

The 2022-2027 Outlook for Computer Printers for US Zip Codes

<https://marketpublishers.com/r/2B4CE783CD95EN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 2B4CE783CD95EN

Abstracts

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

The NAICS code for computer printers is 33411911. It is for this definition that aggregate latent demand estimates are derived. Computer printers is specifically defined as follows:

33411911 Computer printers

3341191100 All other miscellaneous computer peripheral (input/output) equipment (except parts, attachments, and accessories)

3341191101 All other computer peripheral equipment, keyboards

3341191102 All other computer peripheral equipment, memory cards and readers

3341191103 All other computer peripheral equipment, other keying equipment

3341191105 All other computer peripheral equipment, mouse devices

3341191107 All other computer peripheral equipment, digitizers and light pen tablets

3341191109 All other computer peripheral equipment, other manual input devices
(joysticks, trackballs, touchscreens, etc.)

3341191111 All other computer peripheral equipment, computer output to microfilm
(COM) equipment

3341191113 All other computer peripheral equipment, media copying and/or conversion
equipment

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