

Market Research Report

Prepared for: Sparkle Spin Laundromat on X/XX/202X

Report Summary


The following is a market research report for **Sparkle Spin Laundromat**. We pulled data from a variety of sources to analyze market demand, key competitor performance data, and foot traffic and demographic data for the proposed location of the business.

Market Demand

Sparkle Spin Laundromat intends to open a new Laundromat in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

Keywords including Indianapolis Laundromats and Laundromats in Indianapolis receive approximately 480 monthly searches according to Google Keyword Planner.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> indianapolis laundromat	480 	\$0.42	\$5.68

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Indianapolis Laundromats and Laundromats in Indianapolis is between \$0.42 cents and \$5.68 per click.

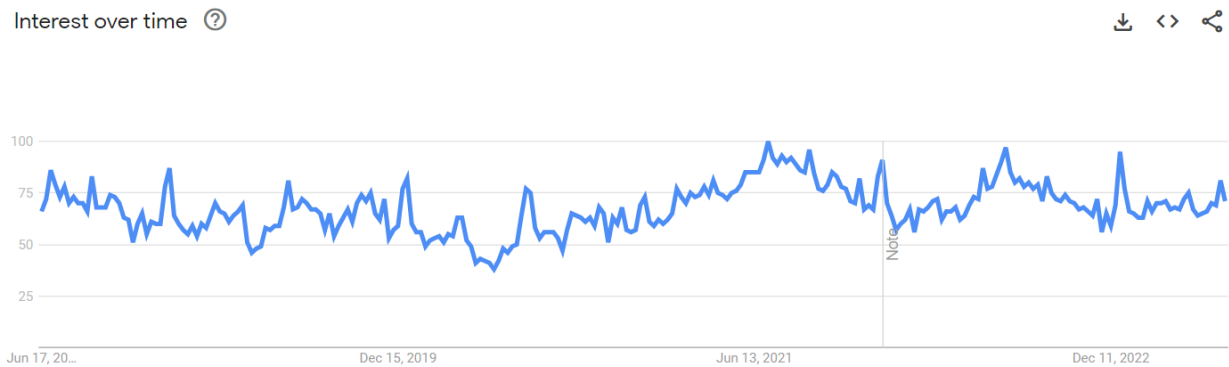
Top Related Keywords

*all available keywords located at the end of the report

May 1, 2022 - April 30, 2023				
Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
laundromat	1000000	22%	22%	Low
laundromat near me	1000000	0%	0%	Low
laundry near me	368000	22%	0%	Low
laundry service near me	33100	0%	0%	Low
coin laundry near me	49500	22%	0%	Low
24 hour laundromat near me	49500	0%	0%	Low
washateria near me	40500	0%	22%	Low
laundry shop near me	720	0%	22%	Low
coin laundry	60500	-18%	0%	Low
laundry service	49500	0%	22%	Low
wash and fold near me	22200	0%	0%	Low
24 hour laundromat	27100	22%	0%	Low
self service laundry near me	1600	0%	23%	Low
nearest laundromat	27100	23%	0%	Low
lavanderia near me	5400	0%	0%	Low
24 hour laundry near me	12100	22%	22%	Low
washateria	27100	22%	-18%	Low
closest laundromat to me	9900	0%	-18%	Low
laundromats near me open	22200	22%	0%	Low
laundry shop	590	0%	22%	Low
drop off laundry near me	9900	0%	0%	Low
laundry place near me	4400	-45%	-64%	Low

Market Demand Seasonality

Search volume for “laundromats near me” in the United States is somewhat seasonal in nature. January and February are consistently the lowest search volume, with the summer tending to be the high point of the season according to [Google Trends](#) data.

