

The 2022-2027 Outlook for Canvas and Related Products for US Zip Codes

<https://marketpublishers.com/r/2AD387C8D705EN.html>

Date: November 2021

Pages: 513

Price: US\$ 595.00 (Single User License)

ID: 2AD387C8D705EN

Abstracts

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

The NAICS code for canvas and related products is 3149120. It is for this definition that aggregate latent demand estimates are derived. Canvas and related products is specifically defined as follows:

3149120 CANVAS AND RELATED PRODUCTS

31491201 Canvas, awnings

31491202 Camping tents made from canvas

31491203 Other tents, including air supported structures and tension structures, made from canvas

31491204 Tarpaulins and other covers, flat, made from canvas, including truck and boat covers

31491205 Tarpaulins and other covers, fitted, made from canvas, including truck and boat covers

31491206 All other canvas products, including canvas sails, except bags

31491207 All other canvas products, except bags

3149120111 Canvas, awnings

3149120221 Camping tents made from canvas

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