

The 2022-2027 Outlook for Artists' Airbrushes, Palettes, Pantographs, Petrographic Goods, and Other Drawing and Art Equipment for US Zip Codes

<https://marketpublishers.com/r/275640419AA2EN.html>

Date: November 2021

Pages: 537

Price: US\$ 595.00 (Single User License)

ID: 275640419AA2EN

Abstracts

This study covers the latent demand outlook for artists' airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and petrographic goods excluding artists' brushes 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 artists' airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and petrographic goods excluding artists' brushes. 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 artists' airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and petrographic goods excluding artists' brushes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for artists' airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and petrographic goods excluding

artists' brushes is 33994231. It is for this definition that aggregate latent demand estimates are derived. Artists' airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and petrographic goods excluding artists' brushes is specifically defined as follows:

33994231 Artists' equipment, including airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and pyrography goods (excluding artists' brushes)

3399423101 Artists' equipment, including airbrushes, children's school art equipment, drawing tables and boards, palettes, sketch boxes, pantographs, and pyrography goods (excluding artists' brushes)

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