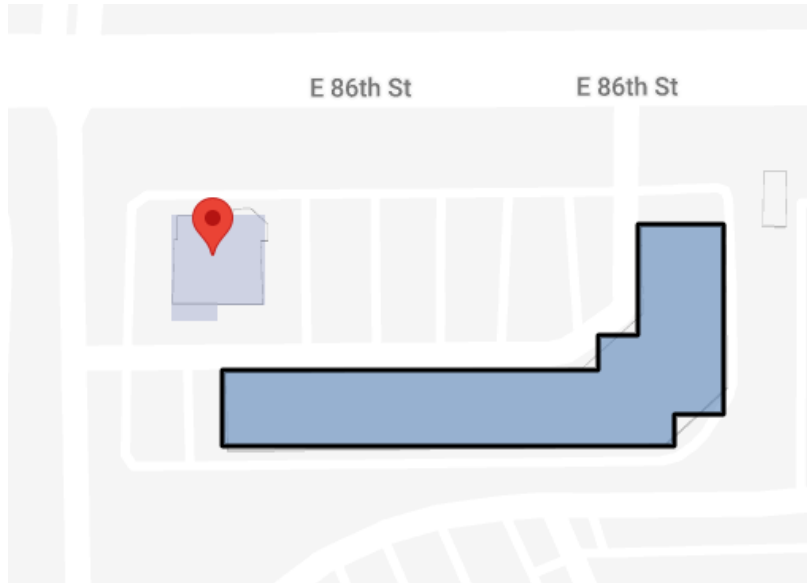


Target Location Analysis

Sparkle Spin Laundromat is looking at 5899 East 86TH Street, Fishers IN 46250, US as a possible location indicated on the map below as a red pin. However, the location has been vacant for a recent amount of time so analyzing foot traffic directly to the property would likely not be helpful. Instead, we will analyze visitor data to the strip mall located nearby that shares the same parking lot. While this will not give us an exact estimate of the foot traffic we can expect to our laundromat, it should help us better understand the frequency of visitors and popularity of the nearby area and we can presume we could attract some of those visitors as customers.

Target Location at:

5933 E 86th St, Indianapolis IN 46250-3504, US



Estimated Foot Traffic Last Month:

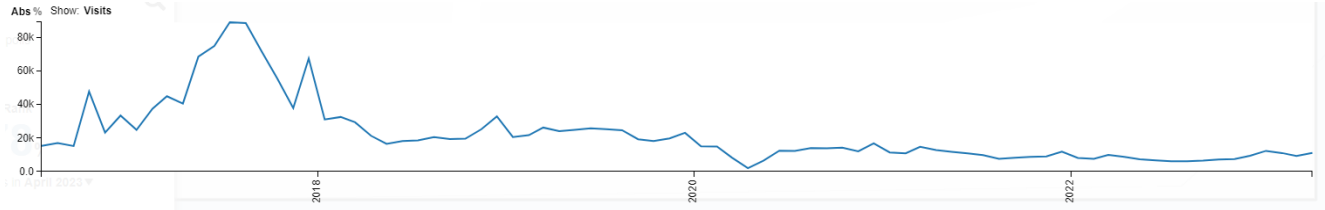
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

Estimated Foot Traffic Last 12 Months & Prior Year Change:

*all available years located at the end of the report

	5/1/2022	6/1/2022	7/1/2022	8/1/2022	9/1/2022	10/1/2022	11/1/2022	12/1/2022	1/1/2023	2/1/2023	3/1/2023	4/1/2023
Last 12 Mos	7341	6714	6185	6150	6557	7178	7484	9447	12359	11058	9332	11113
Prior Year	11811	10832	9791	7589	8253	8799	9028	11865	8104	7594	9914	8810
Y/Y % Change	-61%	-61%	-58%	-23%	-26%	-23%	-21%	-26%	34%	31%	-6%	21%

Estimated 5 Year Foot Traffic Trend:



Competitor Analysis

In order to get an estimate of the amount of customer traffic that **Sparkle Spin Laundromat** might receive we can look at a key competitor in the same market. In order to estimate customer traffic we partnered with Advan Research to provide foot traffic estimates based on consumer cell phone data.

Competitor - Shadeland Coin Laundry

Shadeland Coin Laundry is a key competitor. They are estimated to have roughly 3,800 customers per month visit their store and they rent approximately 4,400 square feet based on Advan Research data.

