

# **The 2022-2027 Outlook for Branding Irons, Embossing Seals, Figures, Letters, Numerals, Stamp Pads, and Stencils for US Zip Codes**

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## **Abstracts**

This study covers the latent demand outlook for branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils 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 branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils. 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 branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils is 3399430331. It is for this definition that aggregate latent demand estimates are derived. Branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils is specifically defined as follows:

3399430331 Other marking devices, including branding irons, embossing seals, figures, letters, numerals, stamp pads, and stencils

## Contents

### 1 INTRODUCTION

#### 1.1 OVERVIEW

#### 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

#### 1.3 THE METHODOLOGY

##### 1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

##### 1.3.2 STEP 2. FILTERING AND SMOOTHING

##### 1.3.3 STEP 3. FILLING IN MISSING VALUES

##### 1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

##### 1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

##### 1.3.6 STEP 6. AGGREGATION AND BENCHMARKING

#### 1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

##### 1.4.1 CATEGORY DEFINITION

##### 1.4.2 UNITS

##### 1.4.3 METHODOLOGY

### 2 SUMMARY OF FINDINGS

#### 2.1 LATENT DEMAND IN THE UNITED STATES

#### 2.2 LATENT DEMAND BY YEAR IN THE UNITED STATES

#### 2.3 TOP 100 CITIES IN THE UNITED STATES

### 3 FAR WEST

#### 3.1 EXECUTIVE SUMMARY

#### 3.2 LATENT DEMAND BY YEAR - ALASKA

#### 3.3 CITIES SORTED BY ZIPCODE - ALASKA

#### 3.4 LATENT DEMAND BY YEAR - CALIFORNIA

#### 3.5 CITIES SORTED BY ZIPCODE - CALIFORNIA

#### 3.6 LATENT DEMAND BY YEAR - HAWAII

#### 3.7 CITIES SORTED BY ZIPCODE - HAWAII

#### 3.8 LATENT DEMAND BY YEAR - NEVADA

#### 3.9 CITIES SORTED BY ZIPCODE - NEVADA

#### 3.10 LATENT DEMAND BY YEAR - OREGON

#### 3.11 CITIES SORTED BY ZIPCODE - OREGON

#### 3.12 LATENT DEMAND BY YEAR - WASHINGTON

#### 3.13 CITIES SORTED BY ZIPCODE - WASHINGTON

## **4 GREAT LAKES**

- 4.1 EXECUTIVE SUMMARY
- 4.2 LATENT DEMAND BY YEAR - ILLINOIS
- 4.3 CITIES SORTED BY ZIPCODE - ILLINOIS
- 4.4 LATENT DEMAND BY YEAR - INDIANA
- 4.5 CITIES SORTED BY ZIPCODE - INDIANA
- 4.6 LATENT DEMAND BY YEAR - MICHIGAN
- 4.7 CITIES SORTED BY ZIPCODE - MICHIGAN
- 4.8 LATENT DEMAND BY YEAR - OHIO
- 4.9 CITIES SORTED BY ZIPCODE - OHIO
- 4.10 LATENT DEMAND BY YEAR - WISCONSIN
- 4.11 CITIES SORTED BY ZIPCODE - WISCONSIN

## **5 MID-ATLANTIC**

- 5.1 EXECUTIVE SUMMARY
- 5.2 LATENT DEMAND BY YEAR - DELAWARE
- 5.3 CITIES SORTED BY ZIPCODE - DELAWARE
- 5.4 LATENT DEMAND BY YEAR - DISTRICT OF COLUMBIA
- 5.5 CITIES SORTED BY ZIPCODE - DISTRICT OF COLUMBIA
- 5.6 LATENT DEMAND BY YEAR - MARYLAND
- 5.7 CITIES SORTED BY ZIPCODE - MARYLAND
- 5.8 LATENT DEMAND BY YEAR - NEW JERSEY
- 5.9 CITIES SORTED BY ZIPCODE - NEW JERSEY
- 5.10 LATENT DEMAND BY YEAR - NEW YORK
- 5.11 CITIES SORTED BY ZIPCODE - NEW YORK
- 5.12 LATENT DEMAND BY YEAR - PENNSYLVANIA
- 5.13 CITIES SORTED BY ZIPCODE - PENNSYLVANIA

## **6 NEW ENGLAND**

- 6.1 EXECUTIVE SUMMARY
- 6.2 LATENT DEMAND BY YEAR - CONNECTICUT
- 6.3 CITIES SORTED BY ZIPCODE - CONNECTICUT
- 6.4 LATENT DEMAND BY YEAR - MAINE
- 6.5 CITIES SORTED BY ZIPCODE - MAINE
- 6.6 LATENT DEMAND BY YEAR - MASSACHUSETTS

- 6.7 CITIES SORTED BY ZIPCODE - MASSACHUSETTS
- 6.8 LATENT DEMAND BY YEAR - NEW HAMPSHIRE
- 6.9 CITIES SORTED BY ZIPCODE - NEW HAMPSHIRE
- 6.10 LATENT DEMAND BY YEAR - RHODE ISLAND
- 6.11 CITIES SORTED BY ZIPCODE - RHODE ISLAND
- 6.12 LATENT DEMAND BY YEAR - VERMONT
- 6.13 CITIES SORTED BY ZIPCODE - VERMONT

