Retail Trade Area (RTA) / Gap & Opportunity Analysis / Peer Analysis
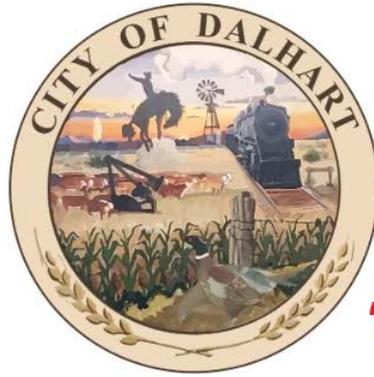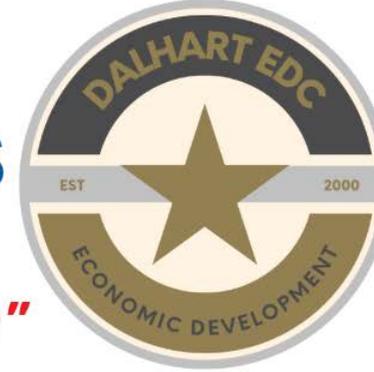
Retail Trade Area (RTA)

Retail Trade Area • Retail Market Profile

Dalhart, Texas

Dalhart

Perico
Conlen
Gruver
Spearman
Sedan
Morse
Cactus
Sunray
Pringle
Amistad
Hartley
Dumas
Stinnett
Plemons
Nara Visa
Channing
Masterson
Sanford
Fritch
Borger
Boys Ranch
Skellytown
Ady
White Deer
Gluck
Panhandle
Gentry
Bishop Hills
Amarillo
Adrian
Vega
Bushland
Washburn
Glenrio
Boise
Groom
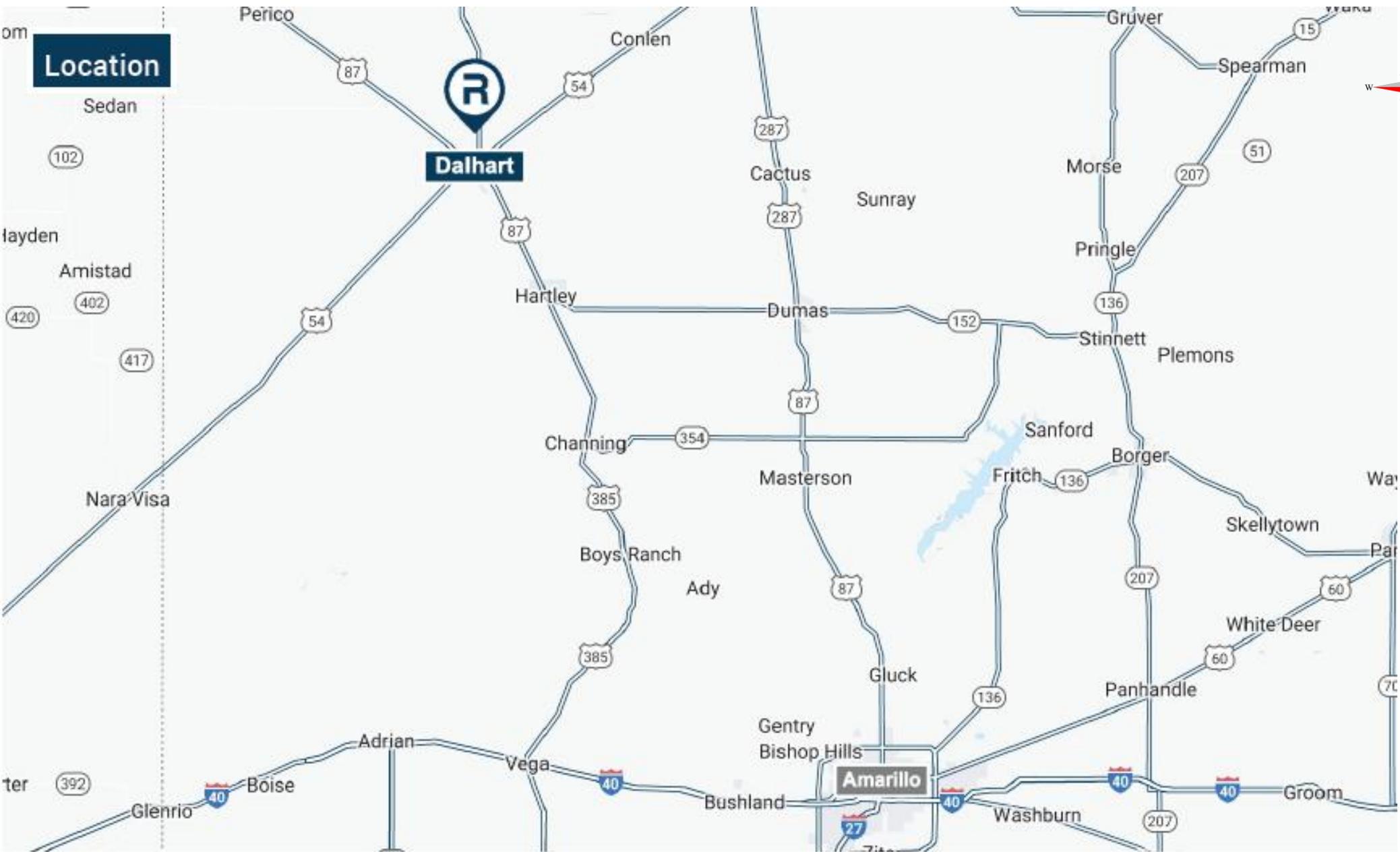
Retail Trade Area • Demographic Snapshot

