

The 2022-2027 Outlook for Commercial Lithographic Printing for US Zip Codes

<https://marketpublishers.com/r/2322BED4A9C2EN.html>

Date: November 2021

Pages: 513

Price: US\$ 595.00 (Single User License)

ID: 2322BED4A9C2EN

Abstracts

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

The NAICS code for commercial lithographic printing is 323110. It is for this definition that aggregate latent demand estimates are derived. Commercial lithographic printing is specifically defined as follows:

323110 This U.S. industry comprises establishments primarily engaged in lithographic (i.e., offset) printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in lithographic printing on purchased stock materials, such as stationery, letterhead, invitations, labels, and

similar items, on a job order basis.

3231101 Magazine and periodical printing (lithographic) (offset)

3231103 Label and wrapper printing (lithographic) (offset)

3231105 Catalog and directory printing (lithographic) (offset)

3231107 Financial and legal printing (lithographic) (offset)

3231109 Advertising printing (lithographic) (offset)

323110B General job printing, nec (lithographic) (offset)

323110M Miscellaneous receipts

323110P Primary products

323110S Secondary products

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