Score
37
Somewhat Bikeable
Minimal bike infrastructure.



Visit <https://www.walkscore.com> for more information.

Summary and Recommendations

1. Retail Gap

At both the 10-and 20-minute drive time measurements, retail gaps are seen in nursery, garden center and farm supplies, groceries, beer, wine and liquor, furniture, electronics and appliances, and drinking places. At only the 10-minute drive time measurement, retail gaps are seen in home furnishings and sporting goods. At only the 20-minute drive time measurement, retail gaps are seen in specialty foods, department stores, pharmacies and drugs, cosmetics and beauty supplies, luggage and leather goods, books, florists, office supplies, pet and pet supplies, and drinking places.

2. Retail Surplus

At both the 10-and 20-minute drive time measurements, retail surpluses are seen in home centers, paint and wallpaper, hardware, clothing and clothing accessories, shoes, jewelry, hobbies, toys and games, used merchandise, full and limited-service restaurants. At just the 10-minute drive time, retail surpluses are seen in specialty foods, department stores, luggage and leather goods, books, and office supplies. At just the 20-minute drive time measurement, retail gaps are seen in home furnishings and sporting goods.

3. Intersection of retail gaps and projected sales growth (2026-2031)

	Retail Gaps		Projected Sales Growth	
	10-Minute	20-Minute	10-Minute	20-Minute
Categories	Drive Time	Drive Time	Drive Time	Drive Time
Nursery, Garden Center and Farm Supplies	\$3,026,124	\$12,947,248	\$1,047,966	\$6,642,564
Groceries	\$1,158,186	\$30,028,535	\$15,609,177	\$103,927,792
Beer, Wine and Liquor	\$3,550,040	\$16,668,303	\$1,513,996	\$9,462,066
Furniture	\$8,897,859	\$2,344,156	\$1,929,469	\$11,987,595
Home Furnishings	\$1,119,562		\$2,092,259	\$13,426,600
Electronics and Appliances	\$15,797,910	\$71,514,254	\$3,824,601	\$24,513,760
Sporting Goods	\$2,989,329		\$1,273,642	\$8,410,069
Drinking Places	\$2,913,512	\$19,674,459	\$728,278	\$4,608,652
Specialty Foods		\$21,166,320	\$889,983	\$5,974,249
Department Stores		\$11,023,974	\$557,153	\$4,163,171
Pharmacies and Drug Stores		\$128,636,047	\$8,205,829	\$57,246,875
Cosmetics and Beauty Supplies		\$3,588,916	\$1,251,327	\$7,865,971
Luggage and Leather Goods		\$2,783,714	\$172,725	\$1,067,398
Florists		\$4,010,940	\$248,731	\$1,543,203
Office Supplies		\$8,322,078	\$515,632	\$3,441,418
Pet and Pet Supplies		\$3,428,340	\$892,693	\$5,629,807
Drinking Places		\$19,674,459	\$728,278	\$4,608,652

The intersection of current retail gaps and projected sales growth will give prospective business owners confidence in the viability of locating in Downtown Concord.

- **Walkability and Bikeability**

The Downtown Concord Walkscore of 80 is well-above average, considered very walkable and one of the highest scores in the state. Concerning bikeability, Downtown Concord scores a 39 which is below average. You will want to work with the local NCDOT division to incorporate bike lanes into their streets in downtown as well as those controlled by the City of Concord.

- **Desired Community Amenities**

New Home Source October 2025 desired new resident amenities:

#1. Parks and green spaces

#2. Paved trail systems for walking, jogging, biking, etc.

#3 Village Centers with retail services and cafes for gathering and socializing

Downtown Concord fits the #3 desired community amenity and will want to see ways to increase walkability and biking options to meet consumer demands.

- **Business Resources**

Former Main Street Director Diane Young created the Downtown Directors' Guide to Working with Development Projects--<https://www.ncmainstreetandplanning.com/economic-vitality>-- an invaluable resource for downtown revitalization. Hilary Greenburg of Greenburg Development Services has created business recruitment and retention guides. They are both available on the Main Street and Rural Planning Center web site. All these resources are recommended.

There is additional Claritas retail data and the U.S. Census Quickfacts report to support your retail recruitment efforts.

If you have any questions concerning the above information, do not hesitate to contact Downtown Development Specialist Mike Dougherty at mike.dougherty@commerce.nc.gov or 919-923-6645.

Sources: Claritas Retail Data

<http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

Cabarrus County map—Glen Locascio, NC Department of Commerce