Dalhart, Texas
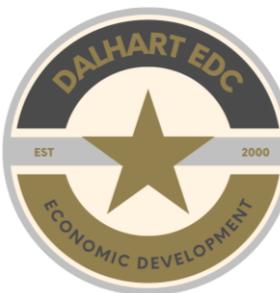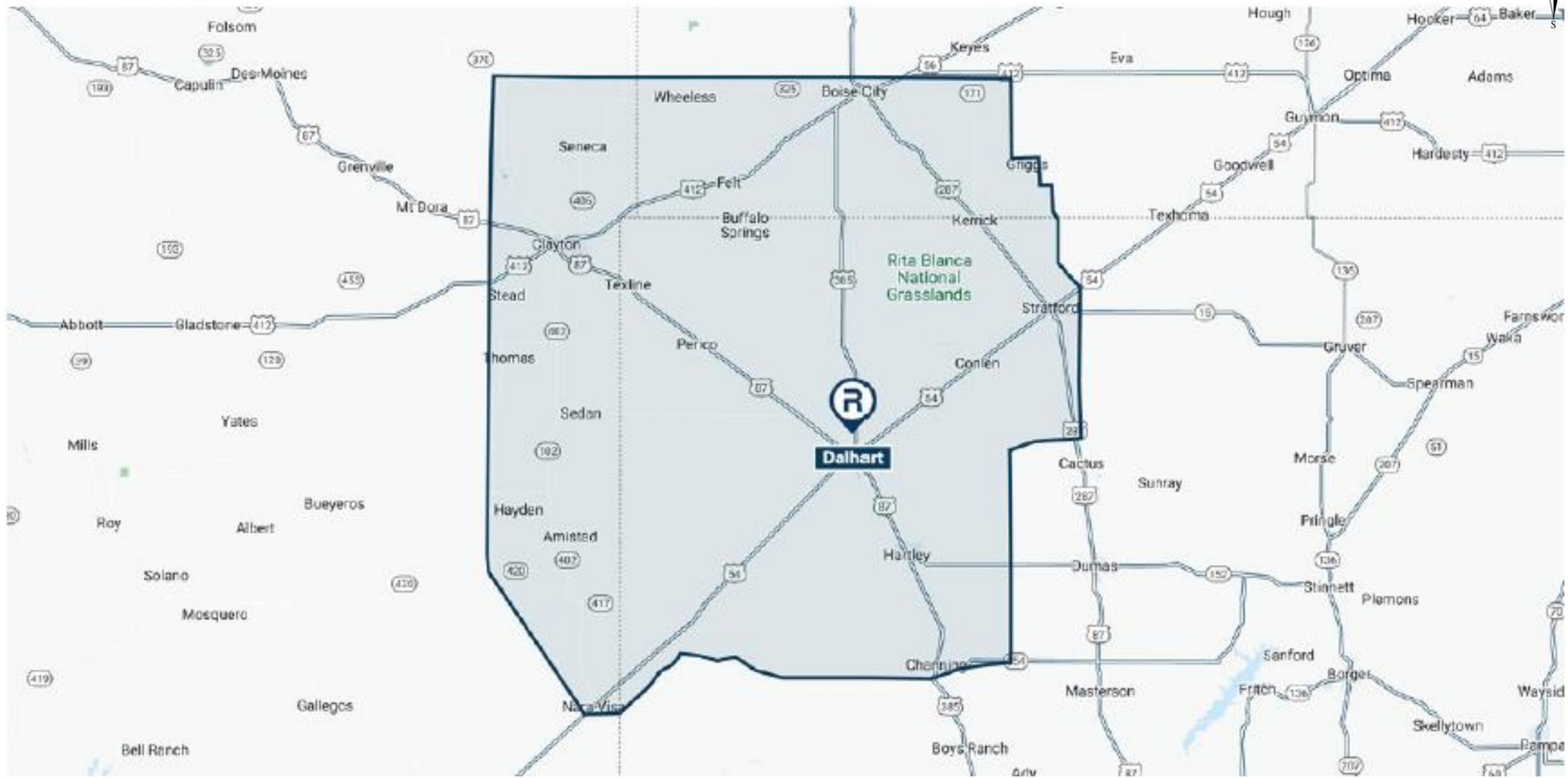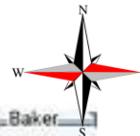
Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	20,146	
2023 Estimate	19,943	
2020 Census	19,610	
2010 Census	20,309	
Growth 2023 - 2028		1.02%
Growth 2020 - 2023		1.70%
Growth 2010 - 2020		-3.44%
2023 Est. Population by Single-Classification Race	**19,943**	
White Alone	11,810	59.22%
Black or African American Alone	320	1.61%
Amer. Indian and Alaska Native Alone	288	1.44%
Asian Alone	63	0.32%
Native Hawaiian and Other Pacific Island Alone	24	0.12%
Some Other Race Alone	3,468	17.39%
Two or More Races	3,970	19.91%
2023 Est. Population by Hispanic or Latino Origin	**19,943**	
Not Hispanic or Latino	10,787	54.09%
Hispanic or Latino	9,156	45.91%
Mexican	8,045	87.86%
Puerto Rican	22	0.25%
Cuban	10	0.11%
All Other Hispanic or Latino	1,080	11.79%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**9,156**	
White Alone	2,085	22.77%
Black or African American Alone	11	0.12%
American Indian and Alaska Native Alone	162	1.77%
Asian Alone	7	0.08%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,430	37.47%
Two or More Races	3,460	37.79%
2023 Est. Pop by Race, Asian Alone, by Category	**63**	
Chinese, except Taiwanese	0	0.00%
Filipino	17	27.42%
Japanese	0	0.00%
Asian Indian	10	16.13%
Korean	3	4.84%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	17	27.42%
Laotian	7	11.29%
Thai	6	9.68%
All Other Asian Races Including 2+ Category	2	3.23%
2023 Est. Pop Age 5+ by Language Spoken At Home	**18,399**	
Speak Only English at Home	13,388	72.76%
Speak Asian/Pacific Island Language at Home	38	0.21%
Speak IndoEuropean Language at Home	525	2.85%
Speak Spanish at Home	4,434	24.10%
Speak Other Language at Home	16	0.09%

