

The 2022-2027 Outlook for Consumer Non-Riding Lawn, Garden, and Snow Equipment for US Zip Codes

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Abstracts

This study covers the latent demand outlook for consumer non-riding lawn, garden, and snow 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 consumer non-riding lawn, garden, and snow 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 consumer non-riding lawn, garden, and snow equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for consumer non-riding lawn, garden, and snow equipment is 3331121. It is for this definition that aggregate latent demand estimates are derived. Consumer non-riding lawn, garden, and snow equipment is specifically defined as follows:

3331121 Consumer nonriding lawn, garden, and snow equipment

33311210 Consumer nonriding lawn, garden, and snow equipment

33311211 Consumer nonriding lawn, garden, and snow equipment

3331121000 Consumer nonriding lawn, garden, and snow equipment

3331121006 Consumer nonriding lawn, garden, and snow equipment, lawnmowers, rotary, self-propelled, gas-powered

3331121021 Consumer nonriding lawn, garden, and snow equipment, lawnmowers, electric, all types, including battery-powered

3331121026 Consumer nonriding lawn, garden, and snow equipment, rotary, garden motor tillers

3331121031 Consumer nonriding lawn, garden, and snow equipment, 2-wheel tractors walking type, except rotary tillers

3331121036 Consumer nonriding lawn, garden, and snow equipment, snow throwers (snow blowers), except attachment-type, single stage

3331121041 Consumer nonriding lawn, garden, and snow equipment, snow throwers (snow blowers), except attachment-type, dual stage

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