

# The 2022-2027 Outlook for Carpet and Rugs Tufted Only or Tufted and Finished in Same Plant for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for carpet and rugs tufted only or tufted and finished in same plant 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 carpet and rugs tufted only or tufted and finished in same plant. 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 carpet and rugs tufted only or tufted and finished in same plant as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for carpet and rugs tufted only or tufted and finished in same plant is 31411031. It is for this definition that aggregate latent demand estimates are derived. Carpet and rugs tufted only or tufted and finished in same plant is specifically defined as follows:

31411031 Carpet and rugs tufted only or tufted and finished in same plant

3141103110 Carpet and rugs tufted only or tufted and finished in same plant

3141103112 Tufted washable scatter rugs, bathmats, and sets (rugs 6 ft by 9 ft and smaller)

3141103114 Tufted hard backed nonwashable accent/area rugs (6 ft by 9 ft and smaller)

3141103116 Tufted room size rugs (larger than 6 ft by 9 ft)

3141103118 Tufted roll goods, including modular carpeting (6 ft and larger), except automobile and aircraft

314110311A Tufted artificial grass for nonathletic surfaces

314110311C Tufted automobiles and aircraft carpets and rugs

314110311E Tufted carpet and rugs, nylon face yarn

314110311G Tufted carpet and rugs, polyester face yarn

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