



# Health and Beauty Market Potential

Mamaroneck Village, NY  
 Mamaroneck village, NY (3644831)  
 Place

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		18,881	19,202	
Population 18+		14,439	14,810	
Households		6,963	7,052	
Median Household Income		\$86,575	\$100,447	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		4,012	27.8%	102
Exercise at club 2+ times per week		2,581	17.9%	136
Exercise at other facility (not club) 2+ times/wk		1,133	7.8%	105
Own elliptical		509	3.5%	91
Own stationary bicycle		834	5.8%	104
Own treadmill		1,387	9.6%	93
Own weight lifting equipment		1,766	12.2%	94
Presently controlling diet		6,016	41.7%	116
Diet control for blood sugar level		1,041	7.2%	97
Diet control for cholesterol level		1,440	10.0%	106
Diet control to maintain weight		1,872	13.0%	117
Diet control for physical fitness		1,724	11.9%	116
Diet control for salt restriction		574	4.0%	118
Diet control for weight loss		2,134	14.8%	110
Used doctor`s care/diet for diet method		456	3.2%	118
Used exercise program for diet method		1,331	9.2%	109
Used Weight Watchers as diet method		397	2.7%	110
Buy foods specifically labeled as fat-free		2,307	16.0%	122
Buy foods specifically labeled as gluten-free		463	3.2%	120
Buy foods specifically labeled as high fiber		1,714	11.9%	120
Buy foods specifically labeled as high protein		935	6.5%	114
Buy foods specifically labeled as lactose-free		329	2.3%	113
Buy foods specifically labeled as low-calorie		1,928	13.4%	126
Buy foods specifically labeled as low-carb		941	6.5%	105
Buy foods specifically labeled as low-cholesterol		1,260	8.7%	128
Buy foods specifically labeled as low-fat		2,040	14.1%	119
Buy foods specifically labeled as low-sodium		1,947	13.5%	134
Buy foods specifically labeled as natural/organic		1,908	13.2%	144
Buy foods specifically labeled as sugar-free		1,603	11.1%	106
Used meal/dietary/weight loss supplement last 6 mo		974	6.7%	98
Used vitamins/dietary supplements in last 6 months		8,308	57.5%	108
Vitamin/dietary suppl used/6 mo: antioxidant		457	3.2%	127
Vitamin/dietary suppl used/6 mo: B complex		804	5.6%	102
Vitamin/dietary suppl used/6 mo: B complex+C		309	2.1%	96
Vitamin/dietary suppl used/6 mo: B-6		368	2.5%	119
Vitamin/dietary suppl used/6 mo: B-12		1,115	7.7%	107
Vitamin/dietary suppl used/6 mo: C		1,265	8.8%	104
Vitamin/dietary suppl used/6 mo: calcium		1,837	12.7%	110
Vitamin/dietary suppl used/6 mo: D		1,800	12.5%	110
Vitamin/dietary suppl used/6 mo: E		642	4.4%	107
Vitamin/dietary suppl used/6 mo: glucosamine		766	5.3%	128
Vitamin/dietary suppl used/6 mo: iron		512	3.5%	115
Vitamin/dietary suppl used/6 mo: multiple formula		1,995	13.8%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron		622	4.3%	104
Vitamin/dietary suppl used/6 mo: mult w/minerals		933	6.5%	113
Vitamin/dietary suppl used/6 mo: zinc		317	2.2%	104
Vitamin/dietary suppl used/6 mo: Caltrate 600		397	2.7%	93
Vitamin/dietary suppl used/6 mo: Centrum		705	4.9%	110
Vitamin/dietary suppl used/6 mo: Nature Made		1,198	8.3%	112
Primary caregiver/caretaker		1,043	7.2%	99

