

# The 2022-2027 Outlook for Commercial, Industrial, and Institutional Soap and Detergents Excluding Specialty Cleaners for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for commercial, industrial, and institutional soap and detergents excluding specialty cleaners 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, industrial, and institutional soap and detergents excluding specialty cleaners. 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, industrial, and institutional soap and detergents excluding specialty cleaners as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for commercial, industrial, and institutional soap and detergents excluding specialty cleaners is 3256111. It is for this definition that aggregate latent demand estimates are derived. Commercial, industrial, and institutional soap and detergents excluding specialty cleaners is specifically defined as follows:

3256111 Commercial, industrial, institutional soap & detergents, excl specialty cleaners

32561111 Soaps and detergents, commercial, industrial, and institutional

32561112 Commercial, industrial, and institutional laundry detergents

32561113 Commercial, industrial, and institutional dishwashing detergents

32561114 Commercial, industrial, and institutional metal cleaners

32561115 Commercial, industrial, and institutional scouring cleaners

32561116 Dairy, farm, and food plant cleaners, sanitizers, etc.

32561117 Commercial, industrial, and institutional soaps, excluding specialty cleaners

3256111111 Dry hard surface commercial, industrial, and institutional cleaners

3256111121 Liquid hard surface commercial, industrial, and institutional cleaners

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