

The 2022-2027 Outlook for Automobile and Light Truck Trailers for US Zip Codes

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Abstracts

This study covers the latent demand outlook for automobile and light truck trailers 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 automobile and light truck trailers. 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 automobile and light truck trailers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for automobile and light truck trailers is 3362143. It is for this definition that aggregate latent demand estimates are derived. Automobile and light truck trailers is specifically defined as follows:

3362143 Automobile and light truck trailers

33621431 Automobile and light truck horse trailers, excl. those pulled by truck tractors

33621432 Boat trailers

33621433 Other automobile and light truck trailers

3362143101 Automobile and light truck horse trailers 26,000 lb or less GVW, excluding those pulled by truck tractors

3362143105 Automobile and light truck boat trailers 26,000 lb or less GVW

3362143108 Automobile and light truck mobile equipment trailers 26,000 lb or less GVW

3362143111 Other automobile and light truck trailers 26,000 lb or less GVW (including general utility, commercial display, etc.), for transport of goods

3362143114 Other automobile and light truck trailers 26,000 lb or less GVW (including general utility, commercial display, etc.), for other uses

3362143117 Automobile and light truck trailers 26,001 lb or more GVW

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