

# Retail Categories

Thinking in Layers Retail Digital Twin Model

| Retail Category Group    | Retail Category                     |
|--------------------------|-------------------------------------|
| 1.Alcohol & Smoking      | 1.1.Alcohol                         |
|                          | 1.2.Cannabis                        |
|                          | 1.3.Tobacco                         |
|                          | 1.4.Vape                            |
| 2.Groceries              | 2.1.Convenience Store               |
|                          | 2.2.Grocery Store                   |
|                          | 2.3.Supermarket                     |
|                          | 2.4.Ethnic Food                     |
|                          | 2.5.Health Food & Nutrition         |
|                          | 2.6.Bakery                          |
|                          | 2.7.Baking & Cooking Supply         |
|                          | 2.8.Butcher Shop                    |
|                          | 2.9.Deli                            |
| 3.Clothing               | 3.1.Clothing General                |
|                          | 3.2.Clothing Footwear               |
|                          | 3.3.Clothing Sports                 |
|                          | 3.4.Embroidery, Fabric & Uniforms   |
|                          | 3.5.Clothing Lingerie               |
|                          | 3.6.Clothing Boutique               |
|                          | 3.7.Clothing Acc                    |
|                          | 3.8.Jewelry & Watches               |
|                          | 3.9.Luggage & Leather Goods         |
|                          | 3.10.Sunglasses                     |
| 4.Personal               | 4.1.Barber Shop                     |
|                          | 4.2.Beauty Salon                    |
|                          | 4.3.Hair Salon                      |
|                          | 4.4.Eyebrow Salon                   |
|                          | 4.5.Eyelash Salon                   |
|                          | 4.6.Nail Salon                      |
|                          | 4.7.Health & Beauty Supply          |
|                          | 4.8.Florist                         |
|                          | 4.9.Tattoo Shop                     |
|                          | 4.10.Tanning Salon                  |
|                          | 4.11.Make-up Artist                 |
|                          | 4.12.Spa & Sauna                    |
|                          | 4.13.Cosmetics & Perfume            |
| 5.Full Serve Restaurants | 5.1.All Restaurants                 |
|                          | 5.2.Full Serve Restaurant           |
|                          | 5.3.General Full Serve Restaurant   |
|                          | 5.4.Asian Full Serve Restaurant     |
|                          | 5.5.Bar & Pub                       |
|                          | 5.6.Breakfast Full Serve Restaurant |
|                          | 5.7.Chinese                         |
|                          | 5.8.Halal                           |
|                          | 5.9.Indian                          |
|                          | 5.10.Italian                        |
|                          | 5.11.Japanese & Sushi               |
|                          | 5.12.Latin & Caribbean              |

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| Retail Category Group     | Retail Category                        |
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| 5.Full Serve Restaurants  | 5.13.Mediterranean                     |
|                           | 5.14.Mexican                           |
|                           | 5.15.Middle Eastern                    |
|                           | 5.16.Seafood                           |
|                           | 5.17.South Asian                       |
|                           | 5.18.Sports Bar                        |
| 6.Quick Serve Restaurants | 6.1.Fast Food Total                    |
|                           | 6.2.Fast Food American                 |
|                           | 6.3.Fast Food Chicken                  |
|                           | 6.4.Fast Food Health                   |
|                           | 6.5.Fast Food Asian                    |
|                           | 6.6.Fast Food Pizza                    |
|                           | 6.7.Fast Food Mexican                  |
|                           | 6.8.Fast Food Other                    |
|                           | 6.9.Food Court                         |
|                           | 6.10.Cafe & Coffee                     |
|                           | 6.11.Dessert Quick Serve Restaurant    |
|                           | 6.12.Frozen Quick Serve Restaurant     |
|                           | 6.13.Juice Shop Quick Serve Restaurant |
|                           | 6.14.Bubble Tea Quick Serve Restaurant |
|                           | 6.15.Pizza Quick Serve Restaurant      |
|                           | 6.16.Takeout Pizza                     |
|                           | 6.17.Takeout Restaurant                |
|                           | 6.18.Sandwich Shop                     |
| 7.Electronics             | 7.1.Phones & Acc                       |
|                           | 7.2.Phone Repair                       |
|                           | 7.3.TeleCom                            |
|                           | 7.4.Audio-Visual Equip                 |
|                           | 7.5.Cameras                            |
|                           | 7.6.Computers & Software               |
|                           | 7.7.General Electronics                |
|                           | 7.8.General Electronics Repair         |
|                           | 7.9.Video Games, Movies & Records      |
| 8.Leisure                 | 8.1.Fitness General                    |
|                           | 8.2.Fitness Specialty                  |
|                           | 8.3.Gyms                               |
|                           | 8.4.Game Store                         |
|                           | 8.5.Movie Theatre                      |
|                           | 8.6.Music                              |
|                           | 8.7.Party Supply                       |
|                           | 8.8.Toys                               |
|                           | 8.9.Craft & Hobby Supply               |
|                           | 8.10.Books Mainstream                  |
| 9.Pets                    | 9.1.Pet Supply                         |
|                           | 9.2.Pet Services                       |
|                           | 9.3.Pet Grooming                       |
|                           | 9.4.Vet                                |
| 10.Sporting Goods         | 10.1.Sporting Goods & Equip            |