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	11,253	77.9%	103
Visited doctor in last 12 months: 1-2 times	3,712	25.7%	108
Visited doctor in last 12 months: 3-5 times	2,767	19.2%	89
Visited doctor in last 12 months: 6+ times	4,775	33.1%	109
Visited doctor in last 12 mo: allergist	326	2.3%	116
Visited doctor in last 12 mo: cardiologist	1,050	7.3%	110
Visited doctor in last 12 mo: chiropractor	801	5.5%	81
Visited doctor in last 12 mo: dentist	5,562	38.5%	109
Visited doctor in last 12 mo: dermatologist	1,585	11.0%	141
Visited doctor in last 12 mo: ear/nose/throat	781	5.4%	122
Visited doctor in last 12 mo: eye	3,167	21.9%	109
Visited doctor in last 12 mo: gastroenterologist	649	4.5%	115
Visited doctor in last 12 mo: general/family	5,479	37.9%	93
Visited doctor in last 12 mo: internist	1,454	10.1%	159
Visited doctor in last 12 mo: physical therapist	755	5.2%	118
Visited doctor in last 12 mo: podiatrist	630	4.4%	156
Visited doctor in last 12 mo: urologist	596	4.1%	107
Visited nurse practitioner in last 12 months	543	3.8%	84
Wear regular/sun/tinted prescription eyeglasses	4,979	34.5%	99
Wear bi-focals	1,861	12.9%	81
Wear disposable contact lenses	895	6.2%	88
Wear soft contact lenses	1,375	9.5%	96
Wear transition lenses	797	5.5%	106
Spent on eyeglasses in last 12 mo: <\$100	436	3.0%	114
Spent on eyeglasses in last 12 mo: \$100-\$199	542	3.8%	89
Spent on eyeglasses in last 12 mo: \$200-\$249	374	2.6%	84
Spent on eyeglasses in last 12 mo: \$250+	1,361	9.4%	104
Spent on contact lenses in last 12 mo: <\$100	341	2.4%	89
Spent on contact lenses in last 12 mo: \$100-\$199	386	2.7%	68
Spent on contact lenses in last 12 mo: \$200+	598	4.1%	115
Bought prescription eyewear: discount optical ctr	896	6.2%	75
Bought prescription eyewear: private eye doctor	3,603	25.0%	100
Bought prescription eyewear: retail optical chain	1,501	10.4%	90
Used prescription drug for allergy/hay fever	899	6.2%	98
Used prescription drug for anxiety/panic	440	3.0%	66
Used prescr drug for arthritis/osteoarthritis	386	2.7%	82
Used prescr drug for rheumatoid arthritis	257	1.8%	73
Used prescription drug for asthma	507	3.5%	85
Used prescription drug for backache/back pain	803	5.6%	76
Used prescription drug for depression	617	4.3%	67
Used prescr drug for diabetes (insulin dependent)	256	1.8%	88
Used prescr drug for diabetes (non-insulin depend)	542	3.8%	95
Used prescription drug for eczema/skin itch/rash	318	2.2%	115
Used prescription drug for heartburn/acid reflux	595	4.1%	68
Used prescription drug for high blood pressure	1,619	11.2%	85
Used prescription drug for high cholesterol	1,138	7.9%	88
Used prescription drug for migraine headache	393	2.7%	88
Used prescr drug for sinus congestion/headache	429	3.0%	71
Used prescription drug for urinary tract infection	279	1.9%	70
Used last 6 mo: adhesive bandages	7,914	54.8%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	1,588	11.0%	103
Used last 6 mo: children`s cold tablets/liquids	1,970	13.6%	96
Used last 6 mo: cold/sinus/allergy med (nonprescr)	6,495	45.0%	94
Used last 6 mo: contact lens cleaning solution	1,675	11.6%	89
Used last 6 mo: cotton swabs	6,898	47.8%	99
Used last 6 mo: children`s cough syrup	1,798	12.5%	87
Used last 6 mo: cough syrup/suppressant(nonprescr)	4,788	33.2%	99
Used last 6 mo: eye wash/drops	4,318	29.9%	103
Used last 6 mo: headache/pain reliever (nonprescr)	11,607	80.4%	98
Used last 6 mo: heartburn/indigest/diarrhea remedy	6,085	42.1%	94
Used last 6 mo: hemorrhoid remedy	1,126	7.8%	97
Used last 6 mo: lactose intolerance product	777	5.4%	145
Used last 6 mo: laxative/fiber supplement	2,085	14.4%	93
Used last 6 mo: medicated skin cream/lotion/spray	4,088	28.3%	97
Used last 6 mo: nasal spray	2,390	16.6%	103
Used last 6 mo: pain reliever/fever reducer (kids)	2,830	19.6%	89
Used last 6 mo: pain relieving rub/liquid/patch	3,150	21.8%	99
Used last 6 mo: sleeping aid/snore relief	1,001	6.9%	89
Used last 6 mo: sore throat remedy/cough drops	6,830	47.3%	98
Used last 12 mo: sunburn remedy	1,829	12.7%	91
Used last 12 mo: suntan/sunscreen product	6,557	45.4%	120
Used last 12 mo: SPF 15 suntan/sunscreen product	1,737	12.0%	121
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	2,659	18.4%	111
Used last 12 mo: SPF 50+ suntan/sunscreen product	1,935	13.4%	124
Used last 6 mo: toothache/gum/canker sore remedy	1,181	8.2%	79
Used last 6 mo: vitamins/nutritional suppl (kids)	2,403	16.6%	111
Used body powder in last 6 months	3,772	26.1%	110
Used body wash/shower gel in last 6 months	7,604	52.7%	92
Used breath freshener in last 6 months	5,827	40.4%	95
Used breath freshener in last 6 mo: gum	3,621	25.1%	91
Used breath freshener in last 6 mo: mints	2,313	16.0%	90
Used breath freshener in last 6 mo: spray/drops	355	2.5%	121
Used breath freshener in last 6 mo: thin film	434	3.0%	118
Used breath freshener 8+ times in last 7 days	1,391	9.6%	87
Used complexion care product in last 6 months	7,403	51.3%	109
Used complexion care prod in last 6 mo: astringent	863	6.0%	98
Used complexion care prod in last 6 mo: cleanser	3,807	26.4%	104
Used complexion care prod in last 6 mo: toner	1,245	8.6%	131
Used dental floss in last 6 months	9,602	66.5%	107
Used dental rinse in last 6 months	3,303	22.9%	106
Used denture adhesive/fixative in last 6 months	754	5.2%	84
Used denture cleaner in last 6 months	1,306	9.0%	82
Used deodorant/antiperspirant in last 6 months	13,131	90.9%	98
Used disposable razor in last 6 months	8,093	56.0%	101
Used electric shaver in last 6 months	2,399	16.6%	92

