

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

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## Abstracts

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

The NAICS code for consumer riding lawn, garden, and snow equipment is 3331123. It is for this definition that aggregate latent demand estimates are derived. Consumer riding lawn, garden, and snow equipment is specifically defined as follows:

3331123 Consumer riding lawn, garden, and snow equipment

33311230 Consumer riding lawn, garden, and snow equipment

33311231 Consumer riding lawn, garden, and snow equipment

3331123000 Consumer riding lawn, garden, and snow equipment

3331123001 Consumer riding lawn, garden, and snow equipment, lawn tractors and riding mowers, front engine under 10.0 hp (under 7.5 kW)

3331123011 Consumer riding lawn, garden, and snow equipment, lawn tractors and riding mowers, front engine 10.0 hp and over (7.5 kW and over)

3331123021 Consumer riding lawn, garden, and snow equipment, lawn tractors and riding mowers, rear engine under 10.0 hp (under 7.5 kW)

3331123031 Consumer riding lawn, garden, and snow equipment, lawn tractors and riding mowers, rear engine 10.0 hp and over (7.5 kW and over)

3331123041 Consumer riding lawn, garden, and snow equipment, garden tractors under 16.0 hp (under 12.0 kW)

3331123051 Consumer riding lawn, garden, and snow equipment, garden tractors 16.0 hp to 19.9 hp (12.0 kW to 14.9 kW)

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