

The 2022-2027 Outlook for Automotive Chemicals for US Zip Codes

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Abstracts

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

The NAICS code for automotive chemicals is 325998E. It is for this definition that aggregate latent demand estimates are derived. Automotive chemicals is specifically defined as follows:

325998E Automotive chemicals

325998E1 Automotive chemicals

325998E111 Antifreeze preparations

325998E121 Radiator additives

325998E131 Crankcase additives

325998E141 Brake, transmission, and other automotive fluids

325998E151 Engine degreasers

325998E161 Carburetor and choke cleaners

325998E171 Deicers, windshield , lock, etc.

325998E181 Engine starting fluids

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