4515 N SHADELAND AVE, Lawrence
 IN 46226, US 39.838242,-86.045372

Area: 4,424 sqf

tenants

Rank

Commercial Building **95%**

3.81k visits in May 2023 ▼



Site Selection

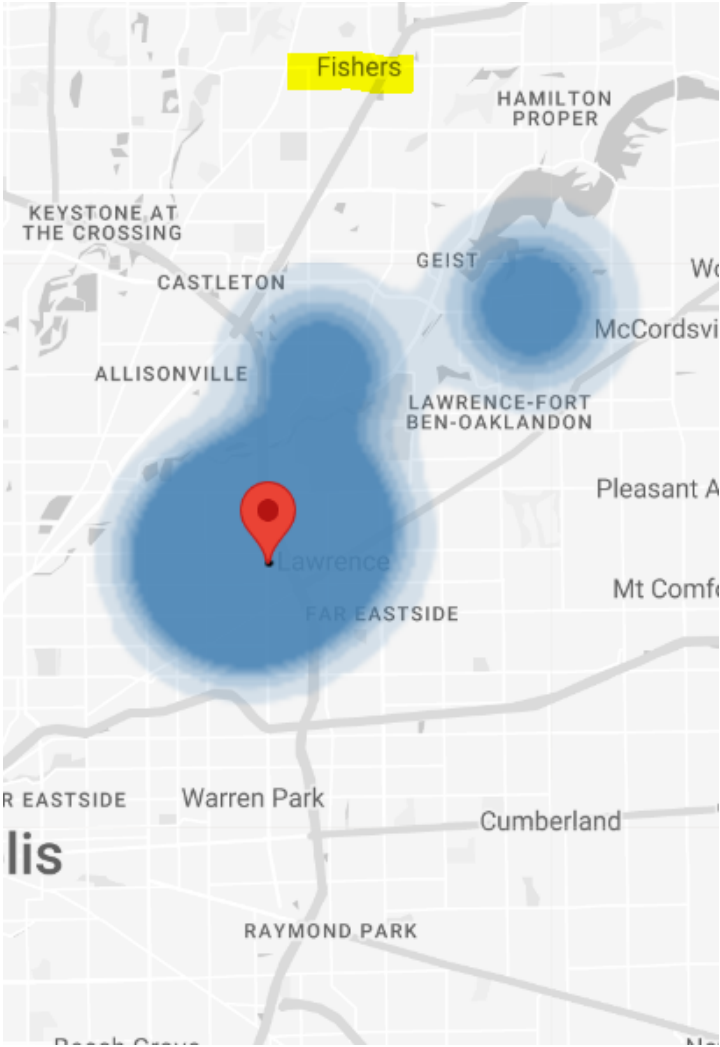
Sparkle Spin Laundromat is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from Fishers, IN to Shadeland Coin Laundry which is why we believe there is an opportunity for Sparkle Spin Laundromat to take some market share by locating directly in Fishers, IN.

Customer Heat Maps

The following heat map visualizes where the customers of Shadeland Coin Laundry live.

Shadeland Coin Laundry Customer Heat Map

Below you can see the customer heat map for Shadeland Coin Laundry with the proposed location of Fishers, IN highlighted.



Demographic Data

The following is Census and demographic data for Fishers, IN

Income

\$63,385

Per capita income

more than 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$37,422

nearly double the amount in Indiana: \$33,054

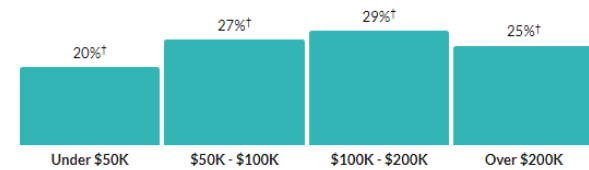
\$106,990

Median household income

about 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$70,224

more than 1.5 times the amount in Indiana: \$62,743

Household income



[Show data](#) / [Embed](#)

Age

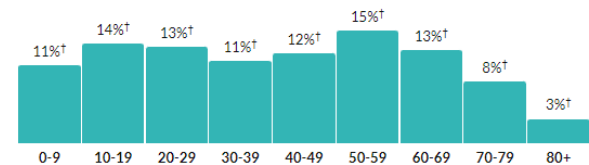
41.6 ± 3.1

Median age

about 10 percent higher than the figure in the Indianapolis-Carmel-Anderson, IN Metro Area: 37 ± 0.2

