

# The 2022-2027 Outlook for Cosmetics, Beauty Supplies, and Perfume Stores for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for cosmetics, beauty supplies, and perfume stores 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 cosmetics, beauty supplies, and perfume stores. 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 cosmetics, beauty supplies, and perfume stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for cosmetics, beauty supplies, and perfume stores is 44612. It is for this definition that aggregate latent demand estimates are derived. Cosmetics, beauty supplies, and perfume stores is specifically defined as follows:

44612 See industry description for 446120.

446120 This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries,

and personal grooming products.

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