Income Range of Lifemode Summary Groups

Dalhart, Texas

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
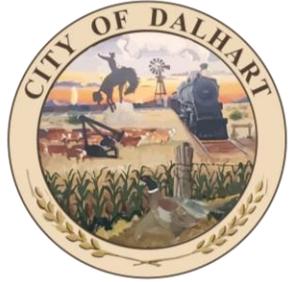Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
Growing up and staying close to home; single householders

+ L13 NEXT WAVE
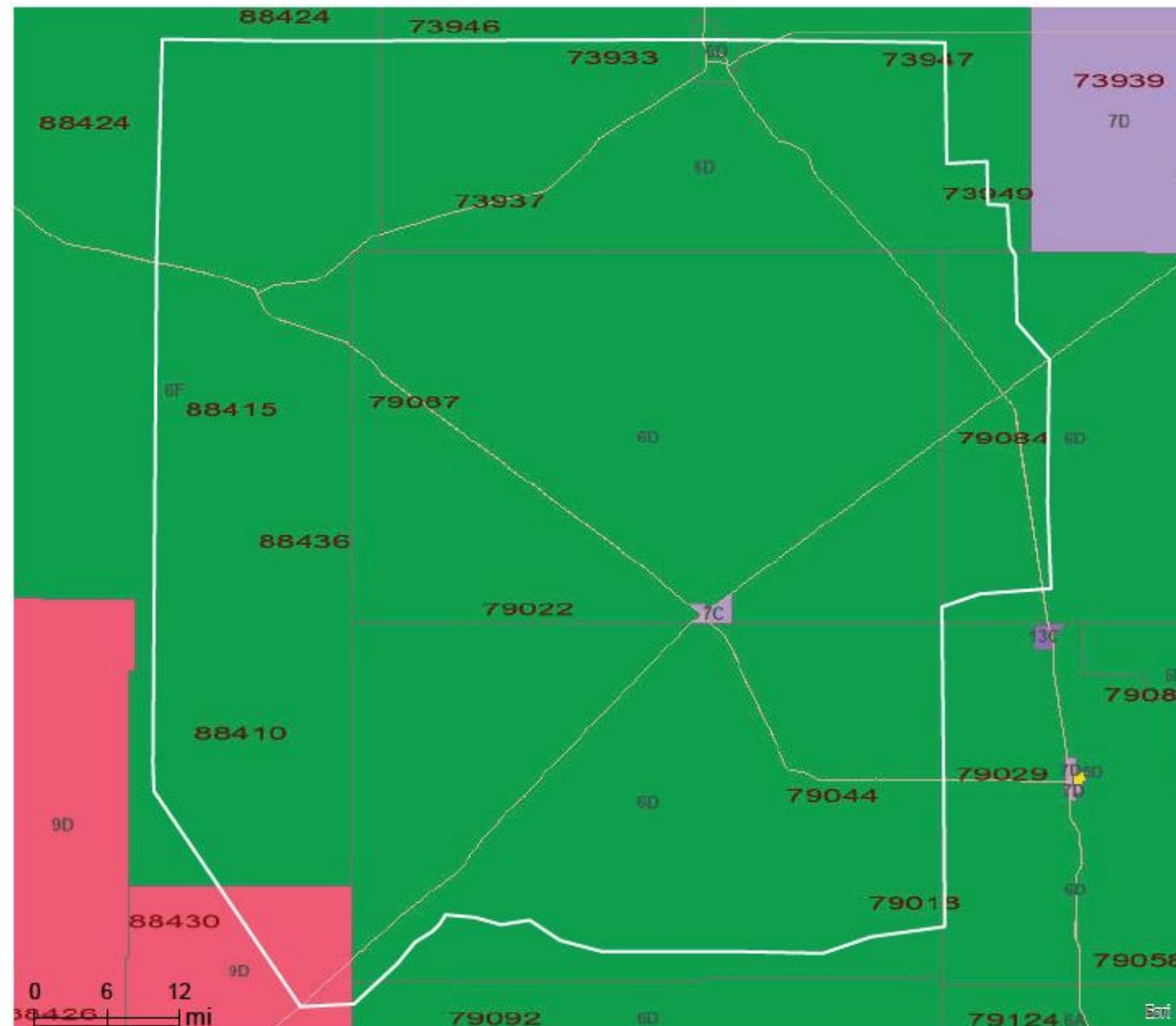Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