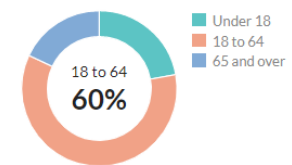
about 10 percent higher than the figure in Indiana: 38.2 ± 0.2

Population by age range



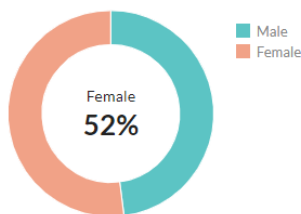
[Show data](#) / [Embed](#)

Population by age category



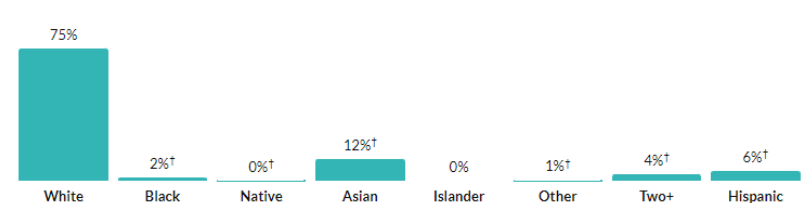
[Show data](#) / [Embed](#)

Sex



[Show data](#) / [Embed](#)

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

[Show data](#) / [Embed](#)

Target Location Historical Data:

Month	Number
4/1/2023	11113
3/1/2023	9332
2/1/2023	11058
1/1/2023	12359
12/1/2022	9447
11/1/2022	7484
10/1/2022	7178
9/1/2022	6557
8/1/2022	6150
7/1/2022	6185
6/1/2022	6714
5/1/2022	7341
4/1/2022	8810
3/1/2022	9914
2/1/2022	7594
1/1/2022	8104
12/1/2021	11865
11/1/2021	9028
10/1/2021	8799
9/1/2021	8253
8/1/2021	7589
7/1/2021	9791
6/1/2021	10832
5/1/2021	11811
4/1/2021	12848
3/1/2021	14738
2/1/2021	10878
1/1/2021	11432
12/1/2020	16847
11/1/2020	12115
10/1/2020	14273
9/1/2020	13880
8/1/2020	13950
7/1/2020	12367
6/1/2020	12488
5/1/2020	6515
4/1/2020	2066

3/1/2020	8303
2/1/2020	14918
1/1/2020	14997
12/1/2019	23101
11/1/2019	19825
10/1/2019	18185
9/1/2019	19270
8/1/2019	24635
7/1/2019	25282
6/1/2019	24918
5/1/2019	24150
4/1/2019	26232
3/1/2019	21692
2/1/2019	20585
1/1/2019	32903
12/1/2018	25265
11/1/2018	19616
10/1/2018	19350
9/1/2018	20608
8/1/2018	18583
7/1/2018	18194
6/1/2018	16506
5/1/2018	21331
4/1/2018	29372
3/1/2018	32534
2/1/2018	31063
1/1/2018	67415
12/1/2017	37824
11/1/2017	55523
10/1/2017	71550
9/1/2017	88574
8/1/2017	89054
7/1/2017	74888
6/1/2017	68501
5/1/2017	40536
4/1/2017	44922
3/1/2017	37463
2/1/2017	24876
1/1/2017	33385
12/1/2016	23221

11/1/2016	47750
10/1/2016	15206
9/1/2016	16981
8/1/2016	15287
7/1/2016	11113

Rest of Top Related Keywords:

Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
laundromat	1000000	22%	22%	Low
laundromat near me	1000000	0%	0%	Low
laundry near me	368000	22%	0%	Low
laundry service near me	33100	0%	0%	Low
coin laundry near me	49500	22%	0%	Low
24 hour laundromat near me	49500	0%	0%	Low
washateria near me	40500	0%	22%	Low
laundry shop near me	720	0%	22%	Low
coin laundry	60500	-18%	0%	Low
laundry service	49500	0%	22%	Low
wash and fold near me	22200	0%	0%	Low
24 hour laundromat	27100	22%	0%	Low
self service laundry near me	1600	0%	23%	Low
nearest laundromat	27100	23%	0%	Low
lavanderia near me	5400	0%	0%	Low
24 hour laundry near me	12100	22%	22%	Low

