

The 2022-2027 Outlook for Blankets, Wipers, and Ribbons Made from Non-Woven Fabrics for US Zip Codes

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Abstracts

This study covers the latent demand outlook for blankets, wipers, and ribbons made from non-woven fabrics 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 blankets, wipers, and ribbons made from non-woven fabrics. 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 blankets, wipers, and ribbons made from non-woven fabrics as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for blankets, wipers, and ribbons made from non-woven fabrics is 31323031. It is for this definition that aggregate latent demand estimates are derived. Blankets, wipers, and ribbons made from non-woven fabrics is specifically defined as follows:

31323031 Blankets, wipers, and ribbons made from nonwoven fabrics

3132303111 Blankets made from nonwoven fabrics

3132303121 Ribbons, for gift tyings, Christmas, made from nonwoven fabrics

3132303131 Ribbons, for gift tyings, except Christmas, made from nonwoven fabrics

3132303141 Wipers made from nonwoven fabrics, including windshield, industrial, and lithographic

3132303151 Ribbons, laminated and nonlaminated gift tyings, including decorative string, bows, rosettes, and all gift tyings, nonwoven

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