0    $20k $40k $60k $80k $100k $120k $140k $160k

- - - **US Median Income $51,000**

Retail Trade Area • Lifemode Summary Groups Map
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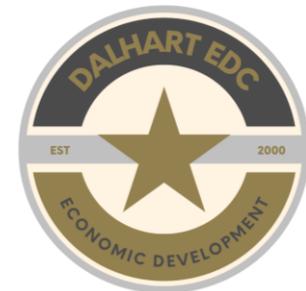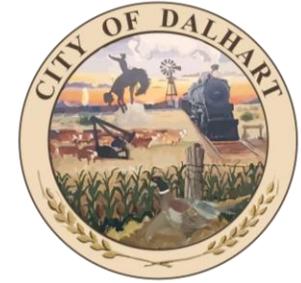
+ L12 HOMETOWN
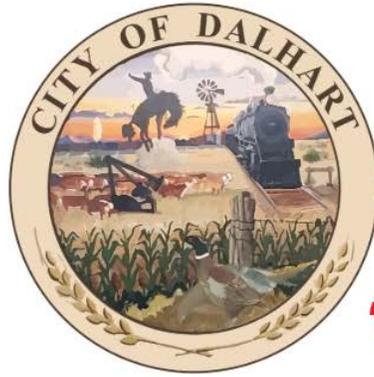Growing up and staying close to home; single householders

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Urban denizens; young, diverse,
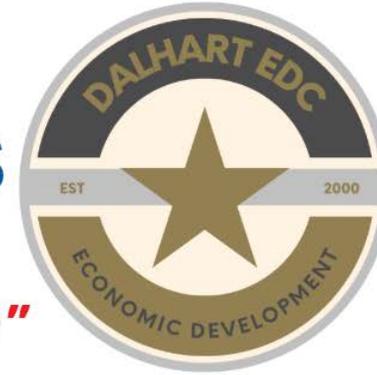hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

Gap & Opportunity Analysis

Estimated Annual Retail Leakage – Dalhart, TX (Top 5 Highest Demand)
Total Estimated Leakage: ~$47.9 Million / Year

Rank	Retail Category	2023 Demand	Est. Local Capture	Estimated Leakage
1	Grocery & Specialty Food Stores	$30.0M	60%	$12.0M
2	Restaurants (Full & Limited Service)	$25.0M	50%	$12.5M
3	General Merchandise Stores	$20.0M	45%	$11.0M
4	Furniture & Home Furnishings	$5.5M	35%	$3.6M
5	Health & Personal Care	$5.0M	40%	$3.0M

ESTIMATED 5 CATEGORY LEAKAGE: $42.1M

Key Insights for Retail

■ Grocery & Specialty Food – $12.0M Leakage

With over $30M in spending and 40% leakage, expanding grocery and specialty food retailers could capture millions in unmet demand.

■■ Restaurants – $12.5M Leakage

Half of dining spend leaves Dalhart, signaling opportunity for full-service chains, fast-casual, and quick-service restaurants.

## ■ General Merchandise – $11.0M Leakage

Household essentials and everyday goods see significant outflow, supporting the addition of discount department stores and supercenters.
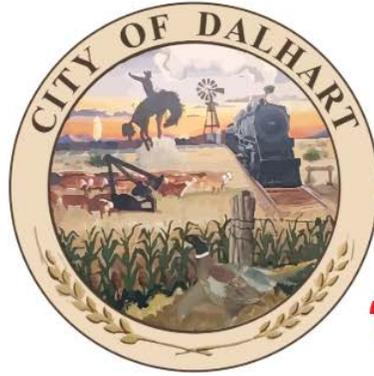
■■ Furniture & Home Furnishings – $3.6M Leakage

A growing housing base drives steady demand for furniture and décor — an attractive sector for regional and local furniture retailers.
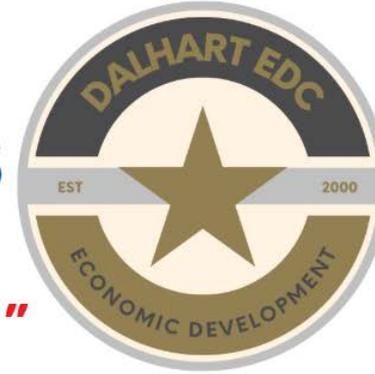
■ Health & Personal Care – $3.0M Leakage

