

# The 2022-2027 Outlook for Battery-Charging Alternators, Generators, and Regulators for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for battery-charging alternators, generators, and regulators 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 battery-charging alternators, generators, and regulators. 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 battery-charging alternators, generators, and regulators as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for battery-charging alternators, generators, and regulators is 3363223. It is for this definition that aggregate latent demand estimates are derived. Battery-charging alternators, generators, and regulators is specifically defined as follows:

3363223 Battery charging alternators, generators, and regulators

33632231 New battery charging alternators and generators for internal combustion engines

33632232 Rebuilt battery charging alternators and generators for internal combustion engines (all types), including regulators for alternators and generators

3363223101 New automotive battery charging alternators and generators for internal combustion engines

3363223104 All other new battery charging alternators and generators for internal combustion engines

3363223201 Rebuilt battery charging alternators and generators for internal combustion engines, all types

3363223204 Regulators for battery charging alternators and generators (new and rebuilt)

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