washateria	27100	22%	-18%	Low
closest laundromat to me	9900	0%	-18%	Low
laundromats near me open	22200	22%	0%	Low
laundry shop	590	0%	22%	Low
drop off laundry near me	9900	0%	0%	Low
laundry place near me	4400	-45%	-64%	Low
best laundromat near me	4400	0%	0%	Low
closest laundromat	8100	0%	-18%	Low
wash and fold	9900	22%	-18%	Low
self laundry near me	880	0%	69%	Low
laundromat near me open now	3600	23%	50%	Low
24hr laundromat near me	6600	23%	-18%	Low
self service laundromat near me	2400	0%	83%	Low
24 hour laundry	9900	23%	-18%	Low
laundry pick up and delivery	2900	0%	0%	Medium
laundre	12100	-33%	-18%	High
laundromat near me current location	5400	89%	-18%	Low
wash and fold laundry service near me	3600	22%	50%	Low
fluff and fold near me	3600	0%	-18%	Low
clean laundry	2900	23%	50%	Low
self service laundry	1300	19%	90%	Low
laundry near me open now	1300	0%	0%	Low
laundry business	480	22%	22%	Medium
sunshine laundry	1900	26%	26%	Low
laundry pick up and delivery near me	2400	0%	24%	Medium

coin laundromat near me	5400	0%	22%	Low
drop off laundry service near me	4400	0%	-18%	Low
wash laundry	3600	0%	0%	Medium
bubbles laundromat	2900	0%	0%	Low
fluff and fold	3600	0%	-19%	Low
eco laundry	1600	23%	0%	High
cheap laundromat near me	4400	0%	23%	Low
24 7 laundromat near me	2400	0%	-19%	Low
public laundry near me	1600	19%	19%	Low
laundry cleaners near me	2400	0%	24%	Low
laundry lounge	1300	46%	46%	Low
mobile laundry service	1300	-19%	-32%	Medium
super suds	2900	0%	0%	Low
laundry delivery service	2400	21%	21%	Medium
bubbles laundry	1300	0%	23%	Low
wash and fold laundry near me	2900	24%	24%	Low
laundry depot	2400	26%	0%	Low
laundry coin	2900	0%	0%	Low
suds laundromat	1300	0%	19%	Low
laundry nearby	1900	19%	0%	Low
laundromat business	880	30%	30%	Medium
spin city laundromat	1300	19%	19%	Low
commercial laundry	1300	23%	23%	High
24 laundromat near me	1600	0%	26%	Low
my laundry	260	0%	-19%	Low

commercial laundry service	1600	19%	19%	Low
24 hour washateria near me	1900	0%	-33%	Low
happy laundry	720	0%	22%	Low
closest laundromat to my location	3600	21%	21%	Low
launderland	1600	26%	50%	Low
nearest laundry	880	23%	0%	Low
cheapest laundry near me	590	0%	22%	Low
pick up laundry service	2900	0%	0%	Medium
24 hr laundry	1600	24%	260%	Low
24hr laundry near me	3600	52%	52%	Low
laundry near me open	3600	52%	52%	Low
coin operated laundromat near me	1600	23%	0%	Low
laundromat near my location	4400	22%	0%	Low
suds laundry	720	0%	14%	Medium
coin op laundry	1900	0%	0%	Low
skylar laundromat	1000	108%	-38%	Low
full service laundry near me	1300	0%	23%	Low
coin op laundry near me	1300	0%	0%	Low
super clean laundromat	1000	0%	23%	Low
laundry pick up	1900	0%	0%	Low
coin operated laundry near me	1300	14%	14%	Low
best laundry service near me	210	23%	23%	Medium
coin laundromat	2400	0%	0%	Low
spin laundry	1000	14%	0%	Low
self laundry	480	51%	51%	Low