Pharmacies, wellness products, and beauty retailers remain underrepresented — an opportunity for national chains and boutique operators.
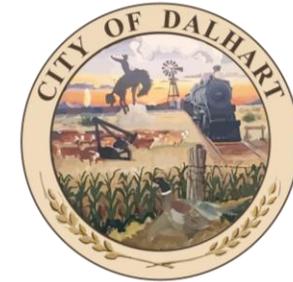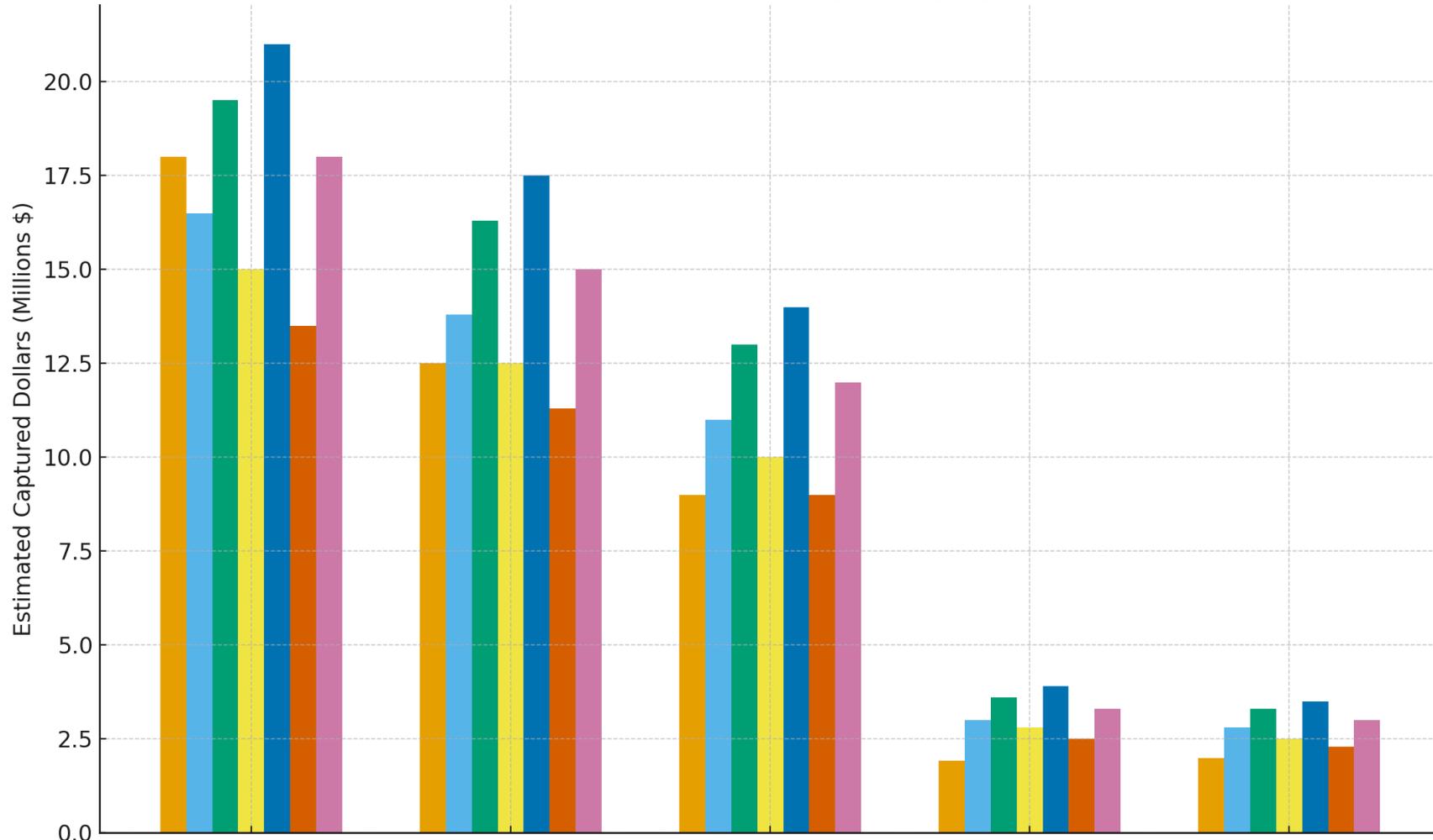
Peer Analysis

Estimated Captured Retail Dollars by Category and City
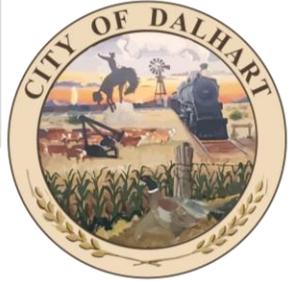
Why Dalhart's Leakage Is Higher

1. Peer Cities Have the Stores That Keep Spending Local

Each peer city analyzed has more established retail infrastructure — larger grocery stores, a broader variety of restaurants, and more comprehensive general merchandise offerings. Because they offer the daily-needed commodities people want (like full-service grocery options, national chain restaurants, and discount department stores), their residents spend more of their money locally instead of traveling elsewhere or shopping online.
This is why their measured leakage in those categories is lower — they've already filled those gaps with businesses that meet local demand.

