

Greater Minnesota's Premier Retail Center

Greater Mankato is a destination for retail shopping in southern Minnesota. The Mankato-North Mankato Metropolitan Statistical Area (MSA) is a vibrant, growing regional center, with a 2019 estimated **population of 101,974**. Drawing from a 6,800 square mile region, retailers here have access to a **primary retail trade area population of 286,810**.

Despite being half the size of other regional centers, we punch above our weight in terms of retail sales. Below is a comparison of Mankato to other Greater Minnesota regional centers. The secret to this regional pull? Geography. Our 6,800 square miles retail trade area is bigger than most regions because of where Mankato is located. Consumers come from across southern Minnesota and northern Iowa for shopping.



Regional Comparison

With nearly \$1.3 billion in gross retail sales, the per capita retail sales is the highest in Greater Minnesota, we are a destination for retail shopping.

City	Gross Sales (2017)	Population (State Demographer, 2017)	Retail Sales Per Capita
Mankato	\$1,294,803,041	42,990	\$30,118.70
St. Cloud	\$1,369,347,087	67,889	\$20,170.38
Rochester	\$2,296,750,991	115,821	\$19,830.18
Duluth	\$1,441,376,572	87,050	\$16,558.03
Moorhead	\$493,267,103	43,440	\$11,355.14

Greater Mankato is a multi-faceted geographic hub for:

Health Care: Regional headquarters for Mayo Clinic Health System and Mankato Clinic. Also home to the renowned Orthopaedic & Fracture Clinic and River's Edge Hospital & Clinic.

Education: Home to five colleges - Bethany Lutheran College, Gustavus Adolphus College, Rasmussen College, South Central College and Minnesota State University, Mankato - with an annual enrollment of more than 25,000 students.

Manufacturing: A hotbed of productivity, with a richly diverse industry make-up and consistently steady growth, contributing to the overall economic strength and stability of the marketplace.

Agribusiness: Magnet of activity for agriculture related businesses, as well as producers who travel many miles to do business in Greater Mankato

**AT THE
CENTER
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Increased Potential

Based on the following figures for the region's 6,800 square mile Primary Retail Trade Area, the untapped opportunity in Greater Mankato is more than **\$468 million**.

Total Retail and Food/Drink (NAICS 44-45 and 722)	
Demand (Retail Potential)	\$4,056,280,790
Supply (Retail Sales)	\$3,587,569,903
Net Retail Opportunity	\$468,710,887

Greater Mankato Growth also evaluated product and consumer behaviors in the primary retail trade area (over 6,800 square miles).

*An MPI of 100 represents the U.S. average

Product/Consumer Behavior	Expected # of Adults of HH's	Percent of Adults/HH's	MPI
Spent at convenience store in last 30 days: \$51-\$99	15,075	6.70%	120
Buying American is important to me	100,548	44.50%	113
HH owns 4+ TVs	22,181	19.40%	112
Household owns any pet	69,097	60.50%	111
Fast food restaurant last 6 months: eat in	92,726	41.00%	110
Did any home improvement in last 12 months	33,394	29.20%	106
Usually use coupons for brands I buy often	41,384	18.30%	106
HH owns/leases any vehicle	101,286	88.60%	104
Played a video/electronic game (console) in last 12 months	20,612	9.10%	103
Bought any men's clothing in last 12 months	109,402	48.40%	102

Continued Growth

The Primary Retail Trade Area will continue to experience steady growth.

Demographic Summary	2019	2024	Growth
Population	286,810	293,204	2.23%
Population 18+	226,142	230,277	1.83%
Households	114,301	116,870	2.25%
Median Household Income	\$58,625	\$65,220	11.25%

For more information about doing business in Greater Mankato, visit greatermankato.com/retail or call 507.385.6640

Regional Awards & Accolades:

-  Mankato ranked **#16** on Forbes' 2019 list of **Best Small Places for Business and Careers** in the country
-  Mankato - North Mankato ranked **#13 Best Small Cities for Business 2020** by chamberofcommerce.org
-  **Level 1 Retail Trade Center** designation for Mankato - North Mankato by University of Minnesota Center for Urban and Regional Affairs, with \$30,118.70 Retail Sales Per Capita
-  Schools.com ranked Mankato **#2** out of 25 **Best College Towns in America**, noting its recreation and entertainment amenities and its jobs potential for students after graduation