laundry house	390	85%	85%	Low
24 7 laundromat	1600	19%	46%	Low
green laundry	320	0%	0%	High
sparkle laundry	590	22%	22%	Low
owning a laundromat	1000	48%	-19%	Low
closest laundromat near me	1600	19%	19%	Low
laundry zone	320	50%	22%	Low
nearest laundry near me	320	22%	22%	Low
buying a laundromat	1900	53%	0%	Medium
laundromat near me now	1600	19%	46%	Low
laundry pickup service near me	1600	23%	-16%	Medium
laundry place	1000	30%	30%	Low
laundry delivery service near me	1000	0%	-12%	Medium
24 hour self service laundry near me	20	0%	33%	Low
village laundry	880	14%	14%	Low
24hr laundromat	4400	22%	83%	Low
wash and fold service near me	1600	23%	23%	Low
k laundromat	880	0%	0%	Low
laundry delivery	720	0%	22%	Low
laundry near me now	590	50%	22%	Low
laundry store	590	0%	0%	Low
tide laundry service	880	22%	-12%	Low
ez laundry	590	23%	23%	Low
24 hour coin laundry near me	1300	14%	-23%	Low
wishy washy laundromat	590	-18%	-18%	Low

laundry and dry cleaning	390	-46%	-33%	Low
hotel laundry service	390	22%	0%	Low
local laundromat	1600	0%	0%	Low
coinless laundry near me	720	48%	48%	Low
dry laundry	3600	0%	-45%	High
laundry industry	70	40%	0%	Low
laundromat prices near me	720	0%	14%	Low
nearest laundromat near me	1000	22%	0%	Low
laundry around me	480	23%	23%	Low
laundry company	480	0%	23%	Medium
laundry shop near me pickup and delivery	10	0%	0%	Low
the nearest laundromat	1000	0%	-12%	Low
coin operated laundry	1000	22%	0%	High
drop off laundry	3600	0%	-17%	Low
laundromat prices	1000	14%	14%	Low
wash house laundry	880	-23%	0%	Low
oasis laundry	720	22%	22%	Low
smart wash laundry	480	22%	22%	Low
super laundromat	880	0%	14%	Low
laundry service pickup and delivery near me	1300	0%	-23%	Low
24 laundry near me	880	14%	14%	Low
super suds laundromat	880	0%	60%	Low
laundry wash near me	1000	30%	30%	Medium
wash and fold laundry	1600	23%	23%	Low

new laundromat near me	720	0%	0%	Low
washateria near me open now	720	39%	14%	Low
queen laundry	320	22%	22%	Low
near by laundry	90	0%	-19%	Low
sudz laundry	590	22%	22%	Low
oasis laundromat	590	14%	39%	Low
24 7 laundry near me	720	22%	0%	Low
wishy washy laundry	210	-19%	0%	Low
home laundry service	1000	0%	0%	Medium
laundromat prices per load near me	260	0%	0%	Low
wash dry fold	880	22%	22%	Medium
fresh laundromat	480	22%	50%	Low
fast laundry	260	0%	0%	Low
laundromat cost	880	0%	0%	Low
lucy's laundry	880	30%	30%	Low
sparklean laundry	590	22%	0%	Low
laundry services near me prices	90	0%	86%	Medium
lee laundromat	1300	23%	23%	Low
lavanderia laundry	170	0%	0%	Low
laundromax near me	590	0%	-33%	Low
quick clean laundry	210	52%	23%	Low
24 hour self service laundromat near me	40	133%	40%	Low
lost sock laundromat	590	22%	22%	Low
self service laundromat	1000	22%	-12%	Low
wash and fold service	720	0%	0%	Low

24 hour wash house near me	590	50%	-18%	Low
laundry close to me	1000	0%	0%	Low
wash & fold	390	51%	0%	Low
laundry price list	30	33%	0%	High
laundromat with extra large washers near me	590	-33%	-18%	Low
bright laundry	170	24%	86%	Low
coin laundry near me open now	390	50%	50%	Low
best laundry near me	210	24%	24%	Low
laundromat startup cost	390	23%	0%	Low
green laundry lounge	210	22%	22%	Low
self service laundry shop near me	10	0%	0%	Low
drop off laundry service	1900	46%	19%	Low
laundry pick up and drop off	880	0%	-12%	Medium
drop off laundromat near me	880	0%	0%	Low
lucky laundry	320	0%	0%	Low
24hr laundry	2400	49%	22%	Low