## **7 PLAINS**

- 7.1 EXECUTIVE SUMMARY
- 7.2 LATENT DEMAND BY YEAR - IOWA
- 7.3 CITIES SORTED BY ZIPCODE - IOWA
- 7.4 LATENT DEMAND BY YEAR - KANSAS
- 7.5 CITIES SORTED BY ZIPCODE - KANSAS
- 7.6 LATENT DEMAND BY YEAR - MINNESOTA
- 7.7 CITIES SORTED BY ZIPCODE - MINNESOTA
- 7.8 LATENT DEMAND BY YEAR - MISSOURI
- 7.9 CITIES SORTED BY ZIPCODE - MISSOURI
- 7.10 LATENT DEMAND BY YEAR - NEBRASKA
- 7.11 CITIES SORTED BY ZIPCODE - NEBRASKA
- 7.12 LATENT DEMAND BY YEAR - NORTH DAKOTA
- 7.13 CITIES SORTED BY ZIPCODE - NORTH DAKOTA
- 7.14 LATENT DEMAND BY YEAR - SOUTH DAKOTA
- 7.15 CITIES SORTED BY ZIPCODE - SOUTH DAKOTA

## **8 ROCKIES**

- 8.1 EXECUTIVE SUMMARY
- 8.2 LATENT DEMAND BY YEAR - COLORADO
- 8.3 CITIES SORTED BY ZIPCODE - COLORADO
- 8.4 LATENT DEMAND BY YEAR - IDAHO
- 8.5 CITIES SORTED BY ZIPCODE - IDAHO
- 8.6 LATENT DEMAND BY YEAR - MONTANA
- 8.7 CITIES SORTED BY ZIPCODE - MONTANA
- 8.8 LATENT DEMAND BY YEAR - UTAH
- 8.9 CITIES SORTED BY ZIPCODE - UTAH
- 8.10 LATENT DEMAND BY YEAR - WYOMING
- 8.11 CITIES SORTED BY ZIPCODE - WYOMING

## **9 SOUTHEAST**

### **9.1 EXECUTIVE SUMMARY**

#### **9.2 LATENT DEMAND BY YEAR - ALABAMA**

#### **9.3 CITIES SORTED BY ZIPCODE - ALABAMA**

#### **9.4 LATENT DEMAND BY YEAR - ARKANSAS**

#### **9.5 CITIES SORTED BY ZIPCODE - ARKANSAS**

#### **9.6 LATENT DEMAND BY YEAR - FLORIDA**

#### **9.7 CITIES SORTED BY ZIPCODE - FLORIDA**

#### **9.8 LATENT DEMAND BY YEAR - GEORGIA**

#### **9.9 CITIES SORTED BY ZIPCODE - GEORGIA**

#### **9.10 LATENT DEMAND BY YEAR - KENTUCKY**

#### **9.11 CITIES SORTED BY ZIPCODE - KENTUCKY**

#### **9.12 LATENT DEMAND BY YEAR - LOUISIANA**

#### **9.13 CITIES SORTED BY ZIPCODE - LOUISIANA**

#### **9.14 LATENT DEMAND BY YEAR - MISSISSIPPI**

#### **9.15 CITIES SORTED BY ZIPCODE - MISSISSIPPI**

#### **9.16 LATENT DEMAND BY YEAR - NORTH CAROLINA**

#### **9.17 CITIES SORTED BY ZIPCODE - NORTH CAROLINA**

#### **9.18 LATENT DEMAND BY YEAR - SOUTH CAROLINA**

#### **9.19 CITIES SORTED BY ZIPCODE - SOUTH CAROLINA**

#### **9.20 LATENT DEMAND BY YEAR - TENNESSEE**

#### **9.21 CITIES SORTED BY ZIPCODE - TENNESSEE**

#### **9.22 LATENT DEMAND BY YEAR - VIRGINIA**

#### **9.23 CITIES SORTED BY ZIPCODE - VIRGINIA**

#### **9.24 LATENT DEMAND BY YEAR - WEST VIRGINIA**

#### **9.25 CITIES SORTED BY ZIPCODE - WEST VIRGINIA**

## **10 SOUTHWEST**

### **10.1 EXECUTIVE SUMMARY**

#### **10.2 LATENT DEMAND BY YEAR - ARIZONA**

#### **10.3 CITIES SORTED BY ZIPCODE - ARIZONA**

#### **10.4 LATENT DEMAND BY YEAR - NEW MEXICO**

#### **10.5 CITIES SORTED BY ZIPCODE - NEW MEXICO**

#### **10.6 LATENT DEMAND BY YEAR - OKLAHOMA**

#### **10.7 CITIES SORTED BY ZIPCODE - OKLAHOMA**

#### **10.8 LATENT DEMAND BY YEAR - TEXAS**

## 10.9 CITIES SORTED BY ZIPCODE - TEXAS

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### 11.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS

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