

The 2022-2027 Outlook for Brick and Structural Clay Tile for US Zip Codes

<https://marketpublishers.com/r/2CD4576E8934EN.html>

Date: November 2021

Pages: 513

Price: US\$ 595.00 (Single User License)

ID: 2CD4576E8934EN

Abstracts

This study covers the latent demand outlook for brick and structural clay tile 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 brick and structural clay tile. 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 brick and structural clay tile as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for brick and structural clay tile is 3271210. It is for this definition that aggregate latent demand estimates are derived. Brick and structural clay tile is specifically defined as follows:

3271210 BRICK AND STRUCTURAL CLAY TILE

32712101 Building or common brick

32712102 Glazed brick and other brick (paving, floor, and sewer)

3271210110 Building or common brick

3271210211 Other brick (paving, floor, and sewer)

3271210220 Glazed brick and structural hollow tile

3271210221 Facing tile (structural) and ceramic glazed brick, including unglazed and salt glazed

3271210226 Structural clay tile, except facing (nonload bearing and load bearing)

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