

# The 2022-2027 Outlook for Body Lotions and Oils for US Zip Codes

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## Abstracts

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

The NAICS code for body lotions and oils is 325620D2. It is for this definition that aggregate latent demand estimates are derived. Body lotions and oils is specifically defined as follows:

325620D2 Lotions and oils

325620D211 Suntan lotions and oils

325620D221 Sunscreens and sunblocks (lotions and oils)

325620D231 Cleansing lotions (excluding hair, shaving, and bath)

325620D241 Cosmetic oils, including baby oils but excluding suntan oils

325620D251 Hand lotions

325620D261 Body lotions, excluding bath lotions

325620D271 Other lotions and oils, excluding hair, shaving, and bath

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