

The 2022-2027 Outlook for Commercial and Institutional Electric Lighting Fixtures for US Zip Codes

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Abstracts

This study covers the latent demand outlook for commercial and institutional electric lighting fixtures 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 and institutional electric lighting fixtures. 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 and institutional electric lighting fixtures as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for commercial and institutional electric lighting fixtures is 3351222. It is for this definition that aggregate latent demand estimates are derived. Commercial and institutional electric lighting fixtures is specifically defined as follows:

3351222 Electric lighting fixtures, commercial and institutional types

33512220 Industrial-type electric lighting fixtures, including parts and accessories

33512221 Industrial type electric lighting fixtures, including parts and accessories

33512222 Components and renewal parts for industrial~type electric lighting fixtures, sold separately

335122201 Incandescent fixtures

335122202 Mercury and other high-intensity discharge fixtures

335122203 Fluorescent fixtures, except portable

335122204 Component or renewal parts for commercial or institutional fixtures, sold separately

3351222000 Industrial~type electric lighting fixtures, including parts and accessories

3351222100 Industrial type electric lighting fixtures, including parts and accessories

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