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|-----------------------|-------------------------------|
| 10.Sporting Goods     | 10.2.Bicycles & Repair        |
|                       | 10.3.Camping Supply           |
|                       | 10.4.Golf Supply              |
|                       | 10.5.Hockey & Skate Supply    |
|                       | 10.6.Fishing & Hunting Supply |
|                       | 10.7.Ski & Snowboard Supply   |
|                       |                               |
| 11.Financial          | 11.1.ATM                      |
|                       | 11.2.Consumer Bank            |
|                       | 11.3.Credit Union             |
|                       | 11.4.Banks & CUs              |
|                       | 11.5.Mortgages All            |
|                       | 11.6.Mortgages Only           |
|                       | 11.7.Payday Loans             |
|                       | 11.8.Accountant               |
|                       | 11.9.Tax Prep                 |
|                       | 11.10.Crypto                  |
|                       | 11.11.Wealth Management       |
|                       | 11.12.Wealth & Life Insurance |
|                       | 11.13.Auto & House Insurance  |
| 12.Medical            | 12.1.Medical Clinic General   |
|                       | 12.2.Audiologist              |
|                       | 12.3.Medical Alternatives     |
|                       | 12.4.Oriental Medicine        |
|                       | 12.5.Physician General        |
|                       | 12.6.Podiatrist               |
|                       | 12.7.Addiction & Rehab        |
|                       | 12.8.Cancer Treatment         |
|                       | 12.9.Counseling               |
|                       | 12.10.Foot Care               |
|                       | 12.11.Genealogist             |
|                       | 12.12.Medical Supply          |
|                       | 12.13.Nutritionist            |
|                       | 12.14.Pharmacy                |
| 13.Health             | 13.1.Mental Health Centre     |
|                       | 13.2.Mental Health Practioner |
|                       | 13.3.Dental Clinic            |
|                       | 13.4.Dental Physician         |
|                       | 13.5.Eye Care Centre          |
|                       | 13.6.Eye Care Practioner      |
|                       | 13.7.Eye Glasses              |
|                       | 13.8.Chiropractor             |
|                       | 13.9.Kinesiologist            |
|                       | 13.10.Massage Clinic          |
|                       | 13.11.Massage Therapist       |
|                       | 13.12.Occupational Therapists |
|                       | 13.13.Physical Therapists     |
|                       | 13.14.Physical Therapy Clinic |
|                       | 13.15.Reiki Therapist         |

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|-----------------------|----------------------------------|
| 13.Health             | 13.16.Speech Therapist           |
| 14.Home               | 14.1.Furniture General           |
|                       | 14.2.Furniture Indoor            |
|                       | 14.3.Furniture Indoor Value      |
|                       | 14.4.Furniture Office            |
|                       | 14.5.Furniture Outdoor           |
|                       | 14.6.Appliances                  |
|                       | 14.7.Bed & Bath                  |
|                       | 14.8.Cleaning Products           |
|                       | 14.9.Garden & Plants             |
|                       | 14.10.Home Goods & Decor         |
|                       | 14.11.Kitchen Supply             |
|                       | 14.12.Lock Supply & Repair       |
|                       | 14.13.Mattresses                 |
|                       | 14.14.BBQ Supply                 |
|                       | 14.15.Landscape Supply           |
|                       | 14.16.Lawn & Garden Equip        |
|                       | 14.17.Pool & Hot Tub Supply      |
|                       | 14.18.Seasonal Supply            |
|                       | 14.19.Laundry & Dry Cleaning     |
|                       | 14.20.Office & School Supply     |
|                       | 14.21.Print Shop                 |
|                       | 14.22.Real Estate                |
| 15.Building Supplies  | 15.1.General Building Material   |
|                       | 15.2.Garage Doors                |
|                       | 15.3.Hardware Supply             |
|                       | 15.4.Lumber Supply               |
|                       | 15.5.Roofing Supply              |
|                       | 15.6.Tools & Rental              |
|                       | 15.7.Windows & Doors             |
|                       | 15.8.Bathroom Supply             |
|                       | 15.9.Electrical Supply           |
|                       | 15.10.Fireplace Supply           |
|                       | 15.11.Flooring Supply            |
|                       | 15.12.Glass & Mirror             |
|                       | 15.13.Heating & Cooling Supply   |
|                       | 15.14.Lighting Supply            |
|                       | 15.15.Paint Supply               |
|                       | 15.16.Plumbing Supply            |
|                       | 15.17.Wallpaper & Blinds         |
| 16.Store Type         | 16.1.Baby & Children Store       |
|                       | 16.2.Bridal & Wedding Shop       |
|                       | 16.3.Antique Store               |
|                       | 16.4.Bed & Breakfast             |
|                       | 16.5.Candle Store                |
|                       | 16.6.Candy Store                 |
|                       | 16.7.Dollar Store                |
|                       | 16.8.Gifts, Cards & Collectibles |

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| 16.Store Type         | 16.9.Home Improve Store     |
|                       | 16.10.Storage               |
| 17.Vehicles           | 17.1.Car Wash               |
|                       | 17.2.Fuel                   |
|                       | 17.3.Dealer Auto Truck Used |
|                       | 17.4.Dealer ATV & Repair    |
|                       | 17.5.Dealer Motorcycles     |
|                       | 17.6.Dealer Snowmobile      |
|                       | 17.7.Auto & Truck Acc       |
|                       | 17.8.Auto Body              |
|                       | 17.9.Auto Detailing         |
|                       | 17.10.Auto Glass            |
|                       | 17.11.Auto Maint            |
|                       | 17.12.Auto Parts            |
|                       | 17.13.Auto Repair           |
|                       | 17.14.Battery Store         |
|                       | 17.15.Tire Shop             |
|                       | 17.16.Transmissions         |
|                       | 17.17.Wheel Alignment       |