

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

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Abstracts

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

The NAICS code for commercial screen printing is 323113. It is for this definition that aggregate latent demand estimates are derived. Commercial screen printing is specifically defined as follows:

323113 This U.S. industry comprises establishments primarily engaged in screen printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in screen printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job order basis. Establishments primarily engaged in printing on apparel and textile products, such as T-

shirts, caps, jackets, towels, and napkins, are included in this industry.

3231131 Screen printing, except on textiles

3231132 SCREEN PRINTED LABELS

3231133 Screen printing on garments, apparel, and other fabric articles

3231134 SCREEN PRINTING ON GARMENTS, APPAREL ACCESSORIES, AND
OTHER FABRIC ARTICLES, EXCEPT LABELS

323113M Miscellaneous receipts

323113P Primary products

323113S Secondary products

32311311 Screen printed labels

32311312 Screen printed advertising materials

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