2. Dalhart's Residents Are Spending Outside the Community

In contrast, Dalhart's higher leakage numbers mean residents are leaving the market to spend their money — often traveling 80+ miles to Amarillo, Lubbock, or Clovis, or turning to online retailers. This "leakage" doesn't mean the money isn't being spent — it's simply being spent elsewhere.
That is a crucial distinction for retailers: it shows there is already active, proven consumer demand in these categories. Dalhart's residents are spending; the city just doesn't yet have the retail mix to capture it locally.
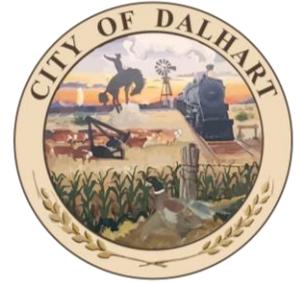
What This Means for Retailers

1. There's Untapped Market Share Waiting to Be Captured

Dalhart's high leakage across essential categories signals substantial room for new entrants. The dollars are already there — they're just going elsewhere.

2. The Market is Proven and Viable

Peer cities with similar populations and demographics have successfully attracted and sustained retailers in these categories. Their success proves that a city of Dalhart's size can support and retain those businesses.

3. Strategic Advantage: First-Mover Opportunity

For grocers, restaurant operators, and general merchandise retailers, Dalhart represents an opportunity to capture existing, outflowing demand and become the primary local option. Companies that enter now can establish themselves as market leaders before competitors follow.

Interpreting the Categories

Grocery & Specialty Food Stores

Dalhart's ~$12M in leakage compared to peer cities indicates strong unmet demand for full-service supermarkets, specialty grocers, and ethnic food retailers.

Competitors in places like Fort Stockton and McAlester retain this spending because they have those options locally.

Restaurants (Full & Limited Service)

With ~$12.5M leaking out of Dalhart, there's clear demand for more sit-down, fast-casual, and family dining options.

Peer cities capture significantly more dining dollars because they have a diversified restaurant ecosystem.

General Merchandise Stores

Dalhart's ~$11M leakage shows that big-box stores, discount retailers, and general goods merchants are underrepresented locally.

Peer cities' ability to keep more spending at home demonstrates that these stores drive frequent, high-volume visits — and Dalhart's market can support the same.

Leakage = Opportunity

Dalhart's higher retail leakage isn't a sign of weakness — it's a sign of market potential.

Peer cities keep more dollars circulating locally because they already have the stores and services that meet their residents' daily needs. Dalhart's residents are spending those same dollars — just somewhere else.

For forward-looking retailers and developers, this means the demand already exists. By filling the gaps in grocery, restaurants, and general merchandise, new businesses can capture that market share, build customer loyalty, and anchor local spending right in Dalhart.
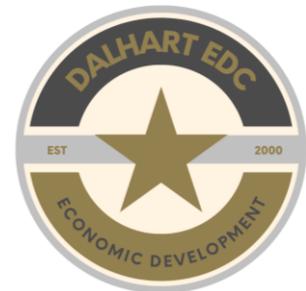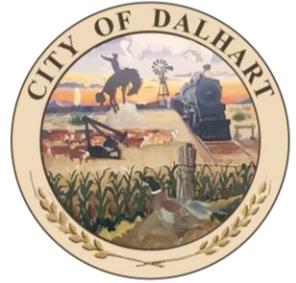
About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.
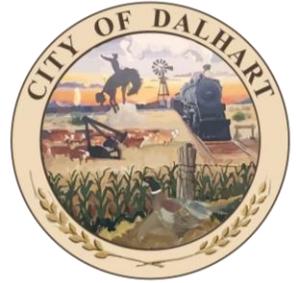
Let's take the next step toward success by bringing your business to Dalhart, TX
"A Thriving City On The Rise!"

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