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	Adults	Percent	
Used facial moisturizer in last 6 months	7,023	48.6%	114
Used personal foot care product in last 6 months	3,239	22.4%	104
Used hair coloring product (at home) last 6 months	3,103	21.5%	111
Used hair conditioner (at home) in last 6 months	8,882	61.5%	101
Used hair conditioning treatment (at home)/6 mo	3,490	24.2%	106
Used hair growth product in last 6 months	398	2.8%	103
Used hair spray (at home) in last 6 months	4,452	30.8%	90
Used hair styling gel/lotion/mousse in last 6 mo	5,341	37.0%	107
Used hand & body cream/lotion/oil in last 6 months	10,412	72.1%	99
Used lip care product in last 6 months	8,415	58.3%	95
Used liquid soap/hand sanitizer in last 6 months	10,931	75.7%	97
Used mouthwash in last 6 months	9,580	66.3%	101
Used mouthwash 8+ times in last 7 days	2,377	16.5%	100
Used shampoo (at home) in last 6 months	13,160	91.1%	100
Used shaving cream/gel in last 6 months	7,192	49.8%	100
Bought toothbrush in last 6 months	11,962	82.8%	98
Bought electric toothbrush in last 6 months	1,216	8.4%	115
Used toothpaste in last 6 months	13,966	96.7%	102
Used toothpaste (gel) in last 6 months	3,391	23.5%	87
Used toothpaste (paste) in last 6 months	7,321	50.7%	101
Used whitening toothpaste in last 6 months	4,230	29.3%	89
Used toothpaste with baking soda in last 6 months	2,860	19.8%	95
Used toothpaste for sensitive teeth in last 6 mo	1,551	10.7%	100
Used tooth whitener (not toothpaste) in last 6 mo	1,504	10.4%	107
Used tooth whitener (strips) in last 6 months	832	5.8%	109
Visited a day spa in last 6 months	1,070	7.4%	132
Purchased product at salon/day spa in last 6 mo	1,019	7.1%	108
Professional srv last 6 mo: haircut	9,119	63.2%	100
Professional srv last 6 mo: hair color/highlights	2,732	18.9%	113
Professional srv last 6 mo: facial	885	6.1%	185
Professional srv last 6 mo: massage	1,697	11.8%	145
Professional srv last 6 mo: manicure	3,045	21.1%	164
Professional srv last 6 mo: pedicure	3,294	22.8%	147
Spent \$150+ at barber shops in last 6 months	449	3.1%	124
Spent \$150+ at beauty salons in last 6 months	1,852	12.8%	120

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