

Small-Town America

A Fragmented Market of 46 Million People

MRP Capital Group's addressable market, defined as small-town America, consists of 1,340 strong cities independent from conventional larger markets. Together, these communities are a vast market that traditional institutions overlook. Walmart sits at the center of this massive population's daily lives and provides the data needed to prove the superior fundamentals of investing in small-town America.

Small-Town America:

2.5B

2.5 billion annual visits to Walmart

\$112B

\$112 billion of Walmart's revenue

46M

46 million people live within the combined true trade area

This data represents a market ignored by traditional institutional investments.

42%

Small towns represent 42% of all U.S. Walmart sales, but only 22% of the trade area population.

2.7x

A consumer spends approximately 2.7x more at Walmart annually

2.5x

A shopper visits Walmart 2.5x more than consumers in larger markets.

MRP's Addressable Market

2.5 Billion

Total Annual Walmart Visits

\$112 Billion

Total Annual Walmart Sales

46 Million

Total Trade Area Population

1,340

Walmart Supercenters

1,862,297

Avg. Walmart Visits

\$83,390,291

Avg. Walmart Annual Sales

193,771 sq. ft.

Avg. Total Selling Sq. Ft.

\$735.90

Avg. Walmart Grocery Sales PSF

\$431.48

Avg. Walmart Sales PSF

Outside Addressable Market

3.6 Billion

Total Annual Walmart Visits

\$150 Billion

Total Annual Walmart Sales

164 Million

Total Trade Area Population

2,185

Walmart Supercenters

1,652,644

Avg. Walmart Visits

\$68,659,437

Avg. Walmart Annual Sales

167,653 sq. ft.

Avg. Total Selling Sq. Ft.

\$701.73

Avg. Walmart Grocery Sales PSF

\$411.61

Avg. Walmart Sales PSF