

The 2022-2027 Outlook for Advertising Material Distribution Services for US Zip Codes

<https://marketpublishers.com/r/2F6D6E36D861EN.html>

Date: November 2021

Pages: 524

Price: US\$ 595.00 (Single User License)

ID: 2F6D6E36D861EN

Abstracts

This study covers the latent demand outlook for advertising material distribution services across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for advertising material distribution services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers advertising material distribution services as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for advertising material distribution services is 54187. It is for this definition that aggregate latent demand estimates are derived. Advertising material distribution services is specifically defined as follows:

54187 See industry description for 541870.

541870 This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or

samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

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