

The 2022-2027 Outlook for Clay-Coated Printing and Converting Paper for US Zip Codes

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Abstracts

This study covers the latent demand outlook for clay-coated printing and converting paper 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 clay-coated printing and converting paper. 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 clay-coated printing and converting paper as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for clay-coated printing and converting paper is 3221211. It is for this definition that aggregate latent demand estimates are derived. Clay-coated printing and converting paper is specifically defined as follows:

3221211 Clay-coated printing and converting paper

32212111 Clay coated groundwood

32212112 Clay coated freesheet and prime coated body stock

322121111 Clay coated groundwood printing and converting paper (containing more than 10 percent mechanical fiber), including prime coated body stock

322121221 Clay coated freesheet printing and converting paper, coated one side (containing not more than 10 percent mechanical fiber), including prime coated body stock

322121231 Clay coated freesheet printing and converting paper, coated two sides (containing not more than 10 percent mechanical fiber), including prime coated body stock

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