

# The 2022-2027 Outlook for Bicycles and Bicycle Parts for US Zip Codes

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## Abstracts

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

The NAICS code for bicycles and bicycle parts is 33699121. It is for this definition that aggregate latent demand estimates are derived. Bicycles and bicycle parts is specifically defined as follows:

33699121 Bicycles and parts (excluding children's two wheel sidewalk cycles with solid or semipneumatic tires)

336991213 Motorcycles,(excl. sidecars), mopeds, motorscooters, and trail vehicles

3369912101 Bicycles, complete; wheels of all diameter and all speeds (including lightweight, road, mountain, all terrain, and cruiser type)

3369912103 Other cycles, including unicycles, adult tricycles, and children's tricycles of metal tubular construction (excluding children's sidewalk bikes with solid or semipneumatic tires)

3369912109 Frames, forks, and similar parts for bicycles, unicycles, and adult tricycles

3369912113 Wheel rims and spokes for bicycles, unicycles, and adult tricycles

3369912116 Seats (saddles) for bicycles, unicycles, and adult tricycles

3369912119 Pedals and crankgear and similar parts for bicycles, unicycles, and adult tricycles

3369912122 Other parts for bicycles, unicycles, and adult tricycles (including hubs, brakes, freewheel sprocket wheels, and parts thereof)

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