

# The 2022-2027 Outlook for Bookstores and News Dealers for US Zip Codes

<https://marketpublishers.com/r/271F507AE444EN.html>

Date: November 2021

Pages: 513

Price: US\$ 595.00 (Single User License)

ID: 271F507AE444EN

## Abstracts

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

The NAICS code for bookstores and news dealers is 45121. It is for this definition that aggregate latent demand estimates are derived. Bookstores and news dealers is specifically defined as follows:

45121 This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

451211 This U.S. industry comprises establishments primarily engaged in retailing new

books.

451212 This U.S. industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

4512111 Book stores

4512112 Establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 Establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

451211P Primary services

451211SM Other receipts

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