

# The 2022-2027 Outlook for Commercial Gravure Printing for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for commercial gravure printing 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 commercial gravure printing. 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 commercial gravure printing as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for commercial gravure printing is 323111. It is for this definition that aggregate latent demand estimates are derived. Commercial gravure printing is specifically defined as follows:

323111 This U.S. industry comprises establishments primarily engaged in gravure printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in gravure printing on purchased stock materials, such as stationery, letterhead, invitations, labels, and similar items, on a job order basis.

3231111 Magazine and periodical printing, gravure

3231112 Label and wrapper printing, gravure

3231113 Catalog and directory printing, gravure

3231115 Advertising printing, gravure

3231116 Other commercial printing, gravure

3231117 ADVERTISING PRINTING (GRAVURE)

3231119 OTHER COMMERCIAL AND GENERAL JOB PRINTING (GRAVURE)

323111M Miscellaneous receipts

323111P Primary products

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