

The 2022-2027 Outlook for Commercial Turf and Grounds Care Equipment for US Zip Codes

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Abstracts

This study covers the latent demand outlook for commercial turf and grounds care equipment 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 turf and grounds care equipment. 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 turf and grounds care equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for commercial turf and grounds care equipment is 333111J1. It is for this definition that aggregate latent demand estimates are derived. Commercial turf and grounds care equipment is specifically defined as follows:

333111J1 Commercial turf and grounds care equipment, including parts and attachments

333111J100 Commercial turf and grounds care equipment, including parts and

attachments

333111J101 Commercial turf and grounds mowing equipment, powered nonriding mowers

333111J106 Commercial turf and grounds mowing equipment, riding reel type turf mowers (including greens mowers)

333111J111 Commercial turf and grounds mowing equipment, riding rotary turf mowers

333111J116 Commercial turf and grounds mowing equipment, gang rotary cutting units, reel and rotary (individual sections)

333111J121 Commercial turf and grounds mowing equipment, flail mower cutting units (including gang)

333111J126 Commercial turf and grounds mowing equipment, other mowing equipment

333111J131 Parts for commercial turf and grounds mowing equipment

333111J136 Attachments for commercial turf and grounds mowing equipment

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