

The 2022-2027 Outlook for Architectural Coatings and Lacquers for US Zip Codes

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Abstracts

This study covers the latent demand outlook for architectural coatings and lacquers 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 architectural coatings and lacquers. 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 architectural coatings and lacquers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for architectural coatings and lacquers is 3255101. It is for this definition that aggregate latent demand estimates are derived. Architectural coatings and lacquers is specifically defined as follows:

3255101 Architectural coatings, including architectural lacquers

32551010 Architectural coatings

32551011 Architectural coatings

32551012 Architectural coatings, interior

3255101000 Architectural coatings

3255101100 Architectural coatings

3255101111 Architectural coatings, exterior solvent thinned paints and tinting bases, including barn and roof paints

3255101115 Architectural coatings, exterior solvent thinned enamels and tinting bases, including exterior interior floor enamels

3255101119 Architectural coatings, exterior solvent thinned undercoaters and primers

3255101121 Architectural coatings, exterior solvent thinned clear finishes and sealers

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