

# The 2022-2027 Outlook for Costume Jewelry and Novelties for US Zip Codes

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## Abstracts

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

The NAICS code for costume jewelry and novelties is 3399140. It is for this definition that aggregate latent demand estimates are derived. Costume jewelry and novelties is specifically defined as follows:

### 3399140 COSTUME JEWELRY AND NOVELTIES

33991401 Women's and children's costume jewelry and costume novelties (including watch attachments) made of base metal, whether or not electroplated with gold, silver,

chromium, etc, except rings

33991402 Other costume jewelry, and costume novelties made of plastics, wood, leather

33991403 Nonprecious metal jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal

33991404 Other jewelry and costume novelties, including engraving and etching on other jewelry

3399140111 Women's and children's costume jewelry and costume novelties (including watch attachments) made of base metal, whether or not electroplated with gold, silver, chromium, etc, except rings

3399140118 Metal trophies, except precious metal

3399140201 Costume jewelry rings and ring mountings made of base metal, whether or not electroplated with gold, silver, chromium, etc

3399140206 Men's costume jewelry (including watch attachments) made of base metal, whether or not electroplated with gold, silver, chromium, etc, except rings

3399140216 Fraternal, college, and school costume jewelry and emblems (including military insignia, excluding rings) made of base metal, whether or not electroplated with gold, silver, chromium, etc

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