

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

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Abstracts

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

The NAICS code for commercial, industrial, and institutional soaps excluding specialty cleaners is 32561117. It is for this definition that aggregate latent demand estimates are derived. Commercial, industrial, and institutional soaps excluding specialty cleaners is specifically defined as follows:

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

3256111711 Commercial, industrial, and institutional soap chips, flakes, granules, powders, and sprays, including washing powders, excluding specialty cleaners

3256111721 Commercial, industrial, and institutional liquid (potash and other) soaps, excluding shampoos and specialty cleaners

3256111731 Other commercial, industrial, and institutional soaps, including mechanics' hand soap, excluding specialty cleaners

3256111741 All other commercial, industrial, and institutional cleaners, including dry cleaners, liquid, dry, and aerosol

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